



Seriosity Inc. Introduces

Attent with Serios

Changing the game for Enterprise Software

Overview

Attent™ with Serios™ is an enterprise productivity application inspired by multiplayer online games. It tackles the problem of information overload in corporate email using psychological and economic principles from successful games. Attent creates a synthetic economy with a currency (Serios) that enables users to attach value to an outgoing email to signal importance. It gives recipients the ability to prioritize messages and a reserve of currency that they can use to signal importance of their messages to others. Attent also provides a variety of tools that enable everyone to track and analyze communication patterns and information exchanges in the enterprise.

The lively marketplace of ideas and communication patterns that emerges from this economy offers new insights into collaboration, teamwork and goal alignment. The Seriosity solution to information overload will give your information workers more time, more thoughtful input and more insight so that they can be more productive.

Benefits

Attent provides five important benefits to improve productivity in the enterprise:

- **Prioritize information.** People receive too many emails, instant messages and phone calls, and it's hard to know where to pay attention. With Attent, senders share the burden of prioritization so that recipients can sort information according to value.
- **Get Attention.** Sometimes it's too hard to cut through the clutter. Messages with more currency attached indicate that senders care more and are willing to incur a cost to bid for attention.
- **Give feedback.** It is hard to provide optimal and timely feedback in the workplace. The amount of currency sent in return to email messages is a rapid and tangible signal of reward, compliment or critique.
- **Gain insight.** Sometimes it's hard to know which teams are working well together and whether the right kind of information is flowing between groups. Attent provides a way to view the flow of information in terms of its value, as determined by real people.
- **Build an attention economy.** Attent can be the foundation for an economic system to encourage communication, collaboration, and the alignment of corporate objectives with individual action.



Attent™ with Serios™

The product

Attent includes a downloadable plug-in to the email client, a secure server and a set of protocols and standards for using Attent with other environments such as mobile devices and web-based email. The application facilitates sending, receiving and monitoring Serios, the currency used to measure value in Seriosity's system. After agreement to participate and installation of the plug-in, users are registered on the Seriosity Bookkeeper server. The client plug-in permits easy attachment of Serios to outgoing email messages. When messages are sent, Serio data are updated on the Bookkeeper, and the number of Serios attached to messages can be seen by recipients and used to sort or rank items in the inbox.

The Seriosity server features secure communication and a secure website for participants to view income statements, trade information and rewards, and to see engaging presentations of meta-data, including analytics and graphical presentations of social metrics and econometrics that characterize the attention economy within an organization. People quickly realize that Serios are a lot like money - they have value, you can barter, donate, and collect them. This versatility leads to new forms of collaboration and innovation. When people realize that Serios can be valuable, they begin to use them for transactions that reflect behavior and priorities outside the email environment. Serios can be used to evaluate new ideas in internal markets that track new innovations. We've seen people use Serios to reward a junior colleague, to provide real time scoring in a brainstorming session and to auction scarce corporate resources such as expensive laboratory equipment.

About Seriosity, Inc.

Seriosity's mission is to change the way people work together in functions requiring a high level of collaboration, communication and feedback in today's information-intensive business environments.

Our software products and services improve collaboration, innovation and leadership by using game principles that create focus and motivation to align personal and corporate goals. Up to now, these design elements have been missing from traditional enterprise software applications.

Key founders, investors and board members include Leighton Read, M.D. of Alloy Ventures, Professor Byron Reeves, Ph.D., of Stanford University, MIT Professor Thomas W. Malone, Ph.D. and Seriosity CEO Simon Roy. The company was founded in 2004, is located in Palo Alto, CA, and has raised \$6 million in venture capital from Alloy Ventures.

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