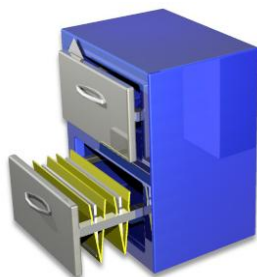


# Comparison Chart

Elertz beats them all!



Features	Email	RSS	IM	Elertz
Anonymous user subscription	✗	✓	✗	✓
Genuine broadcast system	✗	✓	✗	✓
Guaranteed delivery in 30 seconds	✗	✗	✓	✓
Offline SMS option	✗	✗	✓	✓
Fully traceability and proof of delivery	✗	✗	✓	✓
Spam proof	✗	✓	✓	✓
Delivery to over 1 million users	✓	✓	✗	✓
Full message history	✓	✗	✓	✓
Precision Alerting	✓	✗	✗	✓
Multimedia enabled messaging, including Video	✗	✗	✗	✓

## The competition

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### Elertz v RSS feeds

Really Simple Syndication (RSS) is a commonly used technology to let people know when something on a web page has changed. You can see all the latest news and headlines in one place, without having to visit the page you **have taken the 'feed' from**.

RSS is not a system that can be used to deliver precise alerts to users based on advanced criteria. RSS is just too simple to be used in such a way. Yes, it is possible to define crude filters but you can't have the precise query of e.g. "Tell me when Google shares reach over \$510."

RSS is passive, and does not 'push' the messages to the user. elertz has all the features of RSS and more, including precise criteria for alerts, a 'push' system so that alerts are delivered within one minute and an advanced alert subscription system.

We like to think of elertz as ESS, or Extremely Sophisticated Syndication!



## The competition

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### Elertz v Email

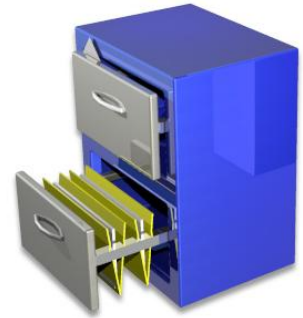
Email was never designed as a mass broadcasting system, but it has definitely been used as one and up until recently, it had been performing admirably. Unfortunately, in recent years the scourge of spam email, phishing scams and virus attacks have meant that the public are increasingly suspicious of email as a broadcast tool and are becoming more suspicious about given their personal details away.

With elertz, control is given back to the user. They decide what alerts they wish to receive and can unsubscribe at any time. The system is totally anonymous and the user will never receive an unsolicited message from an elertz partner.

ISP spam filters mean that although the amount of spam arriving in our inbox has been reduced, some legitimate emails from trusted sources often get marked as spam. This can be as much as 20% of legitimate emails are stopped by commercial spam filters and ISP's. This is a figure that has an impact on the viability of any email marketing or user-messaging system.

Elertz can guarantee delivery of mailertz (see white paper) messages to 100% of subscribed recipients. Not only that, but elertz guarantees delivery of the message within 30 seconds and has an open rate above 90%

E-mail utilizing elertz, has never looked better!



## The competition

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### Elertz v Instant messenger

Instant messenger (IM) was designed for peer to peer messaging. There are a variety of different messaging services all with varying levels of interoperability. IM networks were never designed to perform well as alerting tools, merely as a simple way to send text between friends, much like SMS messaging for the internet.

MSN is currently doing a great job of using MSN alerts for ebay and a handful of other sites, although these are very bespoke solutions based in a locked-in proprietary IM system, which is neither generic nor generally available to all websites.

Elertz is totally anonymous, massively scalable and can deliver multimedia messages in huge volumes almost instantly. Its alerting tools are precise and it can be integrated into any website.

