

# Fact Sheet



## What is Microsoft Vine?

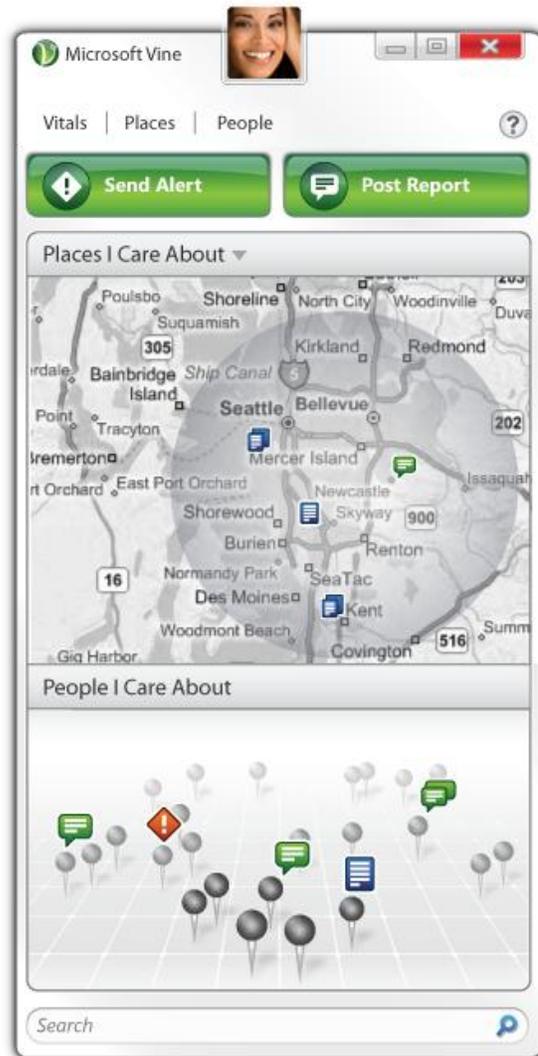
The Microsoft Vine beta connects you to the people and places you care about most, when it matters. Stay in touch with family and friends, be informed when someone you care about needs help. Get involved to create great neighborhoods, communities or causes. You select the people and places you care about most. Use alerts, reports and your personal dashboard to stay in touch, informed and involved.

## How does Microsoft Vine work?

Use the **dashboard** to stay informed about what's happening with the places and people you care about. Information associated with the places you have chosen will appear on your map, including articles culled from 20,000 local and national news sources as well as public safety announcements from the United States National Oceanic and Atmospheric Administration (NOAA). Information associated with the people you care about who are in your Vine network will appear on the dashboard too. You will know when they send you an alert, post a report or update their Facebook status information.

Send and receive **alerts** with Microsoft Vine. Organize people into groups so it's easy to send information to them all at once — the sports team you coach, people who live nearby, family far away, special friends, and the people you might want to reach in an emergency. Each person can define how they want to receive their alerts — through e-mail, a text message or on their computer — so your message is sent to the right people in the right way, quickly. You can send those from your computer or mobile phone to people who have affiliated with you.<sup>1</sup>

Post **reports**. You decide what information is important to share and the people you want to share it with. Then the information is sent directly to their personal dashboard. You can check in safe and well to let your family know you are okay. You can also use reports to let your trusted neighbors know you



<sup>1</sup> Standard text rates apply to messages sent or received via a mobile device.

are headed out on vacation and how to reach you if anything comes up, keep each other informed of situations that matter, and report general information such as a team practice schedule and location for the week.

### **Who might find it useful?**

Microsoft Vine is appropriate for any small group of people who want to stay in touch, informed and involved — families, neighbors, sports teams, school committees, volunteer groups or faith-based groups. We hope to hear your stories of how you use it, why it matters and what you'd like to be able to do with Vine in the future.

### **How will people be able to participate?**

Microsoft Vine aims to create an inclusive network so that ultimately anyone can participate, through a social networking application such as Twitter or Facebook or using e-mail, any computer connected to the Internet, or a mobile phone, kitchen phone or a special needs device. We want people to participate in the way that feels most natural to them. And to accomplish this, we will extend the tools that exist today.



### **What about my privacy?**

With Microsoft Vine, you control the profile you create and decide what goes into it, who can see it, who can send information to you, and how you receive it. Vine uses the Microsoft Online Privacy statements, which are representative of Microsoft Corp.'s commitment to privacy.

### **What's next?**

Over time, the network will provide advanced capabilities to help individuals, communities and organizations work together to fundamentally improve quality of life and be better prepared for any disaster. Grounded in the tools people use today, Microsoft is working to deliver a new generation of software and services that will enable society to self-organize effectively toward a broad range of goals. We call this concept "societal networking."

### **How do I get Microsoft Vine?**

The Microsoft Vine beta will be available for a limited number of people to download at no cost, beginning May 2009. It will be a beta service, which means we welcome your feedback and ideas to help make it great. If you are interested in trying the service and contributing feedback, reserve your invitation at <http://www.vine.net>.

### **System Requirements for Microsoft Vine Beta**

- Operating system: Windows XP with Service Pack 2 (32-bit edition only), Windows Vista (32-bit or 64-bit editions)
- Processor: 1 GHz or higher
- Memory: 1 GB of RAM or higher for Windows Vista, 512 MB for Windows XP.
- Hard disk space: 100 MB for Vine and 500 MB for the Microsoft .NET Framework version 3.5 with Service Pack 1
- Resolution: Minimum 1024x768
- Internet connection: Broadband Internet access is required (provided separately); charges may apply
- Browser: Internet Explorer 6 or later, Firefox 3.0 or later
- Graphics or video card: A graphic card with Microsoft DirectX 9 and 128 MB of graphic memory is recommended

### **For more information, press only:**

Rapid Response Team, Waggener Edstrom Worldwide, (503) 443-7000, [rrt@waggeneredstrom.com](mailto:rrt@waggeneredstrom.com)