

## Step-by-Step Implementation Guide for indeXet's inSearch System (Advanced Search) in your own Web Site

### 1) First Step: Setting up a Demo

To see the inSearch system in operation with your own content on it, the first suggested step is the setup of a demo system designed specifically for your publication. This will allow you to visualize and test the system, already customized with your own colours and logo, working with a sample (supplied by you) of your own content Data Base (Historic Archive).

#### Steps:

1. indeXet makes available the Web Server that will host your search system;
2. indeXet sets up the system and customizes the visual aspects of the page with your colours and logo;
3. You setup a feed of your own content (XML, HTML or PDF format) which can be transmitted by you or retrieved from your FTP server by indeXet.

### 2) Second Step: Contract Signature

Once you are satisfied with the demo, and decide to move ahead with the partnership, we will then offer you our standard contract which will guide the service operation as well as the payments to be made by indeXet to your company when the traffic in the advanced search pages reach a specific point in terms of advertising revenue.

This contract operates in a completely balanced manner without imposing any type of embargo, quarantine, fine or any other abusive ties. Its role is to give the appropriate assurances to both parties, which will know exactly what to expect out of the deal.

### 3) Third Step: Integration with your current site

To offer a totally transparent experience to your web visitors, indeXet will not show its own Internet domain on the browser's address (URL) bar. Instead we will mask our Internet address so that the service always appears to be hosted within your domain. This will contribute to enrich and increase the value of your own Internet address which will take advantage of all the additional traffic that our platform will bring to the fold.

#### Steps:

1. You will need to create an "indeXet" sub domain within your current internet domain (for redirecting purposes);
2. You will need to place a "Historic Archive" or "Advanced Search" link in your current home page, pointing to the inSearch system's page;
3. indeXet will redirect inSearch system's traffic to your company's domain (URL).

### 4) Fourth Step: Rollout of Royalty Payments

Once the inSearch system officially begins operating (after the end of the Demo phase), indeXet will start computing the traffic within the advanced search system pages as well as monitoring the revenues generated by the advertising banners placed within the system.

From this point onwards all revenues that surpass indeXet's minimum reserved commission in each calendar month will be shared between your company and indeXet according to the revenue sharing percentage defined in the contract. This process will repeat itself within each payment cycle, which can be monthly, bi-monthly or quarterly depending on the revenue volumes generated.