LIGHTSPED Amazing Search · No Settings · Private & Secure

Lightspeed has an amazing search experience that's at the heart of the interface. It's incredibly easy to use because there's nothing to set up and no settings to change. It protects your privacy and is built to be secure.

WHO IS THIS FOR?

This is for people with busy lives who expect technology to just work. They don't care about benchmarks or buzzwords. They want something that gets the job done quickly and reliably.

They are concerned about privacy and security but researching choices and trading utility are not options.

This is the browser you'd want for your kids and it's the browser you'd recommend to your friends and family.



Hybrids 7%

Middle Managers 14%

Wizards 1%

> Enthusiasts 30%

Evergreens & Busy Bees 34%

Stalwarts 14%



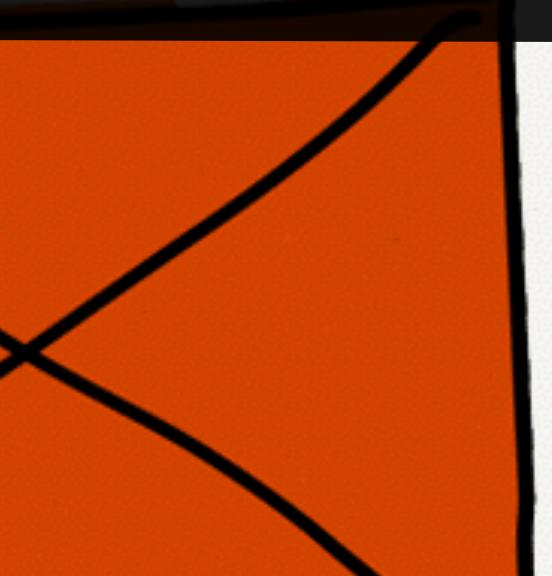
AMAZING SEARCH

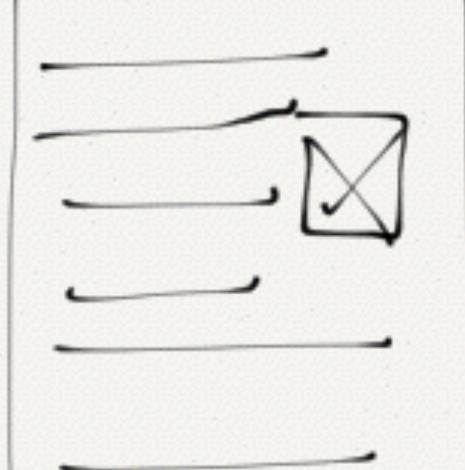
Lightspeed is built around search. Clicking in the address bar invokes the search/home tab overlay giving you instant access to top sites, directory tiles, open tabs and more. Start typing and search results are displayed inline alongside sites you saved allowing you to go directly to the site you want.

THE NEW YORK TIMES

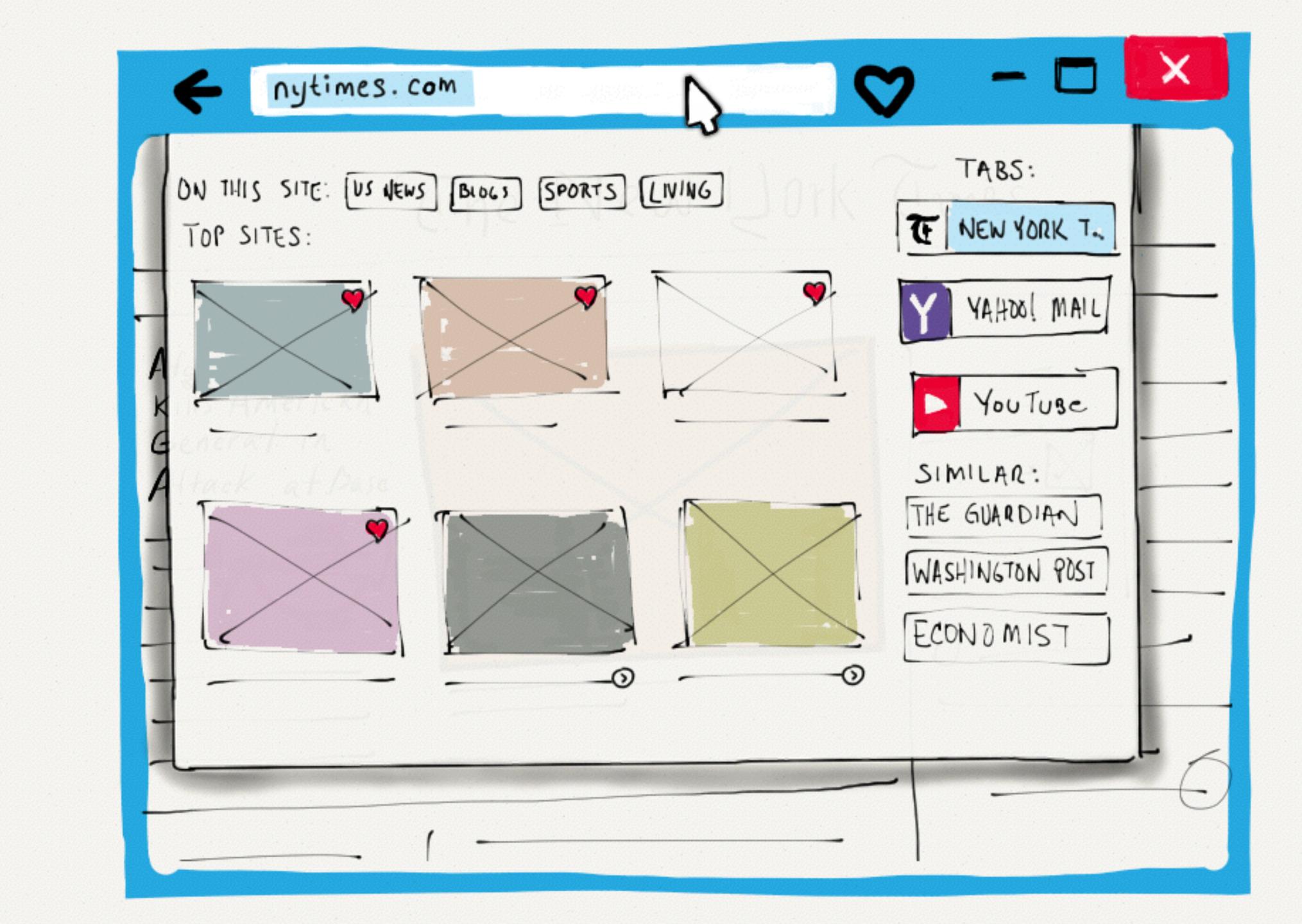
Super simple controls - everything else is exposed in context

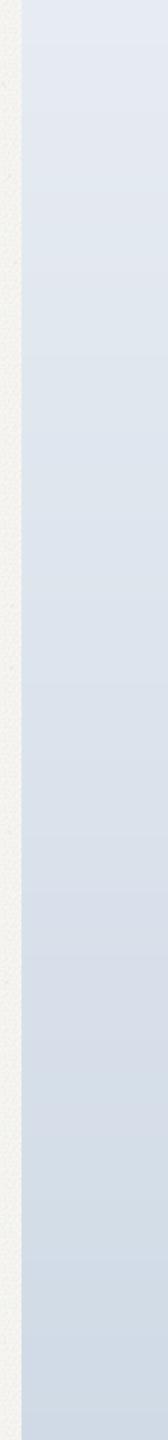
Afghan Soldier Kills American General in Attack at Base

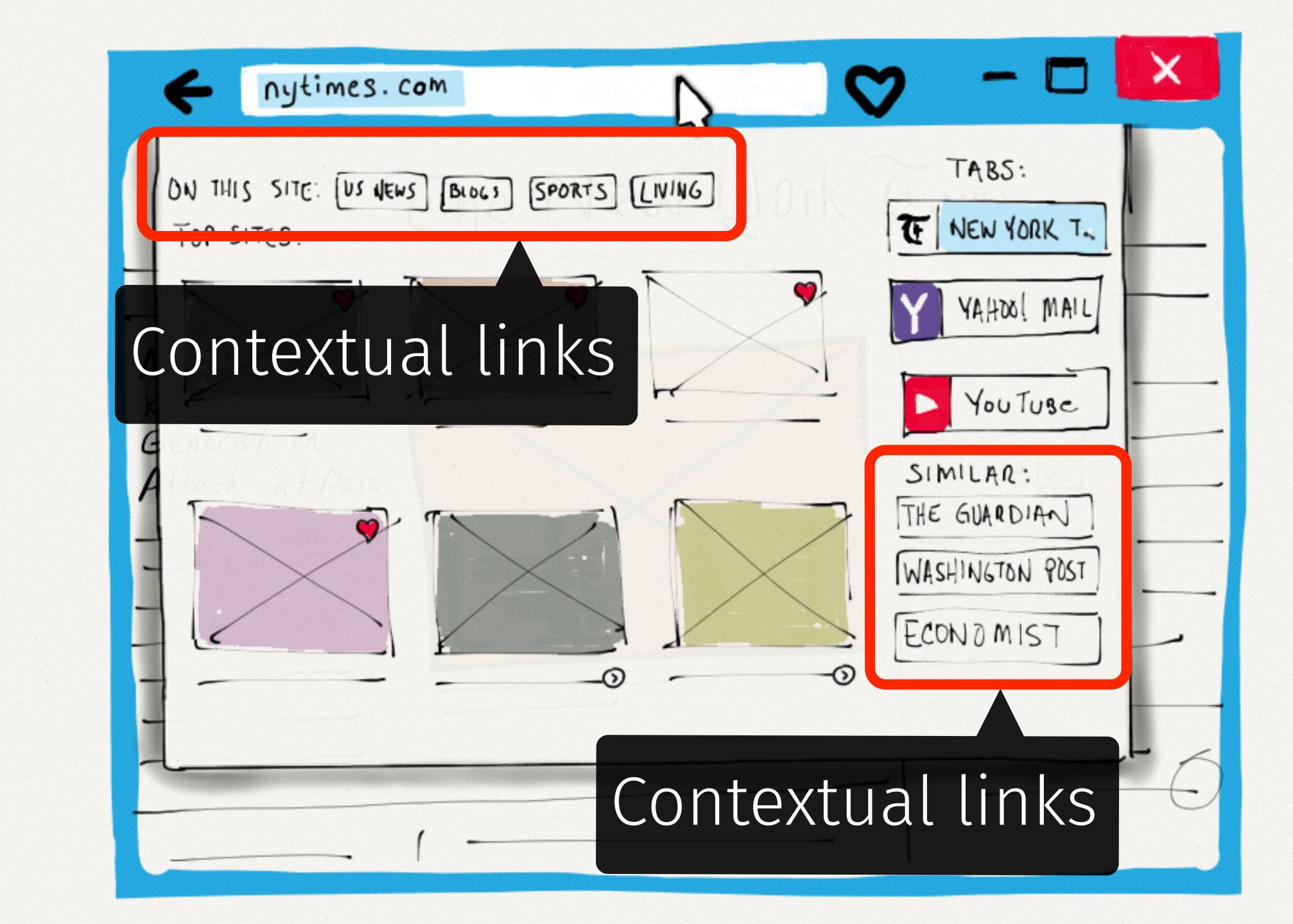


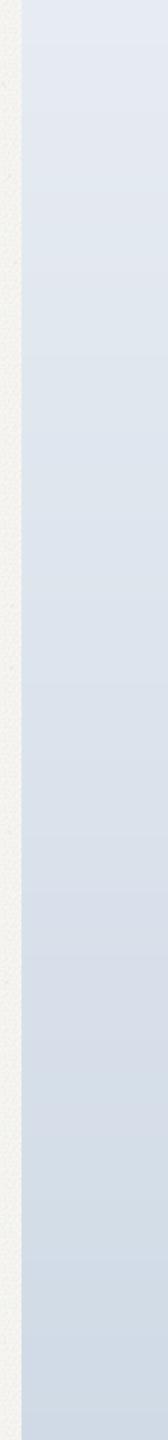




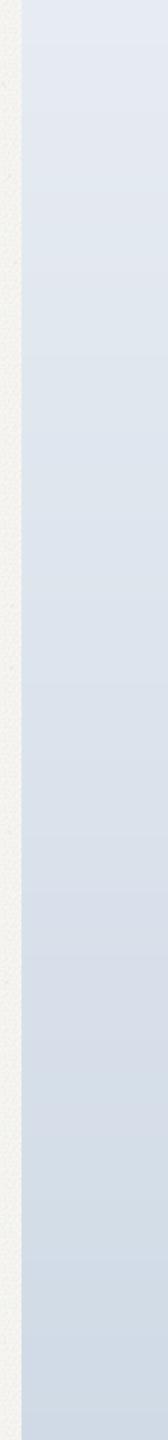


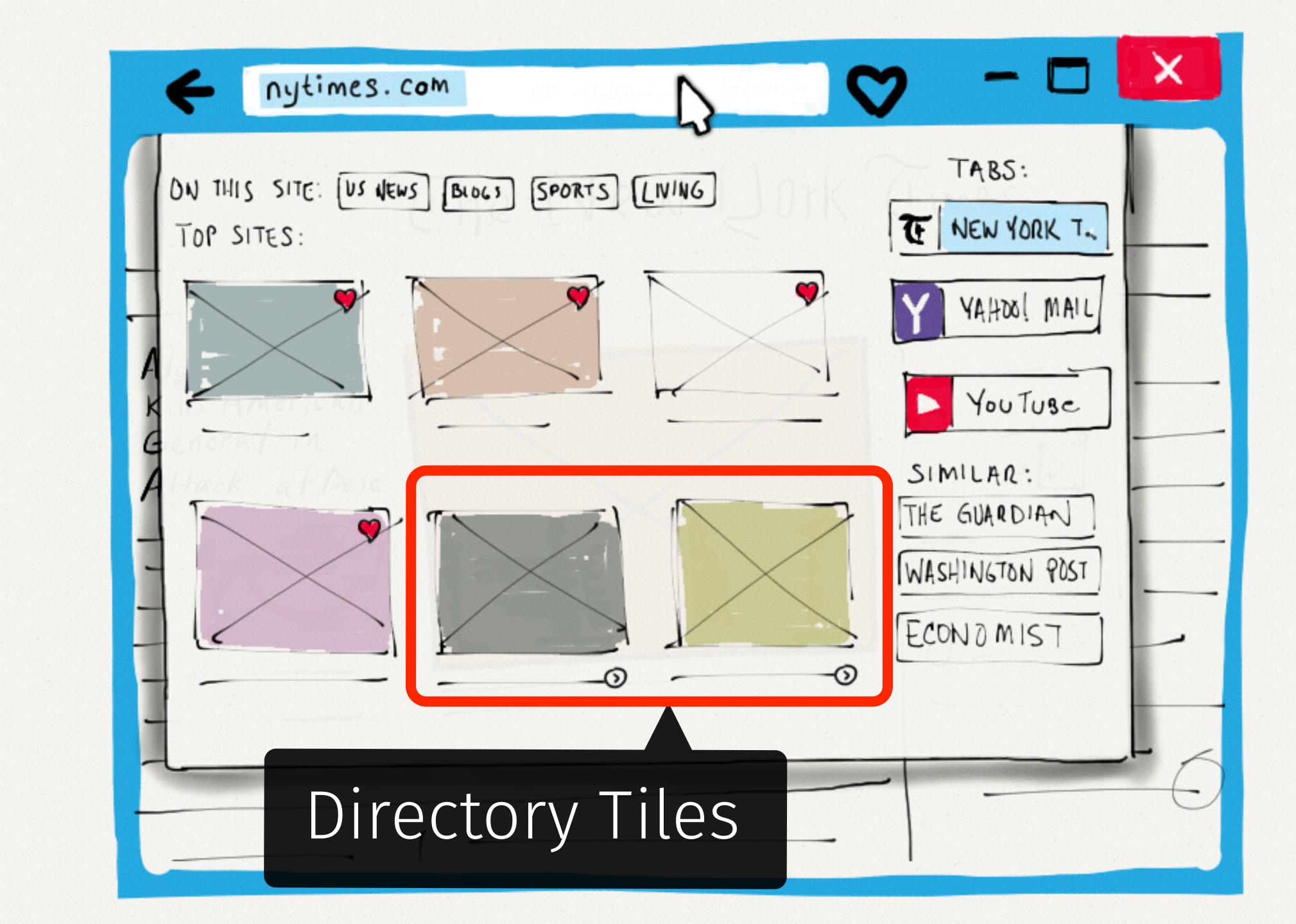


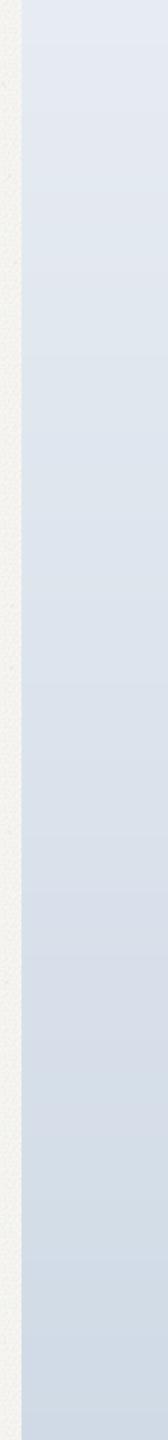


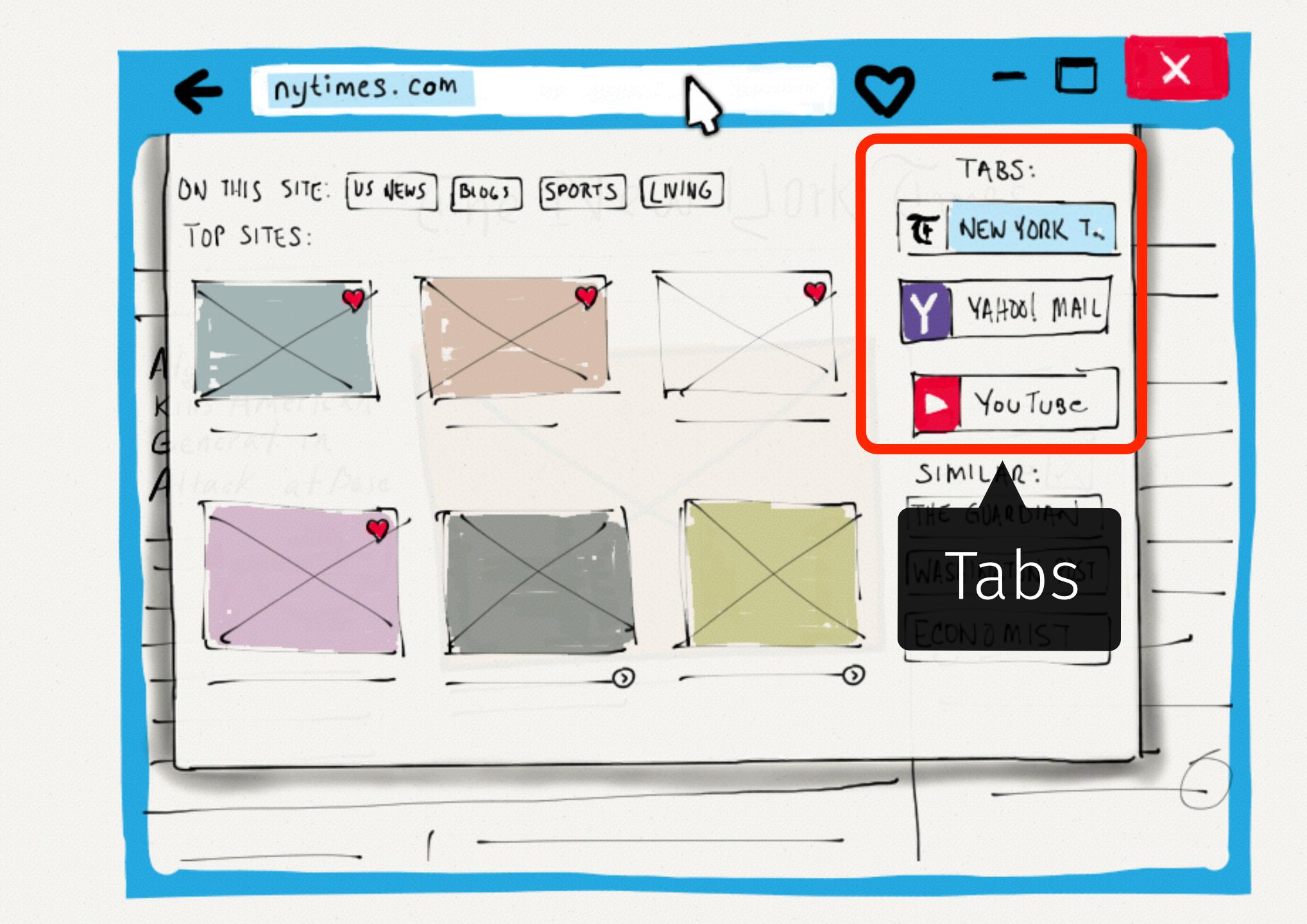


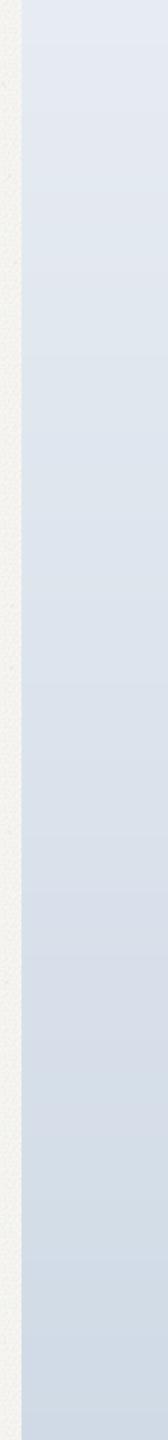


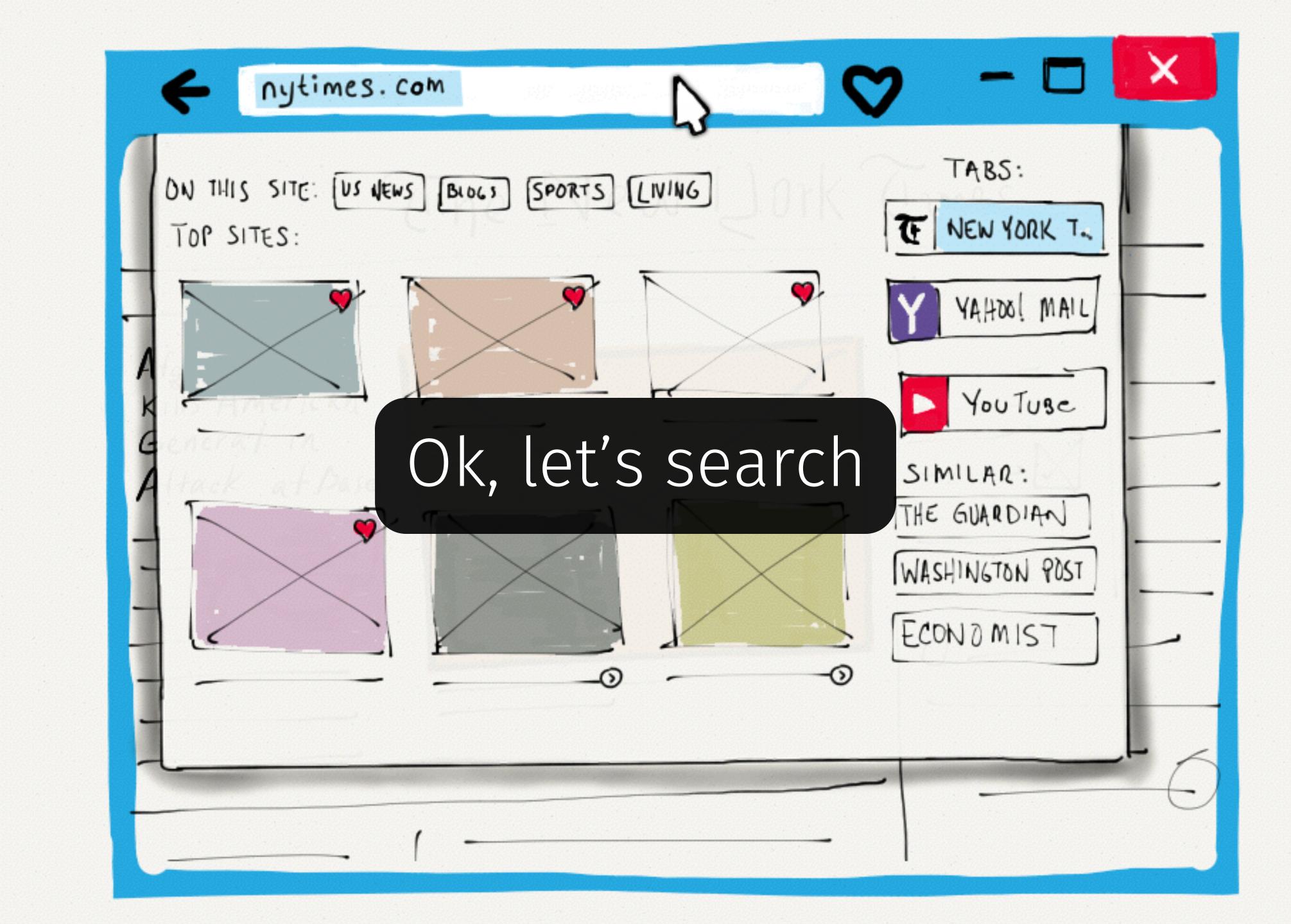


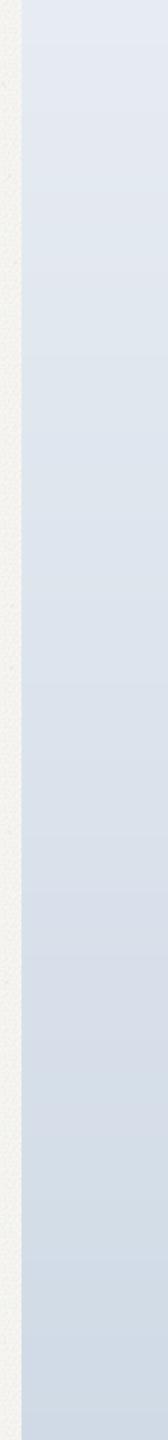




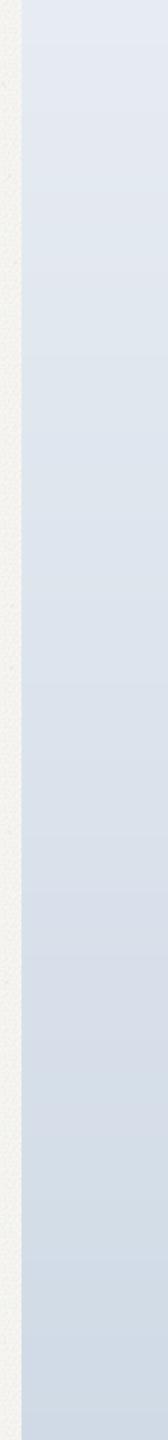




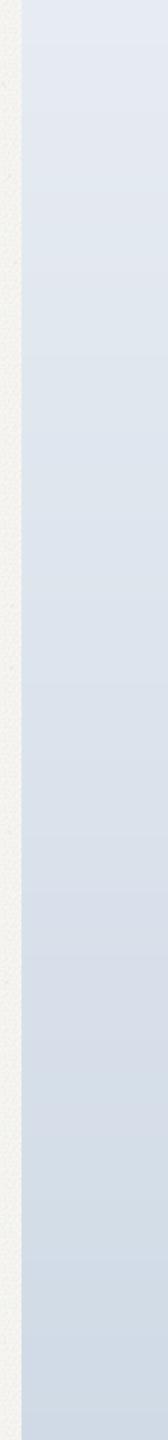


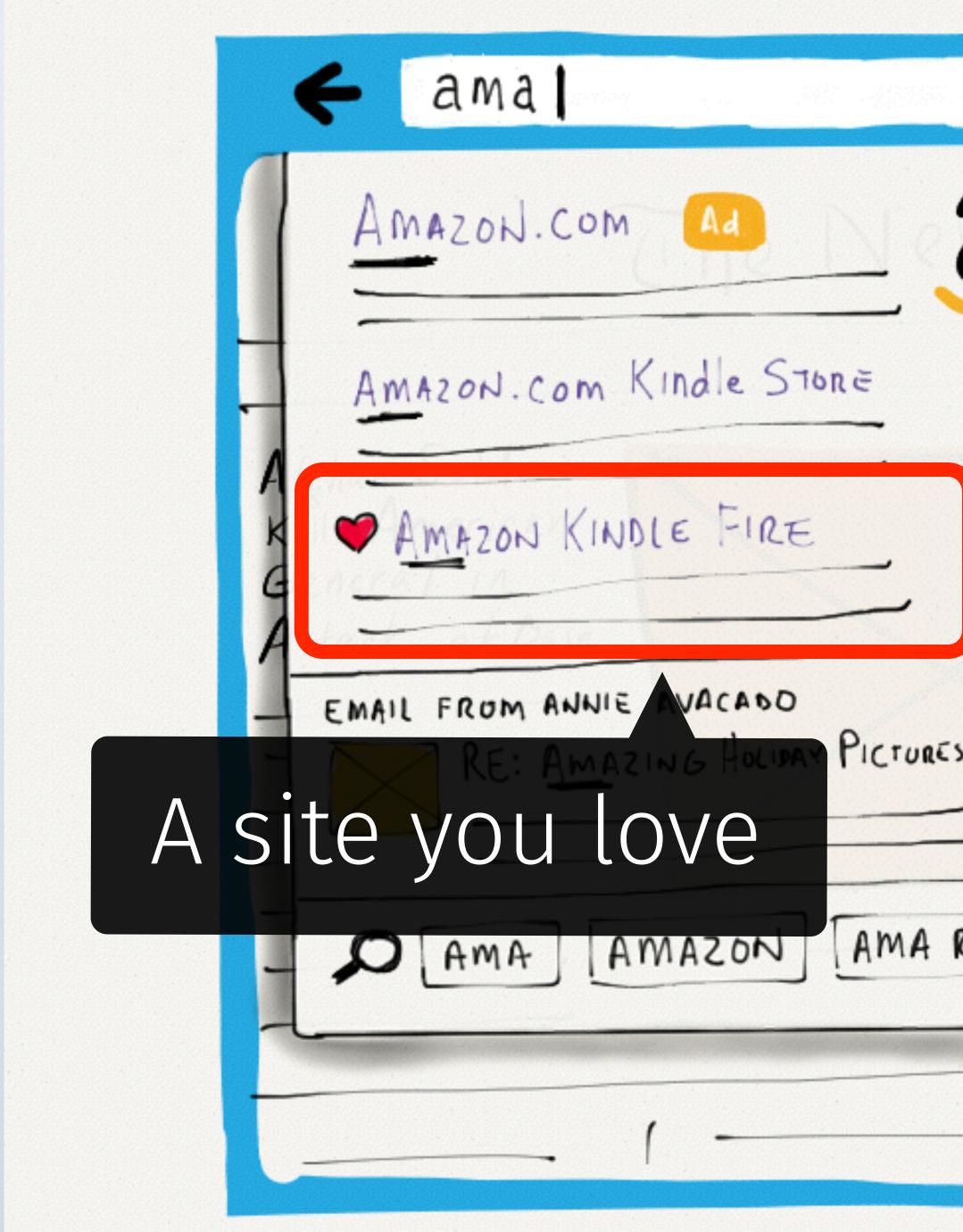


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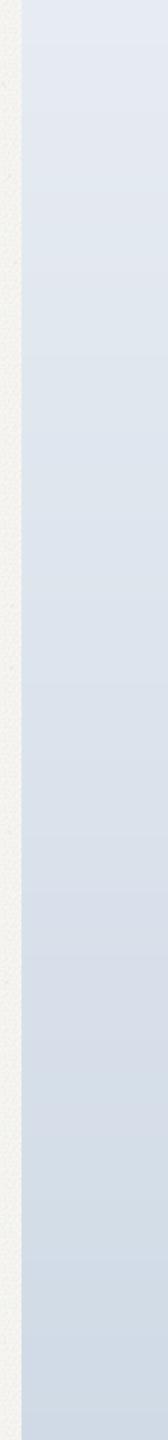


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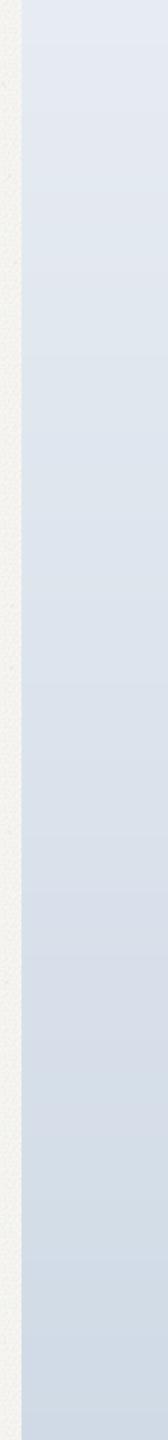




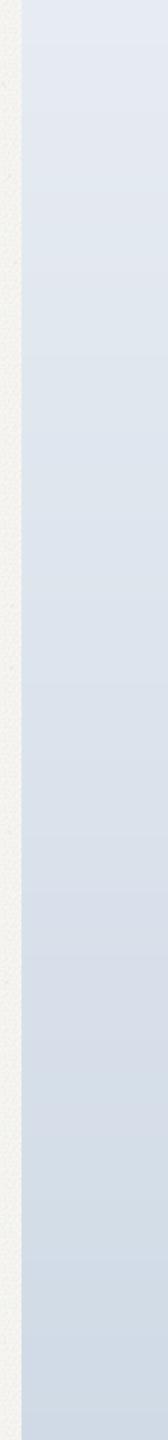
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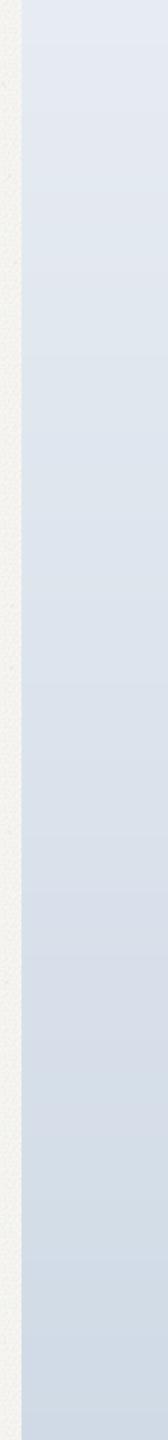


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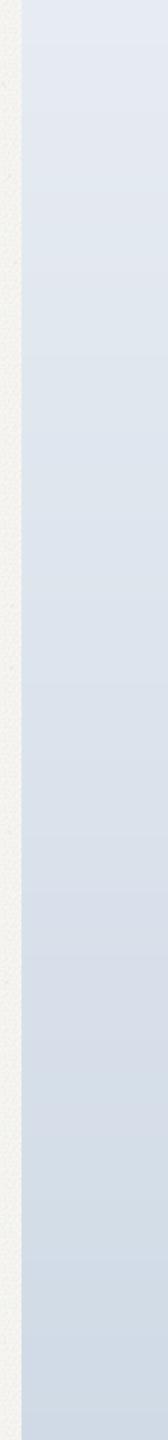




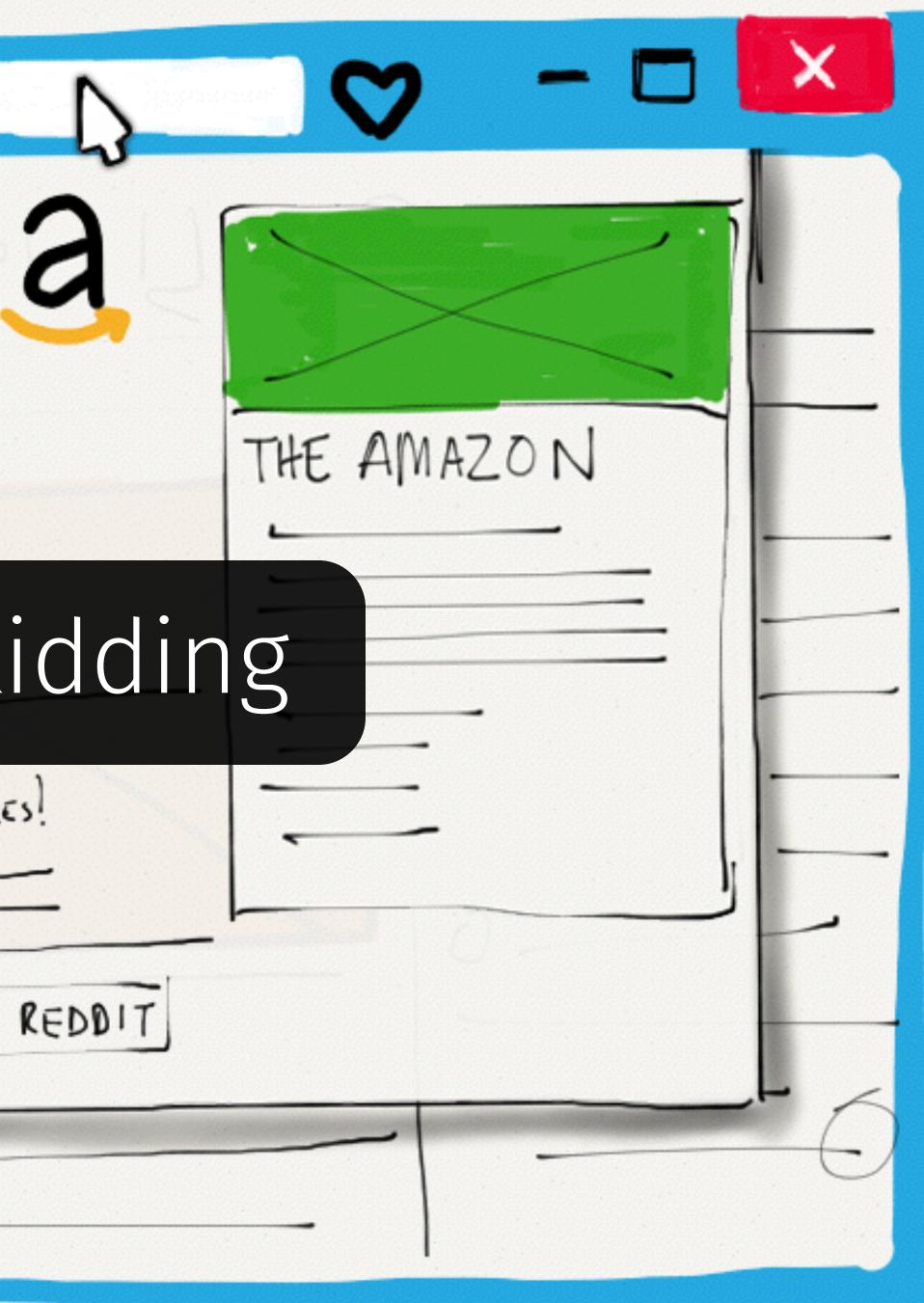


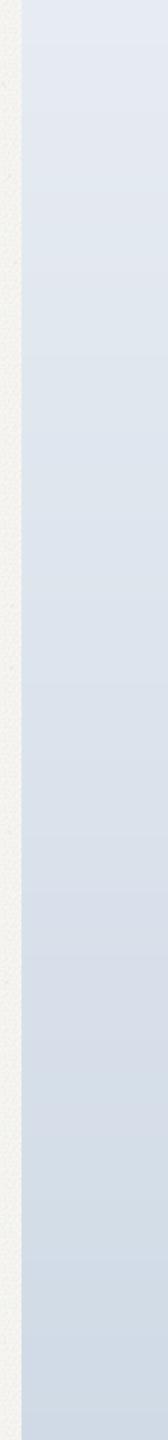
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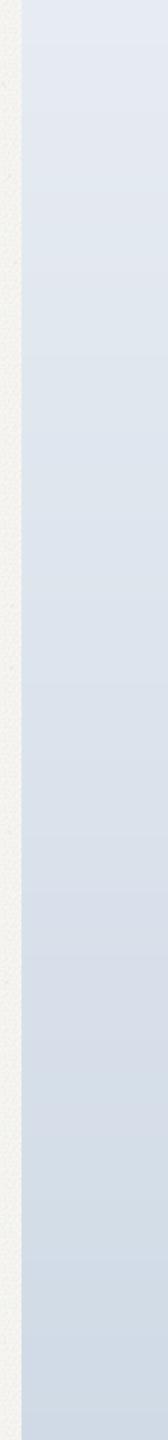
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NO SETTINGS

Really. No settings. Everything is built-in with smart defaults. You don't need to sweat the small stuff.

- There are no search engine settings to change
- There's no home page to set
- There are no bookmarks to manage
- Auto-updates are always on
- Downloads just go in the downloads folder •
- Reported attack sites and forgeries are always blocked

NO SETTINGS

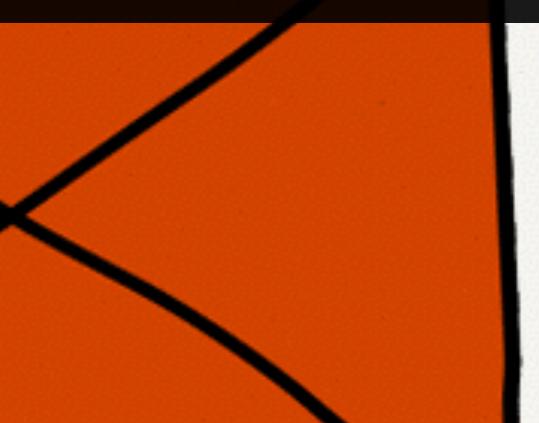
THE NEW YORK TIMES

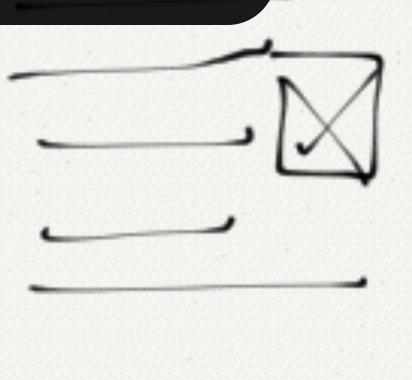
The New York Times

Love this site? Click the heart Afghan Sol and we'll take care of the rest. Kills American General in

Attack at Base

4







PRIVATE & SECURE

and secure browser. From there it's much easier to protect people in a turnkey way.

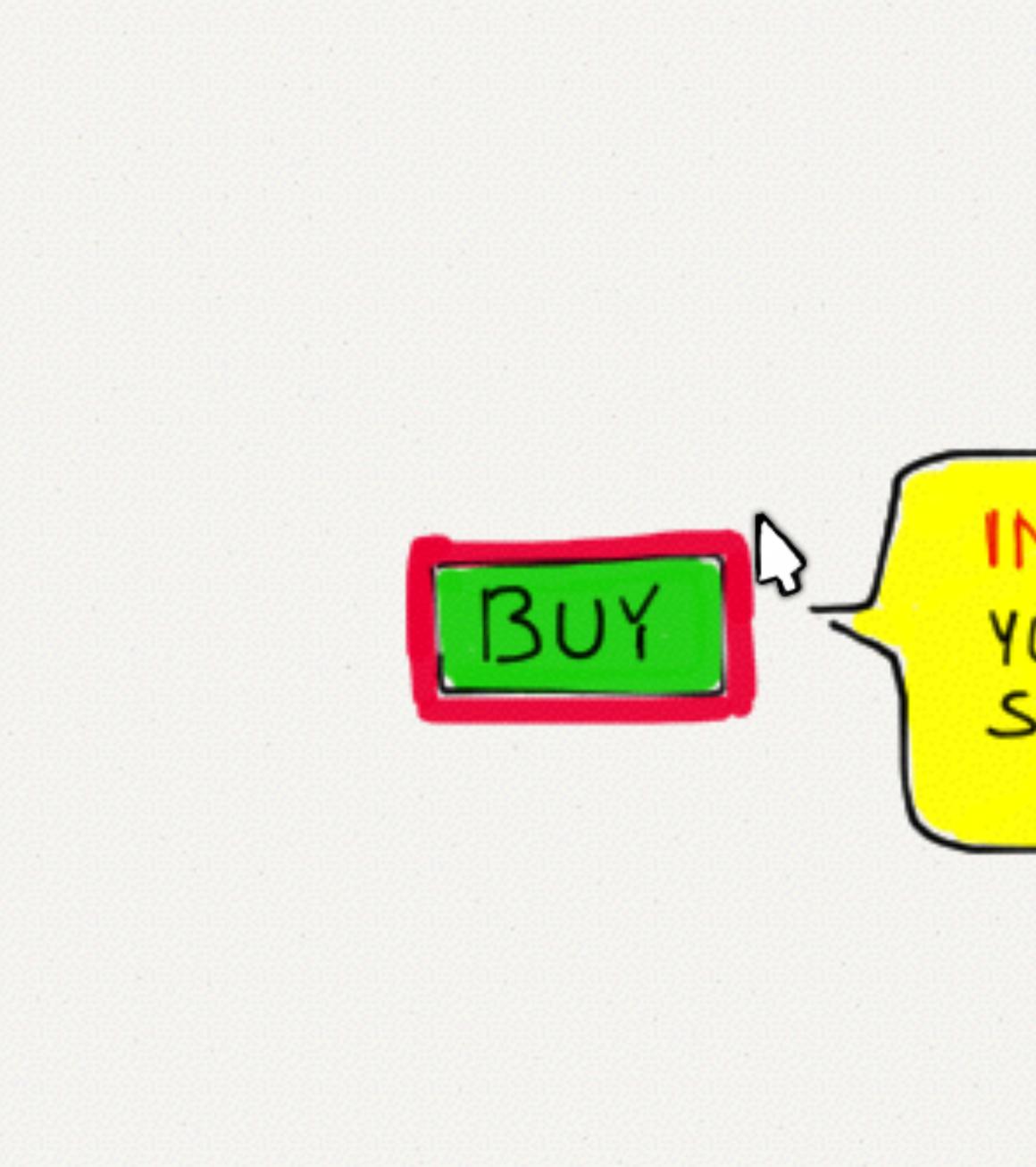
By stripping out complexity we get a surprisingly private

- No settings, add-ons or customization means that Lightspeed is less susceptible to hijacking or modification by other software.
- Plugins are click-to-play everywhere except for a whitelist of trusted sites (e.g. YouTube, Netflix).
- History and 3rd party cookies are cleared after each session.
- Https is used when available and you're alerted when a log in or form is insecure.

PRIVATE & SECURE







INSECURE CONNECTION YOUR INFORMATION CAN BE STOLEN OVER THIS CONNECTION



WHY?

Lightspeed is a platform for experimentation, independent of the legacy of Firefox. What if we didn't support add-ons? What if search was the primary UI? What if there were no settings? What if...

Also, the potential audience for Lightspeed is large enough that it could be a product in its own right.

Thanks!

Michael Verdi & Philipp Sackl August 2014