



Ceptacle

microbits.com

**A platform for Web 2.1: The Collaborative Web
with a Business Model.**

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The End of the Internet?

INVESTING | 9/13/2012 @ 2:18PM | 8,008 views

The End Of The Internet As We Know It

 Clem Chambers, Contributor

 20 comments, 12 called-out

[+ Comment now](#)

The Web is going mobile.

Hurrah right? Wrong. This could mean the end of the Internet as we know it.

No, not the end of the Internet, just the end of how we know it and we know it as free.

The future will be decided by the size of the screens people will care to carry and how large screens can be, in a form and function that is pocket sized.





The End of the Internet?

- Mobile devices with small screens:

The End Of The Internet As We Know It

- The end of dot-communism

- or

Clem Chambers, Contributor

- The end of dot-commericals'ism

The Web is going mobile.

Hurrah right? Wrong. This could mean the end of the Internet as we know it.

No, not the end of the Internet, just the end of how we know it and we know it as free.

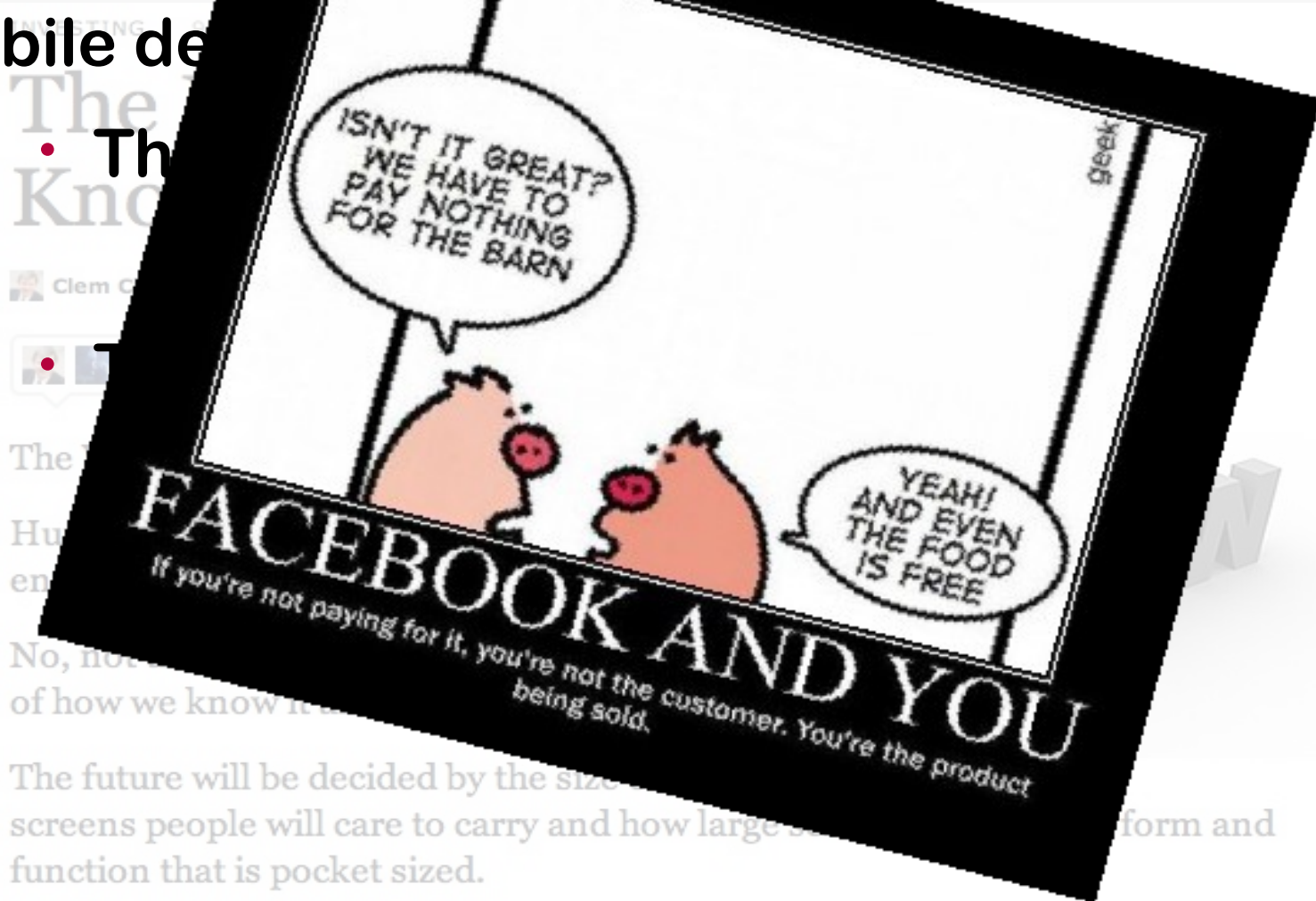
The future will be decided by the size of the screens people will care to carry and how large screens can be, in a form and function that is pocket sized.





The End of the Internet?

- Mobile devices
- The
- or





Analogy of Broadcast TV

- **Quality of commercials based broadcast tv is low**
- **The commercials based internet will follow the same (de)route**
- **Alternatives:**
 - **Subscriptions**
 - **Pay pr view**



What is the real strength of the internet ?

- Lowering the cost for adding many small deals into a huge money stream
 - Google: commercials
 - Amazon: goods
 - eBay: used goods
 - iTunes: songs
 - AppStore and copies: applications



Bitcoins

- **It can be even lower!**
- **And it can work for everyone!**



Case: Newspaper

Your balance: 153.81 USD

POLITICS BUSINESS OPINION MONEY TECH LEISURE PARALLEL

REPORT STORY

Ceptacle post

24hr 1.00 USD

Saturday 15th of September 2012 *News that pays off*

Test Bitcoin test Auction NASA Gale Crater Mars Curiosity

MONEY AUG 31ST
Bitcoin-based credit card reportedly due in two months
Steven Musil
BitInstant is close to introducing an international credit/debit card based on the peer-to-peer currency, according to an alleged interview with the exchange service's co-founder.

MONEY AUG 31ST
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Bitcoin-based credit card reportedly due in two months

Recommendations
No recommendations for this website yet.
Put some Like buttons on your website to engage your users. Details can be found [here](#).

Facebook social plugin



Case: Newspaper

The screenshot shows the Ceptacle website interface. At the top, there is a navigation bar with categories: POLITICS, BUSINESS, OPINION, MONEY, TECH, LEISURE, and PARALLEL. Below this is a header with the Ceptacle logo, a "REPORT STORY" button, and a "24hr" indicator. A balance display shows "Your balance: 153.81 USD" with a Bitcoin icon. Below the header is a date "Saturday 15th of September 2012" and the tagline "News that pays off". A horizontal menu lists various topics: Test, Bitcoin, test, Auction, NASA, Gale Crater, M's, and Curiosity. The main content area features an article titled "Bitcoin-based credit card reportedly due in two months" by Steven Musil, dated AUG 31ST. The article text states: "BitInstant is close to introducing an international credit/debit card based on the peer-to-peer currency, according to an alleged interview with the exchange service's co-founder." Below the article is a Bitcoin logo and the text "Bitcoin ponzi". To the right of the article is a large image of a Bitcoin-based credit card, which is a MasterCard Debit card. The card displays a Bitcoin logo, a QR code, and a balance of "1.00 USD". Below the card is the article title "Bitcoin-based credit card reportedly due in two months". On the right side of the page, there is a "Recommendations" section with the text: "No recommendations for this website yet. Put some Like buttons on your website to engage your users. Details can be found here." At the bottom right, there is a Facebook social plugin.



Case: Newspaper

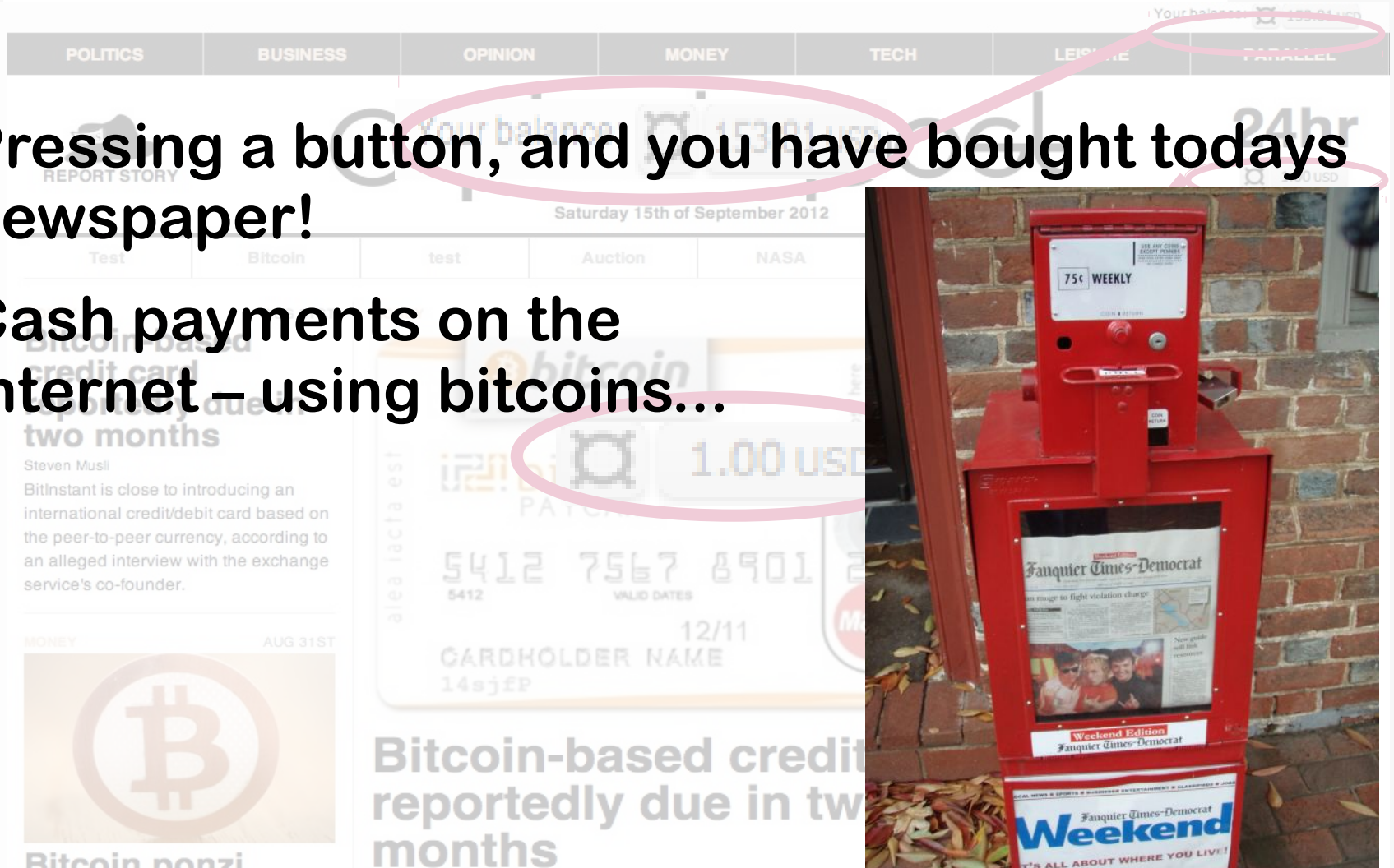
- Pressing a button, and you have bought today's newspaper!

The screenshot shows a newspaper website with a navigation bar (POLITICS, BUSINESS, OPINION, MONEY, TECH, LEISURE, PARALLEL) and a search bar. The main content area features a headline: "Bitcoin-based credit card reportedly due in two months" by Steven Musil. Below the headline is a large image of a Bitcoin-based credit card. The card displays the Bitcoin logo, the word "bitcoin", a QR code, and a balance of "1.00 USD". The card also shows a card number "5412 7567 8901 2345", the name "GARDHOLDER NAME 14sjfP", and the date "12/11". The MasterCard logo is visible in the bottom right corner of the card image. To the right of the card image is a "Recommendations" section with the text: "No recommendations for this website yet. Put some Like buttons on your website to engage your users. Details can be found here." Below the recommendations is a Facebook social plugin. The date "Saturday 15th of September 2012" is displayed at the top of the main content area.



Case: Newspaper

- Pressing a button, and you have bought today's newspaper!
- Cash payments on the internet – using bitcoins...





Case: Newspaper

- But what if we could also pay the reporters / freelancers at the same time?

The screenshot shows a newspaper website with a navigation bar (POLITICS, BUSINESS, OPINION, MONEY, TECH, LEISURE, PARALLEL) and a search bar. The main content area features a headline: "Bitcoin-based credit card reportedly due in two months" by Steven Musil. Below the headline is a large image of a Bitcoin-based credit card with a balance of 1.00 USD. The card is a MasterCard with a Bitcoin logo and a QR code. A pink oval highlights the "1.00 USD" amount on the card. Another pink oval highlights the text "But what if we could also pay the reporters / freelancers / freelancers at the same time?" and a pink arrow points from this text to the highlighted amount on the card. The card also displays the number "5412 7567 8901 2345", the valid dates "12/11", and the cardholder name "GARDHOLDER NAME 14sjfP".



Case: Newspaper

LEISURE

NOW




Payment

Free Paid

Checklist

- Category
- Headline
- Sub Headline (optional)
- Picture (optional)
- Byline
- Lead
- Body
- Keywords
- Payment

Publish story by confirming:

 Confirm

Cheat Sheet

Click/Tap the story elements to edit them.

Headline: A headline is text that is at the top of a newspaper article, indicating the nature of the article. The headline catches the attention of the reader and relates well to the topic.

Category: Pick a suitable category in the category dropdown menu.

Lead: The lead sentence captures the attention of the reader and sums up the focus of the story. The

5.As Avis - den første artikel

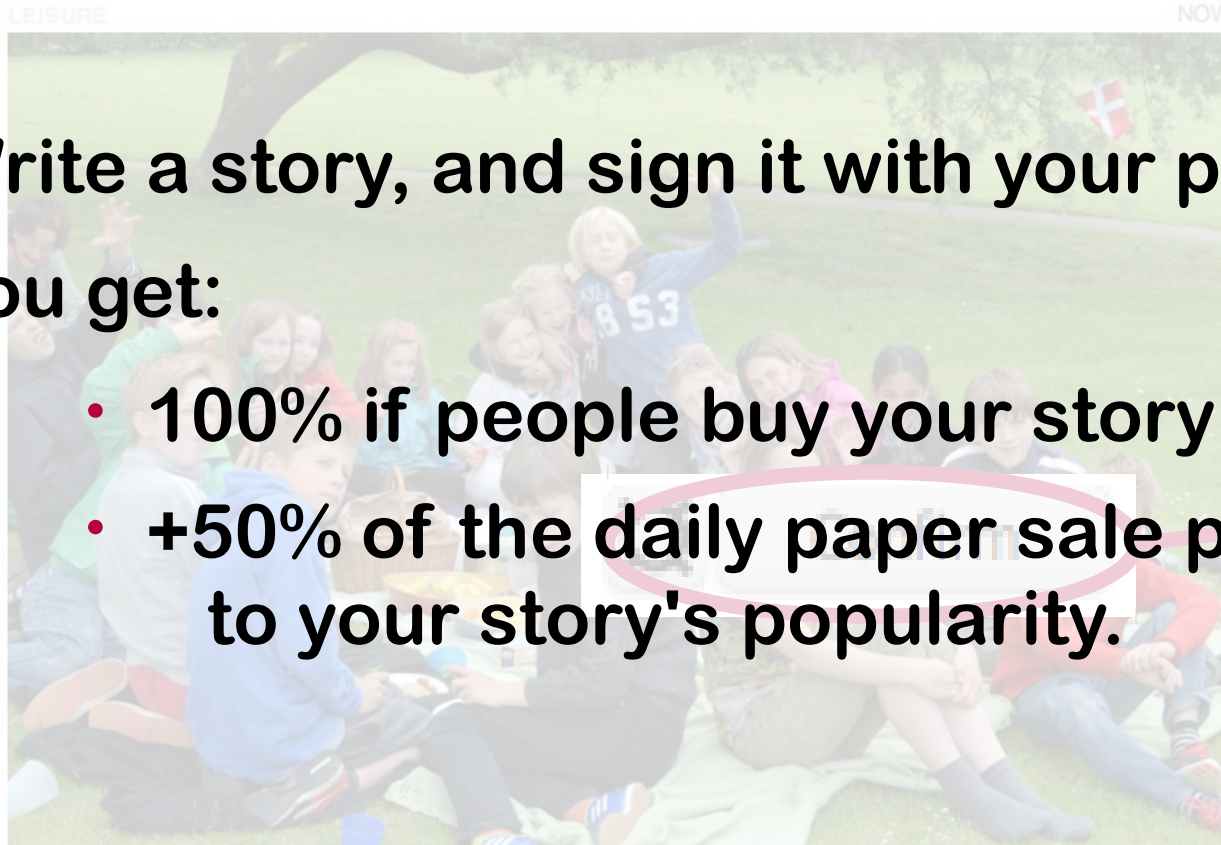
Headline (max 40 chars)

Vi skriver avis på Ceptacle Post



Case: Newspaper

- Write a story, and sign it with your private key!
- You get:
 - 100% if people buy your story
 - +50% of the daily paper sale proportional to your story's popularity.



5.As Avis - den første artikel

Vi skriver avis på Ceptacle Post

Payment
 Free Paid

Checklist

- Category
- Sub Headline (optional)
- Picture (optional)
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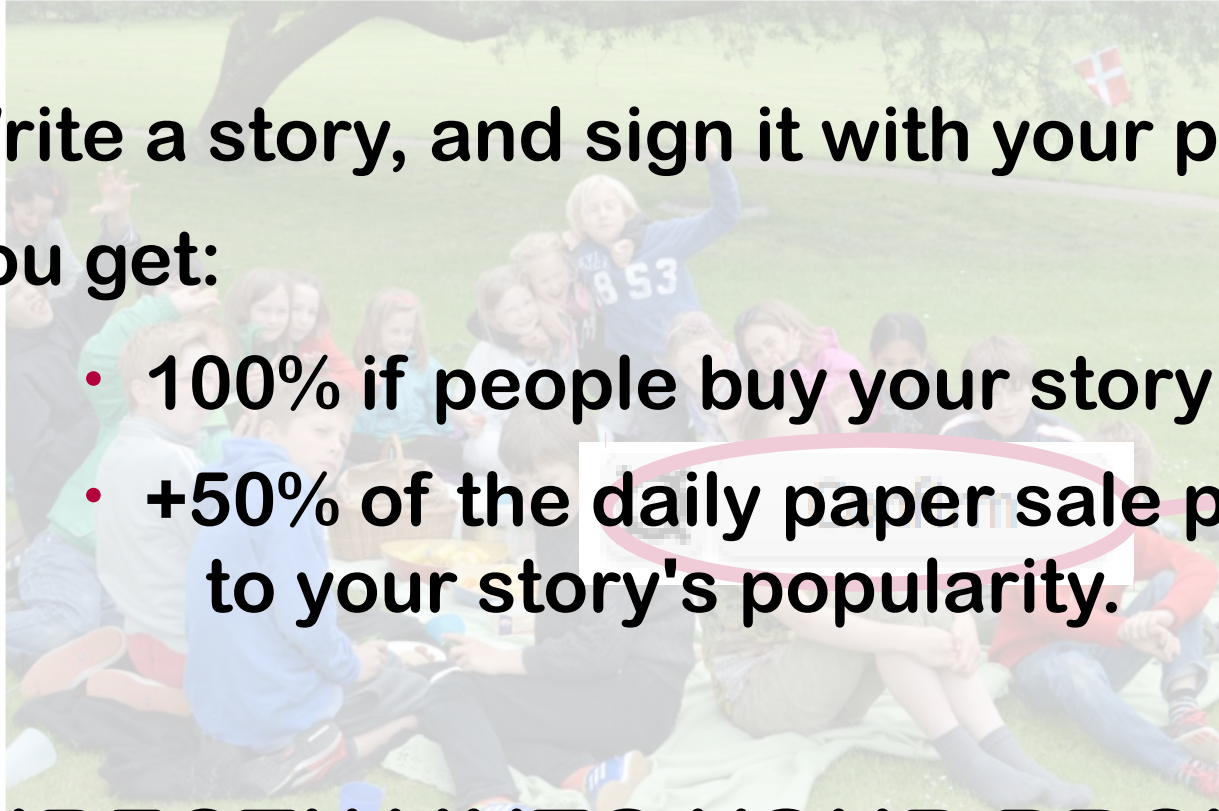


Case: Newspaper

- Write a story, and sign it with your private key!
- You get:
 - 100% if people buy your story
 - +50% of the daily paper sale proportional to your story's popularity.
- **DIRECTLY INTO YOUR BROWSER!**

LEISURE

NOW



Payment
 Free Paid

Checklist

- Category
- Sub Headline (optional)
- Picture (optional)
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- Lead
- Body
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Publish story by confirming:

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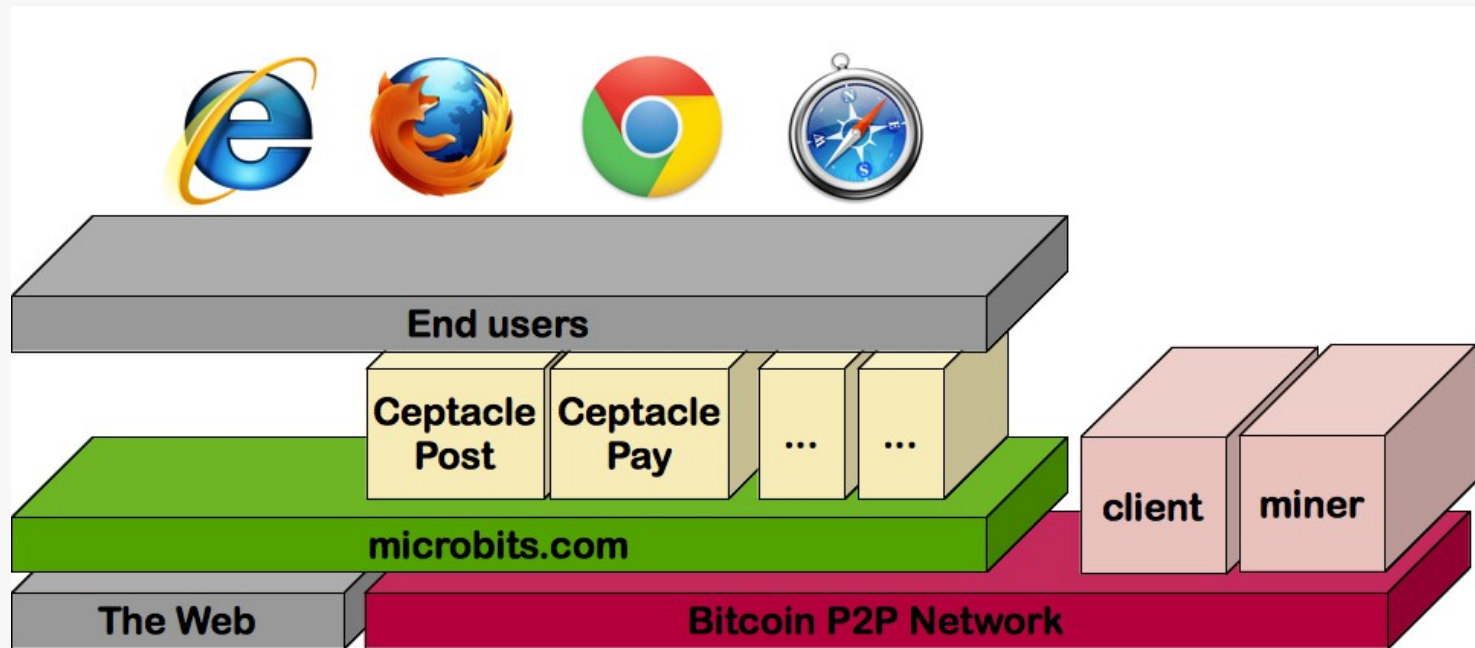
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Vi skriver avis på Ceptacle Post

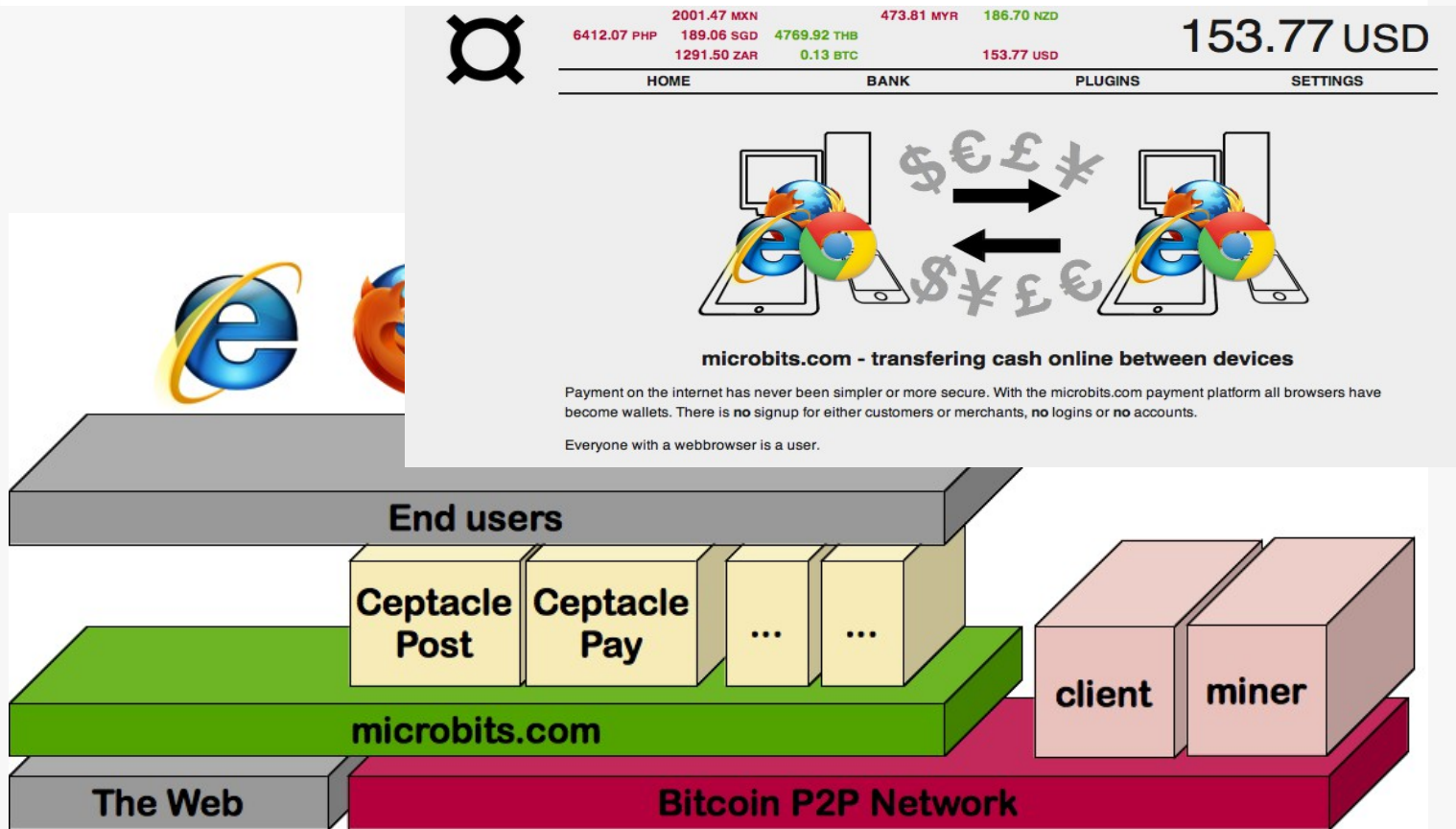


How does it work?





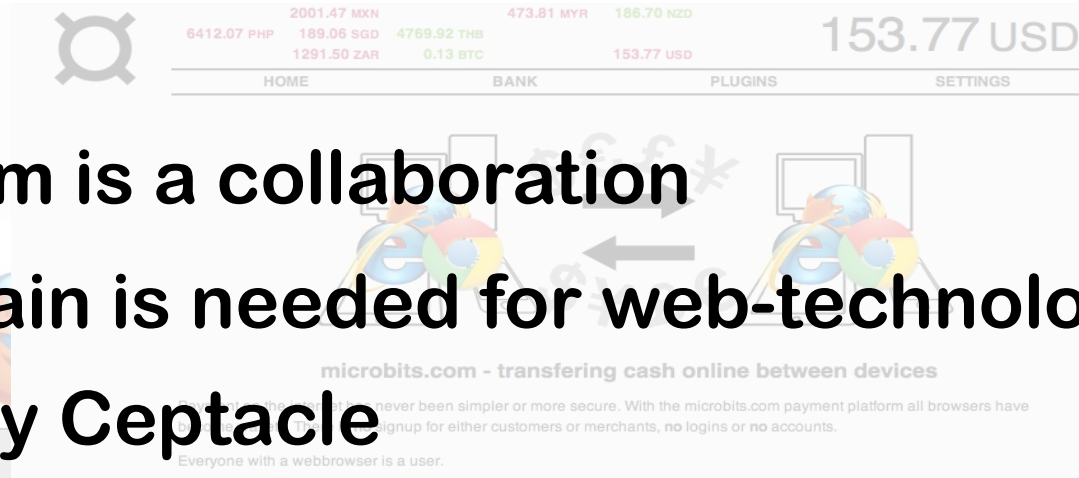
How does it work?





How does it work?

- microbits.com is a collaboration
 - A domain is needed for web-technologies
- Sponsored by Ceptacle
 - others are welcome to join in!
- You can use it as merchant, for person to person transfers and you can even build banks on top of it!





Warning!

- **Code and technology ahead!**
- **Disclaimer:**
 - **might be unsuitable for liberal arts majors!**



microbits - donation

- Donations are simple - no need for confirmation
- iframe:

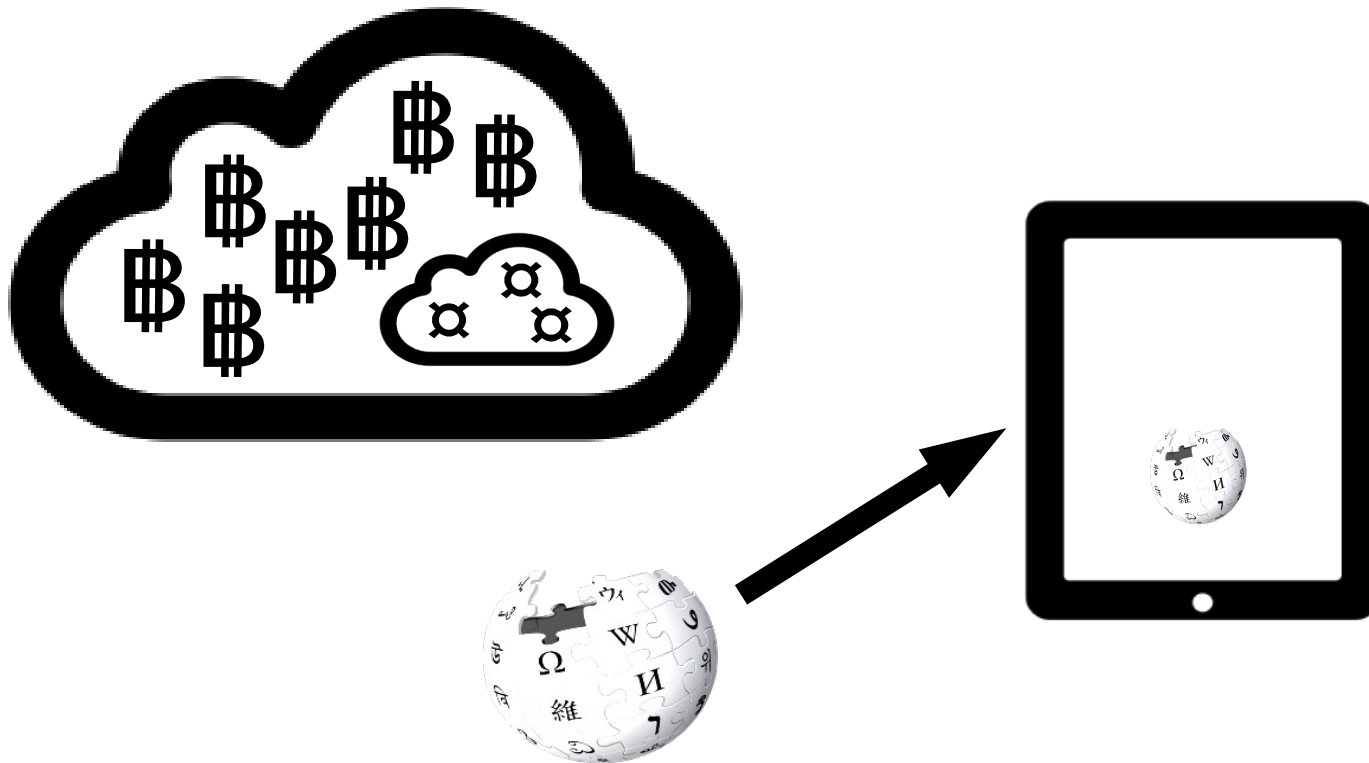
```
<iframe src="https://microbits.com/donate?
address=17uY6a7zUIdQrJVvpnFchD1MX1untuAufd&
donations=00.50,01.00,05.00,10.00&index=1"
height=20 width=120></iframe>
```

- On successful donation a greeting is shown
- *Donations – as simple as a facebook like button!*



microbits - donation

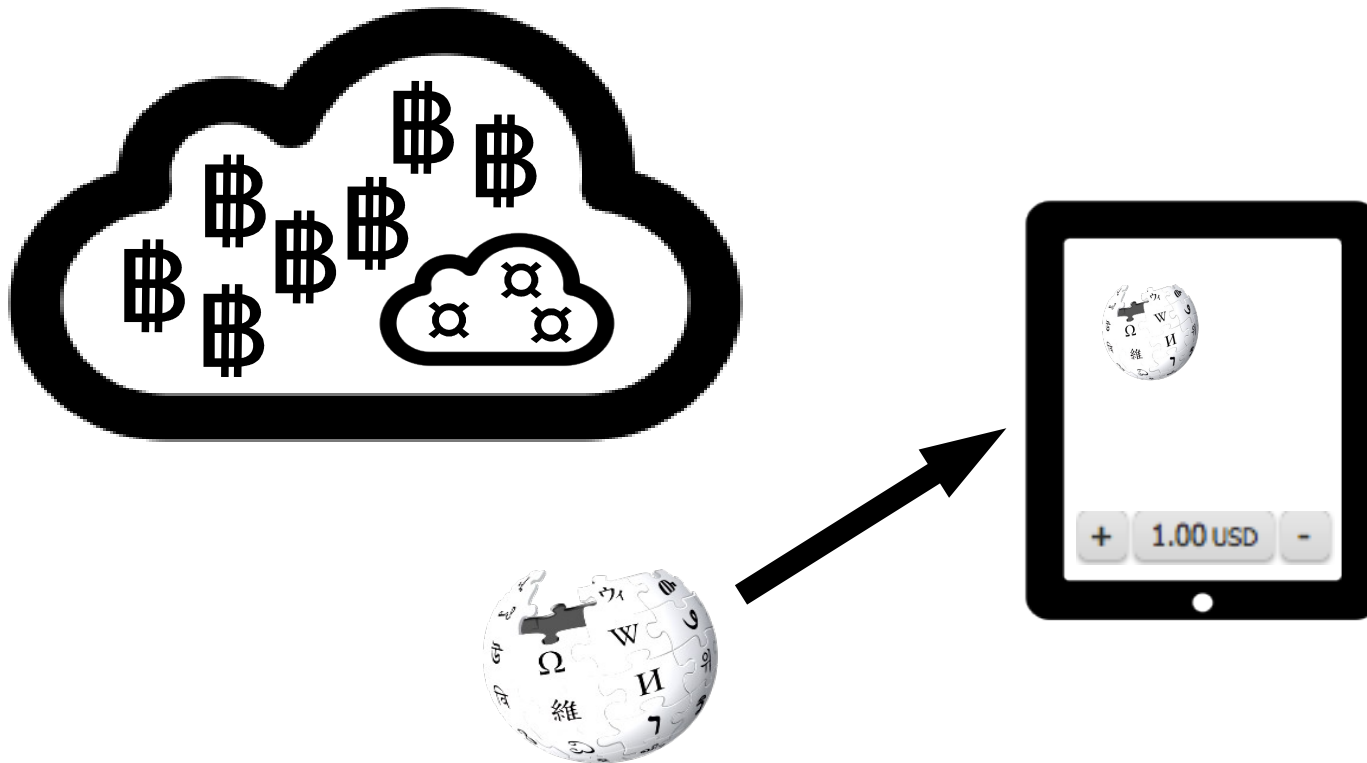
- Load (e.g.) wikipedia page





microbits - donation

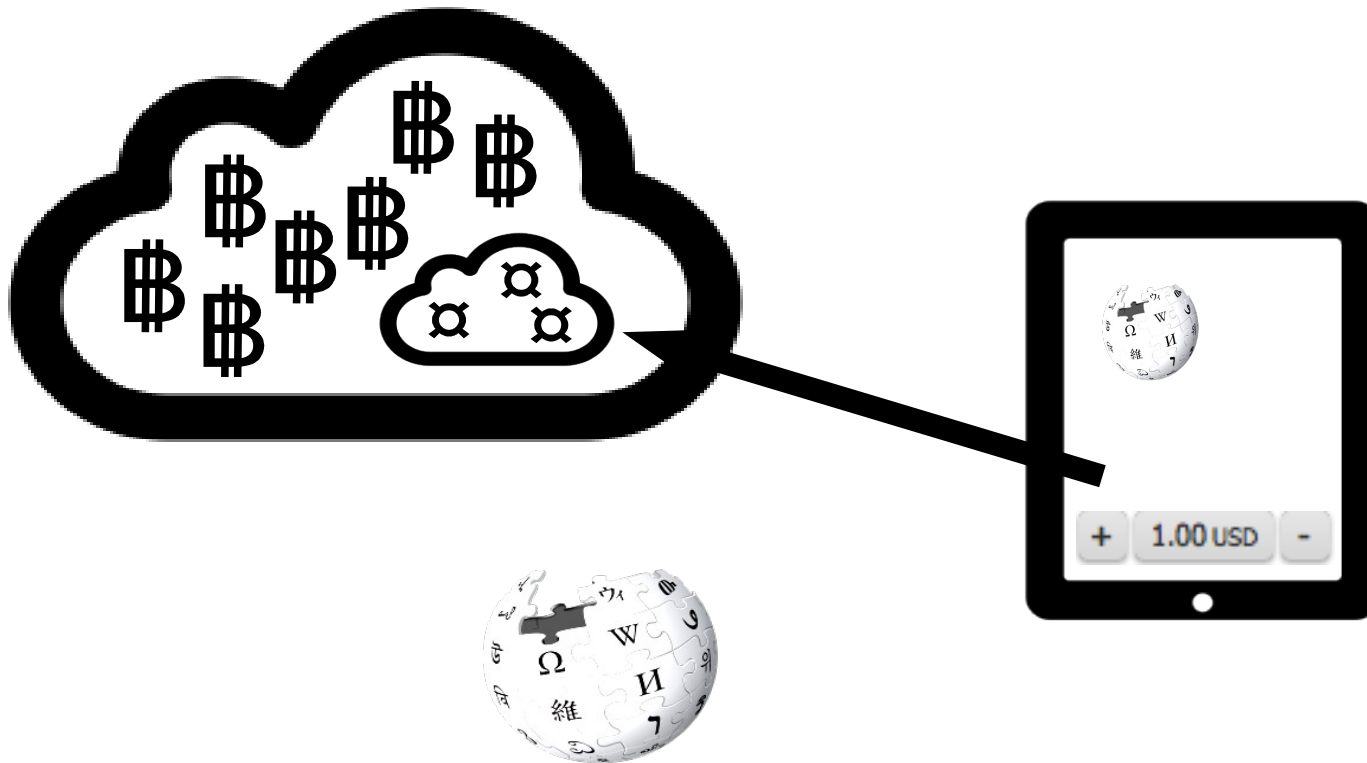
- Load load inserted donation iframe





microbits - donation

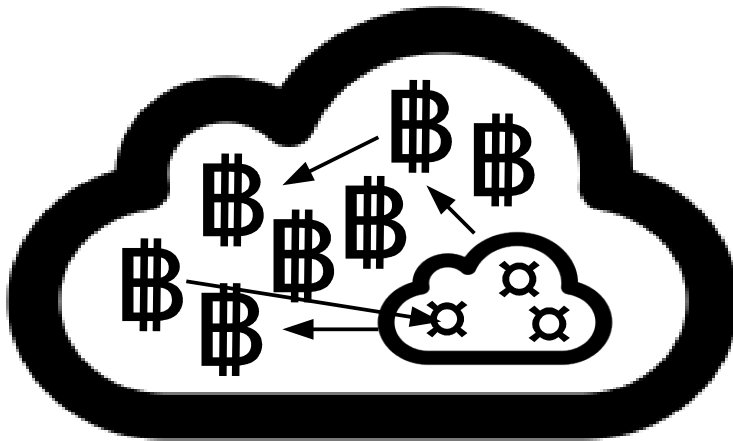
- A Tx is generated and posted to microbits





microbits - donation

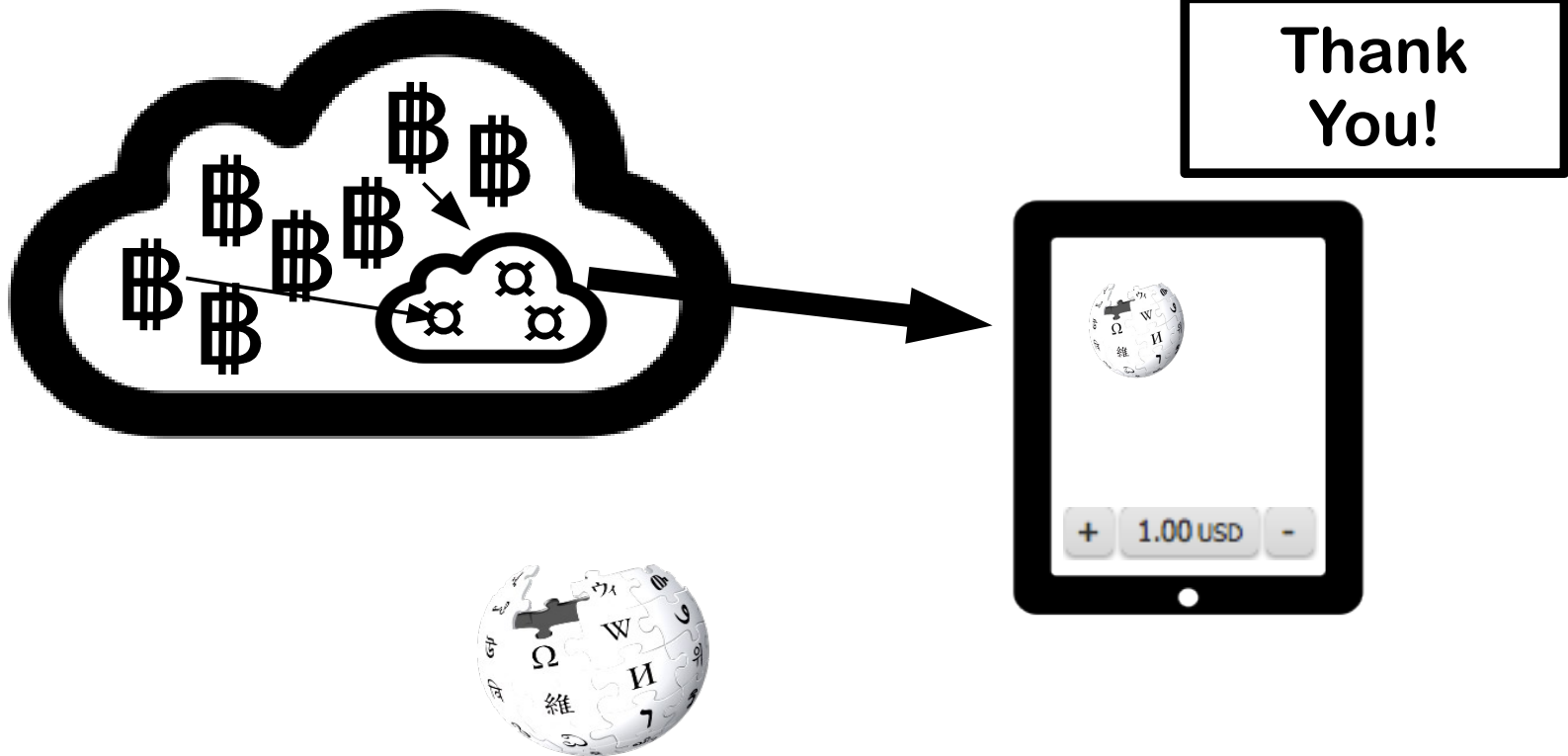
- The Tx is shared on the p2p network





microbits - donation

- At 90% penetration a confirmation is returned
 - And the user acknowledged





microbits - payments

- Payments require verification

- **iframe:**

```
<iframe src="https://microbits.com/pay?
address=17uY6a7zUidQrJVvpnFchD1MX1untuAufd&
amount=00.50"
height=20 width=120></iframe>
```

- The generated tx is send to the parent window using `postMessage`.
- You *need* to send it to your (merchant) server
 - And from here to ⌘ and wait for confirm



microbits - payments

- Load the shop page





microbits - payments

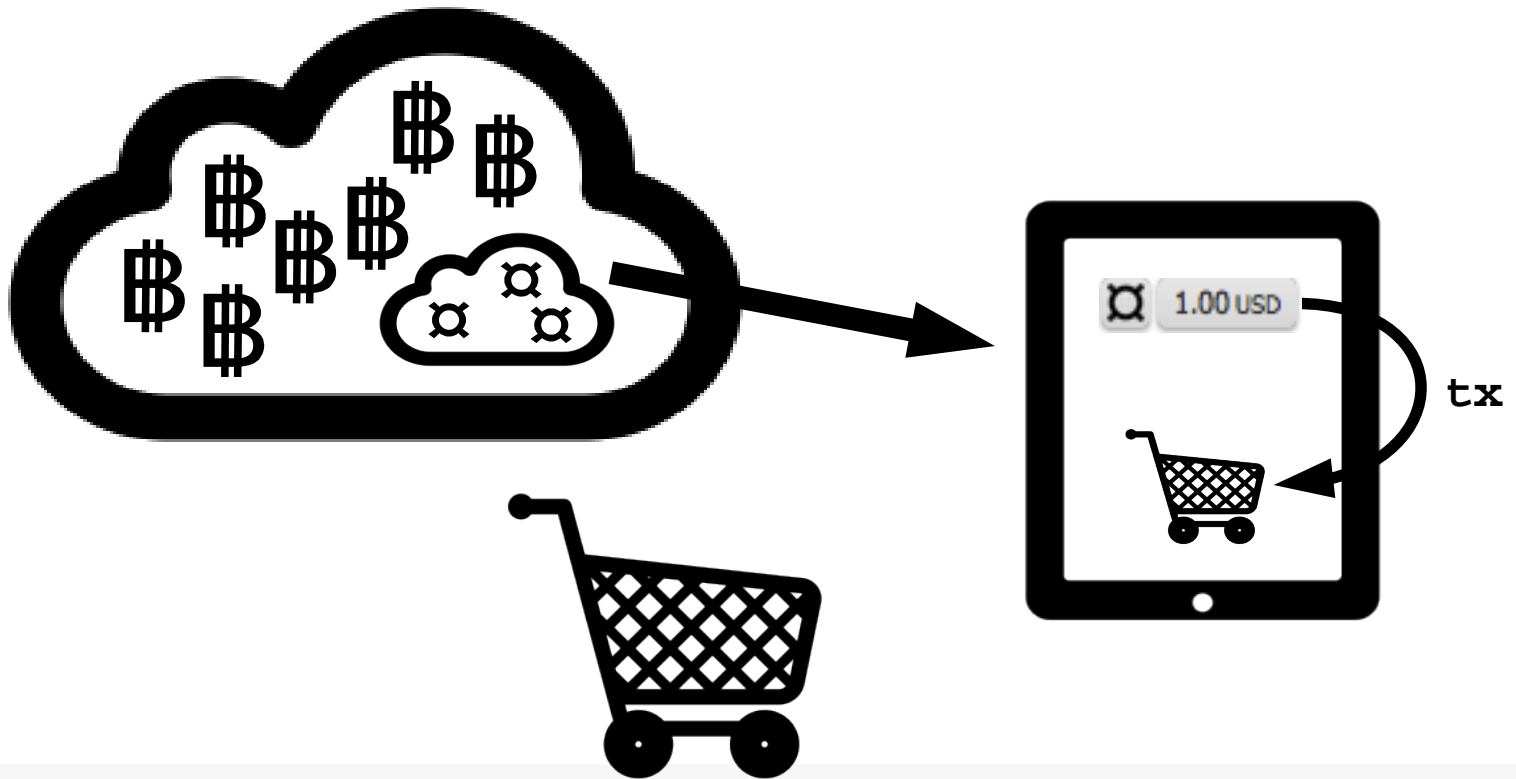
- Load payment iframe





microbits - payments

- Press pay and confirm...
 - tx is generated and send to parent frame





microbits - payments

- Press pay and confirm...
 - parent frame send tx to shop





microbits - payments

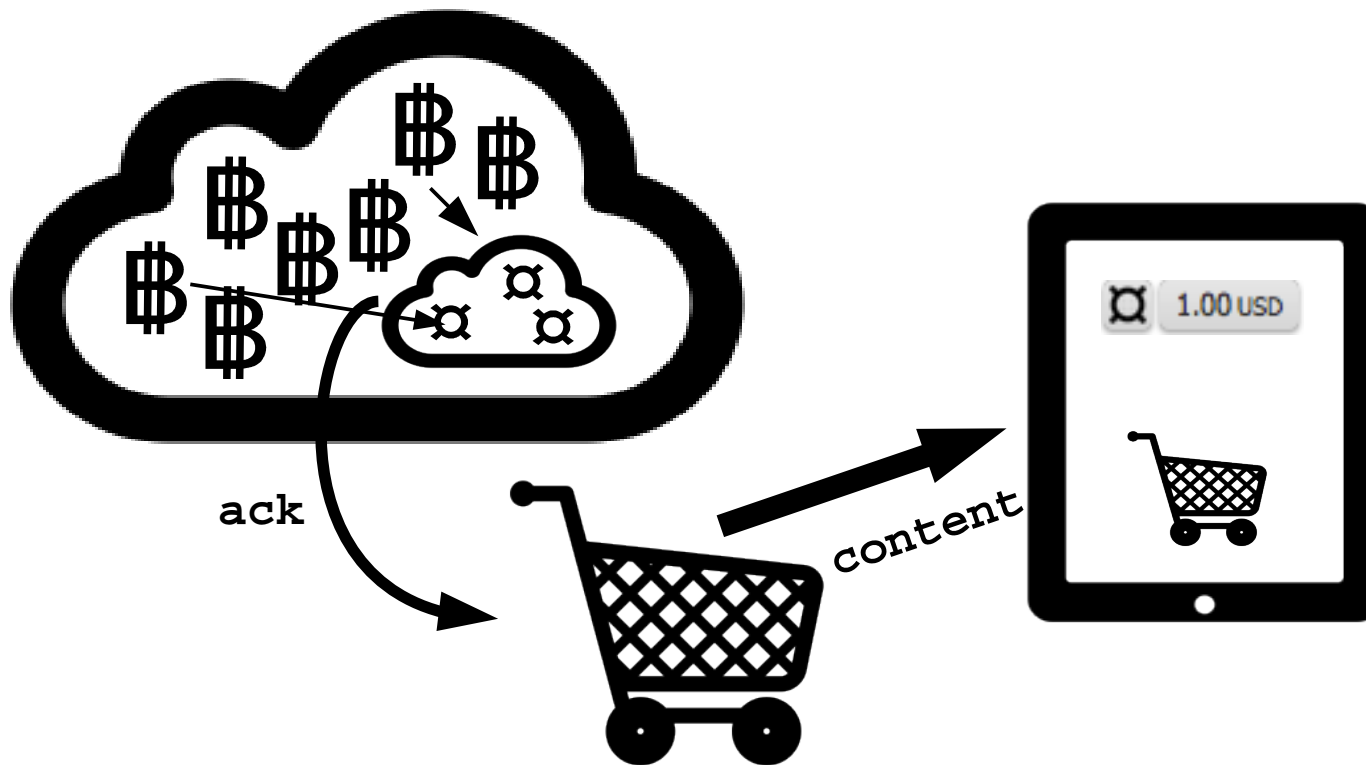
- Shop sends tx to α
 - where it is shared on the p2p network





microbits - payments

- At 50% penetration a confirm is sent back
 - and the shop can ship the purchase





microbits - confirm

- **The confirm button tie a key to a message by signing it.**
- **Can be used to sign an article / credit card receipt or a payment contract.**



microbits - sites

- **Microbits is used at 3 demo sites:**
 - **Ceptacle Post**
 - **Ceptacle Pay**
 - **Ceptacle Cash**
- **Others could be:**
 - **Rate my App (and get it for free)**
 - **Buy stock photos**
 - **...**



microbits - conclusions

- **All transfers are from browser to browser, from device to device.**



microbits - conclusions

- All transfers are from browser to browser, from device to device.
- Everyone can pay!



microbits - conclusions

- **All transfers are from browser to browser, from device to device.**
- **Everyone can pay!**
- **Everyone is a merchant!**



microbits - conclusions

- **All transfers are from browser to browser, from device to device.**
- **Everyone can pay!**
- **Everyone is a merchant!**
- **No sign up!**



microbits - conclusions

- All transfers are from browser to browser, from device to device.
- Everyone can pay!
- Everyone is a merchant!
- No sign up!

gronager@ceptacle.com



acknowledgements

- **libcoin (github.com/libcoin/libcoin)**
 - **The only bitcoin client / library, except for the Satoshi client to do full chain validation**
 - **It is a library, so you can build anything on top of it**
- **bitcoinjs – enables a thin client in a browser.**