

Corporate Overview

Industry Overview

The volume of commercial messaging (solicited and unsolicited) is continuing to plague e-mail, cellular/mobile phones, and handheld device users as well as their servers. The trend is projected to continue for the coming years. The costs of providing users with secure, non-threatening electronic messaging are becoming astounding.

Gennux

Gennux Microsystems Corp. was founded in Edmonton, Alberta in 2002 and has developed two Electronic Messaging Protection solutions which will provide email and mobile phone users with secure, non-threatening protection which maximizes the return on investment. These solutions enable an enterprise messaging system to utilize communication devices more intelligently and foster end-users satisfaction. It does this by trapping unwanted messaging traffic in front of the communication network and facilitating safe and secure message transmission through hostile environments. The Gennux software suite helps businesses, governments and enterprises to reduce their network traffic, optimize IT resources and increase network security. It consists of two modules: eW@LL™ MAIL and eW@LL™ MOBILE.

Market Opportunity

Internet Service Providers, Government bodies, business enterprises, and other organizations around the world are all actively seeking secure e-messaging solutions which will eliminate phishing, fraudulent emails and spam. Unwanted messaging carries viruses, overloads networks, reduces productivity, and frustrates end users. Without efficient, reliable, and accurate anti-spam products on the market, most text message users are forced to manually manage these messages, thereby wasting productive time, minimizing security, and frustrating employees. Most of today's anti-spam products utilize content filtering to determine which messages should be passed to the end users. These technologies utilize a variety of filtering processes which try to read the messages in order to determine whether the contents of the messages and their attachments are acceptable. Unfortunately, the volume of unwanted messaging, phishing, and email fraud continues to escalate.

Although text-messaging technologies become increasingly integrated into our daily lives, they

unfortunately, cannot be fully utilized due to the growing number of unsolicited commercial messages. As the volume of spam skyrockets, the demand for anti-spam software has been rising. According to studies, 95% of all email messages could be spam by 2006. (Radicati Group Inc. & Ferris Research) Studies have also show that for UK businesses, about \$1,179 CAD are wasted per employee per year in lost productivity due to spam (MessageLabs 2003). The annual cost of dealing with spam is projected to be 74.6 Billion US in 2005 and will increase to 123.7 Billion US in 2006. (Radicati Group, Inc.)

Partnerships

One of Gennux's strengths is its ability to build strategic alliances. Gennux is actively seeking to establish partnerships with businesses that share our aspirations for success and can further our mission. We offer our partners professional expertise and support to allow mutual growth. Our goal is to work closely with our partners, complimenting their existing products or services, thereby achieving our combined strategic goals. Gennux's partners today include IBM, Hewlett Packard, among other affiliates from China, Hong Kong, Taiwan, and Western Europe.



eW@LL™ MAIL

eW@LL™ MAIL is a text messaging management tool that uses "Sender Confirmation Engine" as the means to trap spam without reading the contents. It rejects messages which are not confirmed by a sender or authenticated sender. By letting the recipient have the ultimate control, eW@LL™ blocks unwanted email at the highest level of accuracy without the costs of 'false positives' (removing wanted messages). eW@LL™ is downloaded onto the mail server which is situated upstream from the users' mailboxes. Since eW@LL™ MAIL does not open the messages, it works in all languages and provides complete security for the messages. "Delivery Path Verification" ensures that "spoofed" or stolen addresses are not permitted to flow into a user's in box. eW@LL™ MAIL provides the end users with exceptional satisfaction and ultimate control over their in boxes.

Value Proposition

Gennux's intelligent e-messaging security solutions enable an enterprise to fully optimize its IT network devices. Effectively eliminating unwanted messaging will also eliminated the viruses, worms, and Trojan horses which are associated with the eliminated messages.

Service providers and enterprises will also reduce their operating costs, increase employee productivity, and improve Internet efficiencies. Some of these efficiencies are derived from reduced CPU time, band width, and storage space. When the estimated 95% of unwanted messaging is eliminated, the other communication applications handle only the authentic mail. A reduction in lost employee productivity, IT time and security breaches is translated into a higher profit margine.

Upon installation, eW@LL™ users can expect the following benefits:

- All unwanted meessages blocked effectively, saving handling time, resources and reducing employee frustrations.

- High level of security for all users by trapping and quarantining e-messages at server level.
- No false positives or lost desirable messages due to program deletion.
- User productivity is maximized by ease of use: user configurable settings managed through a web interface, with options of browsing/retrieval of quarantined messages and user-defined friendly senders.
- Cost-efficiency: Due to automated and self-maintaining nature, eW@LL requires little or no administration.
- Promotes future efficiencies by monitoring email traffic and reporting statistics of junk messages.
- Prevents phishing or email fraud by utilizing "Delivery Path Verification" to quanteee authenticity or sender.

Higher ROI

Higher profit margins can be expected from increased productivity, reduced costs and proper message management.