

What Google's OpenSocial was probably designed for

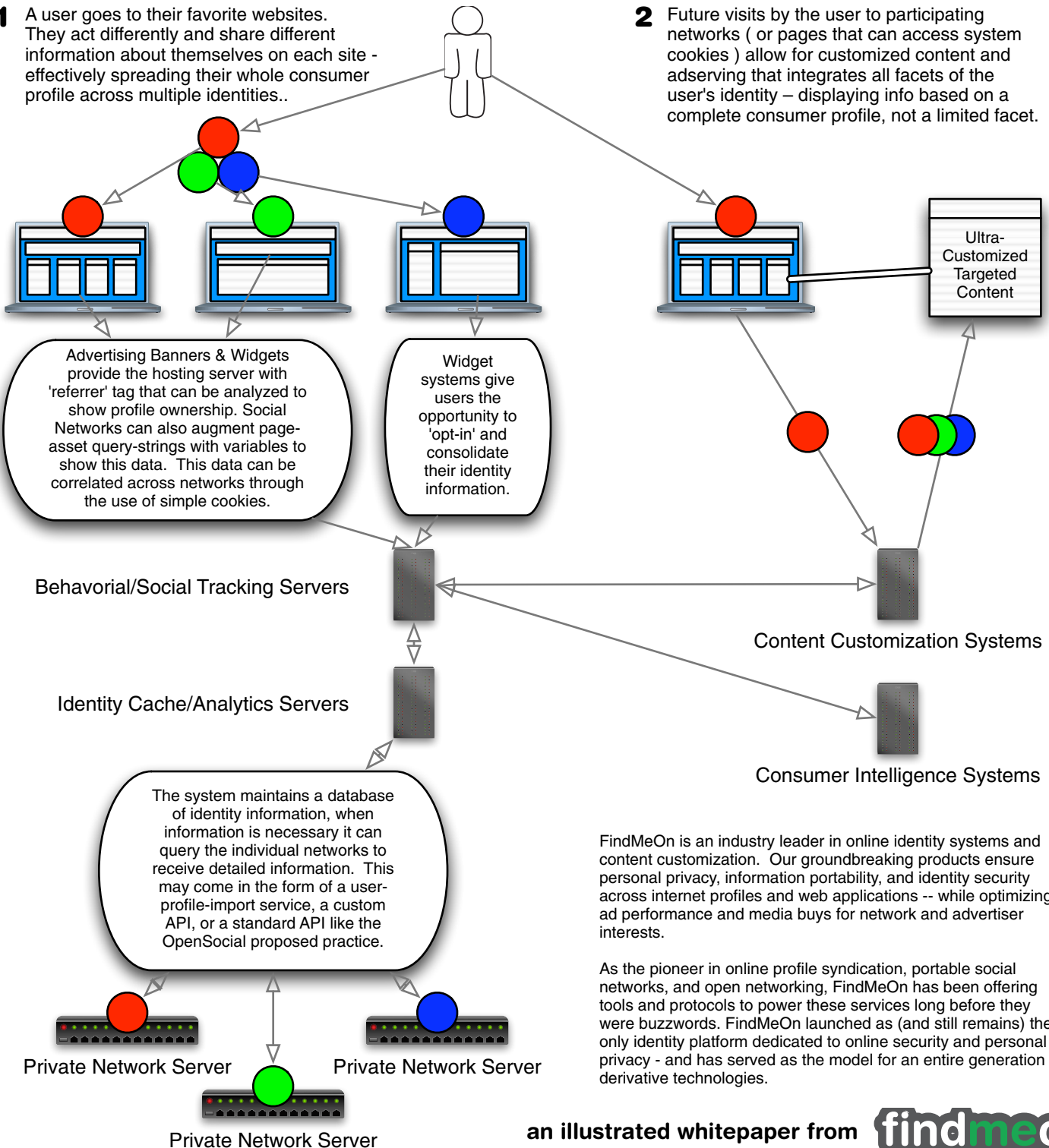
Many experts are claiming that Google's OpenSocial initiative is an attempt to break the growing Facebook stronghold on Social Networking. At FindMeOn we think that analysis is very shortsighted: OpenSocial provides Google a way to most efficiently data-mine user behavior, ultimately increasing the relevance of Ad Relevance.

This illustrated analysis shows a probable scenario of data mining & content customization, using the Google OpenSocial Platform to map a Global Social Graph, and FindMeOn's patent-pending meta-identity indexing and content customization technologies to deliver ultra-targeted content.

This whitepaper is analysis speculative; FindMeOn has no relationship with Google, FindMeOn simply designed, prototyped, and marketed similar technologies under the FindMeOn and OpenSN (Open Social Network) brand names more than a year before the Google system was released.

1 A user goes to their favorite websites. They act differently and share different information about themselves on each site - effectively spreading their whole consumer profile across multiple identities..

2 Future visits by the user to participating networks (or pages that can access system cookies) allow for customized content and aderving that integrates all facets of the user's identity – displaying info based on a complete consumer profile, not a limited facet.



FindMeOn is an industry leader in online identity systems and content customization. Our groundbreaking products ensure personal privacy, information portability, and identity security across internet profiles and web applications -- while optimizing ad performance and media buys for network and advertiser interests.

As the pioneer in online profile syndication, portable social networks, and open networking, FindMeOn has been offering tools and protocols to power these services long before they were buzzwords. FindMeOn launched as (and still remains) the only identity platform dedicated to online security and personal privacy - and has served as the model for an entire generation of derivative technologies.