

Ortelio is named after Abramo Ortelio (also known as Abraham Ortelius in English, referred with this name to avoid confusion herein), who was a cartographer and geographer, credited as the creator of the modern atlas. Ortelius was the first person who compiled existing local maps to make the first world atlas.

Ortelius' seminal work was the "Theatrum Orbis Terrarum" (Theatre of the World), which is considered to be the first true modern atlas. Written by Ortelius and originally printed on May 20, 1570, in Antwerp, it consisted of a collection of uniform map sheets bound together. In this way all existing cartographical knowledge and information about various areas and territories on earth was compiled in one single work.



Ortelius brought the entire world's knowledge together in one easy to follow atlas!

This amazing historical document was of course far from complete, and the Flemish scholar considered it a work in progress. Before these pages were printed no one had ever considered putting together all of the known maps of the world into one edition. Up until this time, maps were usually loose sheets of paper of varying sizes and dimensions. Because of the variety of sources it was almost impossible for sailors and scholars to accurately compare distances, plan voyages and advance their work.

This is the Ortelius' genius - by compiling all the best-known maps of his day he was able to create the world's first atlas. And if his story reminds you the story of the internet, you are not alone! But you should also spot the difference: Today's internet companies do not rely on local information to create a global picture. In our times of globalization people take pictures of the earth from above and shape our localities in small squares to fit their creations. Ortelio takes the opposite path, following the Ortelius tradition: It enables local businesses to publish their own information in their own language, shape, and color, and display it only to people in their areas. Ortelio is using the internet to combine this information with all available world information, enabling the creation of the world's first global atlas!



Ortelio™ enables the display of locally relevant content to internet users.

#### Internet users

Avoid irrelevant annoying ads - see only ads from your local businesses.

Ortelio co-operates

with web sites to

exclude irrelevant ads

and include ads from

companies that are

situated in the locality

of the user who views

their web pages.

#### Content providers

Gain the most from your advertising space - start selling ads now.

#### Media buyers

Multiply your revenues - tap into the local ads market.

The whole process takes place at the ISP level.

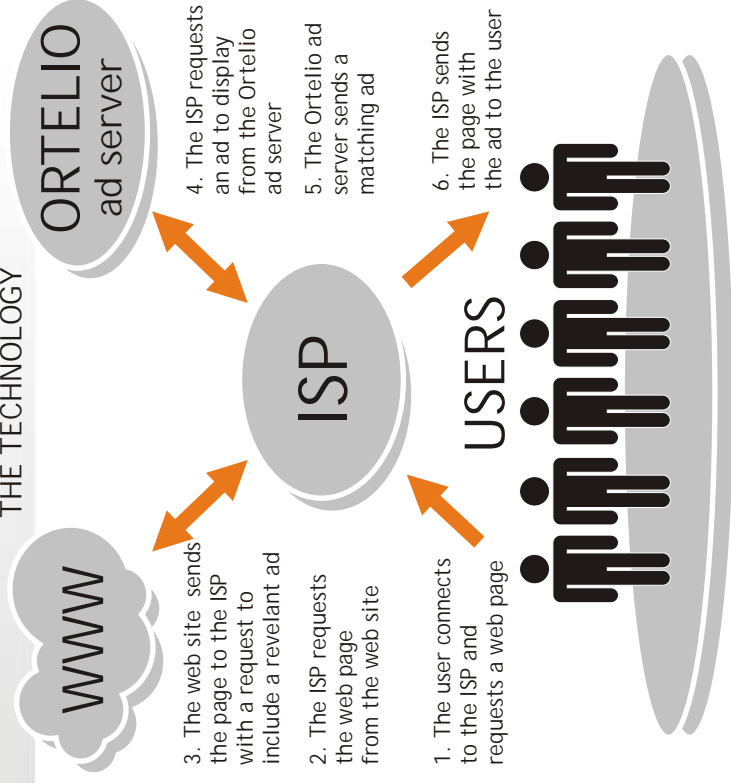
#### Small companies

Advertise on the internet - and be sure that only the people in your neighborhood will see the ads.

#### ISPs

Gain a new source of income - and increase customer satisfaction at the same time.

## THE TECHNOLOGY



Ortelio can result to significant benefits for all involved parties:

- For users, it matches customer-defined content married to local, relevant advertising, and, inevitably, faster download as ads would be loaded from a local cache.
- For web publishers, it enhances the relevance and quality of ads, increasing advertising rates and advertising income. It enables larger sites to utilize unsold inventory and smaller sites to start selling ad space.
- For advertisers, it serves to reinforce the essentially "local" nature of the Web and enables them to achieve precision targeting and outstanding ROI.
- For small companies, it enables them to start advertising on the internet and effectively reach their local customers.
- For ISPs, it gives them a new lucrative source of income, enhancing their subscribers' experience at the same time.

## A case example

Let's assume for a moment that I am the owner of a sporting goods store in Bonn, Germany. The local papers sell 20,000 copies a day to a population of around 100,000 homes, and I advertise in them. I also know that about 25,000 homes in Bonn often connect to the internet. At any one time, anything from about 300 (at 5am) to about 5000 (at 7pm) of those homes are connected. Some of them are doing email, or doing their homework, or chatting, or retrieving a file from the office, but some of them are surfing the web, and some of them are visiting one or other of the millions of advertising-sponsored websites out there.

But how many of these Bonn-dwelling customers and prospects of mine might wander into any particular website on any given day, out of all the millions of websites they could go to? And how can I identify my prospective clients, know which sites they are visiting, and serve my ads only to Bonn visitors, out of the thousands or millions of visitors that the sites will probably attract? Who is this website owner who will come and definitely be able to tell me that he has 1000 visitors that live in my catchment area and therefore he will feed all of them my ad? Who can make a value proposition like this? Today, no web site owner can.

However, if a local sales representative emailed me, or even walked into my store, and said to me "I guarantee that whenever anyone in Bonn logs onto the net tonight they will get an ad for your

local store put in front of their eyes within the first 10 minutes, and again every half hour after that - regardless of whether they are chatting, reading their mail, or looking at cnn.com, the Vienna tourist bureau, or PlayboyMagazine - and whenever one of them visits any of these 1,587 identified sports related websites or makes a sports related search request, then your ad goes into the top priority list and will be shown within one minute of that event. Or, alternatively, we could build you a campaign targeting only the 2,147 people in the Bonn community who are between the ages of 14 and 35 and who spend more than 10% of their total web time visiting sports or active lifestyle websites", I would jump at the offer. This is targeted marketing on the web, and this is a real value proposition. No web site can even dream of that kind of proposition today.

Whether any known Bonn surfer turns up at one particular website (even if one has Yahoo-sized traffic) is hit and miss. Maybe they will, maybe they won't. But no Bonn advertiser wants to speculate with their advertising money - they want guaranteed reach into their local community group. They want access to ALL the local surfers, wherever they go, for however long they are online.

Ortelio can offer this.