

The Profitability of Marketing Ignorance and Arrogance

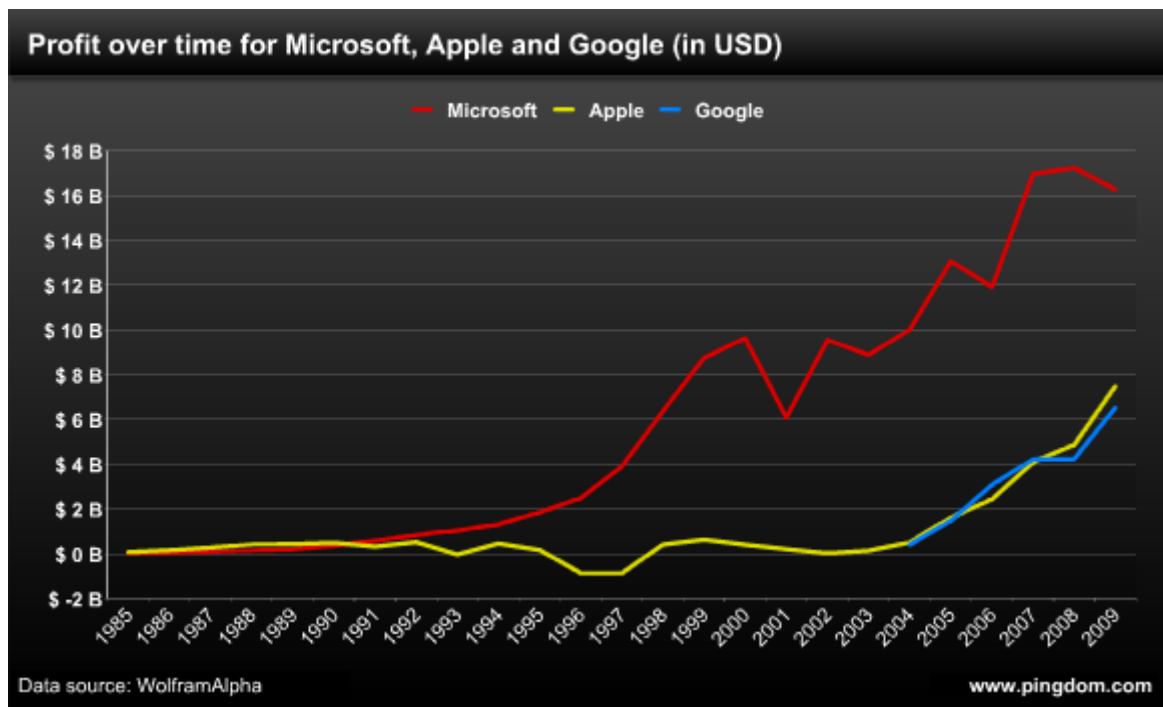


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The Simply Obvious User Interface (SOUI)

Is the fruits of 40 years of Computer UI development, much of it spent at **CERN**. It **empowers users**, and consists of: **Menuindex with Limitations**; **Full Screen Progress Indicators**; **Sliding Menus**; and the **EZsmartphone spec**.

Page

- 2 The Gulf between User and Programmer thinking In the **1981 Apple DOS** environment.
- 3 The Gulf between User and Programmer thinking In the **1990 MS DOS** environment.
- 4 **Screen Cancer** Created by **Pull-down Menus** (Mice Mazes). **We ARE the Mouse in our hand**.
- 5 **Widget Cancer Ribbon**. What you need is a bigger screen, so the Cancer can multiply!
- 6 **How User Productivity is Crippled** by: "Was this information
- 7 **An Intuition Test**: Has Apple Sucked You Into the Steve Jobs Reality Distortion Field?
- 8 Now that **Microsoft has chained you to their screen**, what will you do?
- 9 **EZsmartphone specs**. Why are smartphones brickable? Re-purpose before Recycle!
- 10 The **Future UI** of Desktop Computers and Smartphones.
- 11 **Sliding Menus** which **quadruple the screen size** of the EZsmartphone.
- 12 10% Discount Voucher for the EZsmartphone. **Please help to make this page go Viral**. Thank You.

My Holy Grail:

Is to develop a Universal Computer User Interface for Desktops, Tablets and Smartphones;

IT MUST BE BOTH FASTER TO LEARN, AND EASIER TO USE, than **ANY** other UI;

It must empower Users, giving them more power, and better control, over their computers;

It must respect the User's valuable time, and enhance their dignity and well-being;

It must be Software Only, Cross Platform, Hardware Independent, and free of all Hardware Constraints;

It must be freely available to all developers and manufacturers, without any licensing restrictions;

It must transition from the single page 10% Discount Voucher into **mass production** on a **zero budget**.

I cannot achieve this on my own. If you are inspired by the quest for this Holy Grail, please help me!

