



Buzm is the first peer-to-peer software for the *publishing* and *trade* of digital media between friends, colleagues and the world.

Buzm leverages powerful innovations in social media and personal publishing to create a unique value proposition for the consumer. As a publishing system it combines the everyday simplicity of email with the information architecture of Weblogs and Wiki. As social software it offers a private and unadulterated content space free from spam and solicitation. Consumers get the news they want from the people they trust in the format of their choice.

Buzm supports RSS and Atom feeds with the capabilities of an advanced news reader. At the same time it has addressed the scalability of RSS by sharing feed downloads across its peer-to-peer (P2P) network infrastructure. P2P harnesses the excess bandwidth and storage in consumer homes to provide the most cost effective solution for broadband content networks available today.

With this efficient growth model, Buzm sees its future in a transaction business that will facilitate the trade of digital media between individuals across the globe. As such, it combines user ratings, payment processing and rights management for a complete Content Commerce™ platform out of the box.

Why Do We Need Buzm?

The impetus comes from an explosion in individual expression and productivity inspired by cheaper and better digital tools. Ordinary people are creating more news and reviews, photos and journals, music and video every day. The early adopters have turned to blogging as an outlet for this work. For most Internet users however, sustaining a Weblog demands excessive effort and is too public an arena for their interpersonal ideas. It also requires a hosting service that must bear the cost of bandwidth and storage. In this situation, a suddenly popular blogger might risk bankruptcy from an unexpected rush of consumer traffic. With broadband media such as music and video these costs can become prohibitively high.

Buzm is the only personal publishing platform that makes the trade of terabytes of broadband content practical and profitable.



For the Home

Buzm provides friends and family a simple and natural way to share their life experiences. It takes seconds to setup a group "Hive" for your siblings or soccer team with a variety of fun templates to choose from. Anyone can post messages, photos, music and video for the community to see. Hive membership can remain private or grow by referral.

For the Office

Buzm offers a practical and efficient alternative to the cumbersome Intranet tools in the market. Project teams can instantly create a distributed workgroup for collaboration and document management. Combining strong encryption with the automatic backup and redundancy of P2P, Buzm provides a true IT-Free™ solution. When needed, legacy systems and data stores can be fully integrated using the flexible developer toolkit.

For the World

Buzm creates a digital media exchange that values the relationships between people. Marketed by peer ratings and reviews, user content can permeate the network according to its own merits. This provides an avenue of mass distribution for the occasional celebrity caught on camera-phone. The same viral mechanism might be used by a garage band to distribute their first single. Buzm will automatically protect the song against piracy and collect usage fees for the band as it becomes a runaway hit.