

CONTENT CONCENTRATOR

INTRODUCTION

The vast majority of email still consists of large numbers of text messages. If we can speed the reading of those messages, we will make email a more efficient means of communication.

Content Concentration is the process of hiding unnecessary and uninteresting parts of email messages, and leaving the user with “just the meat” of a message, or indeed, of an entire conversation.

FEATURES

Quote Hiding People often include large blocks of quotes with their mail, in case someone has lost the context. Most of the time, this is redundant information and can safely be skipped. The first line of the quote will be shown, and a disclosure button will let the reader view the rest if he wishes.

Compare these two renditions of the same message;

I did not re-traffic all the ads, just one. Starting yesterday, I will traffic all QC HR announcements to both Distr. ID's. So, other than having similar announcements (creatives), the two distributors have no other relationships. Is there a better process for this situation?

At 05:33 PM 5/19/00 - 0400, Rob Chandhok wrote:

At 1:46 PM - 0700 5/19/00, Thomas Hawley wrote:

Not exactly. This new Distr. (ID # 11013) is set for Soft 100% and the QC HR Distr. (ID #10910) is set for Hard 100%.

I mean: did you retraffic all the HR ads under 11013? IF you didn't, no one will get any HR ads.

There is no relationship between the original internal ID and 11013?

Rob

I did not re-traffic all the ads, just one. Starting yesterday, I will traffic all QC HR announcements to both Distr. ID's. So, other than having similar announcements (creatives), the two distributors have no other relationships. Is there a better process for this situation?

Rob Chandhok : I mean: did you retraffic all the HR ads under 11013?

More quote..

Signature Hiding Let's face it, all that fancy stuff in signature files just gets in the way most of the time. We can hide it just the way we do quotes.

Compare:

E.J. Tague
Strategic Sales Manager - Techsolutions for Publishers
DoubleClick Inc. (Nasdaq: DCLK)
<http://www.doubleclick.net>
Direct ~ (415) 844-1702
Cell ~ (415) 850-3155
Efax ~ (415) 778-0786

> DoubleClick is building the sales and technology infrastructure for
> Internet Advertising and next generation marketing solutions, working with
> more than 3,600 advertisers and 10,000 publishers in 22 countries. To find
> out more about DoubleClick's solutions visit <http://www.doubleclick.net>.
>

E.J. Tague

More signature.

Header Hiding We already hid boring headers; with more control in the message, we can accelerate this process, and hide all but just the most vital headers. Users who want to see more, can see more.

Multiple Message Presentation How many times have you seen people jump into the middle of a thread without reading what comes after? How many times have you looked at a big thread and thought, "Where do I start?" Here is a typical display:

Fwd- distributor ID for Eudora					
Who	Date				Subject
WE Kathleen Johnson	5/18/00, 3:43 F	1			Fwd: distributor ID for E
Cor Rob Chandhok	5/19/00, 3:33 F	1			Re: Fwd: distributor ID fo
WE Thomas Hawley	5/19/00, 3:49 F	1			Re: Fwd: distributor ID fo
Cor Rob Chandhok	5/19/00, 4:37 F	1			Re: Fwd: distributor ID fo

4/7K/4K

X-Sender: kgjohnso_wm@worldmail1.qualcomm.com
Date: Thu, 18 May 2000 14:43:46 -0700
To: eudora.dm@qualcomm.com
From: Kathleen Johnson <kgjohnso@qualcomm.com>
Subject: Fwd: distributor ID for Eudora folks
Mime-Version: 1.0

FYI

X-Sender: thawley@jittlov.qualcomm.com
X-Mailer: QUALCOMM Windows Eudora Version 4.3.1
Date: Thu, 18 May 2000 14:22:30 -0700
To: eudora-trafficker@qualcomm.com
From: Thomas Hawley <thawley@qualcomm.com>
Subject: distributor ID for Eudora folks

We created a new Distributor ID (# 11013) for people that are interested in getting both the QC Announcements AND the general ads. When the process is finalized on how to get this new Distr. ID or client, an announcement will be sent.

The campaign (# 56) and the one ad is set up and ready to activate.

The distributor parameters are :

Image Ad : Soft 100%
Sponsor Ad: Soft
Toolbar Ad: Soft 3

With the concentrator, it could look like this, with nearly the whole thread visible at a glance:

Fwd- distributor ID for Eudora

Who	Date	Subject
WE Kathleen Johnson	5/18/00, 3:43 P	1 Fwd: distributor ID for E
Cor Rob Chandhok	5/19/00, 3:33 P	1 Re: Fwd: distributor ID f
WE Thomas Hawley	5/19/00, 3:49 P	1 Re: Fwd: distributor ID f
Cor Rob Chandhok	5/19/00, 4:37 P	1 Re: Fwd: distributor ID f

4/7K/4K

From: Kathleen Johnson <kgjohnso@qualcomm.com>
Subject: Fwd: distributor ID for Eudora folks

FYI

Date: Thu, 18 May 2000 14:22:30 -0700
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From: Thomas Hawley <thawley@qualcomm.com>
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CUSTOMIZABILITY

Of course, we'd allow users to choose how much concentration, if any, they want Eudora to do by default. Probably we would want to allow different levels in different contexts; more concentration in a preview, less in an open message, that sort of thing.

WIRELESS TIE-IN

The Concentrator would tie into our wireless initiatives in a couple of ways.

Experience One, we develop expertise in the concentration process itself. We can apply this expertise to the (very necessary, nearly vital) process of concentrating content delivered through Bonsai.

Direct Use through Filters We can allow users to forward concentrated content to their mobile devices, allowing pre-Bonsai or even early-Bonsai users to benefit from concentration.