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Beyond all Doubts



The only so **broad, smart**
and **easy accessible to all** approach to
an Information.

Dear Investor,

As introduced in **SIRR** presentation this is the One of the Five Key Elements (Segment)of the components of the **SIRR** Out and Indoor Network. This everyday use Internet tool is to provide people from all over the Germany, USA and all over the world with sufficient and broad information, giving in return: the unique possibility of dominating on the market in Providing Information and Exchanging Information Sector. This Segment has been called (**HORUSINFO**). **I know this sounds unbelievable. I know that some smarts could say „...hey we have got couple of companies on the market to provide information of any kind so, what is so innovative that we should invest in this one (...)"But what do you say if I tell You that only a couple of months ago two Polish ing. designed the first easy to use menu for Motorola mobile phones and in this way these mobile phones for the first time have the normal and useful menu friendly for its users. (did You know that ?) and AMAZON.COM - at their time there were couple of Internet stores on the WEB and what?**

Such a **www.horusinfo.xxx** domain does not exist yet.

What is (HORUSINFO)?

1. **PROVIDING** Every day's Living Information such as:

- **weather forecasts** covering German territory plus all parts of the world,
- exchange **rates** and **location** of all the exchange bureaus in all parts of Germany,
- **stock** exchange information,
- **individual's** private addresses and phone numbers,
- catalogue of an, set by subject order, Internet webaddresses,
- information about **hotels**,
- information about **banks**,
- information about **Insurance Companies**,
- information about **airlines** and connections,
- listing of an important numbers such as: **Police, medics, towing, fire squads** ... And so on),
- **diplomatic** services addresses and numbers,
- listing of the **restaurants** in particular city in Germany and EU,
- information about the **tourist offices**
- road maps and city plans of Germany and EU,
- numbers of **taxi corporations**,
- **drugstores** listings in every city,
- and many many other (...)

It is - **the Information Center** - in form of an **Internet Portal** (and some more) dealing **ONLY** with two types of activity:

1. **Providing** an **Information**, and
2. Interactive, Immediate **Exchanging** of an **Information**.

2. performing the services of **Exchanging Every day's Living** Information in such domains as for example:

- **work**,
- **relaxation**,
- **hobbies**,
- **satisfying the needs**,
- **charity activity**,
- **business**,
- **investments**,
- **and others** (...)

(the strict nature of the Exchanging of an Information shall be revealed)

www.horusinfo.xxx

Home, where you shall find the most up-to-date information of any kind all together in ONLY one place .

Saying briefly, we create the **VERY CENTRAL** place, to which everybody would turn to, despite this is holiday and/or day off, to get the **STRAIGHT** and the **most UP-TO-DATE** information regarding any of **EVERY DAY'S LIVING DOMAINS**.

This is on one hand THE **INFORMATION BANK** providing:

- addresses,
 - telephone numbers,
 - list of the branch offices of One's company, their phone, fax, e-mail and web addresses,
 - pictures announcing the shape, quality, design and effects of one's activity,
 - short motion pictures with audio advertising Ones position on the market,
- plus**

On the other hand, the **TOOL**: guarantying, for all the Users, the **unique** possibility of submitting the **Interactive** and **Immediate** service of **EXCHANGING** the **Information** as well contained in the Databases of (**HorusInfo**) among Users of the Portal, as additional ones brought by Users themselves.

Both of that in only just one place

www.horusinfo.xxx

Isn't it that all of us we do feel **there should be** the **only ONE, FAST and EASY** accessible **Central Place** providing the most up-to-date information of any kind, and at the same time allowing people to **Exchange** an Information, they need, among themselves ???

One man nowadays is committed to more assignments during a day than two or more people couple of years ago. This is because we all live in a fast lane and we do need more as minimum in our **Every day's Living**.

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Living in a XXI century Society requires permanent access to an **Information**. The most **updated** and **rich** in terms of source **Information**.

... , but existing Info Tools are weak in the present shape. Not very attractive in terms of data actualization and accessing plus limited number of information one can get at one time is the **Phone Info Service**. There are of course **Internet WebPages** but they are overloaded with lots of unnecessary at the moment information, and to get single selected info, One needs at least 15-20 minutes to find it. So, **both** of them they don't conform to the needs of the society in terms of receiving **fast accessible, up-to-date data at any time**. And now, this is even not enough to **have an information**. The One, who doesn't know how to and/or have not possibility of fast **exchanging** the **information** with the ones that the information is dedicated to, this One is **not developing** and **looses** in effect.

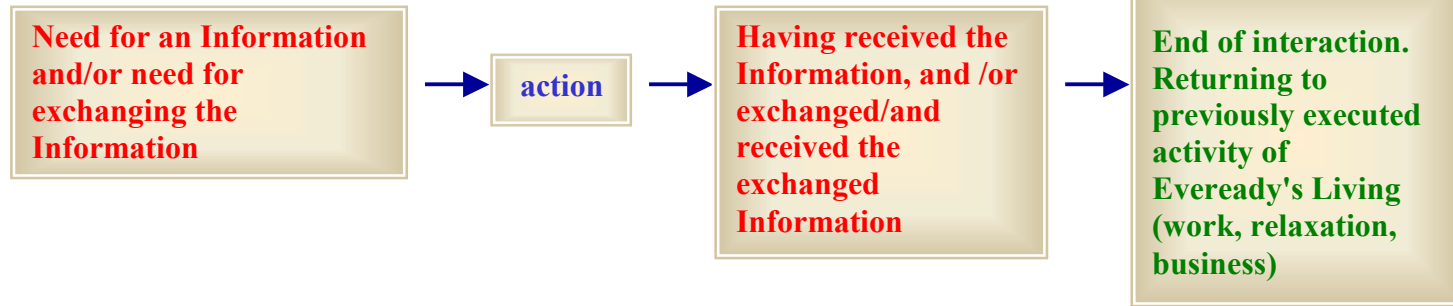
Due to a high dynamic of making the decisions and the rapid changes in the world you must almost literally be “**plugged in**” to the **Information** spring socket.

Above all, there should be created the special **Information Tool** giving: the chance to **Accessing** the most **actual Data** and **Information**, plus something that no media tool on the market provides – availability of **Interactive-Immediate Exchange** of an Information among the people that need to do so.

What then should be done ?

And now there is more - It demands on possibility of immediate, permanent and broad **Exchanging** of an **Information**

Portal (**HORUSINFO**) performs as the high quality device tool conforming to the scheme



Information of any kind in MAX 15 sec.

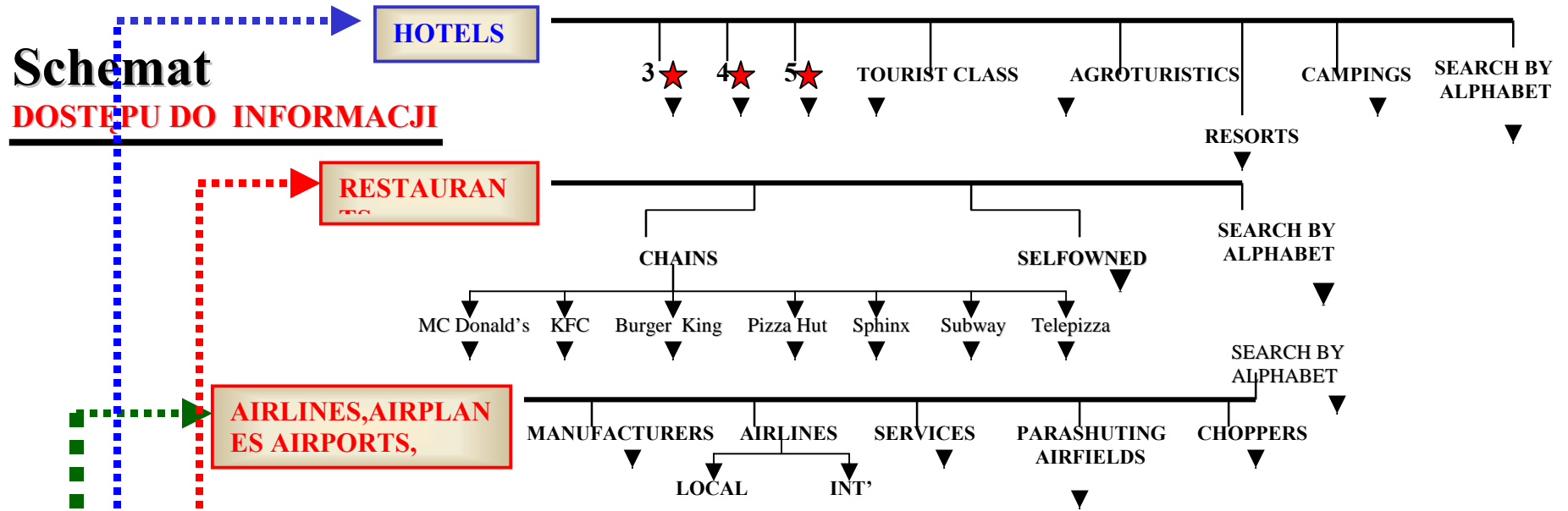
WebPage composition advantages in comparison to other web pages:

1. **Content of the Sector's Information Positioning** is arranged strictly according to the main dispatch of the two types of activity: **Information Providing** and **Exchanging Services Performing**. order of the applets contained in each one of them is so organized, that they are very friendly and easy operational for Portal Users and don't interfere with one another but supplement. They can be operated separately or all together without causing any dissonance at ones discretion.
2. **Category Names** have been grouped in the way to satisfy the Alphabetic-Associate Index manner in order to allow the Users easy and fast accessibility to get the desired Information.
3. **Used Colors** don't hurt the concentration. Searching through the (**HorusInfo**) portal there is no feeling of being lost but on contrary.
4. **The new means of expression** are being applicable in form of the changing photos, motion pictures and new kind of pointers (they are improving the perception abilities for the Users searching through the Portal),
5. There are **no** self opening and **multiplied commercial windows** and the advertising is strictly limited to a certain two areas and way of performing.

www.horusinfo.xxx.- Is the place where the words mean truly a lot.

Schemat

DOSTEPU DO INFORMACJI



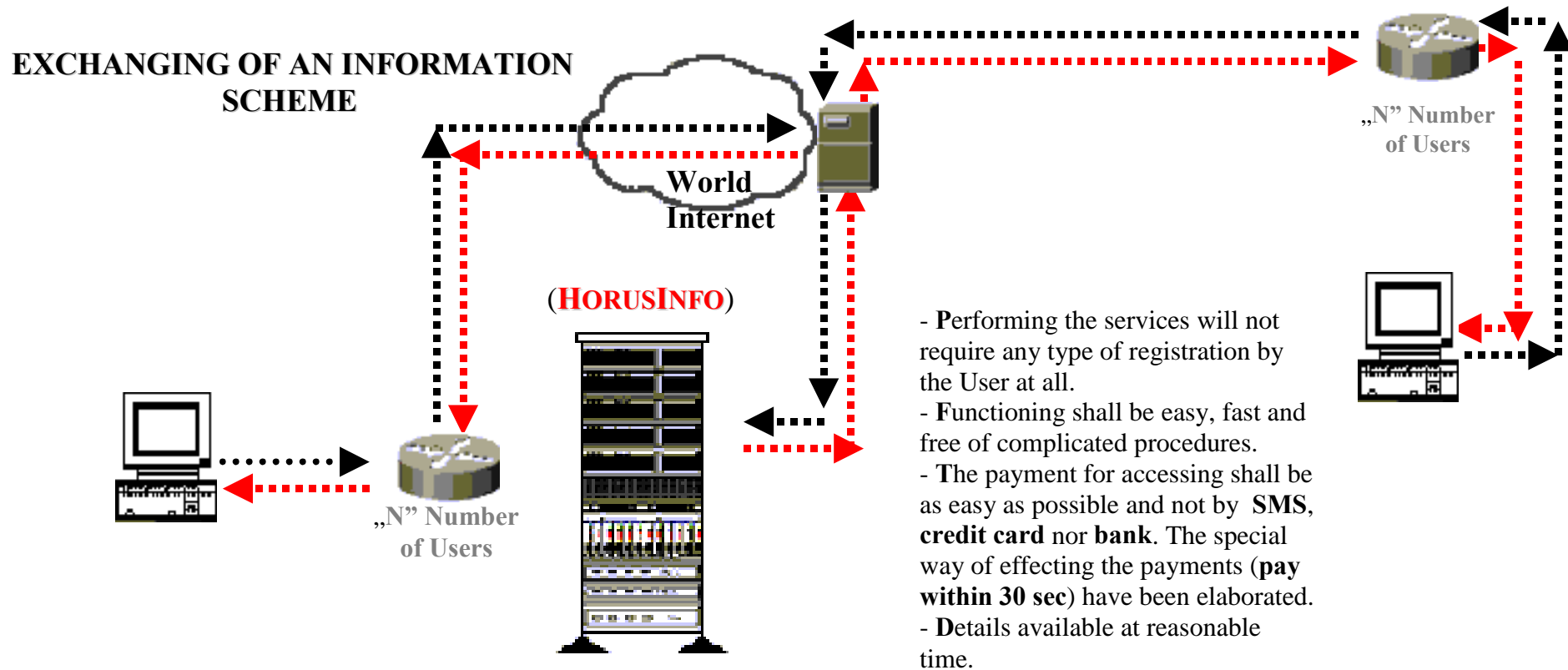
INDIVIDUALS PRIVATE ADDRESSES, PHONE NUMBERS	HOTELS	PPERFUMERIES	
AIRLINES, AIRPLANES AIRPORTS,			TOURIST OFFICES
	RESTAURANTS		
CONSTRUCTION			UNIONS
FLOWERSHOPS		TAXI	
	POSTOFFICES	TOWING	

Revealed Categories have been presented in **Alphabetical** order as the sample only. To view the complete **Alphabetic-Associate** working Scheme shall be possible at reasonable time.

The Information in Data Base can be presented in one of the three ways.

Which form the Customer chooses is totally up to Him !!!

(HORUSINFO) gives the great opportunity to reach, in effective way, the reasonable number of permanent clients due to the fact, that the Portal mission, is to **Provide** people of all status and orientation with an **Information** of any kind plus give them the opportunity to easy and fast **Exchange** any **Information** at their discretion. **Only Providing** and **Exchanging the INFORMATION - this is the role of the Portal.**



Without Exchanging of an Information the World shall be backing in time.

(HORUSINFO) is characterized by understanding of:

- the needs of Everyday Living Aspects of the XXI Century Society,
- the dynamics and flexibility of these needs,
- the meaning of the mutual relations and interactions among the social individuals,
- the speed of the changes taking place in everyday living, which require fast and most up-to-date access to an **Information** and the necessity of **Exchanging** of an **Information**.

The Ambition of the Project

is:

to have anyone in need for any kind of an Information to turn to www.HorusInfo.xxx and recognize it as the most reliable, most friendly, most up-to-date and most Interactive Information tool ever.

And fulfills the assignments by:

- creating the **Central Database** available for literally everyone when two FAZES complete (main idea of the Project),
- **simplicity in accessing** the (**HorusInfo**) sources (a home, Internet cafe, Second FAZE of the project),
- **perceptual easy content setting** (nice colors, friendly applets order, nice outlook, no spare commercials and no unnecessary information,
- **easy operational** (readable commands and special way of transparenting the applets),
- **fast way** of getting the results of the search,
- **new forms** of presenting the Information in the Databases,
- **fast way** of exchanging of an Information
- and **low prices**.

Neither Yellow Pages, nor **Phone Info Service** have so **up-to-date** easy and fast accessible **Information** like **(HORUSINFO)**.

The most careful we are concerning the:

- **same** respect in treating all of the Users visiting (HorusInfo) despite their ideology and status,
- **reliability** (given word must be followed by action),
- **proper ethics** in services performing, which means the firm fulfilling the taken obligation against the Visitor of the (**HorusInfo**) Portal.

Database is being actualized every 10 days and increases at least with 200 new titles every week.

(**HORUSINFO**) is the great tool for companies, businessmen, government officers, small business, and most of all, for every man in need for an **Information** of any kind at the very moment.

Every Information contained in (HORUSINFO) can be:

- viewed,
- written to a User Hard Drive,
- sent to any computer address,
- printed.

(**HORUSINFO**) ADVANTAGES:

No tool on the market dealing with an Information like:

- **newspapers,**
- **radio,**
- **billboards,**
- **direct advertising and mailing,** nor even
- **television,**

does perform such an approach, intelligent coexistence and supplementing one another activities like (**HORUSINFO**) Portal.

All Information contained in the Portal are accessible in two languages: GERMAN and ENGLISH

(HORUSINFO) shall be making the money out of its activity from:

- making accessible all the Data and Information contained in it,
- making available an Information Exchanging for any accessed User,
- selling the space for presenting an Information by Users - Clients in the Database,
- selling the commercial space and time for advertising companies.

Considering the above elements as the four standpoint sources of the financial wealth of the Project, taken in minimum version, estimated incomes should be on the level not lower than **EUR 280 000.00 per month.**

The figure comes from:

- **100 000/m. of User's accesses to the system,**
- **20 000/m. used by Users Exchange services,**
- **10 000/m. sold commercial time and space,**
- **10/m. new Users-Clients sold space in the Database.**

Because of the characteristics of the activity of such a Portal the operational costs should not exceed level of **20-12%.**

The expenses shall be mostly consisted of:

- constant marketing fees,
- advertising and publicity,
- hardware keeping well costs,
- software licenses,
- employees,
- social fees and taxes,
- (...) ?

The (**HORUSINFO**) Project has been elaborated in form of a complete business plan along with the diagrams concerning the places of location of each and every applet to it, the shape of the **Web Page**, all links have been calculated and worked over, the concept and the **PHASES** of developing plus all the aspects and steps needed to start to realize the Enterprise.

Developing our Project shall create the **Powerful Portal** to seize the market of **Supplying Information** and **Exchanging it**. The costs of accessing to the Portal and the services - for Users - have been calculated to be even less than price of a newspaper or equal to an average color magazine (the worse scenario for business Clients).

There is the great potential on the market and the bite of a cake can be taken. Nobody has come to thought to create so combined **Tool** as so far yet to exploit the **ELDORADO**.

We do count on Your interest in the **Project** and **Will** to develop it with us because of: the new perspective we take the problem from, field of activity it operates in, people's permanent hunger for the **up-to-date Information**, our way of dealing with the problem and the **amount** of profits coming straight from operating such a **Tool**.

We are aware this presentation doesn't answer all the questions that we hope aroused in Your minds.

However, we do believe there will be the great deal of possibility to answer all of them during the business meeting if You got interested in the idea presented by this short media show. We are positive that when started, the (**HorusInfo**) Project will bring the great fruits to all the three sides to it: Concept Provider, Investor and the People to which the activity of the Tool is addressed.

We do appreciate Your time
watching this presentation

LCS/HORUS/SIRR

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