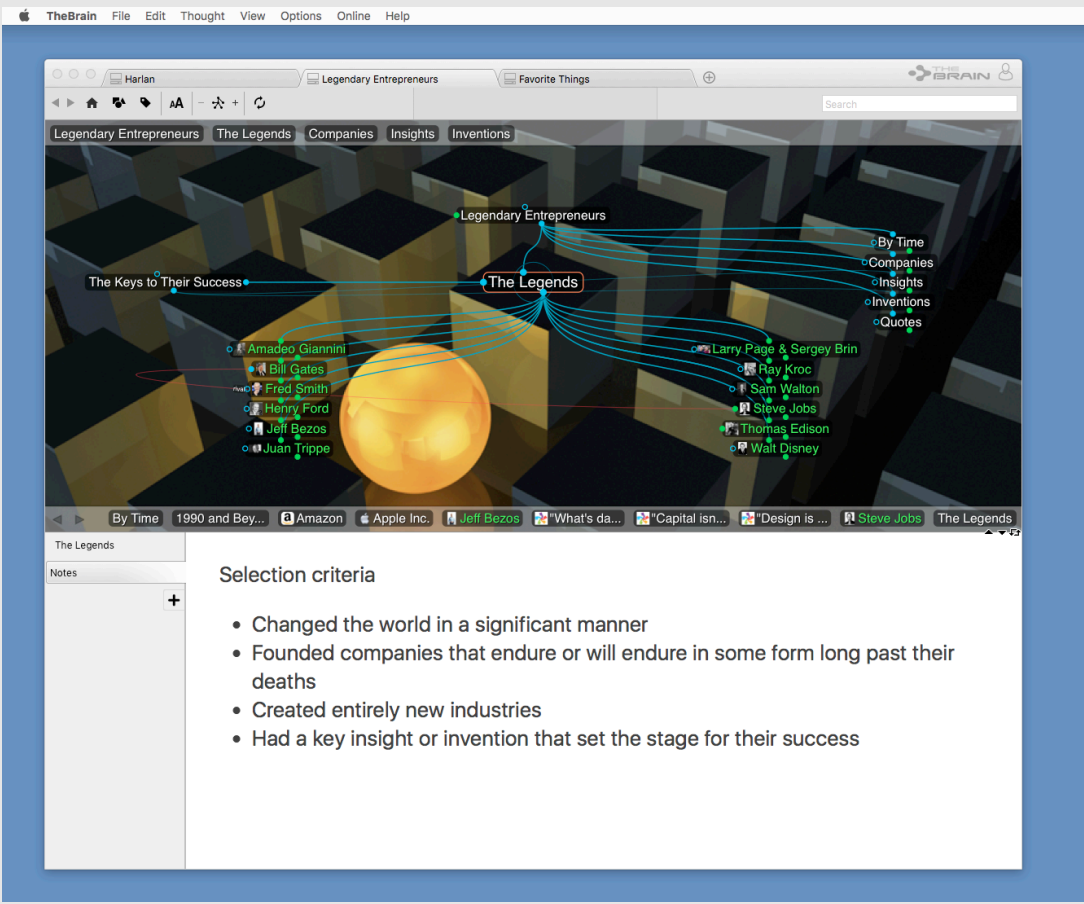


## TheBrain 9 New Features and Benefits Overview

TheBrain 9 has been re-engineered from the ground up and provides enhanced capabilities in all aspects of the software. From the front-end user interface to the back-end data storage, literally everything is new and improved.



The screenshot displays the TheBrain 9 application window. The main area shows a 3D visualization of a knowledge graph. A central orange sphere is connected to various nodes, including 'The Keys to Their Success', 'The Legends', 'Amadeo Giannini', 'Bill Gates', 'Fred Smith', 'Henry Ford', 'Jeff Bezos', 'Juan Trippe', 'Larry Page & Sergey Brin', 'Ray Kroc', 'Sam Walton', 'Steve Jobs', 'Thomas Edison', and 'Walt Disney'. The interface includes a menu bar (TheBrain, File, Edit, Thought, View, Options, Online, Help) and a toolbar. A sidebar on the left contains 'The Legends' and 'Notes'. A bottom bar shows a list of items: 'By Time', '1990 and Bey...', 'Amazon', 'Apple Inc.', 'Jeff Bezos', 'What's da...', 'Capital isn...', 'Design is ...', 'Steve Jobs', and 'The Legends'. A 'Selection criteria' section is visible in the bottom right, listing four criteria for legendary entrepreneurs.

**Selection criteria**

- Changed the world in a significant manner
- Founded companies that endure or will endure in some form long past their deaths
- Created entirely new industries
- Had a key insight or invention that set the stage for their success

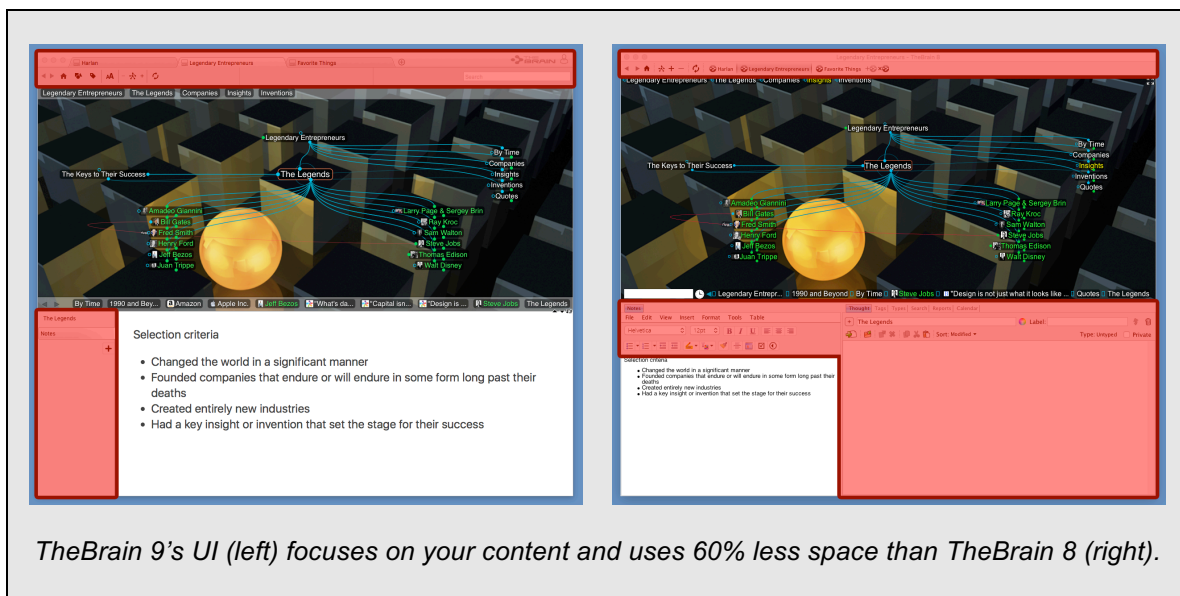
*TheBrain 9 is all-new and rebuilt from the ground up.*

## User Interface

### Content-Focused, Streamlined Design

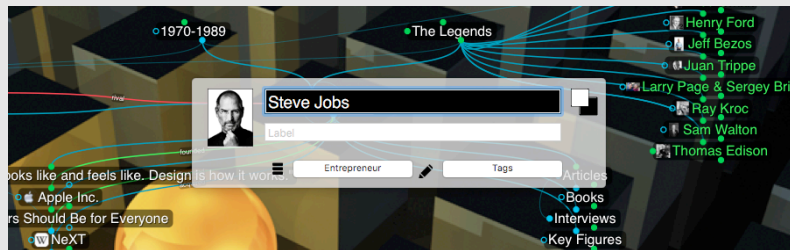
With TheBrain 9, we have eliminated unnecessary steps to make getting everything you want done faster and easier. The user interface gets out of your way so you can see more of your content without distractions

- Your Information First
  - TheBrain 9 is completely focused on your information showcased the plex and the content areas
    - The plex area contains all your Thoughts and Links
    - The content area shows your notes and attachments.
  - Other elements such as properties, search, tags, types and reports appear automatically when needed.
  - Less clutter: TheBrain 9 uses 60% less space for user interface gadgets (buttons, menus, toolbars, etcetera) compared to TheBrain 8. See more of your stuff and eliminate distractions with TheBrain 9



## UI Innovations

- Thought and Link Popups
  - The new Thought properties popup gives you fast access to the name, label, colors, icon, type and tags and disappears when you're not using it.
  - The new Link properties popup does the same for links.
  - Properties popups appear in-context allowing you to make changes without shifting focus
  - Single click properties access
    - Just click the focused thought to instantly access its properties.
    - Or Alt/Option+click on any Thought or Link to popup properties.
    - Now you don't need to activate a thought to make changes to it.



*Thought and Link popups enable fast, in-place editing of properties in just one click.*

- Expandable properties let you show and hide details like creation and modification times for easy access without clutter
- Smart Splitter
  - TheBrain 9's new smart-splitter lets you switch between a "stacked" and a "side-by-side" layout of your plex and content at will.
  - Shift to a plex-only or content-only view with a single click.
  - Eliminates time spent fiddling with the tools windows to try and optimize your workspace.

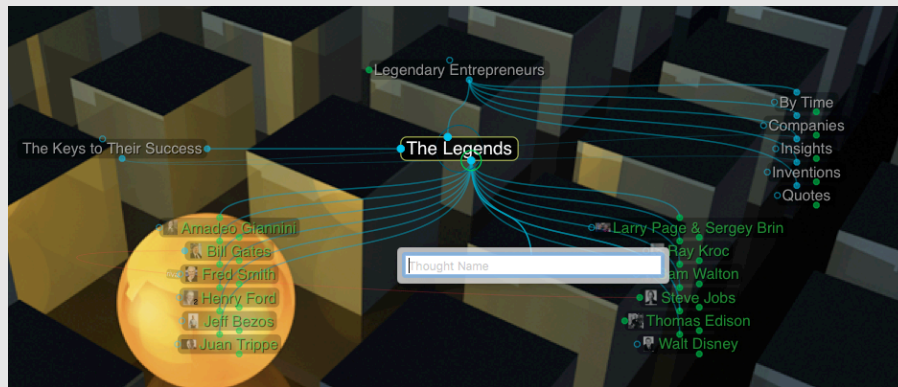


*The smart splitter's controls: Maximize Content, Maximize Plex and Rotate Layout*

## Next-Generation Plex

The plex is the heart and soul of TheBrain and it is slicker and more powerful than ever before.

- Silky smooth 60 frames per second animation (more than double the frame rate of TheBrain 8).
- “Easing” animations provide a more natural motion to all objects, allowing your eye to track changes better.
- Smart highlighting and fading
  - TheBrain 9 uses fading and highlighting much more extensively so you can intuit what is happening more easily.



*The source thought is highlighted as other thoughts fade out as a link is created.*

- There is magic in the details.
  - We lavished attention on the details of every aspect of the plex’s look and movement. From the way the highlights around gates grow and shrink when you touch them to the newly animated past thought list, it’s all refined and polished like never before.
- New resizing UI
  - Change the height of Thoughts in any of three convenient methods: the simple toolbar pop-up, Cmd/Ctrl and the mouse wheel, or with multi-touch gestures.
- Enhanced pins and past thought list display makes them easier to read and clearly demarcated.
- Type and tag popup navigators let you activate any type or tag in just two clicks.
  - Enter text to filter the list of tags and types quickly
- Private thoughts are now more easily identified using in-plex icons



- Improved multi-thought actions
  - Select thoughts by holding down Ctrl/Cmd and dragging.
  - Actions on multiple thoughts are performed all at once instead of serially, making them faster and more responsive.
  - Undo and redo of multi-thought actions is now fully supported

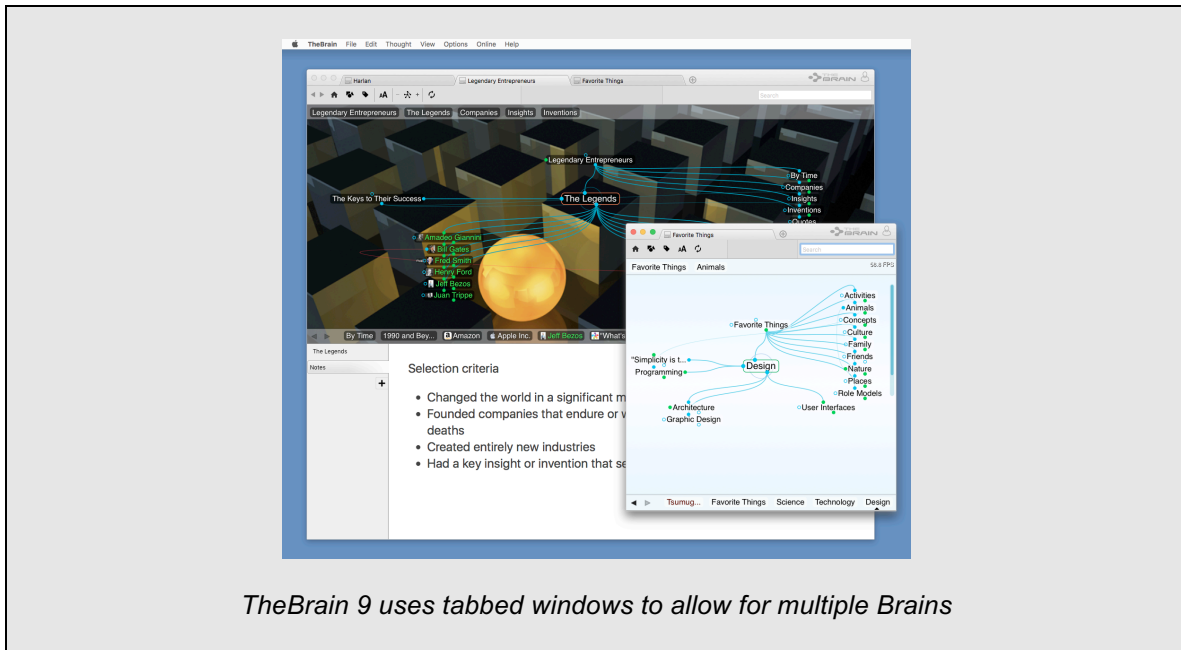


*Selecting Thoughts using Ctrl/Cmd+drag.*

## Multi-Brain Interface

Now you can open multiple brains at once to see and do more faster.

- Tabbed interface lets you switch instantly between brains.
- Float tabs into their own dedicated window or and merge tabs into one window with a simple drag and drop.

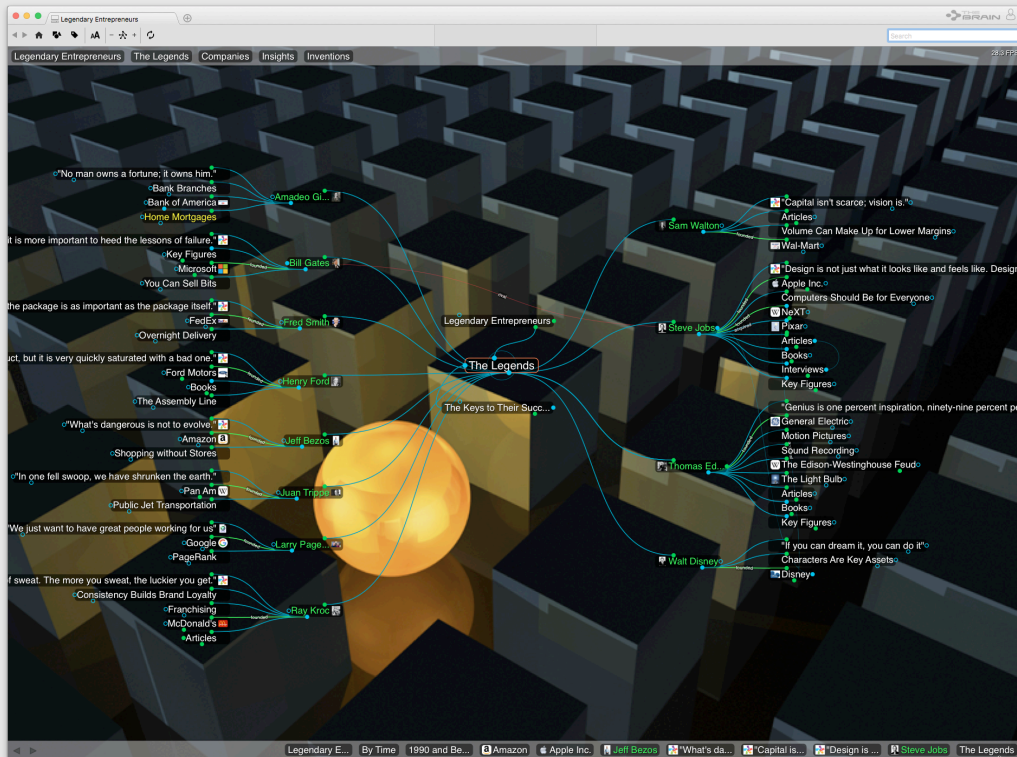


- Open different brains in each tab.
  - With TheBrain 9, switching between your open Brains is instantaneous. There is virtually no limit to the number of Brains you can open at once.
- Open the same brain in multiple tabs to view and edit multiple areas at a time.
  - You can now view different areas of your brain at the same time, even utilizing different layouts in each tab.
  - Changes made in one tab are automatically rendered to other tabs viewing that Brain.
  - The uses of this feature are many. You'll wonder how you did without it. For example, you can even use it to keep your favorite thought open all the time on a second screen.
- All your tabs and their states are automatically saved and restored when you quit and restart.

## Mind Map View

The all-new mind map view combines TheBrain's dynamic reconfiguration with a horizontally expanding symmetrical layout.

- The mind map view allows switching the focused Thought without changing the layout for when you want to view and alter various pieces of content while keeping the view mostly static.
- Traditional mind map layouts can be created instantly from any Thought.



*The new mind map view lays out your Thoughts as a centered horizontal hierarchy and lets you switch focus without changing the view.*

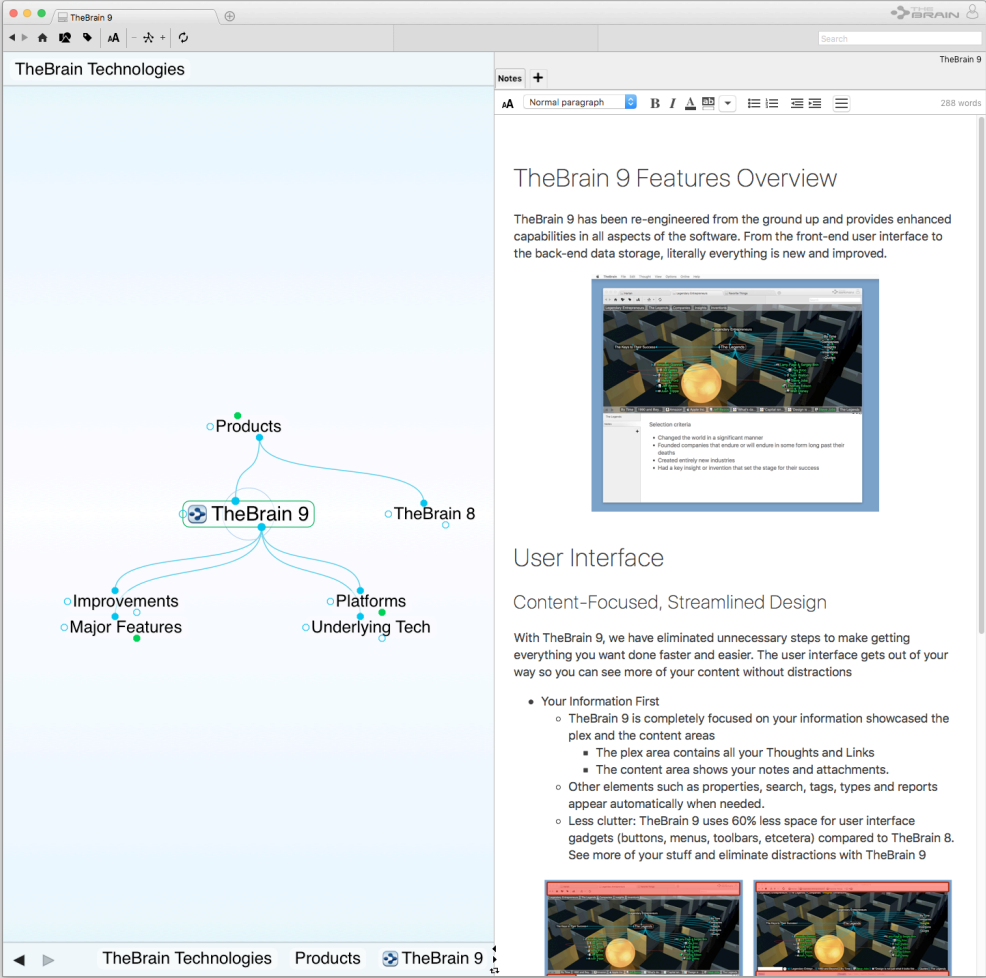
## Native Look and Feel

The Windows and Mac have each been designed specifically for their host platform. Buttons, menus, windows and all the other controls you are used to work exactly like you expect them to.

- TheBrain 9 fits in beautifully with your other applications.
- Windows, buttons, edit boxes, and other controls feel "just right."
- OS level features such as dictation and pen input just work.

## Effortless Beautiful Notes

TheBrain 9's notes editor is designed to let you quickly capture your ideas while freeing you from the need to think about and manage the minutia of how it is formatted. At the same time, it keeps it looking good and enables powerful features that just aren't available with other note-taking applications.



The screenshot displays the TheBrain 9 application window. On the left, a mind map is visible with 'TheBrain 9' at the center, connected to 'Products', 'TheBrain 8', 'Improvements', 'Major Features', and 'Platforms'. The 'Platforms' node is further connected to 'Underlying Tech'. The right pane shows a note titled 'TheBrain 9 Features Overview'. The note content includes a paragraph about the software's re-engineering, a screenshot of the TheBrain 9 interface, and a section titled 'User Interface' with a sub-header 'Content-Focused, Streamlined Design'. This section describes how TheBrain 9 eliminates unnecessary steps and provides a more focused user experience. The note is formatted with bold text, bullet points, and a screenshot. The bottom of the window shows a navigation bar with 'TheBrain Technologies', 'Products', and 'TheBrain 9'.

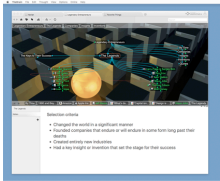
*TheBrain 9's notes editor creates beautifully formatted content with minimal effort.*

## Style Based Formatting

- Styles are defined Brain-wide so can control the look of all the notes in your Brain at once.
- Built-in templates provide well-designed looks in modern and classical themes.
- Notes follows the “responsive web design” approach so whatever you create will look good whether it is viewed on a 30” monitor or your 4” phone.
- The size of text can be zoomed in and out just like the plex so you can adjust everything at once.

**TheBrain 9 Features Overview**

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**User Interface**

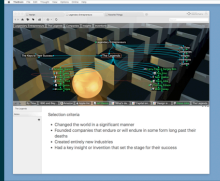
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**User Interface**

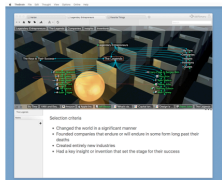
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**THEBRAIN 9 FEATURES OVERVIEW**

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*Style templates in TheBrain 9 let you easily switch looks.*

## One-Click Links

- Links from notes can be made to URLs on the Web or to other Thoughts.
- Links in TheBrain 9's notes are easy to follow by clicking their automatically created icon.
  - No more accidentally following a link when you are trying to edit the text and no more wondering how to follow a link.

## Easy Thought Links

- Links to other thoughts can be created in multiple ways.
  - Drag and drop a Thought into the notes editor for an instant link.
  - Copy and pasting a Thought into notes also creates a link.
  - Links can also be inserted via a command.
- “Live” links keep the name of your Thought in notes updated when the connected thought is renamed.

## Easy Web Links

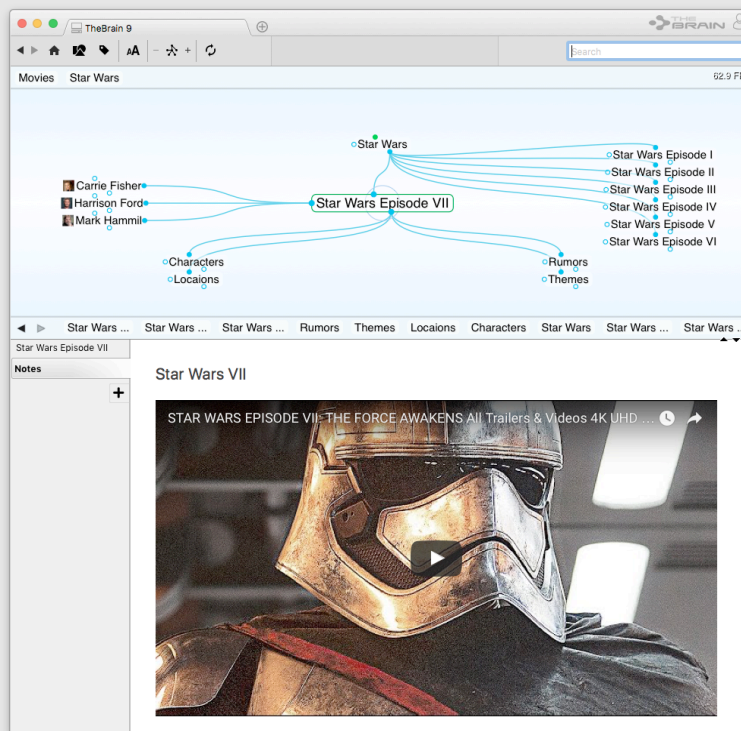
- When a Web link is inserted into notes whether by typing it out, pasting it off the clipboard or by dragging it in from a browser, it's identified and processed automatically
- Automatic title retrieval replaces the URL with the title of the page it links to.

## Hassle Free Images

- Paste images from virtually any source into notes
  - Links to images on the Web, image files, and actual image data are all handled automatically.
  - Images are downloaded and saved them to the local thought so they will always be available.

## Instant Video Embedding

- Videos from YouTube and Vimeo are embedded into notes in a playable form automatically.



*YouTube and Vimeo videos can be embedded into notes with a simple copy and paste.*

## Other Notes Features

- Notes toolbar appears when needed and disappears as soon as you are done
- Embedded Word count shows you the number of words directly in the notes toolbar
- Notes are designed to look good at any size, whether they're on a 4" phone or a 32" monitor.

## Thoughts and Links

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### *History*

- TheBrain 9 tracks every change you make so you can go back and see exactly what was done when and by whom, including showing you the old names, labels, colors and even connections

### *Thought Colors*

- Thoughts can now be assigned both a foreground and background color

### *Tag Icons / Multi-Icon Thoughts*

- Icons can now be added to tags and are shown on thoughts. This lets you add multiple icons to a thought in a way that is consistent and instantly searchable.



*Tag icons enable multiple icons per Thought*

### *Emoticon Icons*

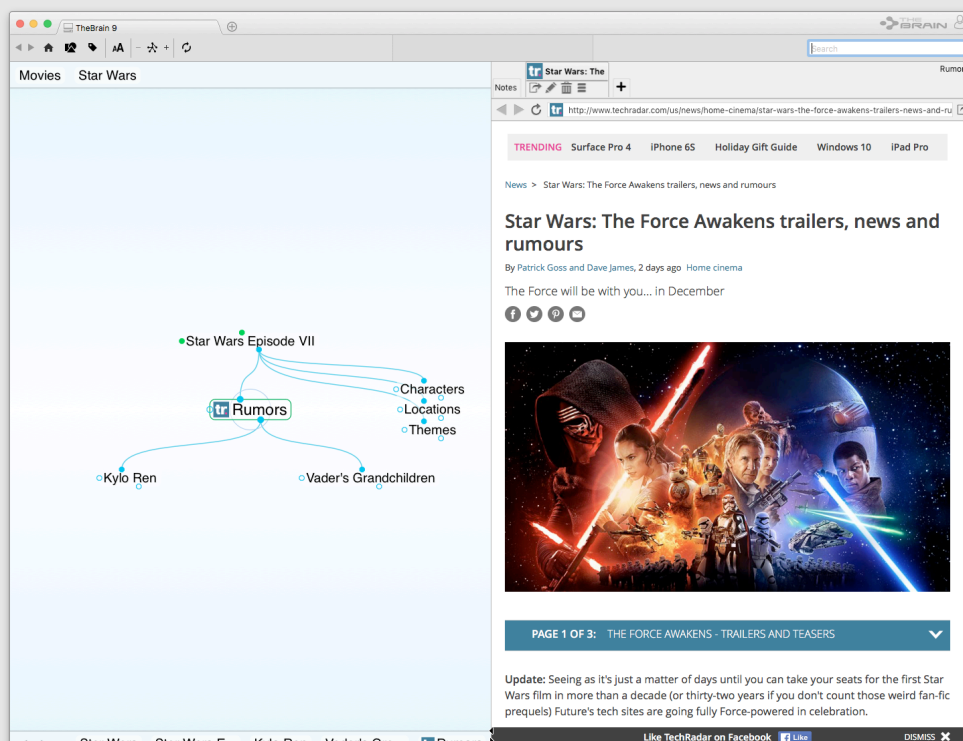
- macOS users can now quickly and easily turn the familiar emoticons from iPhone directly into Thought icons.



## Attachments

### Attachments

- View attachments directly TheBrain.
  - Built in browser lets you see and use web attachments without needing to open an external browser.
  - Document preview enables viewing most attachments in the content area immediately.
  - Featured content shows the first attachment immediately without the need to click. Combined with content updating on hover, this lets you view images and documents without even a single click.



The screenshot displays the TheBrain 9 application interface. On the left, a navigation pane shows a hierarchical structure of folders and documents. The 'Rumors' folder is selected, showing sub-items like 'Star Wars Episode VII', 'Characters', 'Locations', 'Themes', 'Kylo Ren', and 'Vader's Grandchildren'. On the right, a built-in web browser is open, displaying a TechRadar article titled 'Star Wars: The Force Awakens trailers, news and rumours'. The article includes a large image of the Star Wars cast and a 'PAGE 1 OF 3' indicator. Below the browser, a document preview area shows a snippet of text from the article, mentioning 'Update: Seeing as it's just a matter of days until you can take your seats for the first Star Wars film in more than a decade...'. The bottom of the interface features a navigation bar with tabs for 'Star Wars', 'Star Wars E...', 'Kylo Ren', 'Vader's Gra...', and 'Rumors'.

*Built-in Web Browser allows viewing web pages. Document preview also allows viewing many file types without the need to open a separate application.*

- Folders are now fully supported as attachments, including the ability to sync their content across devices
- Attachment creation now on Windows and macOS. TheBrain 9 will detect the software you have installed and automatically enable creation of files for many common applications. This makes it easy to keep TheBrain as your starting point instead of having to open an application first, save the file, then add it to your Brain.

## Faster and More Reliable

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TheBrain 9's code is far more efficient and leverages the latest technologies to bring you the ultimate in speed and reliability.

### ***Faster***

- Application startup is 400% faster.
  - In TheBrain 9, it takes just 2 seconds from when you launch the app to viewing your last thought. (TheBrain 8 takes 8 seconds on the same hardware.)
- Close and open brains instantly.
- Instant activation that's more instant
  - TheBrain 8's instant activate feature is really fast. TheBrain 9's is even faster. You might not notice this if your Brain has fewer than 10,000 thoughts, but it's nice to know it's there for when the time comes.
  - Even with a Brain of over a million thoughts, instant activation responds in a fraction of a second.
- Search of Labels
  - Thought labels are now also searched, allowing you to add keywords and other ways to find things easily
- Automatic Search of Attachments and Notes
  - In TheBrain 8, searching notes and attachments was a second step beyond searching thought names. TheBrain 9 now searches notes and attachments almost as fast as thought names, with the results showing within seconds automatically.
- Powerful Cloud Server
  - Faster syncing of your data is the result of improved sync technology as well as a new more scalable server architecture.
  - Browsing your Brain using the new web client is faster than ever.

### ***More Efficient***

- Uses less memory.
  - TheBrain 9 uses 50% less memory than TheBrain 8, leaving more free for your other applications. More available memory also generally lets your computer function better and with fewer pauses.
- Consumes less CPU.
  - CPU usage is more than 90% lower while idle (as measured on Windows hardware).
  - Integrated search of file attachments uses the OS's indexing to avoid redundant indexing of content and take advantage of the optimized OS level index management.
  - Less CPU usage mean longer battery life for your portable.

## ***More Reliable***

- TheBrain 9 uses a completely revamped database architecture
  - The design of the database has been optimized for improved performance and more robust storage.
  - TheBrain 9 uses a proven database engine that is much more hardened and battle-tested than that used by TheBrain 8.
- Sync has been overhauled to be more reliable and to handle conflicts better
  - If a thought is forgotten or deleted on one instance but then it or one of its attachments is changed, it will be recreated automatically
- The undo and redo framework now lets you undo and redo virtually everything, including deletion of thoughts, links, and all their attachments and notes.

## **Mobile Goodness**

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In addition to the all-new desktop client, TheBrain's iOS and Android clients have been rebuilt to leverage the same foundations as the desktop. Here are just a few of the many improvements that make the mobile experience with TheBrain 9 truly superior.

### ***Next-Generation Plex***

- The same beautifully animated plex is now rendered natively on mobile. This means smoother animation and the ability to utilize all of the different layouts you love on the desktop on your mobile device including the brand-new mind map view.
- Zoomable thought icons with a touch-oriented approach – just tap on an icon to zoom it up to full size
- Drag-to-scroll and pinch-to-zoom gestures are now fully supported

### ***Sync and Offline Capability***

- TheBrain 9 for mobile works wherever you are, even if you don't have a network connection.
- Anything you add to your Brain while offline can be synced up to the cloud whenever you are connected, just like the desktop.

### ***Speed***

- Yes, TheBrain 9 is now fast on your phone and tablet also.

## More Version 9 Enhancements

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- Search of forgotten thoughts, including attachments
- Faster, easier to use reports
  - Duplicate Thought report finds all thoughts whose names are used more than once in your Brain
- Extensive keyboard support lets you do just about everything without removing your hands from the keyboard
- Automatic icons through Gravatar for people when you add their email address as a mailto: attachment
- Additional thought context menu commands, such as “Copy Path to Thought’s Folder” make daily usage even more convenient
- Context sensitive renaming of Thoughts lets you rename a set of related Thoughts all at once automatically
- When images are attached to a Thought, the first image is automatically shown as the Thought icon
- On macOS you can make the preview of an attachment into a Thought’s icon in just two clicks
- The progress of syncing your Brain to the server is updated in real time, letting you know in detail what both the local client and server are doing.
- An expanded set of preferences allow you to customize how TheBrain works to suit you. New preferences including Thought spacing, tag visibility settings, the option to always display the active thought Label, and more
- Brain management is now taken care of by the system automatically so you don’t have think about where your brain is stored.
  - If you need to, you can still specify exactly where you want your Brains kept.
  - Brain Archives are automatically named with the current date and are created much faster than before.
  - Commands to manage your brains, such as importing, deleting, renaming, viewing statistics and changing access control are all conveniently built-in.
- Would you like to access your Brain’s raw data? With the all-new JSON formatted export, 100% of your Brain data’s is available and understanding it is easier than ever before.
- No Java! TheBrain 9 no longer uses Java anywhere (except on Android, where everything is built on Java of course). TheBrain 9 is built using native technologies everywhere, enabling everything to be more efficient and beautiful. This also means you no longer have to worry about installing and updating Java.