



**Announcing**  
**Visionary's Reflexions**  
Total Control Spam Defense System

## Introduction

Visionary's is excited to announce a revolutionary new Spam control console for your email. Our servers block over 500,000 emails a day on average, but way too much still gets through. We have spent the past year researching and testing new spam control systems. With Visionary's Reflexions total control, each email has a control console that allows the user to decide if this is a good email. If it's not, you simply hit **block** and you will never receive email from that root sender again! Below is an overview of the product.

If you would like to sign up your company for Visionary's Reflexions Total Control, please fill out the attached form and fax it to our office 410-561-3693. Visionary's will begin moving over to this new system as we receive your faxes. Our target date for completion is May 15, 2007. We expect no service interruptions.

## Overview

The concept behind RTC is to empower email users with far greater control over the senders and content accorded access to their inbox. This is accomplished by utilizing protective addresses to create distinct inbox access routes that are individually manageable by policy. RTC exploits this capability to ensure the delivery of good mail, elevating wanted content from valid senders to a status that doesn't require content filtering, and thereby eliminating false positives, even for bulk and transactional mail (which typically experience a 20% false positive rate). With RTC's blended technology, users may also choose to block bad mail using content filtering.

RTC's popular Address-on-the-Fly (AOTF) feature illustrates the power of Protective Addresses as a proactive means of guarding one's inbox from unwanted content. With AOTF, a user could spontaneously declare a new address by simply adding a pertinent suffix to the user name portion of their existing address. When RTC identifies an incoming address in AOTF format, e.g., johndoe.ebay@company.com, it delivers the email to John Doe's inbox, regardless of the content, and stores both the sender's address and the transaction-specific Protective Address in a database of valid to-from address pairs that are used to make inbox access decisions. If this address is then used by a different sender, RTC identifies a sharing event, notifies the recipient, and gives him or her the ability to block future messages from the new sender or restrict future use of the address solely to the party to which it was initially disclosed. Both the sharing notification and policy choices are presented to the user in a unique, dynamic HTML control panel that RTC automatically attaches to the bottom of the incoming message (and strips from outgoing forwarded messages). Users find this informative and empowering feature to be a significant improvement in the email experience.

AOTF alone is an effective means of thwarting spam. Experience tells us that legitimate correspondents never knowingly share one's email address with spammers, and that spam often arises from public address disclosures, such as on Web sites and in discussion forums. AOTF provides a protective address for disclosure and the tools to block any

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sender that abuses an address. Additionally, the control panel provides an alternative to the unsubscribe function in many emails, which consumers no longer trust out of fear that it merely alerts a spammer to a "live" recipient.

AOTF is also an effective means of thwarting phishing exploits. For example, for online banking a user might declare the address johndoe.mybank567@domain.com. By choosing an address that phishers are not likely to guess, the recipient can readily identify any incoming "My Bank" email (a non-conforming address as fraudulent). What a simple way to re-establish trust in online communications!

Customers can use AOTF selectively, as described above, or in fully-automatic mode for all of their communications, or not at all. In fully automatic mode, messages from new senders trigger a customizable change of address (CoA) message that asks the originator to resend their message to a new address that is automatically determined by Visionary's Reflexion's Supplemental Address Management System (SAMS), e.g., johndoe.senderdomain@company.com. The automated CoA message eliminates the vast majority of spam, because spammer systems don't reply to such messages. If an address is somehow shared or harvested, the to-from address pair test and the policy control panel provide the means of defeating any new source of spam that might arise on the address.

Visionary's Reflexion's defense is primed by the automatic development of a whitelist using "whitelist on first outbound message" and "whitelist on reply" capabilities, in conjunction with an automated Outlook contact importer. With Visionary's Reflexion whitelisting, authorized correspondents all use the recipient's primary address, e.g., johndoe@company.com. If this address starts to receive spam, the recipient can use the control panel to "lock down" the community of authorized senders, and then automatically start the process of building a second whitelist using a similar protective address, such as jdoe@company.com or john.doe@company.com. In this fashion, Reflexion users can create a family of whitelists, and use the simple control panel to update their allow/deny choices to keep each community spam free.



**Visionary's Reflexions**  
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**Order Form**

Company Name : \_\_\_\_\_

Company Address: \_\_\_\_\_  
\_\_\_\_\_

Company Phone: \_\_\_\_\_

**Visionary's Reflexions Rate Plans**

<b>RTC - Small Hosted</b>	<b>RTC - Medium Hosted</b>	<b>RTC - Large Hosted</b>	<b>RTC - Exchange</b>
5-10 Email Addresses	11-50 Email Addresses	51-100 Email Addresses	Exchange Server
\$3 per Address/Month	\$2.50 per Address/Month	\$2.00 per Address/Month	\$2 per Address/Month
____ Number of Addresses	____ Number of Addresses	____ Number of Addresses	____ Number of Addresses

<b>Individual Business Email POP Address w/ RTC</b>	\$50 Year
name@visionarys.us	____ Number of Addresses

Bill My Card Monthly \$ \_\_\_\_\_ for \_\_\_\_\_ Addresses.



Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_ Exp \_\_\_\_\_



Security Code from Back of card \_\_\_\_\_

Billing Address if Different from above \_\_\_\_\_

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