

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Court Order
CONVEYING PARTY DATA	
Name	Execution Date
EDI Secure, LLLP	07/15/2008
RECEIVING PARTY DATA	
Name:	IDPixie, LLC
Street Address:	472 Ashford Avenue
Internal Address:	Apt. #2
City:	Ardsley
State/Country:	NEW YORK
Postal Code:	10502
PROPERTY NUMBERS Total: 1	
Property Type	Number
Patent Number:	6598031
CORRESPONDENCE DATA	
Fax Number:	(407)841-1295
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	407-418-2356
Email:	updegraffc@gtlaw.com
Correspondent Name:	Greenberg Traurig
Address Line 1:	450 S. Orange Avenue
Address Line 2:	Suite 650
Address Line 4:	Orlando, FLORIDA 32801
ATTORNEY DOCKET NUMBER:	103666.010100
NAME OF SUBMITTER:	Catherine M. Updegraff

**CH \$40.00 6598031**

Total Attachments: 75  
 source=Court\_Order#page1.tif  
 source=Court\_Order#page2.tif

source=Court\_Order#page3.tif  
source=Transfer\_of\_Assets#page1.tif  
source=Transfer\_of\_Assets#page2.tif  
source=Transfer\_of\_Assets#page3.tif  
source=Transfer\_of\_Assets#page4.tif  
source=Transfer\_of\_Assets#page5.tif  
source=Transfer\_of\_Assets#page6.tif  
source=Transfer\_of\_Assets#page7.tif  
source=Transfer\_of\_Assets#page8.tif  
source=Transfer\_of\_Assets#page9.tif  
source=Transfer\_of\_Assets#page10.tif  
source=Transfer\_of\_Assets#page11.tif  
source=Transfer\_of\_Assets#page12.tif  
source=Transfer\_of\_Assets#page13.tif  
source=Transfer\_of\_Assets#page14.tif  
source=Transfer\_of\_Assets#page15.tif  
source=Transfer\_of\_Assets#page16.tif  
source=Transfer\_of\_Assets#page17.tif  
source=Transfer\_of\_Assets#page18.tif  
source=Transfer\_of\_Assets#page19.tif  
source=Transfer\_of\_Assets#page20.tif  
source=Transfer\_of\_Assets#page21.tif  
source=Transfer\_of\_Assets#page22.tif  
source=Transfer\_of\_Assets#page23.tif  
source=Transfer\_of\_Assets#page24.tif  
source=Transfer\_of\_Assets#page25.tif  
source=Transfer\_of\_Assets#page26.tif  
source=Transfer\_of\_Assets#page27.tif  
source=Transfer\_of\_Assets#page28.tif  
source=Transfer\_of\_Assets#page29.tif  
source=Transfer\_of\_Assets#page30.tif  
source=Transfer\_of\_Assets#page31.tif  
source=Transfer\_of\_Assets#page32.tif  
source=Transfer\_of\_Assets#page33.tif  
source=Transfer\_of\_Assets#page34.tif  
source=Transfer\_of\_Assets#page35.tif  
source=Transfer\_of\_Assets#page36.tif  
source=Transfer\_of\_Assets#page37.tif  
source=Transfer\_of\_Assets#page38.tif  
source=Transfer\_of\_Assets#page39.tif  
source=Transfer\_of\_Assets#page40.tif  
source=Transfer\_of\_Assets#page41.tif  
source=Transfer\_of\_Assets#page42.tif  
source=Transfer\_of\_Assets#page43.tif  
source=Transfer\_of\_Assets#page44.tif  
source=Transfer\_of\_Assets#page45.tif  
source=Transfer\_of\_Assets#page46.tif  
source=Transfer\_of\_Assets#page47.tif  
source=Transfer\_of\_Assets#page48.tif  
source=Transfer\_of\_Assets#page49.tif  
source=Transfer\_of\_Assets#page50.tif  
source=Transfer\_of\_Assets#page51.tif  
source=Transfer\_of\_Assets#page52.tif  
source=Transfer\_of\_Assets#page53.tif  
source=Transfer\_of\_Assets#page54.tif

source=Transfer\_of\_Assets#page55.tif  
source=Transfer\_of\_Assets#page56.tif  
source=Transfer\_of\_Assets#page57.tif  
source=Transfer\_of\_Assets#page58.tif  
source=Transfer\_of\_Assets#page59.tif  
source=Transfer\_of\_Assets#page60.tif  
source=Transfer\_of\_Assets#page61.tif  
source=Transfer\_of\_Assets#page62.tif  
source=Transfer\_of\_Assets#page63.tif  
source=Transfer\_of\_Assets#page64.tif  
source=Transfer\_of\_Assets#page65.tif  
source=Transfer\_of\_Assets#page66.tif  
source=Transfer\_of\_Assets#page67.tif  
source=Transfer\_of\_Assets#page68.tif  
source=Transfer\_of\_Assets#page69.tif  
source=Transfer\_of\_Assets#page70.tif  
source=Transfer\_of\_Assets#page71.tif  
source=Transfer\_of\_Assets#page72.tif

IN THE CIRCUIT COURT OF THE  
NINTH JUDICIAL CIRCUIT IN AND  
FOR ORANGE COUNTY, FLORIDA

CASE NO.: 2007-CA-004735-O

JEFFREY ICE,

Plaintiff,

v.

IDPIXIE, LLC,

Defendant.

---

**ORDER UPON EXAMINATION OF DEFENDANT IN EXECUTION**

**THIS MATTER** came before the Court on July 15, 2008, upon Plaintiff's Motion for Proceedings Supplementary to Execution, and the Court, having conducted an examination of IDPIXIE, LLC, and having otherwise held a proceeding supplementary to execution in this cause, makes the following findings:

1. Plaintiff in execution, JEFFREY ICE, has obtained a valid Judgment against the Defendant, IDPIXIE, LLC in the above-captioned action in the amount of \$847,535.35, which has accrued interest at the legal rate of eleven percent (11%) per annum since December 13, 2007;
2. A Judgment Lien Certificate was recorded with the Florida Department of State on February 11, 2008;
3. A Writ of Execution was issued by the Clerk of the Ninth Judicial Circuit Court in this action on February 13, 2008. The Writ of Execution is valid and outstanding and the Judgment has not been satisfied in full or in part;
4. Based upon the examination of IDPIXIE, LLC, and the further showing made to

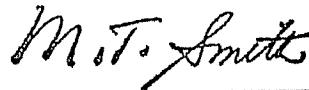
this Court, the Court finds that IDPIXIE, LLC owns at the present time the following assets which are subject to execution:

- (a) United States Patent Number 6,598,031;
- (b) United States Patent Pending Serial Number 09/216,318;
- (c) United States Patent Pending Serial Number 09/374,840; and
- (d) the "NewCash" trademark registered with the United States Patent and Trademark Office, serial number 75782197, registration number 2579385 (hereinafter, (a) through (d) are collectively referred to as the "Property").

**NOW THEREFORE, it is hereby ORDERED AND ADJUDGED:**

1. That the Sheriff of Orange County is hereby authorized and directed to sell the Property of Defendant in Execution, IDPIXIE, LLC, pursuant the requirements of §§ 56.21, 56.22, and 56.25, Florida Statutes;
2. That the Property shall be sold at a public sale to the highest bidder with the proceeds from the sale being applied first to the cost of the sale and the Sheriff's expenses and fees, if any, and then to satisfaction of the Plaintiff's judgment;
3. That any excess proceeds from the sale of Property shall be returned to the Defendant, IDPIXIE, LLC.

DONE AND ORDERED in Chambers, at Orlando, Orange County, Florida this 15<sup>th</sup> day of July, 2008.



Maura T. Smith  
Circuit Judge

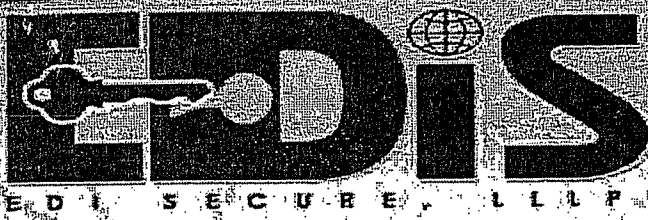
Copies to:

Tucker H. Byrd, Esq.  
Attorney for Plaintiff  
GREENBERG TRAUERIG, P.A.  
450 South Orange Avenue, Suite 650  
Orlando, Florida 32801

IDPixie, LLC  
472 Ashford Avenue, Apt. #2  
Ardsley, New York 10502

Diosa Cortes  
472 Ashford Avenue, Apt. #2  
Ardsley, New York 10502

*ORL 297,032,998v1 103666 010100*



## Executive Summary

EDI Secure, LLLP is a subsidiary of A Safe Place, Inc., a Delaware-based corporation, established on July 28, 2004. Ms. Diosa Cortes is the sole owner of A Safe Place Inc. Since its inception, she has invested \$9.5 million dollars in the successful development and protection of her patented secure communication technology. EDI Secure, LLLP is now doing business as IDPixie, LLC in NYS.

We own a patented method (#6598031, July 22, 2003) using our electronic data interchange that provides secure communication over any open network, such as telephone, cellular, satellite, and Internet. This proprietary technology communicates information over any existing network without exposing sensitive data. We hold exclusive rights to this first and only technology, which has demonstrated the ability of shielding users from electronic fraud. This method is currently the only safe, tested, and certified way of protecting financial and personal data from hackers over all open networks.

Internet experts, academicians, and Government officials in the USA are all in agreement that fraud, perpetuated by hackers over open networks, is a major issue affecting our modern economy. Newsweek magazine named Internet fraud as the "top crime facing the world."

Considering the popularity of E-Commerce, which uses the Internet as the largest open network, it is evident that its future success is only limited by the lack of adequate security. *Thus, a tremendous market opportunity exists for an effective means of providing a safe way of transferring data both over Internet and over any other available open network.*

The need for this effective network security technology is particularly evidenced by, but not limited to, the following factors:

**"ID Theft -** A recent 'Financial Crimes Report to the Public' by the FBI claims that 9.91 million Americans were victims of identity theft and have experienced losses totaling **\$52.6 billion**. More than half of identity theft victims had their current credit cards taken over by identity theft criminals, while new account frauds were estimated to have victimized 3.23 million people and to have caused losses of **\$36.7 billion**."

**"Credit Card Fraud -** FBI data shows the number of US Internet-related credit card crime reports rose 66 percent in 2004, and the average reported loss associated with the online scams tripled to \$2,400 from \$800 in 2003."

**"Government Concern -** The Federal Financial Institutions Examination Council, whose decisions are binding upon all banks in the U.S., has established January 1, 2007 as the deadline for banks to implement "secure methods" for on-line financial services." "The authentication techniques employed by the financial institution should be appropriate to the risks associated with those products and services."

*Security is a critical issue in a world that is becoming increasingly dependent on electronic communication as a means of transacting business. As the global economy undergoes this trend, it highly increases its exposure to electronic fraud. The following table highlights our solutions to the major compliance segments of the FFIEC Guidance to the electronic security problem.*

FFIEC Guidance	IDPixie Solution
Multi-Factor Authentication For High Risk Transaction	Transactions are executed using the IDPixie certified device which is connected to the user computer. This configuration allows all customer information (credit and debit card numbers, expiration dates, PIN's, etc to be encrypted within the secure IDPixie certified device. Important and personal info never enters the PC unencrypted where it could be intercepted without the user's knowledge.
Monitoring and Reporting	If the Device is not in the IDPixie Certified device Table then the registration is rejected and an Alarm is sent to the customer service database.

	If the IDPixie Certified device is already registered then the registration is rejected and a note is sent to the customer service database.
Appropriate Authentication According to Risk	This system provides support for card present transactions at existing E-Commerce sites without any modification required to the sites. The IDPixie certified device supported by this system is capable of accepting the swipe of Credit Cards, Smart Cards and ATM/debit Cards with a PIN at the consumer's PC.
Customer /Merchant Awareness	The merchant never sees the consumer's real account number or expiration date. For purchases requiring a shipment, the shipping address must be the real consumer data. However, even the shipping address can be fictitious for purchases not resulting in a shipment.
Layered Security	Our IDPixie certified device encrypts the card data (and PIN) using a unique encryption key before passing it into the consumer's PC. This account data is not decrypted in the user's PC and is therefore of no use to a virus which might be executing there. Any consumer account information saved by the IDPixie System is saved in its encrypted form (Mag Data) at all times.

We own the **only effective and efficient solution** to the open network security problem plaguing E-Commerce and bank depositors today. We are accepting \$100,000,000 from investor(s) funding to complete our effort in bringing this solution to market. Our funding will be used to:

- 1) Secure a suitable corporate headquarters to house our *Secure ID Theft Protection Platform*;
- 2) Engineer and build a functional *Secure ID Theft Protection Platform*;
- 3) Locate and secure off-site locations for back-up EDI platforms;
- 4) Secure and develop pending patents for NewCash™ debit card and Micropayments;
- 5) Certify vendors to work on our platform;
- 6) Brand NewCash™, IDPixie, ASafePlaceOnline, & PeaceofMindOnline trademarks.
- 7) Purchase 2 million or more direct market consumers from funding.
- 8) Within 24 months, projected revenues clears near 200% ROI.

We will put two million products into the marketplace at an average price of \$17 per unit retail. \$10 is expected wholesale then \$7 per unit is profit. We give a full recourse guarantee for vending trust so vendor trusts can put up to a million devices out a month at no cost to us. They require we pay or swap a new depositor for an old one that is an insurance escrow management issue. That is not a problem in a dynamic marketplace. Any typical vending trust after 90 days pays to retail, us, a 10% finance value to vendors, us, again. This puts \$1.70 per unit into our bottom line. This equates to \$850,000.00 dollars per year per million units just from floor financing of units replaced bi-annually like debit cards. We recourse (collateralize in cash reserve) environs 10% unit value for replacement costs to guarantee payment on defaulted unit payment. This is paid for by the internal point discount from a vend lease agency that is environs 10%. From then on, our buying of units in our marketplace is an economic engine. Profits cover our product down payment with advances, as depositor fees pass through to vendor. We keep profit from all floats.

Then, we'll go IPO for profit making. All IPO's feed on fast profitability. Booking profits immediately increase our value. Selling some shares every time value increases 100% in market usually does the profit making for investor(s). Forward-looking predictions say this may turn over 2 to 3 times after IPO. Increased value allows us to rule our marketplace by buying vendors with market share. Processor's share value lowers after being sued by us for violating our patent. The processors are beset by US rules and will be beset by our litigation. This will lower their share value for not having our patented solution. They are, then, ripe for our licensing or for our takeover. This is best scenario. They pay, or sell, turning our income into almost pure profit after recourse reserve, insurance, litigation, capital loan costs for construction of buildings and cost of labor and materials. The financial potential of our company is evidenced by our projections:

Board Secretary, AR Sami /s/



## TABLE OF CONTENTS

1. EXECUTIVE SUMMARY
- 1.0 OWNER'S OVERVIEW OF THE RIGHT PLAN, PEOPLE, PRODUCTS AND PROFITABILITY
- 1.1 STATE OF THE INDUSTRY
- 1.2 BUSINESS OPPORTUNITY
- 1.3 STRENGTHS, WEAKNESSES, AND THREATS (SWOT)
- 1.4 CURRENT AND FUTURE BUSINESS POSITION
- 1.5 FINANCIAL POTENTIAL
- 1.6 THE FINANCIAL NEEDS
2. COMPANY BACKGROUND
- 2.1 COMPANY DESCRIPTION AND HISTORY
- 2.2 OWNERSHIP
3. PRODUCT AND TECHNOLOGY DESCRIPTION
- 3.1 GENERAL PRODUCT DESCRIPTION & PATENTS
- 3.2 IDPIXIE, LLC TECHNOLOGY (PATENTED PROCESS)
- 3.3 CARD-PRESENT TRANSACTION TECHNOLOGY (CPT)
- 3.4 NEWCASH™ DEBIT CARD
4. THE INDUSTRY, COMPETITION AND MARKET
- 4.1 THE INDUSTRY
- 4.2 MARKET SEGMENTS
- 4.3 MARKET SEGMENT NEEDS, GROWTH, AND TRENDS
- 4.4 COMPETITION
- 4.5 COMPETITIVE ADVANTAGE
- 4.6 BRANDING
5. MARKETING AND SALES PLAN
- 5.1 PRICING
- 5.2 SALES AND PROMOTIONAL PLAN
6. PLAN OF OPERATIONS
- 6.1 INITIAL STEPS TO BECOME OPERATIONAL
- 6.2 STRATEGIC ALLIANCES
- 6.3 LICENSEES
7. MANAGEMENT AND ORGANIZATION
- 7.1 MANAGEMENT TEAM
- 7.2 BOARD OF DIRECTORS
- 7.3 ADVISORY BOARD
- 7.4 OPERATIONS MANAGEMENT TEAM
- 7.5 BIOGRAPHICAL DATA OF OWNERSHIP PERSONNEL
8. GOALS AND STRATEGIES
- 8.1 POINT OF PRODUCT INTRODUCTION
- 8.2 BUSINESS GOALS & OBJECTIVES
- 8.3 KEYS TO SUCCESS
9. SUMMARY OF PROJECTED REVENUE & EXPENSES
- 9.1 PROFORMA
- 9.2 BREAK-EVEN ANALYSIS
10. SUMMARY
11. APPENDIX
- 11.1 REFERENCE MATERIALS
- 11.2 NATIONAL MERCHANT SERVICE PROVIDERS

1.0 **IDPixie, LLC Owner of Our Patented Product (Patented Product) overview.**

My name is Ms. Diosa Cortes, the 100% owner of A Safe Place Inc. (ASPI). ASPI is general manager and majority stakeholder in EDI Secure LLLP now doing business as IDPixie, LLC. Let me explain what my team led by my husband did over the last few years for going to market efforts. First, I spent about \$9 million of my funds bringing my patent to grant stage. Then, we figured out the best way to refinance to go to market for profit making. I am an investor, not a technologist. I summarize it from my viewpoint.

My product is the patent called "**Single Use Credit Card Number ID**". I use it to protect bank depositors who use credit or debit cards at PC's in E-Commerce. Following the G8 nations that are mandating ID theft solutions, the US government set standards to require all US financial institutions to conform to ID theft protection. This ID protection service breaks down into two products: an offline device for our Patented Product; and a token device for our Patented Product.

Irrespective of how our Patented Product is made offline, in computers or anywhere by anyone in the US, that act incurs for us a royalty fee. The US mandated the use of ID protection technology by 2007 that results in our Patented Product.

Anyone who uses my patent incurs my royalties. My product was in production online in 2001. That entity, Merchant Online, went bankrupt and my earlier company, now our subsidiary, licensed and bought it from bankruptcy to serve my ISP debit cards. My Patented Product works.

Our Patented Product is in use by patent violators now. In addition, our Patented Product needs no further research to go to market. Our Patented Product only needs our platform that my team has experience in building since they built one for MOL and other companies including two for me for testing and implementation of patent.

As a mom, I feel since I left corporate America, security is so important to all who have assets and use the Internet to buy or to sell. The two economic realities are customers and profit. We will spend \$100 million USD on going to market within the first two years. My Technical Headquarters will be in Tennessee where labor, energy and taxes are affordable. This makes Mr. Ice, the inventor, and his team happy due to cost efficiencies. This includes a backup in the Seattle Washington area for redundancy. One final backup will be placed in the Washington DC area with sales offices there and in New York City.

We will utilize funds to hire the most proven executives that have done this type of going to market with products previously. This includes a CEO, President, CTO and CFO from the E-Commerce community. All this is under the direction of my husband as Board Chairman. We deliver product directly to consumers using a lottery. This puts two million devices into our market. They will rent product month to month after linking bank accounts. This process using a lottery for loss leader assures us directly buying customers. This makes us immediately profitable. Our estimates show this will make us amongst the most profitable US companies. After profits and normal leveraging, we will buy more customers using mergers and acquisitions. Due to us not owning trademark to EDI Secure, Inc. and EDISecure.com, I choose to change its name to the market production name that was previously a going to market secret: IDPixie, LLC.

## 1.1 IDPixie, LLC State of the Industry

Bankers are usually conservative and resistant to new technology until there is a sea change. A sea change means the whole industry upgrades due to Government fiat. A sea change is now upon US banking regarding using multilevel authentication with various types of devices that produce as result our Patented Product. There is no way around getting to the point where the Single Use Credit Card Number ID Patent must used to give all US bank depositors the top security. That security is our product and proof of that is irrefutable. Though banks are resistant to new technology, they must adapt as the Federal marketplace sets standards for compliance.

Most experts, academicians, and Government officials in the US are all in agreement that fraud, perpetuated by hackers over the Internet, is a major issue affecting our modern economy. In July 4<sup>th</sup>, 2005, Newsweek published an article that put Internet fraud ID theft as the top crime in the world today. Bank ID theft affects every depositor with a bank account and Visa recently admitted at a public conference that it and the major debit platforms are losing the battle with the hackers. Something new must be done to eliminate the exposure of personal ID over the Internet.

In the earliest days of E-Commerce, there was growth of 250% per year before online ID theft became a significant problem. Today, E-Commerce still enjoys healthy annual growth despite the growing fraud problem over the Internet. Forrester Research and Shop.org (Aug. 11, 2004) reported, "*US shoppers would spend \$1.44 billion online in 2004, 27% more than the pervious year and 6.6% of total retail sales.*" Forrester further reported that online sales are expected to reach \$316 billion by the year 2010. Although ID theft is significant in the minds of consumers, their behavior indicates that they view the benefits of online purchasing as outweighing the risks.

Mr. Frank Abagnale ("*Catch Me If You Can.*") said, "*...believes that punishment for fraud and recovery of stolen funds are so rare, prevention is the only viable course of action.*"

### **Federal Financial Institutions Examination Council (FFIEC) sets standards on ID protection.**

*FFIEC in its own words from its press release on October 12<sup>th</sup> 2005 without any changes:*

*"The Federal Financial Institutions Examination Council (FFIEC) today released updated guidance on the risks and risk management controls necessary to authenticate the identity of customers accessing Internet-based financial services. The guidance, Authentication in an Internet Banking Environment, was issued to reflect the many significant legal and technological changes with respect to the protection of customer information, increasing incidents of identity theft and fraud, and the introduction of improved authentication technologies and other risk mitigation strategies.*

*The continued growth of Internet banking and other forms of electronic banking activities and the increased sophistication of threats to those environments have resulted in higher risks for financial institutions and their customers. An effective authentication system is necessary for financial institutions' compliance with requirements to safeguard customer information; to prevent money laundering and terrorist financing; to reduce fraud and the theft of sensitive customer information, often the precursor to identity theft; and to promote legal enforceability of financial institutions' electronic agreements and transactions.*

*This guidance, which replaces the FFIEC's Authentication in an Electronic Banking Environment issued in 2001, does not endorse any particular technology. This guidance specifically addresses the need for risk-based assessment, customer awareness, and financial institutions' implementation of appropriate risk mitigation strategies including security measures to reliably authenticate customers accessing their financial institutions' Internet-based services.*

*The guidance is divided into two parts. The main portion of the guidance provides financial institutions with guidance on authentication and discusses appropriate risk assessments, customer authentication, verification of new customers, and monitoring and reporting. An appendix provides more detail about various authentication technologies.*

*The agencies' transmittal documents accompanying the guidance contain a consistent timeframe for financial institutions to achieve conformance. In light of the catastrophic events associated with recent natural disasters, namely Hurricanes Katrina and Rita, affected financial institutions will face many challenges during the recovery process. These challenges may affect their ability to conform to the guidance within the specified time frame. Affected financial institutions will be afforded an extension, when circumstances warrant, for achieving conformance with the guidance.*

FFIEC mandates multi-factor authentication for high-risk bank transactions where ID can be stolen online from central servers or from existing services. This fiats all financial institutions upgrade the existing password-based single-factor customer authentication to multi-factor authentication by January 1, 2007. The US Commerce Department's National Institute of Science and Technology (NIST) defines level-4 authentication as multi-factor with a token or offline device. This ruling by FFIEC is binding upon all financial institutions in the US. This affects Wall St institutions using FDIC, Federal licensees like SBIC's or MESBICS and investment REITS, as well as other trusts. Financial institutions are compelled to use multifactor authentication. As new checking accounts do not have NIST level 4 authentications, they cannot open new checking accounts. The FFIEC January 1, 2007 deadline for compliance to financial institutions means with full funding our platform can be in place by early Spring 2006

## 1.2 IDPixie, LLC Business Opportunity

Consumer confidence in the security of online financial services has eroded due to the dramatic rise in identity fraud caused by phishing, pharming and other attacks. A recent survey of consumers indicated that 18 percent of online banking users have decreased or altogether stopped their use of online banking during the last 12 months due to their concerns about identity theft. We address the growing threat of online fraud to restore consumer confidence in E-Commerce.

## 1.3 IDPixie, LLC Strengths, Weaknesses, Opportunity and Threats (SWOT)

<p><b>Strengths</b></p>	<p>The EDI Secure solution comply with:</p> <ul style="list-style-type: none"> <li>➤ Federal Financial Institutions Examination Council (FFIEC) standards on ID protection</li> <li>➤ Federal Information Processing Standard 201 (FIPS 201)</li> <li>➤ (NIST) National Institute of Standards and Technology</li> <li>➤ Sarbanes-Oxley Act,</li> <li>➤ Health Insurance Portability and Accountability Act (HIPAA)</li> </ul> <p>The ID Pixie, LLC patent (virtually the only recognized solution) have the capability of deploying, operating, and maintaining system solutions that provide the following components to enhance security, increase efficiency, reduce identity fraud, and protect personal privacy</p> <ul style="list-style-type: none"> <li>➤ Interfaces with ISO banking protocols</li> <li>➤ Interfaces with all existing web product order pages and web servers</li> <li>➤ Sensitive information is encrypted within the secure device before entering the vulnerable PC.</li> <li>➤ Registration system/services</li> <li>➤ Identity Management System/services</li> <li>➤ Card Management System/services</li> <li>➤ Public Key Infrastructure (PKI) Certification</li> <li>➤ Identification credential for both logical and physical access to controlled facilities and information systems</li> <li>➤ provides the performance, security, scalability, and flexibility required for large-scale identity programs</li> </ul>
<p><b>Weaknesses</b></p>	<ul style="list-style-type: none"> <li>➤ Virtually unknown in the marketplace.</li> <li>➤ Time to ramp up production of millions of the secure devices.</li> <li>➤ Governmental relationships (awareness).</li> </ul>
<p><b>Opportunities</b></p>	
<p><b>Banking Security:</b></p>	<ul style="list-style-type: none"> <li>➤ Microsoft announced two-factor identification support, the means by which a second method is used to confirm user identity, for Windows Vista to be released in 2007 (and it's already been defeated) Now, the Federal Financial Institutions Examination Council (FFIEC) is offering guidance—a bureaucratic way of demanding something—to banks on tightening security for consumers online. Specifically, the use of single-factor authentication, a single password, is deemed inadequate for protection against identity theft.</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Account fraud and identity theft are frequently the result of single-factor (e.g., ID/password) authentication exploitation. Where risk assessments indicate that the use of single-factor authentication is inadequate, financial institutions must implement multifactor authentication, layered security, or other controls reasonably calculated to mitigate those risks. Full story at: <a href="http://arstechnica.com/news.ars/post/20051018-5451.html">http://arstechnica.com/news.ars/post/20051018-5451.html</a></li> </ul>
<b>Corporate Security:</b>	<ul style="list-style-type: none"> <li>➤ Corporate data security is still poor, said hackers and security experts Full story at: <a href="http://news.com.com/2100-1001-254998.html">http://news.com.com/2100-1001-254998.html</a></li> </ul>
<b>Government Security:</b>	<ul style="list-style-type: none"> <li>➤ Government report, Identity theft is one of the fastest growing crimes in America. When a dishonest person has your Social Security number, the thief can use it to get other personal information about you. Most of the time identity thieves use your number and your good credit to apply for more credit in your name. Then, they use the credit cards and do not pay the bills. You do not find out that someone is using your number until you are turned down for credit, or you begin to get calls from unknown creditors demanding payment for items you never bought. Full story at: <a href="http://www.ssa.gov/pubs/10064.html">http://www.ssa.gov/pubs/10064.html</a></li> </ul>
<b>Medical Information Security:</b>	<ul style="list-style-type: none"> <li>➤ [Following are the comments of Sen. Patrick Leahy (D Vt.) on introduction of the Medical Information Privacy and Security Act (MIPSA), on Wed., March 10. Full story at: <a href="http://leahy.senate.gov/press/199903/990310.html">http://leahy.senate.gov/press/199903/990310.html</a></li> </ul>
<b>Debit Cards:</b>	<ul style="list-style-type: none"> <li>➤ Skimming the cash out of your account. A sharp-eyed customer making a transaction at an ATM outside a Boca Raton, Fla., Bank of America branch noticed a gap behind the metal faceplate of the ATM. A closer look revealed double-sided tape was all that kept the faceplate in place. Thinking it looked a tad suspicious, the customer gave a yank and the faceplate came off in his hands. Full story at: <a href="http://www.bankrate.com/brm/news/atm/20021004a.asp">http://www.bankrate.com/brm/news/atm/20021004a.asp</a></li> </ul>
<b>Postal Micro Payment:</b>	<ul style="list-style-type: none"> <li>➤ Currently, USPS only offers American Express card and debit Cards due to high processing fees. NewCash™ debit card will save USPS approximately \$2.4 billion in processing fees per year</li> </ul>
<b>Micro Payments</b>	<ul style="list-style-type: none"> <li>➤ A number of ventures have positioned themselves to profit from micro-payments - e.g., high-volume, low-value transactions (less than US\$5). Full story at: <a href="http://www.banktech.com/utills/printableArticle.jhtml?doc_id=17700519">http://www.banktech.com/utills/printableArticle.jhtml?doc_id=17700519</a></li> </ul>
<b>ATM Security</b>	<ul style="list-style-type: none"> <li>➤ Check Cards (debit cards) and ATMs are a remarkable convenience that more and more people use. But, as with credit cards, criminals have found ways to victimize people who use them. We don't want you to become a victim. Full story at: <a href="http://www.dcu.org/streetwise/privacy/atm.html">http://www.dcu.org/streetwise/privacy/atm.html</a></li> <li>➤ Stored value card: The opportunities are unlimited this article is just one example. TurboTax (Intuit) and Rush Card (UniRush Financial Services) have announced an alliance that tax filers using TurboTax for the Web to receive their refunds in as little as 10 days and deposited either into a checking account or to a prepaid Rush Visa card. Full story at: <a href="http://www.paymentsnews.com/2005/01/tax_refunds_on_.html">http://www.paymentsnews.com/2005/01/tax_refunds_on_.html</a></li> </ul>
<b>Threats</b>	<ul style="list-style-type: none"> <li>➤ The lack of funding</li> <li>➤ Due to our unique position in the marketplace we have few external threats.</li> </ul>

## 1.4 IDPixie, LLC Current and Future Business Position

Questions that Drive Debit card suppliers	In order to become "Hero" to Debit card suppliers	Current	Future
➤ How do bank debit card suppliers get depositors to use their card?	⇒ Debit card suppliers use IDPixie, LLC products to for the first time to be able to go online with protection. Bank cards cannot go online because there is no protocol to protect bank user PIN online and this opens the bank to liability generally.	✓	✓
➤ Can a depositor link all of his other cards to one card for simplicity?	⇒ Only using IDPixie, LLC system can a depositor at any US bank or financial institution slave his card to the system such that one card serves all. MasterCard link says 100 million users are looking for this service.		✓
➤ Why should a bank trust IDPixie, LLC as a new supplier in the marketplace?	⇒ IDPixie, LLC is supplying the bank with authentication and functionality for depositor account standardization under US Federal rules as well as for the first time directly participating securely in profitable online space. Online transactions attractiveness is forcing retailers to acquire and/or act like banks since this service serves retailers, like Walmart.		✓
➤ How can we make more money with IDPixie, LLC?	⇒ IDPixie, LLC cuts costs for consumer and for merchant increasing profitability. The bank card suppliers can both charge more and discount costs to compete with Visa, MasterCard and the debit card networks.	✓	✓
➤ What are the retail fees a bank debit card supplier may profit therefrom?	⇒ IDPixie, LLC collects the standard level of fees however bank may charge clients for security that is mandated and offer them discount fees for the other cards included in the same protection at the same cost. However, added value is pre-mandate cards are immediately made mandate conforming if they use IDPixie, LLC system patented protection. This saves them cost of new cards and conforms all their present accounts with a minimum of changing to their existing system while keeping their float.		✓
➤ How does this reduce my cost for card consumer?	⇒ Most banks pay from \$140 US to \$300 per year to get card loyalty and their potential consumer client lists however depositors are fickle and go with whatever seems profitable. Consumer loyalty grows from a single line person-to-person referral sales program that credits consumers for referring new accounts reducing their ID protection towards zero if not to zero annually. This in essence has the consumer pay for its own loyalty since any other system will cost money.		✓

### IDPixie, LLC Opportunities (*Future Potential Merchant Market*)

#### Shift of Retailers to IP Transactions, by Gregory Cohen

*"Although acquisitions, consolidations and security were all hot topics concerning E-Commerce trends for 2005-2006. There is a prediction that is saying that IP is the name of the game in the retail merchant market.*

*As more and more merchants establish high-speed connections, the move from dial to IP is imminent. Lipman USA reports that 71% of merchants have IP connectivity and 37 % of those (26% total) have high-speed connections. These merchants will slowly move their high-speed connections from the back-office to the point-of-sale counter and drive the point-of-sale transactions through the Internet instead of old, legacy dial lines.*

*IP is a true win for merchants. These transactions are much faster than dial as the connection between the point-of-sale (POS) device and the processor is instantaneous, as opposed to the dialing and handshake/authentication of a dial transaction. In addition, using IP could allow a merchant to completely eliminate the need for dial phone lines. At costs up to \$150 per commercial line, these antiquated connections can be expensive. As IP becomes more mainstream, a fully IP-enabled merchant can have Internet access, voice-over-IP (VoIP) for voice communication and IP payment transactions operate through the same high-speed broadband connection. The forecasted theory that: the organization controlling the merchants' Internet will control their business, may not be far from reality."*  
<http://www.transactionworld.com/articles/2005/December/commonGround1.as>

## 1.5 IDPixie, LLC Financial Potential

Potential FFIEC compliance led Profitability	North America Visa/MasterCard American Express Wholesale Networks With No Debit/ Credit Card Presence For Online Transactions	NORTH AMERICAN Retail Bank Debit/Credit Card VPN Networks With No Debit/ Credit Card Presence For Online Transactions	Stored Value Money Transmitters Paypal, First Data/ Western Union and Stored Value Micropayment BidPass, Peppercoin	IDPixie, LLC Wholesale and Retail ID Protection North America Debit/Credit Card Presence Platform With Debit/ Credit Card Presence For Online Transactions	IDPixie, LLC Current/Future Solutions wholesale specifically means institutions providing debit card ID protection authentication through IDPixie, LLC
<b>Tangible ROI</b>					
➤ Online Authentication				✓	⇒ IDPixie, LLC core & value-added products
➤ Online Card Presence Transactions	✓			✓	⇒ Both debit and credit
➤ Non Card Presence Transactions	✓		✓	✓	⇒
➤ Network Fees Credit Online	✓	✓	✓	✓	⇒
➤ Network Fees Debit Online	✓			✓	⇒
➤ Insurance Loss Gains	✓			✓	⇒ Insurance fees become profit center
➤ Direct Sign Up Merchant Fees	✓	✓	✓	✓	⇒ NewCash™ Card Product
➤ Monthly Maintenance	✓	✓	✓	✓	⇒
➤ Micropayment			✓	✓	⇒ Micropayment Using IDPixie, LLC platform
➤ Licensing Fees Private Label Cards	✓	✓		✓	⇒
➤ Closed Network EDI Licensing				✓	⇒ PEDI, GEDI, MEDI, ECT EEDI
➤ Growing POS Device Profitability with IDPixie, LLC acceptable devices for upgrade into online marketplace blocked due to FFIEC rules.				✓	⇒ Enable device makers online and we profit from our services and they profit from selling more devices for a market otherwise blocked to them i.e. Walmart as their clients.
➤ Float		✓	✓	✓	⇒ Real-Time Eligibility
<b>ID Authentication Security</b>					
End to End Security online				✓	End to End security only IDPixie, LLC does

## IDPixie, LLC Financial Potential

### IDPixie, LLC Retail Fee Structure

Consumer Products	Single Use	NewCash	Micropayments	IDPixie, LLC Gross	IDPixie, LLC Overhead	IDPixie, LLC Net
Assumption client rents security blanker with box outside the box.	Assumptions are all depositors, clients, users and systems pay fee. \$0.25	Assumptions are only direct online clients get card for fee 2% min \$5.00.	NA	Assumption is this is gross profits X million users	Assumption is this is overhead X million users	Assumption Profit
Outside Debit Card	\$0.18	(Avg. \$20 sale)		\$180,000.00	\$110,000.00	\$70,000.00
Outside Credit Card	\$0.90	(Avg. \$50 sale)		\$900,000.00	\$110,000.00	\$790,000.00
Slaved Credit Card	(Avg. \$50 sale)	\$1.50		\$1,500,000.00	\$810,000.00	\$690,000.00
New Cash	(Avg. \$50 sale)	\$0.33 \$1 per month		\$330,000.00	\$110,000.00	\$220,000.00 \$ 62,500.00
IDPixie, LLC Outside Box Inc	\$0.10/mo.		\$			

Merchant	Single Use	NewCash	Micropayments			
Assumption merchants will pay for lower rates with no charge backs since our system is a cash transaction.			Assumptions are that virtual or private users use it.	Assumption on a million swipes and for Micropayments this is per million dollars	Assumption is 50% are costs paid out to get business as costs	
Merchant	\$0.50			\$500,000.00	\$250,000.00	\$250,000.00
Merchant		\$0.50		\$500,000.00	\$30,000.00	\$470,000.00
Merchants			20% of their fee	\$200,000.00	\$10,000.00	\$190,000.00

## IDPixie, LLC Wholesale Fee Structure

White/Private Label	Authentication	Set Up Fee	Single Use	NewCash	Micropayments	Association Fee	IDPixie, LLC Split
Assumption private labels and licensing is they are piggybacking on IDPixie, LLC system.	Minimum 3000	Assumption is 75% of gross fees goes to private label	Assumptions	Assumptions are New Cash gives Internet Access	Assumptions are Micropayments may be a product.	Assumption is income is a+b+c+ consumer slip at 25%	Assumption Profit IDPixie, LLC Pvt. Label
Banks	\$1/mo/per Card	\$300,000.00	Included	Included	Included	\$5,000/mo.	\$0.50/\$0.50
Medical EDI	\$1/mo/per Card	Est-\$1,500,000.00	Included	Included	Included	TBD.	\$0.50/\$0.50
Entertainment EDI	\$1/mo/per Card	\$300,000.00	Included	Included	Included	TBD	\$0.50/\$0.50
POOL EDI	\$1/mo/per Card	\$300,000.00	Included	Included	Included	TBD	\$0.50/\$0.50
FAA EDI	\$1/mo/per Card	\$3,000,000.00	Included	Included	Included	TBD	\$0.50/\$0.50
Deep Space EDI	\$1/mo/per Card	\$3,000,000.00	Included	Included	Included	TBD	\$0.50/\$0.50
First Gov't Security	\$10/mo/perCard	\$1,000,000.00	N/A	N/A	* N/A	N/A	
Corp Security only	\$5/mo/perCard	\$250,000.00/Site	N/A	N/A	N/A	N/A	
IDPixie, LLC Bank Assn	\$3,000,000.00					\$5,000/mo.	

Licensing	Authentication	Set Up Fee	Single Use	NewCash	Micropayments	Association Fee	IDPixie, LLC Split
Assumption is IDPixie, LLC is serving or building licensees own data center or EDI and below fees set up automatic renewal.	Remote system is handling all the authentications	Assumption is set up fee builds IDPixie, LLC link to marketplace and custom design is added to costs.	Assumption	Assumptions	Assumptions	Service and Support for remote system	Assumption Profit
BNE, Digital, Ltd.		NA ***				NA	66%/33%
TOPS Financial Systems	.25	\$25,000.00**	Included	Included	Included	NA	25%/75%
Single Use Credit ID	.25	\$1 million USD*	Included	Included	Included	License Assn	75%/25%
Gaming EDI	(.25)	(\$150,000,000.00)	Included	Included	Included	License Assn	(25%/75%)
US Single Use Voter ID		\$30,000,000.00				NA	50%/50%
Intl Single Use Voting EDI		\$90,000,000.00				NA	25%/75%
IDPixie, LLC License Assn		NA	\$			\$10,000/mo	

( ) means don't count this in IDPixie, LLC regarding base line profits however GEDI splits 25% with SUCID splitting 75% with IDPixie, LLC so from every dollar GEDI 18 cents is for IDPixie, LLC

\* Single Use fee is not including \$3 million US EDI cost needed.

\*\* TOPS is one time fee to pay IDPixie, LLC 25% OEM of fees on system they build to our specifications for business IDPixie, LLC doesn't want.

\*\*\* BNE is licensed to go after litigation licensing patent offenders upon direction of IDPixie, LLC for a split of 75% to IDPixie, LLC per se.

### 1.6 The IDPixie, LLC Financial Need

\$100,000,000.00 USD investment capital is what we need.

## 2. IDPixie, LLC Company Background

### 2.1 IDPixie, LLC Company Description and History

In 2001, we were an ISP company whose primary mission was protecting our client's assets on the Internet. This meant protecting our client's children using filters and protecting their personal and financial information on the World Wide Web. In our search to protect our financial assets, this led us to a company called MOL (Merchantonline). MOL had the only proactive client information protection solution for a charge card. MOL had the patent pending for the "Single Use Credit Card Number ID". As bundled with a private labeled debit card and their pc pay card reader, this, then, provided the safest way to shop on the Internet period.



January 22, 2001 we entered into a license agreement with MOL. This merged their software and hardware technology with our security programming to do safe financial transaction over the Internet. We also entered into an agreement with a private label debit card that used the Cirrus and Star payment systems. This agreement allowed us to use the patent pending software combined with a patented encryption ATM/debit/credit card swipe and smart card reader. This plugs into any home or office PC. We incorporated the level of security consumers already accept as they use card-swipe devices in grocery, retail stores and/or ATM machines. The MOL offline reader had a numeric keypad for entry of personal identification number (PIN). This is immediately encrypted using bank ATM network standards.

MOL patent pending technology uses an external device unique, then, in the world of E-Commerce. Using the offline device, sensitive information is encrypted within the secure device, about the size of a PC mouse, before entering a potentially vulnerable PC. Unlike typical E-Commerce software-only encryption systems, data typed on a PC keyboard enters the user's personal computer unencrypted. The data typed on most PCs is retrieved by an intelligent (key logging) virus before being encrypted in the PC.

Merchantonline.com (MRTO) had agreements with Cross Country bank as their sponsoring bank processing MOL's transactions. MOL had a strategic relationship with First Data, Capital Performance International, Inc., a large German bank; and the Star ATM/debit project. Star systems Inc., a division of Concorde EFS, Inc. tested and did a beta test for integration of the "Single Use Credit Card Number ID". While still patent pending, they found it a best solution. Before June 2001 the Star ATM/debit project operating rules did not allow Star transactions to be initiated over the Internet. By working with MOL, Star set rules and guidelines to support Internet debit transactions. Note: the Benton Group has completed a report for the Star ATM network that identified MOL's device as the best solution for online transaction security

During the period between entering an agreement with MOL and its bankruptcy, our subsidiary successfully used the "Single Use Credit Card Number ID" Patent Pending technology in 2001 through 2002.

On September 22, 2002, in the United States Bankruptcy Court Southern District of Florida. Liquidated MOL (Merchantonline) intangible property known as NewCash™ agent software technology and the NewCash™ trademark was purchased by us. This consists of 3 patents as below:

1. U.S. Patent No. 6,598,031 "Application and Method for Routing Encrypted Transaction card Identifying Data through A Public Telephone Network
2. 09/374,840 "Method of Making an ATM Transaction over a Public Telephone Network Internet. (Pending)
3. 09/216,318 NewCash™ II, Micropayments (Transactions below \$1.00) and how it relates to making these transactions on the Internet securely. (Pending)

On July 22, 2003 The US Patent Office grants the "Single Use Credit Card Number" full patent to EDI Secure LLLP, now IDPixie, LLC. Although the US Patent law 35 U.S.C §154(a)(1) specific states that the patent grants the patentee the right to exclude others from making using, offering for sale, or selling the invention through out the United States or importing the invention into the United States.

Companies inside and outside the US have offered the software portion of "Single Use Credit Card Number" technology to a few large American companies under different trademark names: (Discover Deskshop@ Virtual Credit Card, MBNA's ShopSafe, Citibank Virtual Account Numbers, and American Express Private Payment (*discontinue service*). The **Software portion** allows the user to enter their credit card directly on the PC, the software then would connect to the data center to get the (**one time transaction number**) which would be sent to the merchant to complete the said transaction.

The proven value of our patent is the companies above are offering the "Single Use Credit Card Number" software technology aspect of our patent. They are not authorized to use the unique (hardware solution) feature of our Patented Product. As the software is combined with one of several NewCash<sup>™</sup> certified devices (offline readers hardware), this allows the consumer to shop online with any debit card without the Visa/MasterCard logo. The benefit for the consumer is they can use any debit card or credit card at any web site without identifying their personal ID card information to the online merchant. A third party handles all transactions. Then, a One-Time Use or Single Use Credit Card Number ID is issued back to the consumer and used to execute a purchase. If the website or database is compromised or cards number stolen, it will have no consequence on individual's personal information using our system.

## 2.2 Ownership

A Safe Place, Inc, (ASPI) holds general ownership of the 1% general management of IDPixie, LLC, a New York State Corporation. ASPI, a Delaware Corporation, holds 66 % of EDI Secure LLLP transferring all title as is to IDPixie, LLC. ASPI is 100% owned by Ms. Diosa Cortes. 19% of IDPixie, LLC is held by Mr. Jeffrey Ice, 10% is held for Birds of Paradise Women's Foundation, 1% Rising Star Telecommunications, Inc., 1% to AR Sami and 2% to various sundry past employees and small investors. EDI Secure Limited Liability Limited Partnership Stock was established on April 3, 2003 as constituted by the State of Florida. In January 2006, the holding company ASPI transferred all shares to IDPixie, LLC from the Florida entity. During the past two years we did marketing writing this market wide implementation plan advancing the three Patents owned us. Two of these patents are still pending and our Patented Product was granted.

## 3. IDPixie, LLC Product and Technology Description

### 3.1 IDPixie, LLC General Product Description & Patents

The patent artwork and methodology is integrated with One Time Pad Card Readers that provides the safest way to shop on the Internet. This classic one time pad encryption technology, which experts agree is the only encryption system that after 85 years of technological advances remains completely unbreakable.

We have the solution to this ID theft problem that is affecting the world of E-Commerce. Our ID theft protection system produces debit cards, owned by us. This possesses a US patented 4-layer authentication method of processing secure transactions over the Internet.

This 4-layer method of securing information through the Internet is considered by experts in the field of computer science to be the highest achievable level of security, and technically free of ID theft. We are the sole owner of the top US ID theft protection that meets this standard and has full patent rights in the USA.

### 3.2 IDPixie, LLC Technology (Patented Process)

This technology used is a "single-use credit card number ID. It sends data with a serial number and encrypted information" per the Patent. The transmission separately includes an issued one-time alternative ID (only if debit card and PIN are used) as a password from our platform.

This patented ID theft protection method consists of software and a terminal "off-line" device. The consumers slide their credit card, debit card, smart card, or biometric reader through an off-line device to transact a purchase. This connectivity under our Patented Product allows for the protection of sensitive information, such as personal identification information, by keeping it off-line (completely off Internet) to remote systems and unexposed to hackers on the Internet.

The off-line terminal device is connected to a computer through a keyboard (USB and Serial Port) and maintains its complete autonomy. The terminal captures encrypted data and generates a one-time use alternative ID, which in turn, is sent across the Internet to our ID theft protection platform, without the computer having any record or knowledge of the original transmission data. The ID theft protection platform (EDI) completes the transaction by communicating with the consumer's financial institution and merchant - through secured direct lines.

This US government-designated level 4 authentication, allows access to content along with protected access to URLs or corporate networks. Mr. Ice, the inventor, says, *"This makes a corporate network totally secure in its transmission from the device origination side. Added to a PIN, card presence and corporate level authentication (which is a serial number), this process authenticates personnel separately from terminal and device based upon use of these separate aspects in tandem."*

### 3.3 Card-Present Transaction Technology (CPT)

This Single Use Credit Card Number Patent (software), when combined with one of several Offline Device Readers (hardware), enables the consumer to shop online using any debit card, without the American Express, Visa or MasterCard logo. CARD PRESENT TRANSACTION (CPT) technology, allows individuals to choose their card of preference at the time of purchase. CPT benefits the merchant as well, since cardholders will not be able to falsely claim that they did not make a challenged transaction. It will also allow banks to now setup merchants on the Internet to accept debit cards, instead of just being able to do so at "Brick and Mortar" locations.

### 3.4 NewCash™ Debit Card

**(6,598,031) issued July 22, 2003, entitled "Apparatus And Method For Routing Encrypted Transaction Card Identifying Data Through Public Telephone Network", which is called the "Single Use Credit Card Number"**

**09/374,840 "Method of Making an ATM Transaction Over a Public Telephone Network-Internet."**

The patented processing technology includes the use of our trademarked NewCash™ debit card. This card gives the consumer an ID access point to use with our secure technology over the Internet or at participating merchants. The unique features of the NewCash™ debit card are:

Secure EDI Platform - Proprietary Debit card processing network

This independent free-standing network is not subject to the costs associated with participating in the larger established networks.

Merchants who join this debit card network will enjoy substantial cost savings. The merchant gets wired the money from the purchase immediately, unlike the 24 to 48 hours required by other processing networks. Our platform is independent of the major credit card processors and not be subject to the significant transaction fees levied upon by those networks (1.75-3.5%).

### **IDPixie, LLC Client Master Account Controls**

NewCash™ debit clients have more control over their account, through their designated master account. The client will access this account online. Like a gift card, this debit card has its own account, which can have money wired in through the Internet from the client's traditional bank checking account. NewCash™ debit card can then be used until it needs to be reloaded. Card users can also use their online account information to monitor their spending and manage their business, personal or family budget.

The master account will have spending controls. As the network's merchant database increases, client will be able to have more control over where the card will be approved for purchases. The client simply activates the merchants he chooses to be approved for purchasing through his master account. This provides a great tool for parents to control and oversee a child's spending.

### **A Truly Global Card**

The global aspect of the NewCash™ Debit card provides the following benefits:

- i) Our card has world-wide uses over the Internet to fully secure transactions.
- ii) Our card has global access to manage the cardholder's account over Internet.
- iii) Our card is able to increase the account balance at any worldwide network participating merchant - through their card processing terminal.
- iv) Our card has a GLOBAL SHOPPING CART feature enabling the consumer to shop at any NewCash™ - enabled E-Commerce site. This uses a master shopping cart and multiple online stores. This is a unique feature, since most shopping carts don't allow traveling and joining sales to other online locations with one global master payment.
- v) Our card client is not vulnerable to ID theft due to the security features imbedded in the patented processing technology, utilized on the NewCash™ debit card network. If card is lost or stolen, it is virtually impossible for anyone else to use our card. New cards are issued, as needed and the old card cancelled immediately - with Internet access to the client's account, and a new blank card.

**09/216,318 NEWCASH II, Micropayments** (Transactions below \$3.00) and how it relates to making these transactions on the Internet secure.

### **IDPixie, LLC Micropayments**

NewCash™ debit card will allow purchases as small as fractions of a penny. The benefit to the consumer is the flexibility of buying smaller-priced items such as songs, movies, and other articles. The benefit to merchants is that they are now financially able to justify selling small-ticket items without incurring the high processing fees of the major credit card networks. Compared to competitors, our simple fee structure of a 10% flat rate is the most financially friendly in the card processing industry.

## **IDPixie, LLC ATM-Like Feature**

The debit card owner can either increase the account balance by depositing cash, or withdraw cash from their account - through any network merchant provider. This is accomplished by using the merchant's off-line card-swipe device at the counter or free-standing kiosk.

## **IDPixie, LLC On-Line Stock Trading and Investing**

Trading securities and investing on-line requires cash transfers into trading accounts. Federal securities laws prohibit the use of credit cards for these purposes. The NewCash™ debit card is an acceptable means of payment under these circumstances, and can be used to facilitate these transactions. Trading consumers can enjoy full protection from hackers when the card is used with a qualified off-line swipe device.

## **4. The IDPixie, LLC Industry**

### **4.1 IDPixie, LLC, The Industry**

We are the "First of Category" consumer ID Theft Protection and Transaction (Electronic Data Interchange) Platform that is a wholesale credit/debit network serving the entire online financial and authentication community. We are a financial network equivalent to American Express, Visa MasterCard and our services unites and slaves existing cards like Star, Honor, Mac, NYCE, Interlink, Plus and all related retail bank services.

### **IDPixie, LLC' Products and Services in the E-Commerce Industry.**

- ID Theft Protection (Transactions)
- ID Theft Protection (Authentication)
- Micro Payment Content Transaction Systems
- Stored Value / Gift Card services \*

### **IDPixie, LLC \* NewCash™ Use in the Industry.**

- Consumer (Home PC) plus PDA/Cell phones with token or swipe included in the before
- Business (Authentication) + First Government Confidential Access & PC Security entry
- Un Banked, meaning workers without bank accounts (Check Cashing ETC)
- Money Transmitters like Western Union and Check Cashing Industry For Remittances
- Retail Gift Cards
- Public or Private School Student Card For Payment Of Tuition Or Expenses
- Banking Industry, Credit Unions, Thrifts, Commercial Banks, Insurance checking, Brokerage
- First Data type Merchant Processing Industries
- Music, Movie, and Game Industries Sales Online
- People pay for third party payment feeds and many retailers are missing out on micro-investments. We will become the system for online News, Data or Stock market trade providers or for day traders for customer driven markets. People don't want to pay for all data but have it segregated to what they want which is done by our system.

## 4.2 IDPixie, LLC Market Segments

Our target markets capture a wide range of clients that are classified into the following segments:

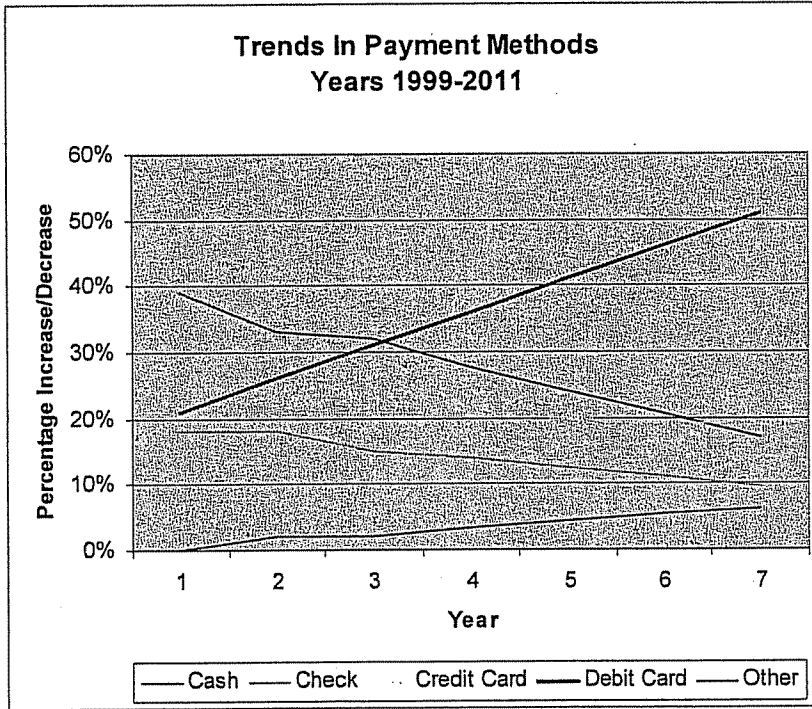
1. Our Debit/Smart/Credit Card Users - This segment includes the growing number of individuals, who purchase goods and services using a card payment method.
2. Our Bank Credit Card issuers- This uses VISA-, MasterCard-, American Express-, and Discover-type system interlinks.
3. Our Merchant Service Providers - These potential customers consist of banks and clearing houses, which provide electronic payment processing and financial service solutions for traditional and on-line businesses.
4. Our Public Corporation clients – Our ID security cards work for logging in to corporate networks and limits persons to the approved level of access, e-mail security (spam & phishing)
5. Our Music Industry – Our card has Master Account controls.
6. Our Movie Rental Industry - Consumer cards work for purchasing and downloading at home through wide-band Internet access. Our card are configured to control purchasing of movies through an established rating system.
7. Our U.S. Government -Our ID Security cards work for Federal employees and contractors; spending control to limit individuals to the approved level of access (authorization to allocate expenditures); cost saving (elimination of paper-based processes)
8. Our US Postal Service System – We may print stamps at home over the Internet and make small postage purchases at the USPS counter (Micropayments); Offering debit card at USPS counter as alternative means of payment for their customers. Currently, USPS only offers American Express card and debit Cards due to high processing fees. Our debit card will save USPS approximately \$2.4 billion in processing fees per year.
9. Our US Medicare System – Our SSN-Medicare-recipient ID protection works with debit card. Debit card can be used at pharmacies approved and controlled by Medicare. There are cost savings from eliminating paper-based processing and from using top US defined security from ID theft.
10. Our Healthcare Industry – Our insurance providers can issue debit cards & Hospital Chains. Our Patient ID Card works with a PIN.
11. Our Television Shopping Clubs Industry – We can improve revenues by verifying card present transactions and decreasing fraud. This can be accomplished by removing telephone barriers that cause customer loss, such as the human error and long holds on the phone line.
12. Our Cable Industry – We can recapture lost markets and profit margins through cost savings, as well as provide more features such as flexible programming, purchasing goods through T.V. remote and using debit cards.
13. Our Online Stock Trading and Investing Industry – We can do trading securities and investing on-line.

14. Our arms length Online Gambling Industry comprises the rapidly growing market of gamblers, who prefer gambling on-line.

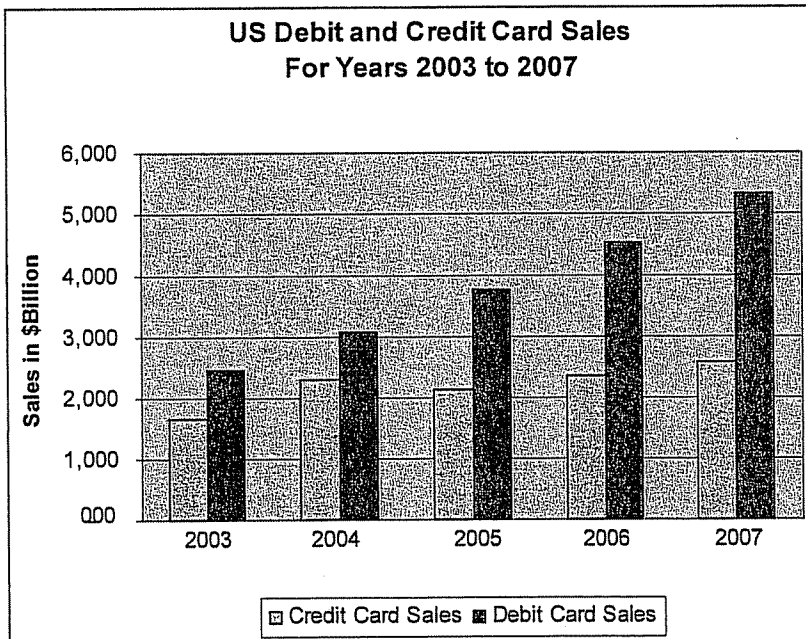
**4.3 IDPixie, LLC Primary Market Needs, Growth, and Trends**

**IDPixie, LLC Debit/Smart/Credit Card Users**

The credit/debit card user US market has experience healthy growth as Americans continue to expand their use and increase their spending on their credit/debit cards.



Sources: American Bankers Association; Dove Consulting

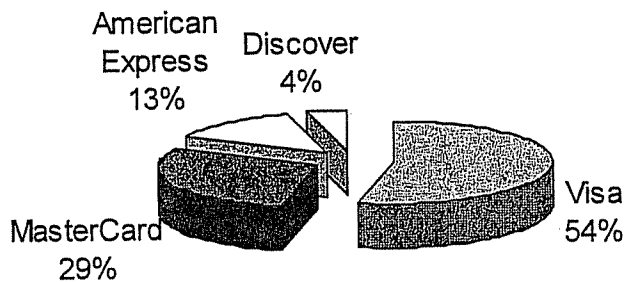


Sources: American Bankers Association; Dove Consulting

## Bank Credit Card Issuers

Credit Card	Sales (Billions)	Volume	Market Share
Visa	\$	924	54%
MasterCard	\$	503	29%
American Express	\$	221	13%
Discover	\$	74	4%

### Major Credit Card Market Share Year-To-Date 2004



■ Visa ■ MasterCard □ American Express □ Discover

Source: [www.cardweb.com/cardtrak/pastissues/december2004.html](http://www.cardweb.com/cardtrak/pastissues/december2004.html)

TOP TEN U.S. BANK CREDIT CARD ISSUERS - 3Q/04		
(VISA, MasterCard, Discover, American Express)		
	[\$ billions]	
Rank/Issuer	Outstandings	Market Share
JPM Chase	\$132	19.1%
Citigroup	\$112	16.3%
MBNA	\$82	11.8%
Amer. Exp.*	\$64	9.3%
Bank of Amer.	\$55	8.0%
Discover**	\$47	7.2%
Capital One	\$46	6.8%
HSBC	\$20	2.9%
Providian	\$18	2.6%
Wells Fargo	\$8	1.2%
TOTAL	\$584	85.2%
* includes \$25.2 billion in non-revolving outstandings		
** as of 8/31/04		
Source: CardWeb.com(R) CardData(R)		



#### 4.4 IDPixie, LLC Competition

Our Patented Product or One Time Use Issued Patent has no competitors for our Patent Product's rights

#### IDPixie, LLC Micropayment marketplace -

Peppercoin is a leader in the fast growing Micropayment industry without a platform or a patented product to secure its market. Our strength is the fact we have prior art that upon patent granting will make us the first of category in the Micropayment Industry also.

#### IDPixie, LLC Markets

##### Business and First Government (Authentication)

Verisign and other digital signature technology offer competitive authentication products.

##### Money Transmitters

First Data Corporation /Western Union

##### Processing Industries

First Data Corporation /Western Union, Fiserv

#### 4.5 Competitive Advantage

We provide product manufacturer and user CIO's and CTOs in corporate and government organizations with certification and software to initiate deployment inside and outside their enterprises with us. Our system provides secure authentication to any application. It can be linked to just about any legacy or custom utility that requires access control quickly and easily. Our four-factor system with an offline device (any certified device) provides a challenge/response procedure that, among other things, provides for total system non-repudiation. Non-repudiation means it cannot be challenged. The cleared platform will prove that a transaction or authentication has taken place within a particular device and that the parties were who they said they were.

#### IDPixie, LLC Marketplace Is All About Authentication

*Summarizing the definitions and breaking them down to simplicity proves that each layer of the security model is dependant on the factor or of "whom". Clearly until we can claim that we have positively and reliably authenticated the source of the end entity, then the "upper levels" of the security model become fundamentally flawed. The five who's below illustrates this.*

1. *Audit = Who Done it?*
2. *Integrity = Who can change it?*
3. *Encryption = Who can see it?*
4. *Authorization = Who can access it?*
5. *Authentication = Who's who?*

*E-Commerce industry and consumers will carefully consider authentication schemes and evaluate whether their chosen methods provide a firm base on which they can build the additional requirements for their security controls. Just as a house built on a weak*

foundation will crumble, an authorization, encryption, integrity or audit scheme built on a weak foundation will also crumble when it comes down to a forensic evaluation after an incident has occurred.

Future risk analysis studies will not only consider the impact of an unauthenticated user accessing the data, but also the impact on not being able to enforce the "upper layer" security controls required to complete the suite of services required of security.

The E-Commerce industry and consumers will be constantly looking downwards in the five who's model depicted above and challenging vendors how their given products for encryption, authorization etc., rely on and embrace strong authentication models.  
 Would a wise man build a house on a rock or on sand?

Full text by Douglas Graham "It's All About Authentication" June 3, 2003

The chart below contains comparative analysis of companies in the four primary areas of online protection. How they compared to IDPixie, LLC Single Use Credit Card Number method of securing transactions and providing authentication on the Internet.

Competitor	IDPixie, LLC	RSA Security	PassMark
Public/Private	Private	Public	Private
Headquarters	Scarsdale, NY	Bedford, MA	Menlo Park, CA 94025
Web-site (Competitor Inform)	<a href="http://www.IDPixie.com">www.IDPixie.com</a>	<a href="http://www.rsasecurity.com/">www.rsasecurity.com/</a>	<a href="http://www.passmarksecurity.com/">www.passmarksecurity.com/</a>
Product Focus	Protecting online identities and digital assets. The inventor of core security technologies for the Internet, IDPixie, LLC leads the way in strong authentication and encryption.	Protecting online identities and digital assets. The inventor of core security technologies for the Internet, the company is duplicative of IDPixie, LCC single use credit card ID numbers online as a way in strong authentication and encryption.	PassMark believes that for online authentication to meet rising security standards and be practical for the E-Commerce market, it must authenticate the user to the site with strong two-factor authentication and authenticate the site to the user (two-way authentication) with as little modification to the user experience as possible. Free Service under name SiteKey
Cost			
Transaction Platform	√		
Service Provider	√		√
Ease of Use	√	√	
Down Load Software	√	√	√
Hardware Needed	√		
Security Compromised		√	√
Interoperability	√		√
Limited Transparency	√		√
Single Factor Authentication			
Two Factor Authentication		√	√

Multi Factor Authentication			
Single Use Credit Card Number			
Shared Secrets/Image			√
USB Token			√
Password Generating Token		√	
Smart Card			
Off line Device	√	√	
Biometrics	√		
Card Not Present (CNP)		√	√
Card Present Transaction (CPT)	√		
Scanning Software			
Server Log Analysis Software			√
E-Mail Authentication (Sender ID)	√		
Digital Certificate SSL (Secure Socket Layer)	√	√	√
Non Hardware/One Time Password Scratch Card			
Out of Band Authentication			
Internet Protocol Address (IPA) Location & Geo Location			√
banking behavior and attributes of the online banking user			√
Vulnerability			
Viruses/Worms	√	√	√
Key Logging			
Man-in-the-Middle		√	√
Screen Capture			√
Phishing			√
Pharming (DNS Poisoning)			√
Third Party Storage		√	√
Invasive Tampering		√	√
EEPROM		√	√
Compromised		<a href="http://www.grandideastudio.com/files/security/tokens/usb%20hardware%20token.pdf">http://www.grandideastudio.com/files/security/tokens/usb hardware token.pdf</a>	<a href="http://blogs.washingtonpost.com/securityfix/2005/05/your-mugshot-ca.html">http://blogs.washingtonpost.com/securityfix/2005/05/your-mugshot-ca.html</a>

COMPETITORS	CORILLIAN	FBISUREID
<i>Public/Private</i>	<i>Public</i>	<i>Private</i>
<i>Headquarters</i>	<i>Elmwood Park, NJ</i>	<i>Newport Beach, CA 92660</i>
Web-site (Competitor Inform)	<a href="http://www.careinsite.com">www.careinsite.com</a>	<a href="http://www.fbidrive.com/default.aspx">http://www.fbidrive.com/default.aspx</a>
Product Focus	The top provider of online banking, online payments and anti-fraud solutions to the financial services industry, is the first online banking solutions provider to offer its customers the integration of a strong authentication solution into its online banking applications.	FBiSureID™, the most potent tool for securing web sites and applications and protecting against identity theft and unauthorized access.
Cost		
In-Market Comparisons		
Type of Service		
Transaction Platform		
Service Provider	√	√
Ease of Use	√	√
Down Load Software		√
Hardware Needed		√
Security Compromised		√
Interoperability	√	√
Limited Transparency	√	√
Single Factor Authentication		
Two Factor Authentication		
Multi Factor Authentication	√	√
Single Use Credit Card Number		
Shared Secrets/Image		
USB Token		
Password Generating Token		
Smart Card		
Off line Device		
Biometrics		√
Card Not Present (CNP)	√	√
Card Present Transaction (CPT)		
Scanning Software		√
Server Log Analysis Software		
E-Mail Authentication (Sender ID)		

Digital Certificate SSL (Secure Socket Layer)		✓
Non Hardware/One Time Password Scratch Card		
Out of Band Authentication	✓	
Internet Protocol Address (IPA) Location & Geo Location	✓	
banking behavior and attributes of the online banking user	✓	
<b>Vulnerability</b>		
Viruses/Worms	✓	
Key Logging	✓	
Man in the Middle		
Screen Capture		
Phishing	✓	✓
Pharming (DNS Poisoning)	✓	✓
Third Party Storage	✓	✓
Invasive Tampering		
EEPROM		
<b>Compromised</b>		<a href="http://cryptome.org/gummy.htm">http://cryptome.org/gummy.htm</a>

#### 4.5 IDPixie, LLC Branding

We are branding, making a new standard of safety on the Internet. Our patent gives us use of the idea of offline ID theft protection as our product and property exclusively. Anyone using an external encryption device combined with a **Single Use Credit Card Number** to process financial transactions over the Internet is violating our patent period. Therefore as owners of our Patented Products, we will take legal action against any patent offenders and make them pay our brand.

#### IDPixie, LLC Patent Five Primary Solutions:

1. We allow all debit card users to shop online for the first time
2. We eliminate credit or debit card number transmitted over the Internet.
3. We eliminate Key logging. (Eliminate Account Hi-Jacking)
4. We eliminate third party storage of your information.
5. We eliminate need to educate, as private and personal data never leaves person.

#### Why All Other Processes Can't Complete With IDPixie, LLC Patent Products.

Our patents are set up on ISO banking protocols and interfaces with the existent system. For another system to compete with our patent, new banking protocols will have to be created. All bank merchant systems would have to be reprogrammed and modified to the new protocol. Since competing systems cannot use our patent interface, they must singly sign up each institution. Our Patented Product process works with all existing web product order pages and web servers without these pages or web server code having to be modified?

## 5. IDPixie, LLC Marketing and Sales Plan

### 5.1 IDPixie, LLC Pricing

See IDPixie, LLC Financial Potential 1.5

### 5.2 IDPixie, LLC Sales and Promotional Plan

The banking industry advertises that banks will pay for ID theft and bank theft in certain instances. The USA fiats there must be ID theft protection for every checking account client by 2007. Our approach is to give bank clients who need and who ask for our product, protection. These depositors say they are willing to pay for ID theft protection and we deliver them safe from hacking. There is no other product in the market that gives clients peace of mind online. This we can do. Our response is to delivery our proactive product to depositors who ask us for it.

With over \$30 million US dollars directly, we are purchasing a market share. After establishing ourselves, we shall advertise to expand and maintain the market we have purchased outright. Secondly, we know of no one in the marketplace that is considering such an expansive market-wide client acquisition since not one unified solution with a patent is like our patented system.

We are marketing our products as a "Most Secure Solution" and as "First of Category" since all "tokens" and other single use ID applications are part of our patent rights. We will brand our product as the most secure system today in the marketplace as generally agreed by all independent third-party analysts of security. Already market acceptance of our solution is being made by major governing bodies, such as The Benton Group 2001 report for the STAR ATM network that identifies a related device using our patent as the best solution for online transaction security.

#### **IDPixie, LLC primary marketing opportunity analysis:**

Since over 40% of the USA marketplace was compromised or experienced ID theft in 2005, depositors are now open to paying for protection that actually keeps their ID offline proactively. Those depositors, who cannot get their money back, are due to them not responding quickly on debit card theft. The duty to report to get repaid was shifted by banks onto depositors with a time limit. These are our clients. Our lottery will establish qualified depositors who are in this group.

We find that two million depositors who most need protection and who were abused online are most likely to use our products. They should have it in their hands to ensure our profits and their safety. Many if not all of these clients will be given our system cards to assist their security on all other cards they have in their possession. Our rapid penetration strategy targets high end users of card services online who do for their businesses or for their homes high volumes to justify multiple daily uses. This adds on the incentive of multiple swipes that increases profitability.

There will be a youth marketing incentive to gets students to use the product by having them positively influence their household parents and guardians to get coupons not redeemable for cash. Single level depositors to depositors third party sales incentives programs to adults in general give online coupons not redeemable for cash that enhances customer evangelism.

#### **IDPixie, LLC Customer Evangelism**

Customer evangelism means positive marketing by word of mouth like Starbucks. It spreads by clicks online called, "*Word of Mouse*" via E-mail and the Internet chat rooms. This encourages buying in a potent and cyclical phenomenon called evangelical consumers.

Our multiple advertising opportunities, includes placing logos on offline devices, selling advertising on transaction processing systems to direct retailers that have opened online stores to supplement traditional retail sales. Outreaching to merchants worldwide through a direct sales force combined with an indirect sales will leverages potential sales implemented by our alliances. In addition to our direct and indirect sales efforts, we will work with several strategic partners to promote our E-Commerce transaction services by licensing our services globally. For our indirect sales efforts, we use independent resellers. Reseller organizations can offer all of our services. The reseller program will purchases our services at a discounted rate and then re-sell them to their clients. They can either use us to bill their customers for these services or invoice their customers under their own name.

At [www.zonalatina.com/zldata99.htm](http://www.zonalatina.com/zldata99.htm)

2.5% of adopters are innovators,

13.5% of the adopters are the early adopters,

34% of the adopters are the early majority,

34% are the late majority adopters; and

16% of the adopters are laggards.

This exposes the curve of adoption of new technologies online. . A customer evangelist is like a friend you've known for years whose advice helps our credibility in general through testimonials. A client evangelist is someone totally content with our product. He will extol our virtues. Client evangelist reduces the time it takes for a new users to decide to use a product. George Silberman out lines in this concept in Secrets of Word-of-Mouth Advertising: Purchasing a product or service is not a single decision but a series of decisions. " If you can identify and minimize just a few of the decision bottlenecks for your client, you can reduce their decision time by more than half, thereby multiplying the sales and marketing share of your product or service," he wrote. Customer evangelists nurture and inspire new prospects through the above curve to complete the purchase.

We set up independent sites to encourage client evangelism to increase market awareness for our target clients. In addition to branding, this marketing plan generates leads for sales associates. We build awareness and attract merchants to do marketing and partnership programs including advertising, public relations, referral programs, co-branded initiatives, virtual seminars and trade shows our spokesperson will articulate viability of product at trade conferences and press conferences.

### **IDPixie, LLC Publicity/Public Relations (PR)**

We support Global Peace Film Festival witnessed by up to 100 millions persons a year. This buys positive press by taking a pro-safety position for kids and for families. Global Peace Film Festival, Inc., under an ex-NY Deputy Film Commissioner made allies at the UN that declared this decade a decade of peace. It also has a Japanese City now co-sponsoring the festival. The United Nations Decade of Peace organization gives us for publicity free. The Peace Film Festival is located at [WWW.PeaceFilmFest.Org](http://WWW.PeaceFilmFest.Org) supports our branding of safety on the Internet.

We put 10 percent of our stock into an endowment charity, the maximum allowed by US law. A Birds of Paradise Women's Foundation is a charity aiding health and families that does similar activities of identifying us with peace and safety which presently are not branded by anyone else.

## 6 Plan of Operations

### 6.1 IDPixie, LLC ID Initial Steps to Become Operational

**Objective 1:** We will secure investment funds for hiring staff and building of a functional Theft Protection Platform for the sale of our offline devices. Our platform links smart virtual private networks (VPN) to our debit cards also.

**Strategy A:** We will do requisite strategic partnerships to fund the implementation of our platform as a template for generating horizontal platforms for other applications.

**Objective 2:** We will refresh and to expand our Debit Card/Credit Card Theft Protection Alpha Platform and to have this market ready within the first 4-6 months of funding in order to service the US targeted markets.

**Strategy A:** We will acquire our warehouse space for an assembling facility in Tennessee. Our facility will be located near site where corporate HQ is. Our site must be available immediately as a high priority. We will locate and lease a facility, meeting operation specifications, permits and licenses required by US laws.

**Strategy B:** We will have our Theft Protection Platform tested and certified by Visa, which has the strictest processing, and security standards. It will contain all equipment necessary to conduct secure online transactions. Our data center will have multiple levels of redundant connectivity to Internet, back-up power, fire suppression, seismic reinforcement and security surveillance 24 hours a day, 7 days a week. We will use a Level 3 Communications as our exclusive network backbone supplier.

**Objective 3:** We will profit from sales as soon as product is in client hands so we are viable in its marketplace.

**Strategy A:** We will buy up to two million customers so we are immediately profitable.

**Strategy B** We will profitably lease our products in marketplace to fund our floor financing.

**Strategy C** We will do our IPO to return investor dividends and to finance further market penetration through more client purchases, mergers and acquisitions.

### 6.2 Strategic Alliances

#### IDPixie, LLC SMART Consortium

Our SMART (Sales and Marketing Retail Team) has worked on a number of data center systems while online and they have upgraded the Star Network. This type of market expertise is essential for integrating with existing large charge card platforms or to white label licensees in the market. Our subsidiary was a debit card provider utilizing patents and acquiring much of the IT staff of



bankrupt Merchantonline, after 2001. This insures we will have first of category market entry. We can redo what its technicians have already done historically. Recently, our SMART group, as subcontractor, won the award from CARICOM to build their portal for representing the Caribbean Nations response to the European Union. Our staff will have no problem qualifying to upgrade any licensee or bank or any US government-space systems presented to us in the foreseeable future.

Our Sales Marketing and Retail Team, or SMART Consortium, sells, our products by independent contractors working globally to solve issues relevant to international trade. We have over 300 independent sales contractors, in over 10 countries. SMART licenses CPA and other government certified accountants to act as strategic allies referring clients while insuring tax compliance. SMART Accountants refer the owner operators of businesses that need our products.

### **Cypak, (Possible Device Product Supplier)**

Pin-On-Card Technology: Cypak produces a contact-less smart card with integrated PIN pad for secure user verification at unparalleled cost effectiveness. Provides authentication card system for closed network. Remote card system capable of handling all the types of authentications.

### **Innovonics, (Possible Device Product Supplier)**

The Innovonics patented (US patent No. 5,517,569, 5,815,577, and Des. No. 367,472) PC Pay® system provides robust "point-of-entry" secure authentication. Encrypting your credit card, or debit card and PIN in the secure PC Pay device prevents an intelligent Trojan horse or worm program from potentially capturing your confidential authentication data (e.g. credit card numbers, User ID and password) via a "PC keyboard capture program" and sending your confidential data to a hacker via the Internet. The PC Pay devices also include a smart card reader/writer for secure authentication in E-Health, E-Commerce, E-Government, E-Authentication and E-Banking applications.

### **6.3 IDPixie, LLC Licenses**

1. We licensed BNE Digital, Inc. to go after minor patent violators.
2. We licensed TOPS Transaction Systems, Inc. to build a separate platform.
3. We are negotiating licensing for lottery and single use voter use in the U.S with Single Use Voter ID or SUVID in the US.
4. We are negotiating licensing for world central bank correspondent agency licensor outside of the US with Single Use Credit ID LTD, SUCID, in Canada.
5. We are negotiating a master license for offshore Gaming EDI (GEDI) under present laws and protocols.

## 7. IDPixie, LLC Management and Organization

### 7.1 Management Team (The use of the male gender He is not to indicate gender)

#### IDPixie, LLC Chief Executive Officer (job presently open)

CEO oversees primary goals, operating plans, policies, and short and long-range objectives for ownership. He implements these following Board of Directors' approval. He executes and supervises board policy to achieve growth, profits and return on capital. He enforces organizational structure and he delegates authority to subordinates. He publicly represents us and leads objectives. He advises top executives and he reviews results of operations. He reports with action plans to meet needs of the Chairman for the Board of owners. He represents us to the E-Commerce community, major customers, government agencies, and the public in general.

---

#### IDPixie, LLC President (job presently open)

He oversees and directs, under the CEO, all aspects of an organization's sales policies, objectives, and initiatives. He oversees a sales plan. He is responsible for sales volume of our products. He oversees all aspects of the sales including inside sales, outside sales and data center co-ordination. He must have a BA with at least 5 years of experience as a top tier officer in E-Commerce. He shows proven expertise in a E-Commerce concepts, practices, and protocols.

---

#### IDPixie, LLC Chief Financial Officer (job presently open)

He oversees overall financial plan and accounting protocol. He oversees treasury, accounting, budget, tax and audit activities of the organization and subsidiaries. He is appointed by the prime Investor and watches to make sure there is no deviance by to the business plan without ownership knowledge. He sets and oversees financial and accounting system controls and standard operating procedure standards while ensuring timely financial and statistical reports and compliance to all government and organizational needs. This is the top finance and accounting position for the organization. Requires CPA or equivalent and 10 years relevant experience.

---

#### IDPixie, LLC Chief Operating Officer (job presently open)

He oversees physical office, wholesale warehouse and regular plant operations by directing and coordinating activities consistent with established goals, objectives, and standard operating procedures for highly technical electronic security companies. This also includes the low -tech areas of mailroom, security over all plant and office managers. He reports to the President or by the CEO or Board. He implements policy under the business plan or Board resolutions for us. He knows where everything is, is going and its value to us. He works with all strategic planners.

---

#### IDPixie, LLC Chief Technical Officer (job presently open)

He sets and directs strategic long-term technological integration with the marketing department's call centers and all other systems. He builds and programs infrastructure for those systems. He

determines long-term systems needs and hardware acquisitions to accomplish the organization's business objectives. He needs a technical engineering BS degree and he may, as well, have an advanced degree in a related area with at least 5 years of experience in the information technology field. Generally, he manages and oversees technology departments. His experience and judgment is critical in a technological company. reports to CEO

---

IDPixie, LLC Director of Business Implementation and Integration (job presently open)

He directs, establishes, maintains, and plans overall sales goals for a business implementation department for approval by chain of command. He identifies potential business partners, allies with an emphasis on mergers and acquisitions. He may coordinate and negotiate product integration, marketing and/or sales group licensing integration so all sales work in synergy. He needs a BA degree in Marketing and at least 7 years as a director or top level. He manages a group of like trained professionals and/or business integrators. He also acts as an analyst on which parts of the business need downsizing or are redundant. He reports to CEO.

---

IDPixie, LLC Chief Legal Counsel (job presently open)

He gives legal advice and he must have corporate board bonding to safeguard the company's privileges and rights. He directs the patent enforcement effort hiring counsels and specialists. He does written opinions. He oversees all lawyer work. This position requires 6-8 years experience.

---

7.2 IDPixie, LLC Board of Directors

IDPixie, LLC Chairman of the Board (Spouse and proxy of majority owner Ms. D. Cortes)

1. He a Chairman setting agenda for Board for the primary ownership
  2. He is a overseer of the CEO for guiding mission
  3. He leads the Board of Owners, by setting agendas for policy direction.
  4. He Chairs meetings of Board after writing agenda with his staff.
  5. He encourages Board's role in strategic planning
  6. He appoints directors of committees, in consultation.
  7. He is ad officio member of all committees and attends them all as needed.
  8. He sets issues confronting with the CEO.
  9. He guides and mediates with respect to policy and governance.
  10. He directs the CEO all critical issues to the Ownership for increased profits.
- 

IDPixie, LLC Board Treasurer (job presently open)

1. He a member of the Board representing lead investment Ownership
  2. He controls cash flow with projections of profit and loss analysis.
  3. He runs fiscal co-ordination with government rules for us.
  4. He makes an audited annual budget to owners for members' approval
  5. He rationalizes under regular standards all financial policies and procedures
-

## IDPixie, LLC Board Secretary

1. He is a member of the Board appointed by the main Ownership of shares
  2. He runs records and ensures management of organization's records
  3. Manages minutes of board meetings
  4. He records minutes, archives and records distributing to Owners after each meeting
  5. He oversees documents (articles, by-laws, IRS letters, etc.) for use as policy.
- 

## (2) IDPixie, LLC Board Member(s) At Large (1 job presently open)

1. He attends board meetings and important related meetings.
2. He makes serious commitment to participate actively in committee work.
3. He willingly accepts assignments and completes them thoroughly and on time.
4. He supports structure, while reviewing and commenting on minutes and reports.
5. He familiarizes with committees in a collegial relationship supporting consensus.
6. Is an active participant in the committee's annual evaluation and planning efforts.

## 7.3 IDPixie, LLC Advisory Board (jobs presently open)

This group of industry professionals gives advice, informs or notifies of trends and needs. An advisory board differs from an Ownership board in that they are appointed and they do not have a portfolio. This Board uses industry leaders and experts in the field of E-Commerce debit card security specializing in authentication and online transactions.

## 7.4 IDPixie, LLC Operations Management Team

### Executive Vice President Sales

He oversees sales policies, objectives, and initiatives. He interviews and hires all sales persons as for training in sales organization. And all sales divisional heads report directly to him. He needs a bachelor's degree in area. He needs 10 years of experience in sales of electronic media for security and software. He must know a full variety of sale concepts, practices, and procedures. He relies on extensive success and judgment to plan and accomplish goals. Performs a variety of tasks. He must know how to do intangible sales and direct the work of others. He must be creative and charismatic. He reports to the President.

---

### Executive Vice President Marketing (job presently open)

He oversees an organization's online marketing policies, objectives, and initiatives. He reviews changes to the online marketplace and industry and he adjusts marketing plan accordingly. He needs a bachelor's degree with at least 5 years of experience at top level. He must be familiar with a variety of E-Commerce concepts, practices, and procedures. We rely upon his skills, connections and ability to plan and do goals. Unlike most marketing heads, he is an indispensable interface to identifying novel ways to buy consumers linked to all sales departments. Simply, brilliance is required and performance goals are required. He reports to President.

---

IDPixie, LLC Executive Vice President Human Resources (job presently open)

He plans, oversees and carries out employment policies relating to all phases of personnel activity including behavioral training, psychological marketing studies and the office of health which will at one point hold a clinic and child care for our employees. He recruits, interviews, and selects employees to fill all vacant positions including all who are referred by anyone employed. There will be a point system and any potential hire that does not receive over an 80% evaluation standard is rejected unilaterally. He writes and gives new employee orientation to foster positive attitude toward our goals. He maintains records of 401K and health insurance coverage, pension plans, and personnel transactions, such as hires, promotions, transfers, and terminations. He investigates accidents and prepares reports for employee insurance carriers. He conducts wage surveys within labor market to determine competitive wage rate. He prepares budget of personnel operations. He is responsible for evaluating and suggesting new benefit or compensation structures or changes to existing plans. He also supervises the contracts with technical schools that provide interns in business management and technology while they get degrees in our technical services. He negotiates contracts with schools buying and supervising on plant teachers and educators with a school budget for servicing interns. He oversees the hiring of all subsidiary call center personnel keeping them separate for security reasons from corporate personnel. He need a BA with at least 7-10 years experience in Human Resources. He manages a group of HR professionals. We rely on his experience and judgment to plan and accomplish goals. He reports to the CEO and/or Chair.

---

IDPixie, LLC Executive Vice President Finance

He oversees internal financial policies in training and support of the Chief Financial Officer, who audits him, our financial functions including accounting, budget, credit, insurance, tax, and treasury. reports to the most senior finance executive. requires an advanced degree with at least 10 years of experience in the field. He must be familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. reports to top management.

---

IDPixie, LLC Office of Technology Integration (often called 2<sup>nd</sup> technical officer)

He installs new software releases, system upgrades, evaluates and installs patches and resolves software related problems. He performs system backups or recovery. He maintains data files and monitors system configuration to ensure data integrity. He may require a MS in a related area with at least 2 years of experience in the field or in a related area. He has knowledge of standard, common and new technology, practices, and standards and procedures within a E-Commerce and he has integrated same. He relies on protocol and established guidelines to perform the functions of the job. He works under direct supervision. His job function does not require exercising independent judgment save in a security emergency to protect data. He reports to CTO.

---

Vice President Chief Information Office

The CIO is responsible for internal information systems, and, especially with the arrival of the Internet, sometimes in charge of the company's e-business, e-mail and data.

---

## Vice President Search Engine Architecture

Search engine optimization (SEO) is the practice of manipulating aspects of a Web site to improve its ranking in search engines.

---

## Vice President Call/ Data Center- (job presently open) (oversees license operations arms length)

He must have a BA and have experience of 5-10 years in data call center programming, administration and management. He will hire an outside contract, license build to suit and maintain day to day control oversight over the transactional analysis and marketing data which must be kept as corporate secrets. The data center will be on site run by technical interns and engineers while the standard call center will be run close by each main facility using local people with emphasis on school and upon retirement programs for recruitment of low cost highly educated labor.

---

## Chief Compliance Officer (CCO) (job presently open)

Chief Compliance Officer) serves compliance for our patents and products.

He must have a BA and have experience of 5-10 years in data call center programming, administration and management. CCO may also run corporate security on all our employees excluding drug tests given by HR. He will run screens on all key personnel and run operations as if we are infiltrated by spies or by physical thieves and need counter measures. He must work with the US Government police agencies with contacts at the highest levels of the FBI and US Marshall's Offices. He must have a BA degree and a law or law enforcement background with high technological interface is required. He reports to CEO/Chair.

---

## Press/Publicity

He assists in providing a positive organizational image to the general public, clients, shareholders and internally. He prepares press releases and articles. He writes, edits and publishes organizational publications and speeches for the top executives. He must have a BA either in Communication, Media or English Writing. This requires 5-10 years relevant experience with newspapers, press agencies or equivalent. He reports to CEO/Chair

---

### 7.4.1 Biographic Data of Ownership Personnel

Ms. Diosa Cortes is the sole shareholder to A Safe Place Inc. that owns 1% general management share of us. Ms. Cortes is a graduate of Marymount College. She has retired over ten years ago from actual business to raise her children. Her last job was working for the head of personnel at JP Morgan Chase Bank, before that she worked for American Industrial Credit's President as his assistant and for the EVP Finance of RJR Reynolds. Ms. Diosa Cortes is 46.

Mr. AR Sami is communication's specialist and integrationist for the team. He had many positions in the Company previously. His licenses and certificates include: NASD Register Representative Series 6 and 63, New York State Life Insurance License, NYC Meditation Certificate and ran a number of small businesses. He is the person who acted as liaison to most of the patent counsels and oversaw the patent notices and press releases. AR Sami is 64.

Mr. Jeffrey Ice is a scientist who North Atlantic University wants to give a PhD for work in the field. He and his father were pioneers in HTTP and DOS interactivity that led to the Internet's World Wide Web. His other Internet patent, granted late 1990's was in the area of Internet. Mr. Ice is currently working on upgrading the granted Patents. Mr. Ice also created two pending patents dealing with Micro-payment and Single Use Credit Card Number with ATM's.

## 8. IDPixie, LLC Goals and Strategies

### 8.1 IDPixie, LLC Point of Product Introduction

- Goal 1:** We seek to have from 16 million units plus producing income in the marketplace with gross income approximately at \$300 annual per unit by the 24<sup>th</sup> month. Buying clients increases cash flow and cash flow increases credit for buying more clients. Doing our IPO leads to billions in value and increases our sales for our "Direct"- and "Indirect-To-Customer" purchasing initiatives.
- Strategy A:** We will utilize initial financing to put two million income producing units in marketplace which creates factorable income to support floor financing capable of putting the addition 14 plus million units producing income in marketplace.
- Strategy B:** We will brand trademark's A Safe Place Online™ and Peace of Mind Online™, NewCash™ and IDPixie™ as signs mark and trademarks for exclusive branding.
- Strategy C:** We will do training programs for debit card and licensing agreements under our sales professionals with experience in the industry for quick market penetration;
- Strategy D:** We will only recruit market savvy professionals with links in the target market segments to license and private label our products generally.
- Goal 2:** We will complete the Patents for NewCash™ ATM debit card and NewCash™ Micropayment.
- Strategy A:** We will do a standard venture operating protocol as strategic initiative, utilizing patent attorneys, to advance the approval of these outstanding patents.
- Goal 3:** We will seek market wide certification of all the top manufacturers of offline devices by end of year 1.
- Strategy A:** We will bring to market packaging and branding of devices and to promote these packages vigorously for all uses.

## **8.2 IDPixie, LLC Business Goals**

- Goal 1:** We will physically build our production and sales operations.
- Strategy A:** We will build an Alpha EDI and also backup facilities for serving our product.
- Strategy B:** We will license our industry while purchasing major portions of client marketplace through direct marketing that establishes our first of category status.
- Strategy C:** We will license other product uses for security purposes to the US Government.
- Strategy D:** We will license other product uses for security purposes to all private industries.
- Strategy E:** We will launch Ebay/Paypal-type online auction service using our products.
- Strategy F:** We will launch Pre-sort Postal Service platform to do curtain accounts for DHL, Federal Express, United Postal Service and Airborne .
- Strategy G:** We will launch US Postal Services platform to aid global collection or payment.
- Strategy H:** We will do licensing division for the US Medicare services.
- Strategy I:** We will do licensing division for the US Healthcare services.
- Strategy J:** We will do licensing division for the global entertainment services.
- Strategy K:** We will do licensing alliance for global Central Bank services.
- Strategy L:** We will do a licensing alliance for the US lottery and elections services.
- Strategy M:** We will do a licensing alliance for the global lottery and elections services.

## **8.3 IDPixie, LLC Keys to Success**

- I. Our patent ownership establishes our ownership of Single Use ID marketplace.
- II. Our implementation of resources engineer and constructs sales platform.
- III. Our retail marketing initiatives bring our off-line technology to our marketplace.
- IV. Our wholesale marketing initiative will license our product in the marketplace.
- V. We use existing ownership and talent that designed and built platform systems.
- VI. Our acquisition of top industry professionals leads sales force and administration.
- VII. We license manufacturing implementation, certification and service systems.
- VIII. Our ongoing technology and patent expansion grows in tandem with marketing.
- IX. Our patent enforcement causes all users of our patents to pay royalties.
- X. Our implementation of marketing plan allows profitability for IPO profit making.

## **9. IDPixie, LLC Summary of Projected Revenue & Expenses**

### **9.1 IDPixie, LLC Initial Capital Requirements (Attached)**



- 9.2 IDPixie, LLC 5 Year Pro-forma (Attached)
- 9.3 IDPixie, LLC Pro-forma Cash Flow (Attached)
- 9.4 IDPixie, LLC Line of Credit (Attached)
- 9.5 IDPixie, LLC Equipment Loan Amortization (Attached)
- 9.2 IDPixie, LLC Building Loan Amortization (Attached)
- 10. IDPixie, LLC Summary
- 10.1 IDPixie, LLC Exit strategy for investors

The exit strategy for our investor(s) is twofold. The first is we plan to within 24 months to pay dividends as return on investment. The standard best route for sure profitability is for us to acquire through acquisition major market share. Then with growth booked on our balance sheet we may do an IPO. Backed by the US fiat and major market share with good management, this is a good forward-looking possibility for best earnings on income leveraged by the IPO. As is regular for this type of business such an act could possibly give multiple increases geometrically on share value. Still, a large investor who wants to maximize his profitability might consider holding us private for a long period of time, namely over 36 months to maximize profit taking from an IPO later. Furthermore, a private investor of some resources might consider privatizing some classes of public shares later after 2 years of doing IPO to strengthen share value. All these possible actions depend upon market forces that vary from time to time however one thing will remain in effect. We are the exclusive ownership of market profitability for a Single Use Credit or Debit ID number Patented Products or processes within the US for the next 16 plus years.

#### **IDPixie, LLC Percent of ownership available to investors**

The investor is buying 30% of our stock for one hundred million United States Dollars.

#### **Financial reports provided to investors on the board or in management.**

All financial reports and management programs and projections not considered our secrets are available to investors on demand with delivery within 24 hours on business days. All Board resolutions and agenda are delivered to owners for review within 24 hours of resolution or of putting upon an agenda before such resolutions are made and/or moved upon respectively.

#### **This is the definitive definition of IDPixie, LLC, as a financial services company.**

We are the "First of Category" consumer ID Theft Protection and Transaction Platform. It is a wholesale and retail credit/debit network serving the US online financial and authentication community. We are a financial network that is equivalent to the top debit US debit platforms.

The way we do that is by servicing existing cardholders of market charge cards like Visa, MasterCard, American Express, Star, Honor, Mac, NYCE, Interlink, Plus and all related retail bank card clients behind our patented authentication protection products.

## 11.IDPixie, LLC Appendix

### 11.1 IDPixie, LLC Reference Materials

#### IDPixie, LLC Independent Study And White Paper

"One Time Pad Is The Most Secure Form Of Information Cryptography...The Computer Science World Considers This To Be The Ultimate Type Of Cryptography... It Has No Known Attacks Of How To Recover The Original Data And The Particulars Of This System Are Particularly Well Suited To Financial Transactions Through The Internet." These statements supporting our Patent US 6,598,031 are by Dr. Jason Short Ph.D., CEO Emerald Technology Inc. in a report to Company POA, Rising Star Telecommunications, Inc. and carbon copied to us. One can categorize Dr. Short as an objective professional independent contractor. IDPixie, LLC paid for his advice backed by his credentials and by his expertise.

Dr. Borko Furht, the Dean of Computer Science at Florida Atlantic University has put Jeff in for an honorary PhD in Computer Science since he collaborates on Jeff's white papers, Dr. Furht is the guru of multi-media HDTV, Internet Multi-media and Quad TV for NASA and compression of signals. Dr. Furht is Company's official third party expert who just submitted his white paper that is now ready for publishing confirming that the Patent is ready for market and is operational for profit.

The Florida Atlantic University's Computer Science Dept Dean, Dr. Furht is a NASA certified academic scientist who is writing IDPixie, LLC's White Paper. Included is his a short review here. Third party encryption by industry periodicals and experts confirms Dr. Short's assessment of our recorded Patent. Such third party independent reviews are in the attachments to this package.

**Federal Information Processing Standards Publication 201, *Personal Identity Verification for Federal Employees and Contractors*, February 2005. (NIST Special Pub 800-53 Reference list.)**

<http://www.ffiec.gov/press/pr101205.htm>

**It's All About Authentication**

**Douglas Graham, June 3, 2003**

<http://www.sans.org/rr/whitepapers/authentication/1070.php>

**Perspective: Good security news to be in short supply in 2006**

**By Jon Oltsik Published: January 20, 2006, 4:00 AM PST**

[http://att.com.com/Good+security+news+to+be+in+short+supply+in+2006/2010-1071\\_3-6028980.html?tag=fd\\_carsl](http://att.com.com/Good+security+news+to+be+in+short+supply+in+2006/2010-1071_3-6028980.html?tag=fd_carsl)

**Computer crime costs \$67 billion, FBI says**

**By Joris Evers Staff Writer, CNET News.com**

**Published: January 19, 2006, 2:20 PM PST**

[http://att.com.com/Computer+crime+costs+67+billion%2C+FBI+says/2100-7349\\_3-6028946.html?tag=cd.top](http://att.com.com/Computer+crime+costs+67+billion%2C+FBI+says/2100-7349_3-6028946.html?tag=cd.top)

**By John Leyden 15 Mar 2005 10:38**

**Banks 'wasting millions' on two-factor authentication**

[http://www.channelregister.co.uk/2005/03/15/2-factor\\_auth\\_is\\_pants/](http://www.channelregister.co.uk/2005/03/15/2-factor_auth_is_pants/)

**HoustonChronicle.Com, James B. Kelleher, Oct 3, 2005.**  
**Title: Security Experts Barely Keeping Up with Online Fraud.**  
**<http://www.net-security.org/news.php?id=9016>**

**PC World magazine, Alan Stafford, Sept. 30, 2005.**  
**Title: Privacy in Peril.**  
**<http://www.pcworld.com/reviews/article/0,aid,122498,00.asp>**

**Newsweek, Steven Levy and Brad Stone, July 4, 2005- Title: Grand Theft Identity.**  
**<http://www.msnbc.msn.com/id/8359692/site/newsweek/>**

**Technology correspondent MSNBC, Bob Sullivan, June 23, 2005.**  
**Title: ID theft concerns grow, tools lacking.**  
**<http://www.msnbc.msn.com/id/8322300/>**

**Technology correspondent MSNBC, Bob Sullivan, Jan. 23, 2004.**  
**Title: Identity theft tops consumer woes...again.**  
**<http://www.msnbc.msn.com/id/4029541/>**

**Technology correspondent MSNBC, Bob Sullivan, Feb. 1, 2005.**  
**Title: ID theft again tops list of FTC complaints.**  
**<http://www.msnbc.msn.com/id/6891556/>**

**The Associated Press, Aug. 30, 2005.**  
**Title: New charges in ChoicePoint identity theft case.**  
**[http://www.infoworld.com/article/05/08/31/HNchoicepointcase\\_1.html](http://www.infoworld.com/article/05/08/31/HNchoicepointcase_1.html)**

**Federal Deposit Insurance Corporation (FDIC), December 14, 2004.**  
**Title: Putting an End to Account-Hijacking Identity Theft.**  
**<http://www.fdic.gov/consumers/consumer/idtheftstudy/background.html>**

**Discover follows American Express with single-use credit cards**  
**By Maria Trombly, Computerworld November 29, 2000 4:53 pm PT**  
**<http://www.infoworld.com/articles/hn/xml/00/11/29/001129hndiscover.html?p=br&s=4>**

**U.S. Patent and Trademark Office Grants 'Single Use Credit Card Number' Patent to U.S. Company**  
**[http://www.send2press.com/PRnetwire/pr04\\_062103-edisecure.shtml](http://www.send2press.com/PRnetwire/pr04_062103-edisecure.shtml)**

# IDPixie LLC

472-2 Ashford Avenue,  
Ardsley, New York 10502

## THE IDPIXIE LLC NOTICE OF FUNDING DEAL

*By the Authority of the Governor of All Worlds,  
Know all men by God's Peace the below facts as true:*

*Peace remain upon all readers of this deal set upon this day, August 13<sup>th</sup>, 2006;*

*The understated parties did commence into these facts.*

*IDPixie LLC is blessed to sign a deal to fund up to \$100 million USD against 30% of stock.*

*The Investor hired our past CFO, Mr. Aqeel Khan, to run concerns 2 years ago.*

*He discovered our patents, services and ability to exclusively and securely do global trade.*

*He trusts this personal reference of a longtime family associate and his personal due diligence.*

*IDPixie LLC escrowed for sale 30% or 750,000 treasury shares at \$133.3334/share of IDPixie LLC.*

*The Investor directed the first \$10 million USD go to building the IDPixie LLC platform.*

*He wants half the cash going into escrow for the Investor's plan to acquire bank institutions.*

*The remaining 90 million USD is managed by IDPixie LLC's CEO as the Investor's trustee.*

*This buys sundry bank institutions to force ID Pixie LLC ID theft protection licensing.*

*The Investor lets IDPixie LLC sell up to 98.5% percent of his position for \$197 million*

*He directs half his profits to buy into bank shares for credit free growth and half for business plan.*

*Before the Investor's family even pays full value, it has the right to sell off shares and still get profits and control of banks. The Investor advised IDPixie LLC that IDPixie LLC may sale 98.5% of the Investor's position on sale contract at a value of \$266.6688/treasury share on 713,500 shares. Secondary Investors acquiring part of the prime Investor's position know that he will fund, by contract, as schedule, all unsold shares upon call by IDPixie LLC. Any sale to others is a 100% profit to Investor alone. This is a flip and it is a common practice to Investors who seek first quick profits as well as benefit IDPixie LLC with, say, use of funds for expansion.*

*Of value to the Investor is our building of secure platform letting its designated persons control a means of communicating data and cash in a beta system globally immune from the prying eyes of all hackers or any type of outside interference, if used per protocols securely, in our proven and previously certified system. This delivers privacy to the Investor with low cost anonymous and ID protected secure means of growing a private network worldwide. Fiscal privacy is not enforceable using any other system, save cash, however to further protect privacy, we will reactivate our offices and platform in the Fujairah UAE Free Zone licensing central banks from there totally separate from the US system. Due to patent licensing and for security reasons, the USA platform needs to be set up here first but quickly within months it will grow worldwide.*

*Peace, I remain*

---

*Mr. AT Ishtari,  
Chairman Board of Directors*

## THE IDPIXIE LLC FOUNDER'S STATEMENT

*My wife, Mrs. Diosa Cortes, owns A Safe Place Inc. I, her husband, as CEO, assigned my patent to her as trustee for security reasons. A Safe Place, Inc., a Delaware- corporation owns IDPixie LLC. IDPixie LLC was set up on March 25, 2003. Prior to that, we invested environs \$9.5 million dollars, twice, in acquisition and development of their patented and proven ID theft security for IDPixie LLC in NYS.*

*We, at IDPixie LLC, own the only patented method (#6598031, July 22, 2003 attached hereto) to provide secure communication over any open network, such as telephone, cellular, satellite or Internet. Our proprietary technology communicates data over any existing network without exposing itself. We hold exclusive US rights to profit from this first and only technology that has the ability of shielding users from electronic fraud or eavesdropping in the US. Our method is the only safe, tested, and certified way of protecting financial and private ID data from all hackers over all Internet networks. Imagine being able to move data or cash anywhere without anyone being able to hack, spy, track or interfere with it at all.*

*Internet experts, academicians, and Government officials in the USA are all in agreement that fraud, perpetuated by smart hackers over open networks, is a major issue affecting our modern economic security. Newsweek magazine named Internet fraud as the "Top Crime Facing The World." Consider the popularity of E-Commerce, i.e. using the Internet financially, since the Internet is the largest open network and it is evident that the future of online trade and business success is only limited by the lack of total security: Ours. Therefore, a tremendous market opportunity exists for our platform providing a safe way of transferring data both over Internet and over any other available open network.*

*The need for our network security technology is evidenced by, but not limited to, these following factors:*

*"ID Theft - A recent 'Financial Crimes Report to the Public' by the FBI claims that 9.91 million Americans were victims of identity theft and have experienced losses totaling \$52.6 billion. More than half of identity theft victims had their current credit cards taken over by identity theft criminals, while new account frauds were estimated to have victimized 3.23 million people and to have caused losses of \$36.7 billion."*

*"Credit Card Fraud - FBI data shows the number of US Internet-related credit card crime reports rose 66 percent in 2004, and the average reported loss associated with the online scams tripled to \$2,400 from \$800 in 2003."*

*"Government Concern - The Federal Financial Institutions Examination Council, whose decisions are binding upon all banks in the US, has established January 1, 2007 as the deadline for banks to implement "secure methods" for on-line financial services." "The authentication techniques employed by the financial institution should be appropriate to the risks associated with those products and services."*

*Security is a critical issue in a world that is becoming increasingly dependent on electronic communication as a means of transacting business. As the global economy undergoes this trend, it highly increases its exposure to electronic fraud. The following table highlights our solutions to the major compliance segments of the FFIEC Guidance to the electronic security problem.*

<i>FFIEC Guidance</i>	<i>IDPixie LLC Solution</i>
<i>Multi-Factor Authentication For High Risk Transaction</i>	<i>Transactions are executed using the IDPixie LLC certified device that is connected to the user computer. This configuration allows all customer information (credit and debit card numbers, expiration dates, PIN's, etc to be encrypted within the secure IDPixie LLC certified device. Important and personal info never enters the PC unencrypted where it could be intercepted without the user's knowledge.</i>
<i>Monitoring and Reporting</i>	<i>If the Device is not in the IDPixie LLC Certified device Table then the registration is rejected and an Alarm is sent to the customer service database. If the IDPixie LLC Certified device is already registered then the registration is rejected and a note is sent to the customer service database.</i>
<i>Appropriate Authentication According to Risk</i>	<i>This system provides support for card present transactions at existing E-Commerce sites without any modification required to the sites. The IDPixie LLC certified device supported by this system is capable of accepting the swipe of Credit Cards, Smart Cards and ATM/debit Cards with a PIN at the consumer's PC.</i>
<i>Customer</i>	<i>The merchant never sees the consumer's real account number or expiration date. For</i>

<i>/Merchant Awareness</i>	<i>purchases requiring a shipment, the shipping address must be the real consumer data. However, even the shipping address can be fictitious for purchases not resulting in a shipment.</i>
<i>Layered Security</i>	<i>Our IDPixie LLC certified device encrypts the card data (and PIN) using a unique encryption key before passing it into the consumer's PC. This account data is not decrypted in the user's PC and is therefore of no use to a virus which might be executing there. Any consumer account information saved by the IDPixie LLC System is saved in its encrypted form (Mag Data) at all times.</i>

*We own the **only effective and efficient solution** to the open network Internet card security problem plaguing E-Commerce and bank depositors today. We accepted \$100,000,000 from Investor funding to complete work in bringing this solution to market. Funding will be used to:*

- 1) Secure a suitable corporate headquarters to house our Secure ID Theft Protection Platform;*
- 2) Engineer and build a functional Secure ID Theft Protection Platform;*
- 3) Locate and secure off-site locations for back-up PIXIE platforms;*
- 4) Secure and implement pending patents for NewCash<sup>™</sup> debit card and Micropayments;*
- 5) Certify vendors to work on our platform;*
- 6) Brand NewCash<sup>™</sup>, IDPixie, ASafePlaceOnline, & PeaceofMindOnline trademarks.*
- 7) Purchase 2 million or more direct market consumers from funding.*
- 8) Within 24 months, projected revenues clears near 200% ROI.*

*We will put two million products into the marketplace at an average price of \$17 per unit retail. \$10 is expected wholesale then \$7 per unit is profit. We give a full recourse guarantee for vending trust so vendor trusts can put up to a million devices out a month at no cost to us. They require we pay or swap a new depositor for an old one that is an insurance escrow management issue. That is not a problem in a dynamic marketplace. Any typical vending trust after 90 days pays to retail, us, a 10% finance value to vendors, us, again. This puts \$1.70 per unit into our bottom line. This equates to \$850,000. 00 dollars per year per million units just from floor financing of units replaced bi-annually like debit cards. We recourse (collateralize in cash reserve) environs 10% unit value for replacement costs to guarantee payment on defaulted unit payment. This is paid for by the internal point discount from a vend lease agency that is environs 10%. From then on, our buying of units in our marketplace is an economic engine. Profits cover our product down payment with advances, as depositor fees pass through to vendor. We keep profit from all floats.*

*Then, we'll go IPO for profit making. All IPO's feed on fast profitability. Booking profits immediately increase our value. Selling some shares every time value increases 100% in market usually does the profit making for Investor(s). Forward-looking predictions say this may turn over 2 to 3 times after IPO. Increased value allows us to rule our marketplace by buying vendors with market share. Processor's share value lowers after being sued by us for violating our patent. The processors are beset by US rules and will be beset by our litigation. This will lower their share value for not having our patented solution. They are, then, ripe for our licensing or for our takeover. This is best scenario. They pay, or sell, turning our income into almost pure profit after recourse reserve, insurance, litigation, capital loan costs for construction of buildings and cost of labor and materials. The financial potential of our company is evidenced by our projections:*

*Peace*

*Acting Board Secretary, AT Ishtari /s/*

## TABLE OF CONTENTS

1.	THE IDPIXIE LLC NOTICE OF FUNDING DEAL
2.	THE IDPIXIE LLC FOUNDER'S STATEMENT
1.0	THE IDPIXIE LLC TRUSTEE OF THE US PATENTED ID THEFT PROTECTION OVERVIEW
1.1	THE IDPIXIE LLC STATE OF THE INDUSTRY
1.2	THE IDPIXIE LLC BUSINESS OPPORTUNITY
1.3	THE IDPIXIE LLC STRENGTHS, WEAKNESSES, OPPORTUNITY AND THREATS (SWOT)
1.4	THE IDPIXIE LLC CURRENT AND FUTURE BUSINESS POSITION
1.5	THE IDPIXIE LLC FINANCIAL POTENTIAL
1.6	THE IDPIXIE LLC FINANCIAL DEAL
2.	THE IDPIXIE LLC COMPANY BACKGROUND
2.1	THE IDPIXIE LLC COMPANY DESCRIPTION AND HISTORY
2.2	THE IDPIXIE LLC OWNERSHIP
3.0	THE IDPIXIE LLC PRODUCTS AND TECHNOLOGY DESCRIPTION
3.1	THE IDPIXIE LLC GENERAL PRODUCT DESCRIPTION & PATENTS
3.2	THE IDPIXIE LLC TECHNOLOGY (PATENTED PROCESS)
3.3	THE IDPIXIE LLC CARD-PRESENT TRANSACTION TECHNOLOGY (CPT)
3.4	THE IDPIXIE LLC NEWCASH™ DEBIT CARD
4.	THE IDPIXIE LLC INDUSTRY HISTORICAL
4.1	THE IDPIXIE LLC INDUSTRY NOW
4.2	THE IDPIXIE LLC MARKET SEGMENTS
4.3	THE IDPIXIE LLC PRIMARY MARKET NEEDS, GROWTH, AND TRENDS
4.4	THE IDPIXIE LLC COMPETITION
4.5	THE IDPIXIE LLC COMPETITIVE ADVANTAGE
4.6	THE IDPIXIE LLC BRANDING
5.	THE IDPIXIE LLC MARKETING AND SALES PLAN
5.1	THE IDPIXIE LLC PRICING
5.2	THE IDPIXIE LLC SALES AND PROMOTIONAL PLAN
6.	THE IDPIXIE LLC PLAN OF OPERATIONS
6.1	THE IDPIXIE LLC INITIAL STEPS TO BECOME OPERATIONAL
6.2	THE IDPIXIE LLC STRATEGIC ALLIANCES
6.3	THE IDPIXIE LLC LICENSEES
7.	THE IDPIXIE LLC MANAGEMENT AND ORGANIZATION
7.1	THE IDPIXIE LLC MANAGEMENT TEAM
7.2	THE IDPIXIE LLC BOARD OF DIRECTORS
7.3	THE IDPIXIE LLC ADVISORY BOARD
7.4	THE IDPIXIE LLC OPERATIONS MANAGEMENT TEAM
7.5	THE IDPIXIE LLC BIOGRAPHICAL DATA OF OWNERSHIP PERSONNEL
8.	THE IDPIXIE LLC GOALS AND STRATEGIES
8.1	THE IDPIXIE LLC POINT OF PRODUCT INTRODUCTION
8.2	THE IDPIXIE LLC BUSINESS GOALS
8.3	THE IDPIXIE LLC KEYS TO SUCCESS
9.	THE IDPIXIE LLC SUMMARY OF PROJECTED REVENUE & EXPENSES
9.1	THE IDPIXIE LLC INITIAL CAPITAL REQUIREMENTS
9.2	THE IDPIXIE LLC 5-YEAR PRO-FORMA
9.3	THE IDPIXIE LLC PRO-FORMA CASH FLOW
9.4	THE IDPIXIE LLC BALANCE SHEET
9.5	THE IDPIXIE LLC VENDOR FINANCING
9.6	THE IDPIXIE LLC EQUIPMENT LOAN AMORTIZATION
9.7	THE IDPIXIE LLC BUILDING LOAN AMORTIZATION
10.	THE IDPIXIE LLC SUMMARY
11.	THE IDPIXIE LLC APPENDIX
11.1	THE IDPIXIE LLC REFERENCE MATERIALS

## 1.0 THE IDPIXIE LLC Trustee of The US Patented ID Theft Protection Overview.

*Peace.*

*"Peace of mind online" is a trademark owned by IDPixie LLC but it is a right given by God to all of us and that Peace should be preserved at all costs. A Safe Place Inc. (ASPI) owns IDPixie LLC. ASPI is general manager and majority stakeholder in IDPixie LLC. Due to IDPixie LLC not owning trademark to EDISecure.com, we use IDPixie.com. We figured out the best way to go to market for profit. I am an Investor, not a technologist. This is my view.*

*Our product is a patented process, AKA, "Single Use Credit Card Number ID". I use it to protect bank depositors who use charge cards using a device. Following the G8 nations that are mandating ID theft solutions, the US set standards to require all US financial institutions to conform to ID theft protection. This ID protection service breaks down into 2 products: an offline device for our Patented Product; and a token device for our Patented Product.*

*Irrespective of how our Patented Product is made offline, in computers or anywhere by anyone in the US, that act incurs for us a royalty fee. The US mandated the use of ID protection technology by 2007 that results in our Patented Product. Anyone who uses our patent incurs royalties to me. My product was in production in 2001. That entity, Merchant Online, went bankrupt and my company, now a subsidiary, licensed and bought it from bankruptcy to own it.*

*Our Patented Product is in use by patent violators now. In addition, we need no further research to go to market. It is in the market but not on a platform. Our Patented Product only needs our platform that my team has experience in building since they built one for MOL and other companies including two for me for testing and implementation of our patent.*

*I feel privacy is vital to small depositors who have assets and use the Internet to buy or to sell. The 2 economic realities are customers and profit. We will use \$100 million USD on going to market within the first 2 years. Our Technical USA headquarters will be in Tennessee where labor, energy and taxes are inexpensive. This makes Mr. Ice, our inventor, and his team happy due to costs. This includes a backup in the Seattle Washington area for redundancy. One backup will be placed in the Washington DC area with sales offices there and in New York City.*

*We will utilize funds to hire the most proven executives that have done this type of going to market with products previously. This includes a CEO, President, CTO and CFO from the E-Commerce community. All this is under the direction of my husband as Board Chairman. We deliver product directly to consumers using marketing. This puts two million devices into our market. They will rent product month to month after linking bank accounts. We put advanced product placement to user as "loss leader" directly helping customers who need product. This makes us immediately profitable. After profits, we will buy more customers by mergers and acquisitions. God gave us a right to the best product and everyone needs peace of mind online.*

*My family has a moral product that allows us to do a global credit free system that is exclusive. It was originally designed to do that with protection as a backup and security became the system. We, together, own an ID theft protection system offering top privacy and total security.*

*Peace*

*Mrs. Diosa Cortes /s/*



## 1.1 THE IDPIXIE LLC STATE OF THE INDUSTRY

Bankers are conservative and resistant to new technology until there is a sea change. A sea change means the industry upgrades due to laws. A sea change is now upon US banking regarding using multilevel authentication with various types of devices that produce as result our Patented Product. There is no way around getting to the point where the Single Use Credit Card Number ID Patent must be used to give all US bank depositors the best and total security. That security is our product and proof of that is irrefutable. Though banks are resistant to new technology, they must adapt as the Federal marketplace sets standards for compliance.

Most experts, academicians, and FFIEC (banking) officials in the US are in agreement that fraud, perpetuated by hackers on the Internet, is a major issue affecting our modern economy. In July 4<sup>th</sup>, 2005, Newsweek published an article that put Internet fraud ID theft as the top crime in the world today. Bank ID theft affects every depositor with a bank account and Visa recently admitted at a public conference that it and the major debit platforms are losing the battle with hackers. Something must be done to eliminate the exposure of personal ID over the Internet.

In the earliest days of E-Commerce, there was 250% per year growth before online ID theft became a problem. Today, E-Commerce still enjoys healthy annual growth despite the growing fraud problem over the Internet. Forrester Research and Shop.org (Aug. 11, 2004) reported, "*US shoppers would spend \$1.44 billion online in 2004, 27% more than the pervious year and 6.6% of total retail sales.*" Forrester further reported that online sales are expected to reach \$316 billion by the year 2010. Although ID theft is significant in the minds of consumers, their behavior indicates that they view the benefits of online purchasing as outweighing the risks.

Mr. Frank Abagnale ("*Catch Me If You Can.*") said, "*...believes that punishment for fraud and recovery of stolen funds are so rare, prevention is the only viable course of action.*"

### **Federal Financial Institutions Examination Council (FFIEC) sets standards on ID protection.**

*FFIEC in its own words from its press release on October 12<sup>th</sup> 2005 without any changes:*

*"The Federal Financial Institutions Examination Council (FFIEC) today released updated guidance on the risks and risk management controls necessary to authenticate the identity of customers accessing Internet-based financial services. The guidance, Authentication in an Internet Banking Environment, was issued to reflect the many significant legal and technological changes with respect to the protection of customer information, increasing incidents of identity theft and fraud, and the introduction of improved authentication technologies and other risk mitigation strategies.*

*The continued growth of Internet banking and other forms of electronic banking activities and the increased sophistication of threats to those environments have resulted in higher risks for financial institutions and their customers. An effective authentication system is necessary for financial institutions' compliance with requirements to safeguard customer information; to prevent money laundering and terrorist financing; to reduce fraud and the theft of sensitive customer information, often the precursor to identity theft; and to promote legal enforceability of financial institutions' electronic agreements and transactions.*

*This guidance, which replaces the FFIEC's Authentication in an Electronic Banking Environment issued in 2001, does not endorse any particular technology. This guidance specifically addresses the need for risk-based assessment, customer awareness, and financial institutions' implementation of appropriate risk mitigation strategies including security measures to reliably authenticate customers accessing their financial institutions' Internet-based services.*

*The guidance is divided into two parts. The main portion of the guidance provides financial institutions with guidance on authentication and discusses appropriate risk assessments, customer authentication, verification of new customers, and monitoring and reporting. An appendix provides more detail about various authentication technologies.*

*The agencies' transmittal documents accompanying the guidance contain a consistent timeframe for financial institutions to achieve conformance. In light of the catastrophic events associated with recent natural disasters, namely Hurricanes Katrina and Rita, affected financial institutions will face many challenges during the recovery process. These challenges may affect their ability to conform to the guidance within the specified time frame. Affected financial institutions will be afforded an extension, when circumstances warrant, for achieving conformance with the guidance.*

FFIEC mandates multi-factor authentication for high-risk bank transactions where ID can be stolen online from central servers or from existing services. This causes US banks to upgrade the existing password-based single-factor customer authentication to multi-factor authentication by January 1, 2007.

The US Commerce Department's National Institute of Science and Technology (NIST) defines level-4 authentication as multi-factor with a token or offline device. This ruling by FFIEC is binding upon all financial institutions in the US. This affects Wall St institutions using FDIC, Federal licensees like SBIC's or MESBICS and investment REITS, as well as other trusts. Financial institutions are compelled to use multifactor authentication. As new checking accounts do not have NIST level 4 authentications, they cannot open new checking accounts. The FFIEC January 1, 2007 deadline for compliance to financial institutions means with full funding our platform can be in place by early Spring 2006

## 1.2 THE IDPIXIE LLC BUSINESS OPPORTUNITY

Consumer confidence in the security of online bank services has eroded due to the dramatic rise in ID fraud caused by phishing, pharming and cyber attacks. A recent survey of consumers indicated that 18 percent of online banking users have decreased or altogether stopped their use of online banking during the last 12 months due to their concerns about identity theft. We solve the growing threat of online fraud to restore consumer confidence in E-Commerce.

## 1.3 THE IDPIXIE LLC STRENGTHS, WEAKNESSES, OPPORTUNITY AND THREATS (SWOT)

<b>Strengths</b>	<p>Our solution comply with:</p> <ul style="list-style-type: none"> <li>➤ Federal Financial Institutions Examination Council (FFIEC) standards on ID protection</li> <li>➤ Federal Information Processing Standard 201 (FIPS 201)</li> <li>➤ (NIST) National Institute of Standards and Technology</li> <li>➤ Sarbanes-Oxley Act,</li> <li>➤ Health Insurance Portability and Accountability Act (HIPAA)</li> </ul> <p>The IDPixie LLC patent (virtually the only recognized solution) has the capability of deploying, operating, and maintaining system solutions that provide the following components to enhance security, increase efficiency, reduce identity fraud, and protect personal privacy</p> <ul style="list-style-type: none"> <li>➤ Interfaces with ISO banking protocols</li> <li>➤ Interfaces with all existing web product order pages and web servers</li> <li>➤ Sensitive information is encrypted within the secure device before entering the vulnerable PC.</li> <li>➤ Registration system/services</li> <li>➤ Identity Management System/services</li> <li>➤ Card Management System/services</li> <li>➤ Public Key Infrastructure (PKI) Certification</li> <li>➤ Identification credential for both logical and physical access to controlled facilities and information systems</li> <li>➤ Provides the performance, security, scalability, and flexibility required for large-scale identity programs</li> </ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"> <li>➤ Virtually unknown in the marketplace.</li> <li>➤ Time to ramp up production of millions of the secure devices.</li> <li>➤ Governmental relationships (awareness).</li> </ul>
<b>Opportunities</b>	
<b>Banking Security:</b>	<ul style="list-style-type: none"> <li>➤ Microsoft announced two-factor identification support, the means by which a second method is used to confirm user identity, for Windows Vista to be released in 2007 (and it's already been defeated) Now, the Federal Financial Institutions Examination Council (FFIEC) is offering guidance—a bureaucratic way of demanding something—to banks on tightening security for consumers online. Specifically, the use of single-factor authentication, a single password, is deemed inadequate for protection against identity theft.</li> <li>➤ Account fraud and identity theft are frequently the result of single-factor (e.g., ID/password) authentication exploitation. Where risk assessments indicate that the use of single-factor authentication is inadequate, financial institutions must implement multifactor authentication, layered security, or other controls reasonably calculated to mitigate those risks. Full story at: <a href="http://arstechnica.com/news.ars/post/20051018-5451.html">http://arstechnica.com/news.ars/post/20051018-5451.html</a></li> </ul>

<b>Corporate Security:</b>	➤ Corporate data security is still poor, said hackers and security experts Full story at: <a href="http://news.com.com/2100-1001-254998.html">http://news.com.com/2100-1001-254998.html</a>
<b>Government Security:</b>	➤ Government report, Identity theft is one of the fastest growing crimes in America. When a dishonest person has your Social Security number, the thief can use it to get other personal information about you. Most of the time identity thieves use your number and your good credit to apply for more credit in your name. Then, they use the credit cards and do not pay the bills. You do not find out that someone is using your number until you are turned down for credit, or you begin to get calls from unknown creditors demanding payment for items you never bought. Full story at: <a href="http://www.ssa.gov/pubs/10064.html">http://www.ssa.gov/pubs/10064.html</a>
<b>Medical Information Security:</b>	➤ [Following are the comments of Sen. Patrick Leahy (D Vt.) on introduction of the Medical Information Privacy and Security Act (MIPSA), on Wed., March 10. Full story at: <a href="http://leahy.senate.gov/press/199903/990310.html">http://leahy.senate.gov/press/199903/990310.html</a>
<b>Debit Cards:</b>	➤ Skimming the cash out of your account. A sharp-eyed customer making a transaction at an ATM outside a Boca Raton, Fla., Bank of America branch noticed a gap behind the metal faceplate of the ATM. A closer look revealed double-sided tape was all that kept the faceplate in place. Thinking it looked a tad suspicious, the customer gave a yank and the faceplate came off in his hands. Full story at: <a href="http://www.bankrate.com/brm/news/atm/20021004a.asp">http://www.bankrate.com/brm/news/atm/20021004a.asp</a>
<b>Postal Micro Payment:</b>	➤ Currently, USPS only offers American Express card and debit Cards due to high processing fees. NewCash™ debit card will save USPS approximately \$2.4 billion in processing fees per year
<b>Micro Payments</b>	➤ A number of ventures have positioned themselves to profit from micro-payments - e.g., high-volume, low-value transactions (less than US\$5). Full story at: <a href="http://www.banktech.com/utills/printableArticle.jhtml?doc_id=17700519">http://www.banktech.com/utills/printableArticle.jhtml?doc_id=17700519</a>
<b>ATM Security</b>	<p>➤ Check Cards (debit cards) and ATMs are a remarkable convenience that more and more people use. But, as with credit cards, criminals have found ways to victimize people who use them. We don't want you to become a victim. Full story at: <a href="http://www.dcu.org/streetwise/privacy/atm.html">http://www.dcu.org/streetwise/privacy/atm.html</a></p> <p>➤ Stored value card: The opportunities are unlimited this article is just one example. TurboTax (Intuit) and Rush Card (UniRush Financial Services) have announced an alliance that tax filers using TurboTax for the Web to receive their refunds in as little as 10 days and deposited either into a checking account or to a prepaid Rush Visa card. Full story at: <a href="http://www.paymentsnews.com/2005/01/tax_refunds_on_.html">http://www.paymentsnews.com/2005/01/tax_refunds_on_.html</a></p>
<b>Threats</b>	<p>➤ The lack of funding</p> <p>➤ Due to our unique position in the marketplace we have few external threats.</p>

#### 1.4 THE IDPIXIE LLC CURRENT AND FUTURE BUSINESS POSITION

Questions that Drive Debit card suppliers	In order to become "Hero" to Debit card suppliers	Current	Future
➤ How do bank debit card suppliers get depositors to use their card?	⇒ Debit card suppliers use IDPixie LLC products to for the first time to be able to go online with protection. Bank cards cannot go online because there is no protocol to protect bank user PIN online and this opens the bank to liability generally.	✓	✓
➤ Can a depositor link all of his other cards to one card for simplicity?	⇒ Only using IDPixie LLC system can a depositor at any US bank or financial institution slave his card to the system such that one card serves all. MasterCard link says 100 million users are looking for this service.		✓
➤ Why should a bank trust IDPixie LLC as a new supplier in the marketplace?	⇒ IDPixie LLC is supplying the bank with authentication and functionality for depositor account standardization under US Federal rules as well as for the first time directly participating securely in profitable online space.		✓

<p>➤ How can we make more money with IDPixie LLC?</p>	<p>⇒ Online transactions attractiveness is forcing retailers to acquire and/or act like banks since this service serves retailers, like Walmart.</p> <p>⇒ IDPixie LLC cuts costs for consumer and for merchant increasing profitability. The bank card suppliers can both charge more and discount costs to compete with Visa, MasterCard and the debit card networks.</p>	✓	✓
<p>➤ What are the retail fees a bank debit card supplier may profit there from?</p>	<p>⇒ IDPixie LLC collects the standard level of fees however bank may charge clients for security that is mandated and offer them discount fees for the other cards included in the same protection at the same cost. However, added value is pre-mandate cards are immediately made mandate conforming if they use IDPixie LLC system patented protection. This saves them cost of new cards and conforms all their present accounts with a minimum of changing to their existing system while keeping their float.</p>		✓
<p>➤ How does this reduce my cost for card consumer?</p>	<p>⇒ Most banks pay from \$140 US to \$300 per year to get card loyalty and their potential consumer client lists however depositors are fickle and go with whatever seems profitable. Consumer loyalty grows from a single line person-to-person referral sales program that credits consumers for referring new accounts reducing their ID protection towards zero if not to zero annually. This in essence has the consumer pay for its own loyalty since any other system will cost money.</p>		

**THE IDPIXIE LLC OPPORTUNITIES (FUTURE POTENTIAL MERCHANT MARKET)**

**Shift of Retailers to IP Transactions, by Gregory Cohen**

*“Although acquisitions, consolidations and security were all hot topics concerning E-Commerce trends for 2005-2006. There is a prediction that is saying that IP is the name of the game in the retail merchant market.*

*As more and more merchants establish high-speed connections, the move from dial to IP is imminent. Lipman USA reports that 71% of merchants have IP connectivity and 37 % of those (26% total) have high-speed connections. These merchants will slowly move their high-speed connections from the back-office to the point-of-sale counter and drive the point-of-sale transactions through the Internet instead of old, legacy dial lines.*

*IP is a true win for merchants. These transactions are much faster than dial as the connection between the point-of-sale (POS) device and the processor is instantaneous, as opposed to the dialing and handshake/authentication of a dial transaction. In addition, using IP could allow a merchant to completely eliminate the need for dial phone lines. At costs up to \$150 per commercial line, these antiquated connections can be expensive. As IP becomes more mainstream, a fully IP-enabled merchant can have Internet access, voice-over-IP (VoIP) for voice communication and IP payment transactions operate through the same high-speed broadband connection. The forecasted theory that: the organization controlling the merchants’ Internet will control their business, may not be far from reality.”*

<http://www.transactionworld.com/articles/2005/December/commonGround1.as>

**1.5 IDPixie LLC Financial Potential**

Potential FFIEC compliance led Profitability	North America Visa/MasterCard American Express Wholesale Networks With No Debit/ Credit Card Presence For Online Transactions	NORTH AMERICAN Retail Bank Debit/Credit Card VPN Networks With No Debit/ Credit Card Presence For Online Transactions	Stored Value Money Transmitters Paypal, First Data/ Western Union and Stored Value <u>Micropayment</u> BidPass, Peppercoin	IDPixie LLC Wholesale and Retail ID Protection North America Debit/Credit Card Presence Platform With Debit/ Credit Card Presence For Online Transactions	IDPixie LLC Current/Future Solutions wholesale specifically means institutions providing debit card ID protection authentication through IDPixie LLC
<b>Tangible ROI</b>					
➤ Online Authentication				✓	⇒ IDPixie LLC core & value-added products
➤ Online Card Presence Transactions	✓			✓	⇒ Both debit and credit
➤ Non Card Presence Transactions	✓		✓	✓	⇒

➤ Network Fees Credit Online	✓	<input checked="" type="checkbox"/>	✓	✓	⇒
➤ Network Fees Debit Online	✓			✓	⇒
➤ Insurance Loss Gains	✓			✓	⇒ Insurance fees become profit center
➤ Direct Sign Up Merchant Fees	✓	<input checked="" type="checkbox"/>	✓	✓	⇒ NewCash™ Card Product
➤ Monthly Maintenance	✓	<input checked="" type="checkbox"/>	✓	✓	⇒
➤ Micropayment			✓	✓	⇒ Micropayment Using IDPixie LLC platform
➤ Licensing Fees Private Label Cards	✓	<input checked="" type="checkbox"/>		✓	⇒
➤ Closed Network PIXIE Licensing				✓	⇒ PPIXIE, GPIXIE, MEDI, ECT EPIXIE
➤ Growing POS Device Profitability with IDPixie LLC acceptable devices for upgrade into online marketplace blocked due to FFIEC rules.				✓	⇒ Enable device makers online and we profit from our services and they profit from selling more devices for a market otherwise blocked to them i.e. Walmart as their clients.
➤ Float		<input checked="" type="checkbox"/>	✓	✓	⇒ Real-Time Eligibility
<b>ID Authentication Security</b>					
End to End Security online				✓	End to End security only IDPixie LLC does

## THE IDPIXIE LLC FINANCIAL POTENTIAL

### THE IDPIXIE LLC RETAIL FEE STRUCTURE

Consumer Products	Single Use	NewCash	Micropayments	IDPixie LLC Gross	IDPixie LLC Overhead	IDPixie LLC Net
Assumption client rents security blanker with box outside the box.	Assumptions are all depositors, clients, users and systems pay fee. \$0.25	Assumptions are only direct online clients get card for fee 2% min \$5.00.	NA	Assumption is this is gross profits X million users	Assumption is this is overhead X million users	Assumption Profit
Outside Debit Card	\$0.18	(Avg. \$20 sale)		\$180,000.00	\$110,000.00	\$70,000.00
Outside Credit Card	\$0.90	(Avg. \$50 sale)		\$900,000.00	\$110,000.00	\$790,000.00
Slaved Credit Card	(Avg. \$50 sale)	\$1.50		\$1,500,000.00	\$810,000.00	\$690,000.00
New Cash	(Avg. \$50 sale)	\$0.33 \$1 per month		\$330,000.00	\$110,000.00	\$220,000.00 \$ 62,500.00
IDPixie LLC Outside Box Inc	\$0.10/mo.		\$			

Merchant	Single Use	NewCash	Micropayments			
Assumption merchants will pay for lower rates with no charge backs since our system is a cash transaction.			Assumptions are that virtual or private users use it.	Assumption on a million swipes and for Micropayments this is per million dollars	Assumption is 50% are costs paid out to get business as costs	
Merchant	\$0.50			\$500,000.00	\$250,000.00	\$250,000.00
Merchant		\$0.50		\$500,000.00	\$30,000.00	\$470,000.00
Merchants			20% of their fee	\$200,000.00	\$10,000.00	\$190,000.00

### IDPixie LLC Wholesale Fee Structure

White/Private Label	Authentication	Set Up Fee	Single Use	NewCash	Micropayments	Association Fee	IDPixie LLC Split
Assumption private labels and licensing is they are piggybacking on IDPixie LLC system.	Minimum 3000	Assumption is 75% of gross fees goes to private label	Assumptions	Assumptions are New Cash gives Internet Access	Assumptions are Micropayments may be a product.	Assumption is income is +++++ consumer slip at 25%	Assumption Profit IDPixie LLC Pvt. Label
Banks	\$1/mo/per Card	\$300,000.00	Included	Included	Included	\$5,000/mo.	\$0.50/\$0.50

Medical PIXIE	\$1/mo/per Card	Est-\$1,500,000.00	Included	Included	Included	TBD.	\$0.50/\$0.50
Entertainment PIXIE	\$1/mo/per Card	\$300,000.00	Included	Included	Included	TBD	\$0.50/\$0.50
POOL PIXIE	\$1/mo/per Card	\$300,000.00	Included	Included	Included	TBD	\$0.50/\$0.50
FAA PIXIE	\$1/mo/per Card	\$3,000,000.00	Included	Included	Included	TBD	\$0.50/\$0.50
Deep Space PIXIE	\$1/mo/per Card	\$3,000,000.00	Included	Included	Included	TBD	\$0.50/\$0.50
First Gov't Security	\$10/mo/perCard	\$1,000,000.00	N/A	N/A	* N/A	N/A	
Corp Security only	\$5/mo/perCard	\$250,000.00/Site	N/A	N/A	N/A	N/A	
IDPixie LLC Bank Assn	\$3,000,000.00					\$5,000/mo.	

Licensing	Authentication	Set Up Fee	Single Use	New Cash	Micropayments	Association Fee	IDPixie LLC Split
Assumption is IDPixie LLC is serving or building licensees on their own data EDI center or PIXIE and below fees set up automatic renewal.	Remote system is handling all the authentications	Assumption is set up fee builds IDPixie LLC link to marketplace and custom design is added to costs.	Assumption	Assumptions	Assumptions	Service and Support for remote system	Assumption Profit
A USA mandate.		NA ***				NA	66% /33%
A USA service license	.25	\$25,000.00**	Included	Included	Included	NA	25%/75%
Single Use Credit ID	.25	\$1 million USD*	Included	Included	Included	License Assn	75%/25%
Game Entertainment PIXIE	(.25)	(\$150,000,000.00)	Included	Included	Included	License Assn	(25%/75%)
US Single Use Voter ID		\$30,000,000.00				NA	50%/50%
Int'l Single Use Voting PIXIE		\$90,000,000.00				NA	25%/75%
IDPixie LLC License Assn		NA	\$			\$10,000/mo	

( ) means don't count this in IDPixie LLC regarding base line profits however GPPIXIE splits 25% with SUCID splitting 75% with IDPixie LLC so from every dollar GPPIXIE 18 cents is for IDPixie LLC

\* Single Use fee is not including \$3 million US PIXIE cost needed.

\*\* A Mandate is one time fee to pay IDPixie LLC on OEM of fees on system they build to our specifications for business IDPixie LLC doesn't want.

\*\*\* A legal service agency is licensed to go after litigation licensing patent offenders upon direction of IDPixie LLC for a split with IDPixie LLC.

## 1.6 THE IDPIXIE LLC FINANCIAL DEAL

\$100,000,000.00 USD investment capital is agreed with Investor.

## 2. THE IDPIXIE LLC COMPANY BACKGROUND

### 2.1 THE IDPIXIE LLC COMPANY DESCRIPTIONS AND HISTORY

In 2001, we were an ISP company whose primary mission was protecting our client's assets on the Internet. This meant protecting our client's children using filters and protecting their personal and financial information on the World Wide Web. In our search to protect our financial assets, this led us to a company called MOL (Merchantonline). MOL had the only proactive client information protection solution for a charge card. MOL had the patent pending for the "Single Use Credit Card Number ID". As bundled with a private labeled debit card and their pc pay card reader, this, then, provided the safest way to shop on the Internet period.

January 22, 2001 we entered into a license agreement with MOL. This merged their software and hardware technology with our security programming to do safe financial transaction over the Internet. We also entered into an agreement with a private label debit card that used the Cirrus and Star payment systems. This agreement allowed us to use the patent pending software combined with a patented encryption ATM/debit/credit card swipe and smart card reader. This plugs into any home or office PC. We incorporated the level of security consumers already accept as they use card-swipe devices in grocery, retail stores and/or ATM machines. The MOL offline reader had a numeric keypad for entry of personal identification number (PIN). This is immediately encrypted using bank ATM network standards.

MOL patent pending technology uses an external device unique, then, in the world of E-Commerce. Using the offline device, sensitive information is encrypted within the secure device, about the size of a PC mouse, before entering a potentially vulnerable PC. Unlike typical E-Commerce software-only

encryption systems, data typed on a PC keyboard enters the user's personal computer unencrypted. Thieves steal data typed on PCs using a smart (key logging) virus before being encrypted in the PC.

Merchantonline.com (MRTO) had agreements with Cross Country bank as their sponsoring bank processing MOL's transactions. MOL had a strategic relationship with First Data, Capital Performance International, Inc., a large German bank and the Star ATM/debit project. Star systems Inc., a division of Concorde EFS, Inc. tested and did a beta test for integration of the "Single Use Credit Card Number ID". While still patent pending, they found it a best solution. Before June 2001 the Star ATM/debit project operating rules did not allow Star transactions to be initiated over the Internet. By working with MOL, Star set rules and guidelines to support Internet debit transactions. Note: the Benton Group has completed a report for the Star ATM network that identified MOL's device as the best solution for online transaction security

During the period between entering an agreement with MOL and its bankruptcy, our subsidiary used the "Single Use Credit Card Number ID" Patent Pending technology in 2001 through 2002.

On September 22, 2002, in the US Bankruptcy Court Southern District of Florida. Liquidated MOL (Merchantonline) intangible property known as NewCash™ agent software technology and the NewCash™ trademark was purchased by us. This consists of 3 patents as below:

1. US Patent No. 6,598,031 "Application and Method for Routing Encrypted Transaction card Identifying Data through A Public Telephone Network
2. 09/374,840 "Method of Making an ATM Transaction over a Public Telephone Network Internet. (Pending)
3. 09/216,318 NewCash™ II, Micropayments (Transactions below \$1.00) and how it relates to making these transactions on the Internet securely. (Pending)

On July 22, 2003 The US Patent Office grants "Single Use Credit Card Number" full patent to EDI Secure LLLP, assigned to IDPixie LLC. US Patent law 35 USC §154(a)(1) states patent grants the patentee the right to exclude others from making using, offering for sale, or selling the invention throughout the United States or importing the invention into the United States.

Companies inside and outside the US have offered the software portion of "Single Use Credit Card Number" technology to a few large American companies under different trademark names: Discover Deskshop® Virtual Credit Card, MBNA's ShopSafe, Citibank Virtual Account Numbers, and American Express Private Payment (*discontinue service*). The **Software portion** allows the user to enter their credit card directly on the PC, the software then would connect to the data center to get the **(one time transaction number)** which would be sent to the merchant to complete the said transaction.

The "Single Use Credit Card Number" has a software aspect of our patent and hardware one. Competitors are not authorized to use the unique (hardware solution) feature of our Patented Product. As the software is combined with one of our certified devices (offline readers hardware), this allows the consumer to shop online with any debit card without the Visa/MasterCard logo. The benefit for the consumer is they may use any debit card or credit card on any web site without identifying personal ID card data to online merchants where such data is commonly purloined. A third party handles all transactions. Then, a One-Time Use or Single Use Credit Card Number ID is issued back to the consumer, as a product, and this is used to execute a sale. If the website or database is compromised or cards number stolen, that act will have no consequence on individual's personal ID or card data using our products.

## THE IDPIXIE LLC OWNERSHIP

A. Class A Voting Shares.

There are 25,000 voting shares representing 1% of all stock. A Safe Place Inc. and/or her corpus own 1% or 25,000 voting shares in IDPixie LLC, a New York State Corporation.

#### B. Class B Non-Voting Shares.

There are 2, 475,000 non-voting shares representing 99% of all treasury stock.

A Safe Place Inc. retains 30% of IDPixie LLC Class B stock or 750,000 shares while contributing an equal amount of 30% Class B shares to IDPixie for use as treasury share funding sold to Investor(s).

Mr. Jeffrey Ice retains 19% of IDPixie LLC class B stock at 475,000 shares.

IDPixie LLC endows 10% class B stock 250,000 shares to the Birds of Paradise Women's Foundation, a US Federal Charity Foundation.

Rising Star Telecommunications, Inc. purchased .05% or 12,500 shares due to past labor.

Mr. Tariq Khokar is an investor of record, bought .025% or 6,250 shares of IDPixie LLC.

Ms. Janet McCall is the person from which IDPixie LLC purchased its name and she is joined into the employee profit sharing pool of .025% or 6,250 shares of IDPixie LLC. Profit sharing may contribute to 401K, retirement, education, living trusts or health care. If half qualify, they split the profit with varying sums dependent upon rating annually to reward loyalty. Board members are blocked from this pool.

IDPixie LLC escrows 4%, or 100,000 shares, for hiring deals as options for new top hires.

IDPixie LLC invests 4% for IDPixie LLC Global, Fujairah UAE, subsidiary under overseer.

The Prime Investor is escrowed 30%, 750,000 treasury shares, for Investor ownership based upon payment upon demand by IDPixie LLC. Prime Investor at 100% profit or more on 98.5% of Prime Investor shares may resell this stock.

#### **This totals 100% of the IDPixie LLC ownership completely.**

The predecessor company stock was set on April 3, 2003 as constituted by the State of Florida. In January 2006, the holding company ASPI transferred all shares to IDPixie LLC from the Florida entity. During the past two years, ownership finished development, got the patent and paid for this market wide penetration using the three Patents developed by us. Two of these patents are still pending and IDPixie's prime Patented Product was granted July 22, 2003.

### **3. THE IDPIXIE LLC PRODUCTS AND TECHNOLOGY DESCRIPTION**

#### **3.1 THE IDPIXIE LLC GENERAL PRODUCT DESCRIPTION AND PATENTS**

The patent artwork and methodology is integrated with One Time Pad Card Readers that provides the safest way to shop on the Internet. Most experts agree this one time pad encryption technology, is the only system that after 85 years of advances remains completely unbreakable.

We have the solution to this ID theft problem that is affecting the world of E-Commerce. Our ID theft protection system produces debit cards, owned by us. This possesses a US patented 4-layer authentication method of processing secure transactions over the Internet.

This 4-layer method of securing data on the Internet is considered by experts in the field of computer science to be the highest achievable level of security, and technically free of ID theft. We are the sole owner of the top US ID theft protection that meets this standard and has full patent rights in the USA.



### **3.2 THE IDPIXIE LLC TECHNOLOGY (PATENTED PROCESS)**

This technology used is a "single-use credit card number ID. It sends data with a serial number and encrypted information" per the Patent. The transmission separately includes an issued one-time alternative ID (only if debit card and PIN are used) as a password from our platform.

This patented ID theft protection method consists of software and a terminal "off-line" device. The consumers slide their credit card, debit card, smart card, or biometric reader through an off-line device to transact a purchase. This connectivity under our Patented Product allows for the protection of sensitive information, such as personal identification information, by keeping it off-line (completely off Internet) to remote systems and unexposed to hackers on the Internet.

The off-line terminal device is connected to a computer through a keyboard (USB and Serial Port) and maintains its complete autonomy. The terminal captures encrypted data and generates a one-time use alternative ID, which in turn, is sent across the Internet to our ID theft protection platform, without the computer having any record or knowledge of the original transmission data. The ID theft protection platform (PIXIE) completes the transaction by communicating with the consumer's financial institution and merchant - through secured direct lines.

The US government-designated level 4 authentication, on access to content along with protected access to URLs or networks. Our inventor, says, *"This makes a corporate network totally secure in its transmission from the device origination side. Added to a PIN, card presence and corporate level authentication (which is a serial number), this process authenticates personnel separately from terminal and device based upon use of these separate aspects in tandem."*

### **3.3 THE IDPIXIE LLC CARD-PRESENT TRANSACTION TECHNOLOGY (CPT)**

This Single Use Credit Card Number Patent (software), when combined with one of several Offline Device Readers (hardware), enables the consumer to shop online using any debit card, without the American Express, Visa or MasterCard logo. CARD PRESENT TRANSACTION (CPT) technology, allows individuals to choose their card of preference at the time of purchase. CPT benefits the merchant as well, since cardholders will not be able to falsely a claim that they did not make a challenged transaction. It will also allow banks to now setup merchants on the Internet to accept debit cards, instead of just being able to do so at "Brick and Mortar" locations.

### **3.4 THE IDPIXIE LLC NEWCASH™ DEBIT CARD**

(6,598,031) Issued July 22, 2003, entitled "Apparatus And Method For Routing Encrypted Transaction Card Identifying Data Through Public Telephone Network", which is called the "Single Use Credit Card Number"

09/374,840 "Method of Making an ATM Transaction Over a Public Telephone Network-Internet.

The patented processing technology includes the use of our trademarked NewCash™ debit card. This card gives the consumer an ID access point to use with our secure technology over the Internet or at participating merchants. The unique features of the NewCash™ debit card are:

Secure PIXIE Platform - Proprietary Debit card processing network

This independent freestanding network is not subject to the costs associated with participating in the larger established networks.

Merchants who join this debit card network will enjoy substantial cost savings. The merchant gets wired the money from the purchase immediately, unlike the 24 to 48 hours required by other processing networks. Our platform is independent of the major credit card processors and is not subject to the significant transaction fees levied upon by those networks (1.75-3.5%).

## **THE IDPIXIE LLC CLIENT MASTER ACCOUNT CONTROLS**

NewCash™ debit clients have more control over their account, through their designated master account. The client will access this account online. Like a gift card, this debit card has its own account, which can have money wired in through the Internet from the client's traditional bank checking account. NewCash™ debit card can then be used until it needs to be reloaded. Card users can also use their online account information to monitor their spending and manage their business, personal or family budget.

The master account will have spending controls. As the network's merchant database increases, client will be able to have more control over where the card will be approved for purchases. The client simply activates the merchants he chooses to be approved for purchasing through his master account. This provides a great tool for parents to control and oversee a child's spending.

## **THE IDPIXIE LLC A TRULY GLOBAL CARD**

The global aspect of the NewCash™ Debit card provides the following benefits:

- i) Our card has worldwide uses over the Internet to fully secure transactions.
- ii) Our card has global access to manage the cardholder's account over Internet.
- iii) Our card is able to increase the account balance at any worldwide network participating merchant - through their card-processing terminal.
- iv) Our card has a GLOBAL SHOPPING CART feature enabling the consumer to shop at any NewCash™ - enabled E-Commerce site. This uses a master shopping cart and multiple online stores. This is a unique feature, since most shopping carts don't allow traveling and joining sales to other online locations with one global master payment.
- v) Our card client is not vulnerable to ID theft due to the security features imbedded in the patented processing technology, utilized on the NewCash™ debit card network. If card is lost or stolen, it is virtually impossible for anyone else to use our card. New cards are issued, as needed and the old card cancelled immediately - with Internet access to the client's account, and a new blank card.

**09/216,318 NEWCASH II, Micropayments** (Transactions below \$3.00) and how it relates to making these transactions on the Internet secure.

## **THE IDPIXIE LLC MICROPAYMENTS**

NewCash™ debit card will allow purchases as small as fractions of a penny. The benefit to the consumer is the flexibility of buying smaller-priced items such as songs, movies, and other articles. The benefit to merchants is that they are now financially able to justify selling small-ticket items without incurring the high processing fees of the major credit card networks. Compared to competitors, our simple fee structure of a 10% flat rate is the most financially friendly in the card processing industry.

## **THE IDPIXIE LLC ATM-LIKE FEATURE**

The debit card owner can either increase the account balance by depositing cash, or withdraw cash from their account - through any network merchant provider. This is accomplished by using the merchant's off-line card-swipe device at the counter or freestanding kiosk.

## **THE IDPIXIE LLC ON-LINE STOCK TRADING AND INVESTING**

Trading securities and investing on-line requires cash transfers into trading accounts. Federal securities laws prohibit the use of credit cards for these purposes. The NewCash™ debit card is an acceptable means of payment under these circumstances, and can be used to facilitate these transactions. Trading consumers can enjoy full protection from hackers, as the card is used with a qualified off-line swipe device.

#### **4. THE IDPIXIE LLC INDUSTRY (section)**

##### **4.1 THE IDPIXIE LLC, THE INDUSTRY**

We are the "First of Category" consumer ID Theft Protection and Transaction (Electronic Data Interchange) Platform that is a wholesale credit/debit network serving the entire online financial and authentication community. We are a financial network equivalent to American Express, Visa MasterCard and our services unites and slaves existing cards like Star, Honor, Mac, NYCE, Interlink, Plus and all related retail bank services.

##### **THE IDPIXIE LLC PRODUCT SERVICES IN THE E-COMMERCE INDUSTRY.**

- ID Theft Protection (Transactions)
- ID Theft Protection (Authentication)
- Micro Payment Content Transaction Systems
- Stored Value / Gift Card services \*

##### **THE IDPIXIE LLC \* NEWCASH™ USE IN THE INDUSTRY.**

- Consumer (Home PC) plus PDA/Cell phones with token or swipe included in the before
- Business (Authentication) + First Government Confidential Access & PC Security entry
- Un Banked, meaning workers without bank accounts (Check Cashing ETC)
- Money Transmitters like Western Union and Check Cashing Industry For Remittances
- Retail Gift Cards
- Public or Private School Student Card For Payment Of Tuition Or Expenses
- Banking Industry, Credit Unions, Thrifts, Commercial Banks, Insurance checking, Brokerage
- First Data type Merchant Processing Industries
- Music, Movie, and Game Industries Sales Online
- People pay for third party payment feeds and many retailers are missing out on micro-investments. We will become the system for online News, Data or Stock market trade providers or for day traders for customer driven markets. People don't want to pay for all data but have it segregated to what they want which is done by our system.

##### **4.2 THE IDPIXIE LLC MARKET SEGMENTS**

Our target markets capture a wide range of clients that are classified into the following segments:

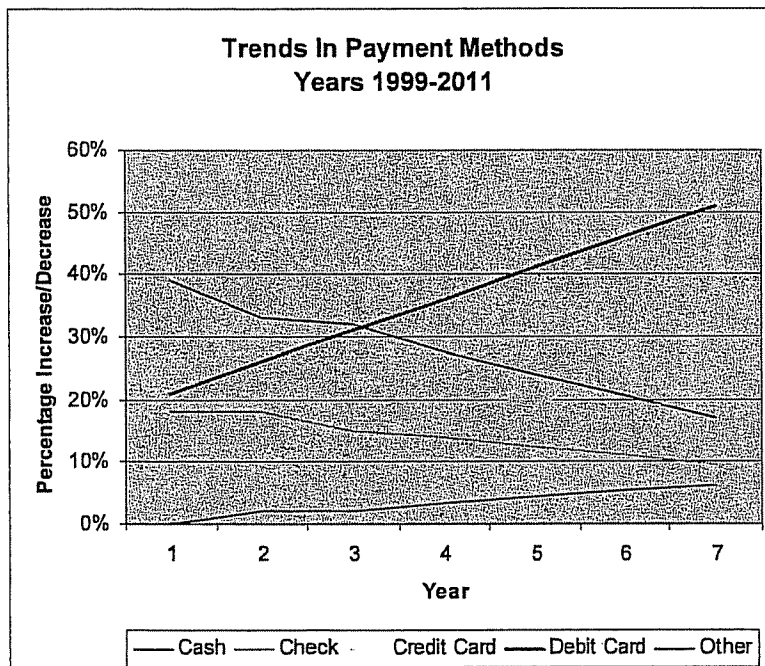
1. Debit/Smart/Credit Card Users - This segment includes the growing number of individuals, who purchase goods and services using a card payment method.
2. Bank Credit Card issuers- This uses VISA-, MasterCard-, American Express-, and Discover-type system interlinks.
3. Merchant Service Providers - These potential customers consist of banks and clearing houses, which provide electronic payment processing and financial service solutions for traditional and on-line businesses.
4. Public Corporation clients – Our ID security cards work for logging in to corporate networks and limits persons to the approved level of access, e-mail security (spam & phishing)
5. Music Industry – Our card has Master Account controls.
6. Movie Rental Industry - Consumer cards work for purchasing and downloading at home through wide-band Internet access. Our card is configured to control purchasing of movies through an established rating system.

7. US Government -Our ID Security cards work for Federal employees and contractors; spending control to limit individuals to the approved level of access (authorization to allocate expenditures); cost saving (elimination of paper-based processes)
8. US Postal Service System – We may print stamps at home over the Internet and make small postage purchases at the USPS counter (Micropayments); Offering debit card at USPS counter as alternative means of payment for their customers. USPS only offers American Express card and debit Cards due to high processing fees. We save USPS about \$2.4 billion USD in processing fees per year.
9. US Medicare System – Our SSN-Medicare-recipient ID protection works with debit card. Debit card can be used at pharmacies approved and controlled by Medicare. There are cost savings from eliminating paper-based processing and from using top US defined security from ID theft.
10. Healthcare Industry – Our insurance providers can issue debit cards & Hospital Chains. Our Patient ID Card works with a PIN.
11. TV Shopping Industry – We improve revenues by verifying card present transactions and decreasing fraud. This removes barriers that cause loss, such as the human error and holds on phone lines.
12. Cable Industry – We find markets and profit margins through cost savings, as well as provide more features such as flexible programming, purchasing goods through TV remote and using debit cards.
13. Online Stock Trading and Investing Industry – We can do trading securities and investing on-line.
14. The Game Entertainment Industry is a rapidly growing market of players buying games on-line.

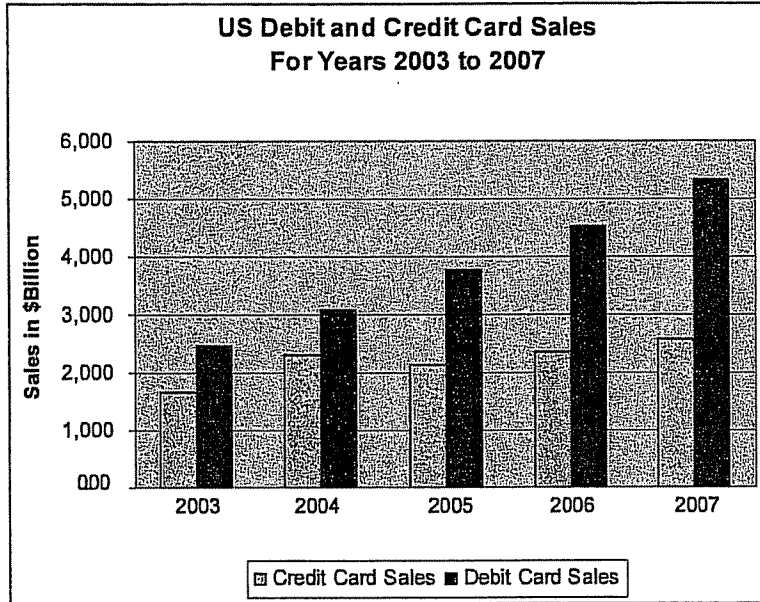
#### 4.3 THE IDPIXIE LLC PRIMARY MARKET HAS, GROWTH, AND TRENDS

##### THE IDPIXIE LLC DEBIT/SMART/CREDIT CARD USERS

The credit/debit card user US market has experience healthy growth as Americans continue to expand their use and increase their spending on their credit/debit cards.



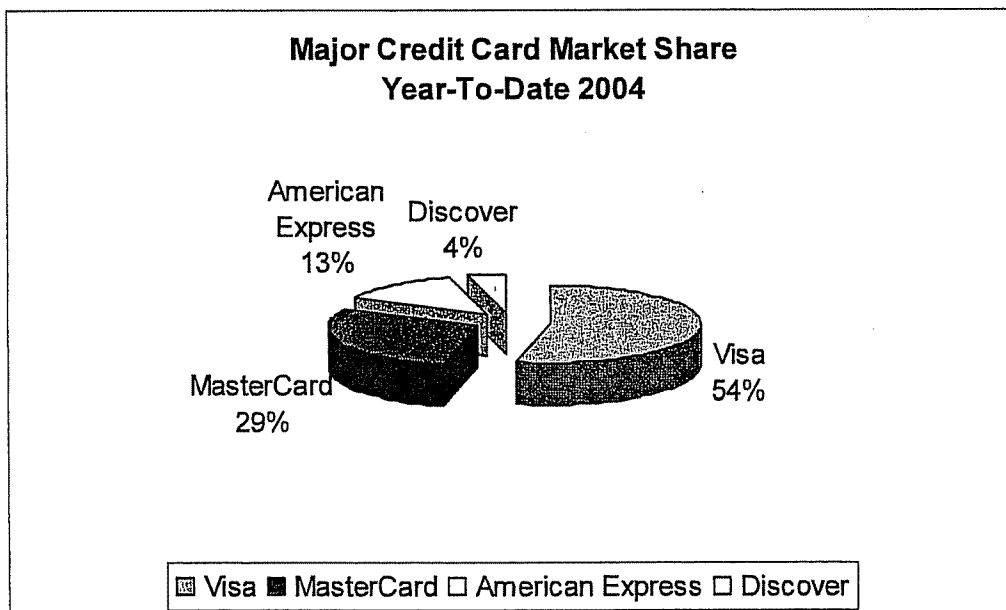
Sources: American Bankers Association; Dove Consulting



Sources: American Bankers Association; Dove Consulting

**Bank Credit Card Issuers**

Credit Card	Sales (Billions)	Volume	Market Share
Visa	\$	924	54%
MasterCard	\$	503	29%
American Express	\$	221	13%
Discover	\$	74	4%



Source: [www.cardweb.com/cardtrak/pastissues/december2004.html](http://www.cardweb.com/cardtrak/pastissues/december2004.html)

<b>TOP TEN US BANK CREDIT CARD ISSUERS - 3Q/04</b>		
(VISA, MasterCard, Discover, American Express)		
	[\$ Billions]	
<b>Rank/Issuer</b>	<b>Outstanding</b>	<b>Market Share</b>
JPMorganChase	\$132	19.1%
Citigroup	\$112	16.3%
MBNA	\$82	11.8%
American Express	\$64	9.3%
Bank of Amer.	\$55	8.0%
Discover**	\$47	7.2%
Capital One	\$46	6.8%
HSBC	\$20	2.9%
Providian	\$18	2.6%
Wells Fargo	\$8	1.2%
<b>TOTAL</b>	<b>\$584</b>	<b>85.2%</b>
* Includes \$25.2 billion in non-revolving outstanding		
** as of 8/31/04		
Source: CardWeb.com(R) CardData(R)		

#### 4.4 THE IDPIXIE LLC COMPETITION

Our Patented Product or One Time Use Issued Patent has no competitors for our Patent Product's rights

#### THE IDPIXIE LLC MICROPAYMENT MARKETPLACE -

Peppercoin is a leader in the fast growing Micropayment industry without a platform or a patented product to secure its market. Our strength is the fact we have prior art that upon patent granting will make us the first of category in the Micropayment Industry also.

#### THE IDPIXIE LLC MARKETS

##### Business and First Government (Authentication)

Verisign and other digital signature technology offer competitive authentication products.

##### Money Transmitters

First Data Corporation /Western Union

##### Processing Industries

First Data Corporation /Western Union, Fiserv

#### 4.5 THE IDPIXIE LLC COMPETITIVE ADVANTAGE

We provide product manufacturer and user CIO's and CTOs in trade with certification and software to initiate deployment inside and outside enterprises with us. We provides secure authentication to any application. It can be linked to just about any legacy or custom utility that requires access control quickly and easily. Our 4-factor system with an offline device (any certified one) provides a challenge/response procedure that, among other things, provides for total system non-repudiation. Non-repudiation means it cannot be challenged. The cleared platform will prove that a transaction or authentication has taken place within a particular device and that the parties were who they said they were.

#### THE IDPIXIE LLC MARKETPLACE IS ALL ABOUT AUTHENTICATION

*Summarizing the definitions and breaking them down to simplicity proves that each layer of the security model is dependant on the factor or of "whom". Clearly until we can claim that we have positively and*

reliably authenticated the source of the end entity, then the "upper levels" of the security model become fundamentally flawed. The five who's below illustrates this.

1. **Audit =** Who can and cannot audit or change data?
2. **Integrity =** Who can and cannot control data?
3. **Encryption =** Who can and cannot see data?
4. **Authorization =** Who can and cannot access data?
5. **Authentication =** Who can and cannot document data is real?

To each of these who's we make sure it is you who can audit, protect your own integrity, can encrypt and change codes, is authorized using our technology that keeps ID offline and uses global authentication so each transfer goes through privately and without fail.

E-Commerce industry and consumers will carefully consider authentication schemes and evaluate whether their chosen methods provide a firm base on which they can build the additional requirements for their security controls. Just as a house built on a weak foundation will crumble, an authorization, encryption, integrity or audit scheme built on a weak foundation will also crumble when it comes down to a forensic evaluation after an incident has occurred.

Future risk analysis studies will not only consider the impact of an unauthenticated user accessing the data, but also the impact on not being able to enforce the "upper layer" security controls required to complete the suite of services required of security.

The E-Commerce industry and consumers will be constantly looking downwards in the five who's model depicted above and challenging vendors how their given products for encryption, authorization etc., rely on and embrace strong authentication models.  
Would a wise man build a house on a rock or on sand?

Full text by Douglas Graham "It's All About Authentication" June 3, 2003

The chart below contains comparative analysis of companies in the four primary areas of online protection. How they compared to IDPixie LLC Single Use Credit Card Number method of securing transactions and providing authentication on the Internet.

Competitor	IDPixie LLC	RSA Security	PassMark
Public/Private	Private	Public	Private
Headquarters	Scarsdale, NY	Bedford, MA	Menlo Park, CA 94025
Web-site (Competitor Inform)	<a href="http://www.IDPixie.com">www.IDPixie.com</a>	<a href="http://www.rsasecurity.com/">www.rsasecurity.com/</a>	<a href="http://www.passmarksecurity.com/">www.passmarksecurity.com/</a>
Product Focus	Protecting online identities and digital assets. The inventor of core security technologies for the Internet, IDPixie LLC leads the way in strong authentication and encryption.	Protecting online identities and digital assets. The inventor of core security technologies for the Internet, the company is duplicative of IDPixie, LCC single use credit card ID numbers online as a way in strong authentication and encryption.	PassMark believes that for online authentication to meet rising security standards and be practical for the E-Commerce market, it must authenticate the user to the site with strong two-factor authentication and authenticate the site to the user (two-way authentication) with as little modification to the user experience as possible. Free Service under name SiteKey
Cost			
Transaction Platform			
Service Provider			

Ease of Use	✓	✓	
Download Software	✓	✓	✓
Hardware Needed	✓		
Security Compromised		✓	✓
Interoperability	✓		✓
Limited Transparency	✓		✓
Single Factor Authentication			
Two Factor Authentication		✓	✓
Multi-Factor Authentication	✓		
Single Use Credit Card Number	✓		
Shared Secrets/Image			✓
USB Token			✓
Password Generating Token		✓	
Smart Card			
Off line Device	✓	✓	
Biometrics	✓		
Card Not Present (CNP)		✓	✓
Card Present Transaction (CPT)	✓		
Scanning Software			
Server Log Analysis Software			✓
E-Mail Authentication (Sender ID)	✓		
Digital Certificate SSL (Secure Socket Layer)	✓	✓	✓
Non Hardware/One Time Password Scratch Card			
Out of Band Authentication			
Internet Protocol Address (IPA) Location & Geo Location			✓
Banking behavior and attributes of the online banking user			✓
Vulnerability			
Viruses/Worms	✓	✓	✓
Key Logging			
Man in the Middle		✓	✓
Screen Capture			✓



Phishing			√
Pharming (DNS Poisoning)			√
Third Party Storage		√	√
Invasive Jampering		√	√
EEPROM		√	√
Compromised		<a href="http://www.grandideastudio.com/files/security/tokens/usb_hardware_token.pdf">http://www.grandideastudio.com/files/security/tokens/usb_hardware_token.pdf</a>	<a href="http://mailchannels.blogspot.com/2005/07/passmark-sitekey-system-vulnerable-to.html">http://mailchannels.blogspot.com/2005/07/passmark-sitekey-system-vulnerable-to.html</a>

COMPETITORS	CORILLIAN	FBISUREID
<i>Public/Private</i>	<i>Public</i>	<i>Private</i>
<i>Headquarters</i>	<i>Elmwood Park, NJ</i>	<i>Newport Beach, CA 92660</i>
Web-site (Competitor Inform)	<a href="http://www.carcinsite.com">www.carcinsite.com</a>	<a href="http://www.fbidrive.com/default.aspx">http://www.fbidrive.com/default.aspx</a>
Product Focus	The top provider of online banking, online payments and anti-fraud solutions to the financial services industry, is the first online banking solutions provider to offer its customers the integration of a strong authentication solution into its online banking applications.	FBiSureID™, the most potent tool for securing web sites and applications and protecting against identity theft and unauthorized access.
Cost		
In-Market Comparisons		
Type of Service		
Transaction Platform		
Service Provider	√	√
Ease of Use	√	√
Down Load Software		√
Hardware Needed		√
Security Compromised		√
Interoperability	√	√
Limited Transparency	√	
Single Factor Authentication		
Two Factor Authentication		
Multi Factor Authentication	√	√
Single Use Credit Card Number		
Shared Secrets/Image		
USB Token		
Password Generating Token		
Smart Card		
Off line Device		
Biometrics		√

Card Not Present (CNP)	✓	✓
Card Present Transaction (CPT)		
Scanning Software		✓
Server Log Analysis Software		
E-Mail Authentication (Sender ID)		
Digital Certificate SSL (Secure Socket Layer)		✓
Non Hardware/One Time Password Scratch Card		
Out of Band Authentication	✓	
Internet Protocol Address (IPA) Location & Geo Location	✓	
Banking behavior and attributes of the online banking user	✓	
<b>Vulnerability</b>		
Viruses/Worms	✓	
Key Logging	✓	
Man in the Middle		
Screen Capture		
Phishing	✓	✓
Pharming (DNS Poisoning)	✓	✓
Third Party Storage	✓	✓
Invasive Tampering		
EEPROM		
Compromised		<a href="http://cryptome.org/gummy.htm">http://cryptome.org/gummy.htm</a>

#### 4.6 THE IDPIXIE LLC IDPIXIE LLC BRANDING

We are branding, making a new standard of safety on the Internet. Our patent gives us use of the ideal offline ID theft protection product exclusively. Anyone using an external encryption device combined with a **Single Use Credit Card Number** to process financial transactions over the Internet is violating our patent period. Therefore as owners of our Patented Products, we will take legal action against any patent offenders and make them pay our brand.

#### THE IDPIXIE LLC PATENT FIVE PRIMARY SOLUTIONS:

1. We allow all debit card users to shop online for the first time
2. We eliminate credit or debit card number transmitted over the Internet.
3. We eliminate Key logging. (Eliminate Account Hi-Jacking)
4. We eliminate third party storage of your information.
5. We eliminate need to educate, as private and personal data never leaves person.

## **Why All Other Processes Can't Complete With IDPixie LLC Patent Products.**

Our patents are set up on ISO banking protocols and interfaces with the existent system. For another system to compete with our patent, new banking protocols will have to be created. All bank merchant systems would have to be reprogrammed and modified to the new protocol. Since competing systems cannot use our patent interface, they must singly sign up each institution. Our Patented Product process works with all existing web product order pages and web servers without these pages or web server code having to be modified?

### **5. IDPixie LLC Marketing and Sales Plan**

#### **5.1 IDPixie LLC Pricing**

*See IDPixie LLC Financial Potential 1.5*

#### **5.2 THE IDPIXIE LLC SALES AND PROMOTIONAL PLAN**

The banking industry advertises that banks will pay for ID theft and bank theft in limited instances. The USA rules there must be ID theft protection for every checking account client by 2007. Our approach is to give bank clients who need and who ask for our product, protection peace of mind. These users say they are willing to pay for ID theft protection and we deliver them safe from hacking. There is no other product that gives clients peace of mind online. This we do best. Our response is to delivery our proactive product to depositors who ask us for it.

With over \$30 million US dollars directly, we are purchasing a market share. After establishing ourselves, we shall advertise to expand and maintain the market we have purchased outright. Secondly, we know of no one in the marketplace that is considering such an expansive market-wide client acquisition since not one unified solution with a patent is like our patented system.

We are marketing products as a "Most Secure Solution" and as "First of Category" since all "tokens" and other single use ID applications are part of our patent. We brand our product as the most secure system today in the market as generally agreed by all independent third-party analysts. Already market acceptance of our solution is being made by major governing bodies, such as The Benton Group 2001 report for the STAR ATM network that identifies a related device using our patent as the best solution for online transaction security.

### **THE IDPIXIE LLC PRIMARY MARKETING OPPORTUNITY ANALYSIS:**

Since over 40% of the USA marketplace was compromised or experienced ID theft in 2005, depositors are now open to renting protection that keeps their ID offline proactively. Those depositors cannot get their money back due to them not responding quickly on debit card theft. The duty to report to get repaid was shifted by banks onto depositors with a time limit. These are our clients. Our marketing will establish qualified depositors who are in this group.

We find that two million depositors who most need protection and who were abused online are most likely to use our products. They should have it in their hands to ensure our profits and their safety. Many if not all of these clients will be given our system cards to assist their security on all other cards they have in their possession. Our rapid penetration strategy targets high end users of card services online who do for their businesses or for their homes high volumes to justify multiple daily uses. This adds on the incentive of multiple swipes that increases profitability.

There will be a youth marketing incentive to gets students to use the product by having them positively influence their household parents and guardians to get coupons not redeemable for cash. Single level depositors to depositors third party sales incentives programs to adults in general give online coupons not redeemable for cash that enhances customer evangelism.

## **THE IDPIXIE LLC CUSTOMER EVANGELISM**

Customer evangelism means positive marketing by word of mouth like Starbucks. It spreads by clicks online called, "*Word of Mouse*" via E-mail and the Internet chat rooms. This encourages buying in a potent and cyclical phenomenon called evangelical consumers.

Our multiple advertising opportunities, includes placing logos on offline devices, selling advertising on transaction processing systems to direct retailers that have opened online stores to supplement traditional retail sales. Outreaching to merchants worldwide through a direct sales force combined with an indirect sales will leverages potential sales implemented by our alliances. In addition to our direct and indirect sales efforts, we will work with several strategic partners to promote our E-Commerce transaction services by licensing our services globally.

For our indirect sales efforts, we use independent resellers. Reseller organizations can offer all of our services. The reseller program will purchases our services at a discounted rate and then re-sell them to their clients. They can either use us to bill their customers for these services or invoice their customers under their own name.

At [www.zonalatina.com/zldata99.htm](http://www.zonalatina.com/zldata99.htm)

2.5% of adopters are innovators,

13.5% of the adopters are the early adopters,

34% of the adopters are the early majority,

34% are the late majority adopters; and

16% of the adopters are laggards.

This exposes the curve of adoption of new technologies online. . A customer evangelist is like a friend you've known for years whose advice helps our credibility in general through testimonials. A client evangelist is someone totally content with our product. He will extol our virtues. Client evangelist reduces the time it takes for a new users to decide to use a product. George Silberman outlines this concept in *Secrets of Word-of-Mouth Advertising*: Purchasing a product or service is not a single decision but a series of decisions. " If you can identify and minimize just a few of the decision bottlenecks for your client, you can reduce their decision time by more than half, thereby multiplying the sales and marketing share of your product or service," he wrote. Customer evangelists nurture and inspire new prospects through the above curve to complete the purchase.

We set up independent sites to encourage client evangelism to increase market awareness for our target clients. In addition to branding, this marketing plan generates leads for sales associates. We build awareness and attract merchants to do marketing and partnership programs including advertising, public relations, referral programs, co-branded initiatives, virtual seminars and trade shows our spokesperson will articulate viability of product at trade conferences and press conferences.

## **THE IDPIXIE LLC PUBLICITY/PUBLIC RELATIONS (PR)**

We support Global Peace Film Festival witnessed by up to 100 millions persons a year. This buys positive press by taking a pro-safety position for kids and for families. Global Peace Film Festival, Inc., under an ex-NY Deputy Film Commissioner made allies at the UN that declared this decade a decade of peace. It also has a Japanese City now co-sponsoring the festival. The United Nations Decade of Peace organization gives us publicity for free. The Peace Film Festival is located at [WWW.PeaceFilmFest.Org](http://WWW.PeaceFilmFest.Org) supports our branding of safety on the Internet.

We put 10 percent of our stock into an endowment charity, the maximum allowed by US law. A Birds of Paradise Women's Foundation is a charity aiding health and families that does similar activities of identifying us with peace and safety which presently are not branded by anyone else.

## 6 THE IDPIXIE LLC PLAN OF OPERATIONS

### 6.1 THE IDPIXIE LLC ID INITIAL STEPS TO BECOME OPERATIONAL

**Objective 1:** We will secure investment funds for hiring staff and building of a functional Theft Protection Platform for the sale of our offline devices. Our platform links smart virtual private networks (VPN) to our debit cards also.

**Strategy A:** We will do requisite strategic partnerships to fund the implementation of our platform as a template for generating horizontal platforms for other applications.

**Objective 2:** We will refresh and to expand our Debit Card/Credit Card Theft Protection Alpha Platform and to have this market ready within the first 4-6 months of funding in order to service the US targeted markets.

**Strategy A:** We will acquire our warehouse space for an assembling facility in Tennessee. Our facility will be located near site where corporate HQ is. Our site must be available immediately as a high priority. We will locate and lease a facility, meeting operation specifications, permits and licenses required by US laws.

**Strategy B:** We will have our Theft Protection Platform tested and certified by Visa, which has the strictest processing, and security standards. It will contain all equipment necessary to conduct secure online transactions. Our data center will have multiple levels of redundant connectivity to Internet, back-up power, fire suppression, seismic reinforcement and security surveillance 24 hours a day, 7 days a week. We will use a Level 3 Communications as our exclusive network backbone supplier.

**Objective 3:** We will profit from sales as soon as product is in client hands so we are viable in its marketplace.

**Strategy A:** We will buy up to two million customers so we are immediately profitable.

**Strategy B** We will profitably lease our products in marketplace to fund our floor financing.

**Strategy C** We will do our IPO to return to Investor dividends and to finance further market penetration through more client purchases, mergers and acquisitions.

### 6.2 THE STRATEGIC ALLIANCES

#### THE IDPIXIE LLC SMART CONSORTIUM

Our SMART (Sales and Marketing Retail Team) has worked on a number of data center systems while online and they have upgraded the Star Network. This type of market expertise is essential for integrating with existing large charge card platforms or to white label licensees in the market. Our subsidiary was a debit card provider utilizing patents and acquiring much of the IT staff of bankrupt Merchantonline, after 2001. This insures we will have first of category market entry. We can redo what its technicians have already done historically. Recently, our SMART group, as subcontractor, won the award from CARICOM to build their portal for representing the Caribbean Nations response to the European Union. Our staff will have no problem qualifying to upgrade any licensee or bank or any US government-space systems presented to us in the future.

Our Sales Marketing and Retail Team, or SMART Consortium, sells, our products by independent contractors working globally to solve issues relevant to international trade. We have over 300 independent sales contractors, in over 10 countries. SMART licenses CPA and other government certified accountants to act as strategic allies referring clients while insuring tax compliance. SMART Accountants refer the owner operators of businesses that need our products.

### **Cypak, (Possible Device Product Supplier)**

Pin-On-Card Technology: Cypak produces a contact-less smart card with integrated PIN pad for secure user verification at unparalleled cost effectiveness. Provides authentication card system for closed network. Remote card system is capable of handling all the types of authentications.

### **Innovonics, (Possible Device Product Supplier)**

The Innovonics patented (US patent No. 5,517,569, 5,815,577, and Des. No. 367,472) PC Pay® system provides robust "point-of-entry" secure authentication. Encrypting your credit card, or debit card and PIN in the secure PC Pay device prevents an intelligent Trojan horse or worm program from potentially capturing your confidential authentication data (e.g. credit card numbers, User ID and password) via a "PC keyboard capture program" and sending your confidential data to a hacker via the Internet. The PC Pay devices also include a smart card reader/writer for secure authentication in E-Health, E-Commerce, E-Government, E-Authentication and E-Banking applications.

## **6.3 THE IDPIXIE LLC LICENSES**

1. We licensed legal agencies to go after minor patent violators.
2. We licensed service agencies to build a separate platform.
3. We organize a subsidiary as a division to spin off to negotiate licensing for voter lottery and single use voter use in the U.S as Single Use Voter ID or SUVID.
4. We plan a subsidiary for global licensing for world central bank correspondent agency licensor outside of the US as IDPixie Global, Fujairah Free Zone UAE.
5. We will do a master license for offshore Game Entertainment PIXIE (GEPPIXIE) under all laws with an industry expert that wants to offer patented protection to others as a product. Even online game entertainment needs private ID protection.

## **7. THE IDPIXIE LLC MANAGEMENT AND ORGANIZATION (SECTION)**

### **7.1 THE MANAGEMENT TEAM (The use of male gender This does not to indicate gender)**

IDPixie LLC Chief Executive Officer (acting Mr. Abdul Taw'ala Ishtari)

CEO oversees primary goals, operating plans, policies, and short and long-range objectives for ownership. He implements these following Board of Directors' approval. He executes and supervises board policy to achieve growth, profits and return on capital. He enforces organizational structure and he delegates authority to subordinates. He leads objectives. He advises top executives and he reviews results of operations. He reports with action plans to the Chairman for the Board of owners. He represents us to the E-Commerce community, major customers, government agencies, and the public in general.

---

IDPixie LLC President (job presently open)

He oversees and directs, under the CEO, all aspects of an organization's sales policies, objectives, and initiatives. He oversees a sales plan. He is responsible for sales volume of our products. He oversees all

aspects of the sales including inside sales, outside sales and data center co-ordination. He must have a BA with at least 5 years of experience as a top tier officer in E-Commerce. He shows proven expertise in an E-Commerce concepts, practices, and protocols.

---

IDPixie LLC Chief Financial Officer (job presently open)

He oversees overall financial plan and accounting protocol. He oversees treasury, accounting, budget, tax and audit activities of the organization and subsidiaries. He is appointed by the prime Investor and watches to make sure there is no deviance by to the business plan without ownership knowledge. He sets and oversees financial and accounting system controls and standard operating procedure standards while ensuring timely financial and statistical reports and compliance to all government and organizational needs. This is the top finance and accounting position for the organization. Requires CPA or equivalent and 10 years relevant experience.

---

IDPixie LLC Chief Operating Officer (job presently open)

He oversees physical office, wholesale warehouse and regular plant operations by directing and coordinating activities consistent with established goals, objectives, and standard operating procedures for highly technical electronic security companies. This also includes the low -tech areas of mailroom, security over all plant and office managers. He reports to the President or by the CEO or Board. He implements policy under the business plan or Board resolutions for us. He knows where everything is, is going and its value to us. He works with all strategic planners.

---

IDPixie LLC Chief Technical Officer (job presently open)

He sets and directs strategic long-term technological integration with the marketing department's call centers and all other systems. He builds and programs infrastructure for those systems. He determines long-term systems needs and hardware acquisitions to accomplish the organization's business objectives. He needs a technical engineering BS degree and he may, as well, have an advanced degree in a related area with at least 5 years of experience in the information technology field. Generally, he manages and oversees technology departments. His experience and judgment is critical in a technological company. Reports to CEO

---

IDPixie LLC Director of Business Implementation and Integration (job presently open)

He directs, establishes, maintains, and plans overall sales goals for a business implementation department for approval by chain of command. He identifies potential business partners, allies with an emphasis on mergers and acquisitions. He may coordinate and negotiate product integration, marketing and/or sales group licensing integration so all sales work in synergy. He needs a BA degree in Marketing and at least 7 years as a director or top level. He manages a group of like trained professionals and/or business integrators. He also acts as an analyst on which parts of the business need downsizing or are redundant. He reports to CEO.

---

IDPixie LLC Chief Legal Counsel (job presently open)

He gives legal advice and he must have corporate board bonding to safeguard the company's privileges and rights. He directs the patent enforcement effort hiring counsels and specialists. He does written opinions. He oversees all lawyer work. This position requires 6-8 years experience.

---

## 7.2 THE IDPIXIE LLC BOARD OF DIRECTORS

IDPixie LLC Chairman of the Board (Mr. AT Ishtari for Mrs. D. Cortes)

1. He a Chairman setting agenda for Board for the primary ownership
  2. He is an overseer of the CEO for guiding mission
  3. He leads the Board of Owners, by setting agendas for policy direction.
  4. He Chairs meetings of Board after writing agenda with his staff.
  5. He encourages Board's role in strategic planning
  6. He appoints directors of committees, in consultation.
  7. He is ad officio member of all committees and attends them all as needed.
  8. He sets issues confronting with the CEO.
  9. He guides and mediates with respect to policy and governance.
  10. He directs the CEO all critical issues to the Ownership for increased profits.
- 

IDPixie LLC Board Treasurer (job presently open)

1. He a member of the Board representing lead investment Ownership
  2. He controls cash flow with projections of profit and loss analysis.
  3. He runs fiscal co-ordination with government rules for us.
  4. He makes an audited annual budget to owners for members' approval
  5. He rationalizes under regular standards all financial policies and procedures
- 

IDPixie LLC Board Secretary (job filled by Chair at present)

1. He is a member of the Board appointed by the main Ownership of shares
  2. He runs records and ensures management of organization's records
  3. Manages minutes of board meetings
  4. He records minutes, archives and records distributing to Owners after each meeting
  5. He oversees documents (articles, by-laws, IRS letters, etc.) for use as policy.
- 

(2) IDPixie LLC Board Member(s) At Large (job presently open)

1. He attends board meetings and important related meetings.
2. He makes serious commitment to participate actively in committee work.
3. He willingly accepts assignments and completes them thoroughly and on time.
4. He supports structure, while reviewing and commenting on minutes and reports.
5. He familiarizes with committees in a collegial way that supports consensus.
6. He is an active participant in the committee's annual evaluation and planning efforts.

## 7.3 THE IDPIXIE LLC ADVISORY BOARD (jobs presently open)

This group of industry professionals gives advice, informs or notifies of trends and needs. An advisory board differs from an Ownership board in that they are appointed and they do not have a portfolio. This Board uses industry leaders and experts in the field of E-Commerce debit card security specializing in authentication and online transactions.

## 7.4 THE IDPIXIE LLC OPERATIONS MANAGEMENT TEAM

Executive Vice President Sales



He oversees sales policies, objectives, and initiatives. He interviews and hires all sales persons as for training in sales organization. And all sales divisional heads report directly to him. He needs a bachelor's degree in area. He needs 10 years of experience in sales of electronic media for security and software. He must know a full variety of sale concepts, practices, and procedures. He relies on extensive success and judgment to plan and accomplish goals. Performs a variety of tasks. He must know how to do intangible sales and direct the work of others. He must be creative and charismatic. He reports to the President.

---

Executive Vice President Marketing (job presently open)

He oversees an organization's online marketing policies, objectives, and initiatives. He reviews changes to the online marketplace and industry and he adjusts marketing plan accordingly. He needs a bachelor's degree with at least 5 years of experience at top level. He must be familiar with a variety of E-Commerce concepts, practices, and procedures. We rely upon his skills, connections and ability to plan and do goals. Unlike most marketing heads, he is an indispensable interface to identifying novel ways to buy consumers linked to all sales departments. Simply, brilliance is required and performance goals are required. He reports to President.

---

IDPixie LLC Executive Vice President Human Resources (job presently open)

He plans, oversees and carries out employment policies relating to all phases of personnel activity including behavioral training, psychological marketing studies and the office of health which will at one point hold a clinic and child care for our employees. He recruits, interviews, and selects employees to fill all vacant positions including all who are referred by anyone employed. There will be a point system and any potential hire that does not receive over an 80% evaluation standard is rejected unilaterally. He writes and gives new employee orientation to foster positive attitude toward our goals. He maintains records of 401K and health insurance coverage, pension plans, and personnel transactions, such as hires, promotions, transfers, and terminations. He investigates accidents and prepares reports for employee insurance carriers. He conducts wage surveys within labor market to determine competitive wage rate. He prepares budget of personnel operations. He is responsible for evaluating and suggesting new benefit or compensation structures or changes to existing plans. He also supervises the contracts with technical schools that provide interns in business management and technology while they get degrees in our technical services. He negotiates contracts with schools buying and supervising on plant teachers and educators with a school budget for servicing interns. He oversees the hiring of all subsidiary call center personnel keeping them separate for security reasons from corporate personnel. He needs a BA with at least 7-10 years experience in Human Resources. He manages a group of HR professionals. We rely on his experience and judgment to plan and accomplish goals. He reports to the CEO and/or Chair.

---

IDPixie LLC Executive Vice President Finance

He oversees internal financial policies in training and support of the Chief Financial Officer, who audits him, our financial functions including accounting, budget, credit, insurance, tax, and treasury. He reports to the most senior finance executive. He requires an advanced degree with at least 10 years of experience in the field. He must be familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected. He reports to top management.

---

The IDPixie LLC Office of Technology Integration (often called 2<sup>nd</sup> technical officer)

He installs new software releases, system upgrades, evaluates and installs patches and resolves software related problems. He performs system backups or recovery. He maintains data files and monitors system configuration to ensure data integrity. He may require a MS in a related area with at least 2 years of

experience in the field or in a related area. He has knowledge of standard, common and new technology, practices, and standards and procedures within an E-Commerce and he has integrated it. He relies on protocol guidelines to perform the functions of the job. He works under direct supervision. His job function does not require exercising independent judgment save in a security emergency to protect data. He reports to CTO.

---

#### Vice President Chief Information Office

The CIO is responsible for internal information systems, and, especially with the arrival of the Internet, sometimes in charge of the company's e-business, e-mail and data.

---

#### Vice President Search Engine Architecture

Search engine optimization (SEO) is the practice of manipulating aspects of a Web site to improve its ranking in search engines.

---

#### Vice President Call/ Data Center- (job presently open) (oversees license operations arms length)

He must have a BA and have experience of 5-10 years in data call center programming, administration and management. He will hire an outside contract, license build to suit and maintain day to day control oversight over the transactional analysis and marketing data which must be kept as corporate secrets. The data center will be on site run by technical interns and engineers while the standard call center will be run close by each main facility using local people with emphasis on school and upon retirement programs for recruitment of low cost highly educated labor.

---

#### Chief Compliance Officer (CCO) (job presently open)

Chief Compliance Officer) serves compliance for our patents and products.

He must have a BA and have experience of 5-10 years in data call center programming, administration- and management. CCO may also run corporate security on all our employees excluding drug tests given by HR. He will run screens on all key personnel and run operations as if we are infiltrated by spies or by physical thieves and need counter measures. He must work with the US Government police agencies with contacts at the highest levels of the FBI and US Marshall's Offices. He must have a BA degree and a law or law enforcement background with high technological interface is required. He reports to CEO/Chair.

---

#### Press/Publicity

He assists in providing a positive organizational image to the general public, clients, shareholders and internally. He prepares press releases and articles. He writes, edits and publishes organizational publications and speeches for the top executives. He must have a BA either in Communication, Media or English Writing. This requires 5-10 years relevant experience with newspapers, press agencies or equivalent. He reports to CEO/Chair

---

### **7.5 THE IDPIXIE LLC BIOGRAPHIC DATA OF OWNERSHIP PERSONNEL**

Mr. AT Ishtari is the Chairman of the Board and he is a past corporate member of Arab Bankers Association of North America from 1992-2001 and he is a past certified underwriter for several Gulf governments developing moral, credit free financing systems and templates. He is the founder of credit free underwriting for taxicabs in NYC called Microbanking. Some of his Microbanking systems became

US policy. Mr. Ishtari is recognized for creating 3 working debit credit free platforms in the US and in the Gulf previously. He is an NYU graduate school Certified Bank Underwriter and he is a past architect who built several EDIs globally. He is 53.

Ms. Diosa Cortes is the sole shareholder to A Safe Place Inc. who owns 1% general management share of IDPixie LLC. Ms. Cortes is a graduate of Marymount College. She has retired over ten years ago from actual business to raise her children. Her last job was working for the head of HR at JP Morgan Chase Bank, before that she worked for American Industrial Credit's President as his assistant and for the EVP Finance of RJR Reynolds. She will interview, oversee and supervise all hiring. Ms. Diosa Cortes is 46.

Mr. Jeffrey Ice is a scientist who North Atlantic University wants to give a PhD for work in the field. He and his father were pioneers in HTTP and DOS interactivity that led to the Internet's World Wide Web. His other Internet patent, granted late 1990's was in the area of Internet broadcasting. Mr. Ice is currently working on upgrading the granted Patents. Mr. Ice also created two pending patents dealing with Micropayment and Single Use Credit Card Number with ATM's.

## **8. THE IDPIXIE GOALS AND STRATEGIES (SECTION)**

### **8.1 THE IDPIXIE LLC POINT OF PRODUCT INTRODUCTION**

**Goal 1:** We seek to have from 16 million units plus producing income in the marketplace with gross income approximately at \$300 annual per unit by the 24<sup>th</sup> month. Buying clients increases cash flow and cash flow increases credit for buying more clients. Doing our IPO leads to billions in value and increases our sales for our "Direct"- and "Indirect-To-Customer" purchasing initiatives.

**Strategy A:** We will utilize initial financing to put two million income producing units in marketplace which creates factorable income to support floor financing capable of putting the addition 14 plus million units producing income in marketplace.

**Strategy B:** We will brand trademark's A Safe Place Online™ and Peace of Mind Online™, NewCash™ and IDPixie™ as signs mark and trademarks for exclusive branding.

**Strategy C:** We will do training programs for debit card and licensing agreements under our sales professionals with experience in the industry for quick market penetration;

**Strategy D:** We will only recruit market savvy professionals with links in the target market segments to license and private label our products generally.

**Goal 2:** We will complete the Patents for NewCash™ ATM debit card and NewCash™ Micropayment.

**Strategy A:** We will do a standard venture operating protocol as strategic initiative, utilizing patent attorneys, to advance the approval of these outstanding patents.

**Goal 3:** We will seek market wide certification of all the top manufacturers of offline devices by end of year 1.

**Strategy A:** We will bring to market packaging and branding of devices and to promote these packages vigorously for all uses.

### **8.2 THE IDPIXIE LLC BUSINESS GOALS**

**Goal 1:** We will physically build our production and sales operations.

**Strategy A:** We will build an Alpha PIXIE and also backup facilities for serving our product.

- Strategy B:** We will license our industry while purchasing major portions of client marketplace through direct marketing that establishes our first of category status.
- Strategy C:** We will license other product uses for security purposes to the US Government.
- Strategy D:** We will license other product uses for security purposes to all private industries.
- Strategy E:** We will launch Ebay/Paypal-type online auction service using our products.
- Strategy F:** We will launch Pre-sort Postal Service platform to do curtain accounts for DHL, Federal Express, United Postal Service and Airborne.
- Strategy G:** We will launch US Postal Services platform to aid global collection or payment.
- Strategy H:** We will do licensing division for the US Medicare services.
- Strategy I:** We will do licensing division for the US Healthcare services.
- Strategy J:** We will do licensing division for the global entertainment services.
- Strategy K:** We will do licensing alliance for global Central Bank services.
- Strategy L:** We will do a licensing alliance for the US lottery and elections services.
- Strategy M:** We will do a licensing alliance for the global lottery and elections services.

### **8.3 THE IDPIXIE LLC KEYS TO SUCCESS**

- I. Our patent ownership establishes our ownership of Single Use ID marketplace.
- II. Our implementation of resources engineer and constructs sales platform.
- III. Our retail marketing initiatives bring our off-line technology to our marketplace.
- IV. Our wholesale marketing initiative will license our product in the marketplace.
- V. We use existing ownership and talent that designed and built platform systems.
- VI. Our acquisition of top industry professionals leads sales force and administration.
- VII. We license manufacturing implementation, certification and service systems.
- VIII. Our ongoing technology and patent expansion grows in tandem with marketing.
- IX. Our patent enforcement causes all users of our patents to pay royalties.
- X. Our implementation of marketing plan allows profitability for IPO profit making.

### **9. THE IDPIXIE LLC SUMMARY OF PROJECTED REVENUE & EXPENSES**

#### **9.1 THE IDPIXIE LLC INITIAL CAPITAL REQUIREMENTS (Attached)**

#### **9.2 THE IDPIXIE LLC 5-YEAR PRO-FORMA (Attached)**

#### **9.3 THE IDPIXIE LLC PRO-FORMA CASH FLOW (Attached)**

#### **9.4 THE IDPIXIE LLC BALANCE SHEET (Attached)**

#### **9.5 THE IDPIXIE LLC VENDOR FINANCING (Attached)**

#### **9.6 THE IDPIXIE LLC EQUIPMENT LOAN AMORTIZATION (Attached)**

#### **9.7 THE IDPIXIE LLC BUILDING LOAN AMORTIZATION (Attached)**

## **10. THE IDPIXIE LLC SUMMARY**

### **10.1 THE IDPIXIE LLC EXIT STRATEGY FOR INVESTOR (S)**

The exit strategy for our Investor(s) is threefold. The first is we plan to sell off the prime Investor's stock to recoup his investment, which he pledges to put under IDPixie LLC charitable trust management of bank shares. That way, there is no conflict between wholesale marketplace and retail marketplace while enforcing licensing in the retail marketplace. Simultaneously, this increases the Investor's power and profitability to grow along with company profits. The second is we plan to within 24 months to pay dividends as return on investment from income. The standard best route for sure profitability is for us to acquire through acquisition major market share. Then with growth booked on our balance sheet we may do an IPO. Backed by the US fiat and major market share with good management, this is a good forward-looking possibility for best earnings on income leveraged by the IPO. As is regular for this type of business such an act could possibly give multiple increases geometrically on share value. Still, a large Investor who wants to maximize his profitability might consider holding us private for a long period of time, namely over 36 months to maximize profit taking from an IPO later. Furthermore, a private Investor of some resources might consider privatizing some classes of public shares later after 2 years of doing IPO to strengthen share value. All these possible actions depend upon market forces that vary from time to time however one thing will remain in effect. We are the exclusive ownership of market profitability for a Single Use Credit or Debit ID number Patented Products or processes within the US for the next 16 plus years.

### **THE IDPIXIE LLC PERCENT OF OWNERSHIP AVAILABLE TO INVESTOR (S)**

The Prime Investor bought 30% of treasury stock, per contract, for \$100 hundred million USD.

### **THE IDPIXIE LLC REPORTS PROVIDED TO INVESTOR ON BOARD AFFAIRS.**

All financial and management reports and projections not considered our secrets are available to Investor(s) on demand with delivery within 24 hours on business days. All Board resolutions and agenda are delivered to owners for review within 24 hours of resolution or of putting upon an agenda before such resolutions are made and/or moved upon respectively. All projections and reports relate to the \$100 million USD contract and not to any further or future sales. All profits from such sales must reformulate proforma projections at that time.

### **THIS IS THE BEST DEFINITION OF IDPIXIE LLC, AS A SERVICES COMPANY.**

We are the "First of Category" consumer ID Theft Protection and Transaction Platform. It is a wholesale and retail credit/debit network serving the US online financial and authentication community. We are a financial network that is equivalent to the top US debit card platforms. The way we do that is by servicing existing cardholders of market charge cards like Visa, MasterCard, American Express, Star, Honor, Mac, NYCE, Interlink, Plus and all related retail bank card clients behind our patented authentication protection products.

## **11. THE IDPIXIE LLC APPENDIX**

### **11.1 THE IDPIXIE LLC REFERENCE MATERIALS**

#### **THE IDPIXIE LLC INDEPENDENT STUDY AND WHITE PAPER**

"One Time Pad Is The Most Secure Form Of Information Cryptography...The Computer Science World Considers This To Be The Ultimate Type Of Cryptography... It Has No Known Attacks Of How To Recover The Original Data And The Particulars Of This System Are Particularly Well Suited To Financial Transactions Through The Internet." These statements supporting our Patent US 6,598,031 are by Dr. Jason Short Ph.D., CEO Emerald Technology Inc. in a report to Company POA, Rising Star

Telecommunications, Inc. and carbon copied to us. Dr. Short is an objective professional independent contractor. IDPixie LLC paid for his advice backed by his credentials and by his expertise.

Dr. Borko Furht, the Dean of Computer Science at Florida Atlantic University has put Jeff in for an honorary PhD in Computer Science since he collaborates on Jeff's white papers, Dr. Furht is the guru of multi-media HDTV, Internet Multi-media and Quad TV for NASA and compression of signals. Dr. Furht is Company's official third party expert who just submitted his white paper that is now ready for publishing confirming Patent is ready for market as operational for profit.

The Florida Atlantic University's Computer Science Dept Dean, Dr. Furht is a NASA certified academic scientist who is writing IDPixie LLC's White Paper. Included is a short review here. Third party encryption by industry periodicals and experts confirms Dr. Short's assessment of recorded Patent. Such third party independent reviews are in the attachments to this package.

**Federal Information Processing Standards Publication 201, *Personal Identity Verification for Federal Employees and Contractors*, February 2005. (NIST Special Pub 800-53 Reference list.)**

<http://www.ftic.gov/press/pr101205.htm>

**It's All About Authentication, Douglas Graham, June 3, 2003**

<http://www.sans.org/ir/whitepapers/authentication/1070.php>

**Perspective: Good security news to be in short supply in 2006**

By Jon Oltzik Published: January 20, 2006, 4:00 AM PST

[http://att.com.com/Good+security+news+to+be+in+short+supply+in+2006/2010-1071\\_3-6028980.html?tag=fd\\_carsl](http://att.com.com/Good+security+news+to+be+in+short+supply+in+2006/2010-1071_3-6028980.html?tag=fd_carsl)

**Computer crime costs \$67 billion, FBI says** By Joris Evers Staff Writer, CNET News.com Published: January 19, 2006, 2:20 PM PST

[http://att.com.com/Computer+crime+costs+67+billion%2C+FBI+savs/2100-7349\\_3-6028946.html?tag=cd\\_top](http://att.com.com/Computer+crime+costs+67+billion%2C+FBI+savs/2100-7349_3-6028946.html?tag=cd_top)

**By John Leyden 15 Mar 2005 10:38, Banks 'wasting millions' on two-factor authentication**

[http://www.channelregister.co.uk/2005/03/15/2-factor\\_auth\\_is\\_pants/](http://www.channelregister.co.uk/2005/03/15/2-factor_auth_is_pants/)

**HoustonChronicle.Com, James B. Kelleher, Oct 3, 2005. Title: Security Experts Barely Keeping Up with Online Fraud.**

<http://www.net-security.org/news.php?id=9016>

**PC World magazine, Alan Stafford, Sept. 30, 2005. Title: Privacy in Peril.**

[http://www.pcworld.com/reviews/article/0\\_aid.122498.00.asp](http://www.pcworld.com/reviews/article/0_aid.122498.00.asp)

**Newsweek, Steven Levy and Brad Stone, July 4, 2005- Title: Grand Theft Identity.**

<http://www.msnbc.msn.com/id/8359692/site/newsweek/>

**Technology correspondent MSNBC, Bob Sullivan, June 23, 2005. Title: ID theft concerns grow, tools lacking.**

<http://www.msnbc.msn.com/id/8322300/>

**Technology correspondent MSNBC, Bob Sullivan, Jan. 23, 2004. Title: Identity theft tops consumer woes...again.**

<http://www.msnbc.msn.com/id/4029541/>

**Technology correspondent MSNBC, Bob Sullivan, Feb. 1, 2005. Title: ID theft again tops list of FTC complaints.**

<http://www.msnbc.msn.com/id/6891556/>

**The Associated Press, Aug. 30, 2005. Title: New charges in ChoicePoint identity theft case.**

[http://www.infoworld.com/article/05/08/31/HNchoicepointcase\\_1.html](http://www.infoworld.com/article/05/08/31/HNchoicepointcase_1.html)

**Federal Deposit Insurance Corporation (FDIC), December 14, 2004. Title: Putting an End to Account-Hijacking Identity Theft.**

<http://www.fdic.gov/consumers/consumer/idthftstudy/background.html>

**Discover follows American Express with single-use credit cards** By Maria Trombly, Computerworld November 29, 2000 4:53 pm PT

<http://www.infoworld.com/articles/hn/xml/00/11/29/001129hndiscover.html?p=br&s=4>

**US Patent and Trademark Office Grants 'Single Use Credit Card Number' Patent to US Company**

[http://www.send2press.com/PRnetwire/pr04\\_062103-edisecure.shtml](http://www.send2press.com/PRnetwire/pr04_062103-edisecure.shtml)