

# SPECIMEN 1 - WEB - Use of IDEA FORGE Mark - Date Accessed: 9/25/2020

<https://iternal.us/next-generation-of-idea-technology/>

The screenshot shows a web browser window with the URL [iternal.us/next-generation-of-idea-technology/](https://iternal.us/next-generation-of-idea-technology/). The page features the ITERNAL logo and a navigation menu with links for Home, Technologies, Solutions, Services & Support, and Iternal. The main heading is "Next Generation of Idea Technology".

Idea FORGE™ Storytelling Platform and Idea FORGE™ Storybuilding Platform combine to enable you to scale your stories worldwide, in seconds, for any media format. Our breakthrough Idea Level® Modular Component® content structure breaks down information into complete ideas. This results in more flexibility for how information is shared with an audience. Idea Blocks™ make it easy to organize and collect Idea Level® content in all major media formats including: video, text, slides, audio, and more.

Idea FORGE™ transforms organizations by enabling unified accurate communications across the brand for all team members, customers, strategic partners, and resellers, all while ensuring content approval is obtained from key departments and legal when necessary.

Idea FORGE™ cloud-based Storytelling Platform enables authorized employees to create world-class highly customized messaging at mass scale, while reducing many of the traditional expenses, time delays and complexities of tailored enterprise content creation. The result is enhanced interactions with your brand and improved ROI.

Our Orchestrated Multi-Tenant® platform combines all of the traditional benefits of a multi-tenant architecture including a standardized up to date software code base, fast and easy user provisioning, and lower user costs in addition to modern architecture advancements that ensure better data security, improved system redundancy for stability and reliability, and a faster more responsive user experience.

Through User Obsessed Design™ we have created an exceptional user experience that is elegant, fast, intuitive, and friendly – regardless of skill level.

## HOW IT WORKS

The diagram illustrates the workflow: Modular Components → Patent-Pending Methodology → Purpose-Built Software Platform → User Obsessed Design.

## KEY BENEFITS

**Real-time Creation of Reliable, Brand Approved, High Quality Communications:**

Content made by our patent-pending system is highly versatile, ensuring that each piece of content can be used in the most number of unique situations possible. This innovative approach results in an overall efficiency in content creation not previously possible. Each piece of created content travels through Idea FORGE's™ ACCESS™ Verification and utilizes just the right amount of information necessary to communicate a specific message, making it custom tailored, cost-effective and highly motivational. With the Idea FORGE's™ Idea Block™ and Eternal™ Content Update System technology it is possible to create hundreds of thousands of custom tailored stories.

**Cost-effective Management of Critical Communications Information:**

Privacy - Terms

**SPECIMEN 2 - PRINT / DIGITAL (Mark & graphic used in both mediums) - EBOOK & PHYSICAL BROCHURE**

IdeaFORGE™ Terminology



IdeaFORGE

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**SPECIMEN 3 - Print / Digital - Technology Pricelist**

<b>Idea™ FORGE™ Pricelist</b> <b>See Pricelist &amp; Order Form Line Item Descriptions for Details</b>			
<b>Idea™ FORGE™ Software Licenses</b>			
Part Number	Summary Description	Monthly List Price per Unit	Warranty
F-FF-00001	Idea™ FORGE™ Enterprise System License (All Story Building Services including Document, Slides, Matrices, Video) - per CPU Core, monthly subscription license, no additional user licenses required. (Minimum 1 year)	\$2,000	30 Days
F-FF-00002	Idea™ FORGE™ Enterprise Pilot License (All Story Building Services including Document, Slides, Matrices, Video) 25% Storybuilding capacity limit, monthly subscription license, up to 100 users, 1,000 FractalBlocks, and 500 stories. (Minimum 6 months - one time purchase per customer)	\$8,000	30 Days
F-FF-00003	IdeaBlock™ Creator Portal, per IdeaBlock™, monthly subscription license each (Minimum 1 year)	\$1,000	N/A
F-FF-00004	Idea™ FORGE™ Story Storage, monthly subscription license (Minimum 1 year)	\$0	N/A
F-FF-00005	Idea™ FORGE™ End User Consumption (Streaming & Download), monthly subscription license (Minimum 1 year)	\$3,000	N/A
F-FF-00006	Idea™ FORGE™ Story Archival, monthly subscription license (Minimum 1 year)	\$0	N/A
F-FF-00007	Extra Idea™ FORGE™ Users - only when exceeding 1,000 per server core (Minimum 1 year)	\$1,000	N/A
F-FF-00008	Idea™ FORGE™ Enterprise Small Scale Pilot License (All Story Building Services including Document, Slides, Matrices, Video) 12.5% Storybuilding capacity limit, monthly subscription license, up to 50 users, 500 FractalBlocks, and 250 stories. (Minimum 6 months - one time purchase per customer)	\$4,000	30 Days
<b>Idea™ FORGE™ Annual Support and Maintenance</b>			
Part Number	Summary Description	Annual List Price	
FF-SUPPORT01	Standard Support and Maintenance for 1 Idea™ FORGE™ License, per server core.	Included	
FF-SUPPORT02	Gold Support and Maintenance for 1 Idea™ FORGE™ License, per server core.	\$5,000	
FF-SUPPORT03	Platinum Support and Maintenance for 1 Idea™ FORGE™ License, per server core.	\$7,000	