The Future of the Internet

John R. Patrick

President

Attitude LLC

The Big Picture

- The Internet has grown to it's infancy
- Power of the click
- Expectations rising by the day
- Net Attitude needed
- The Internet evolving rapidly

The Pervasive Internet

- Millions of businesses
- Billions of people
- Trillions of devices
- Everything connected to everything
- Security and Privacy possible at all levels

Power Of The Click

- End-to-end solutions
- Click here to call
- The Opportunity is Huge
- Accommodation or On Demand

Power of the click

Welcome John Patrick Log Out

Welcome back John Patrick,

We have redesigned our Web site in response to our customers' suggestions.

You will now be able to manage all of your accounts and lines of service with one login.

To take advantage of our new features and to protect the security of your account, please select a secret question below.

Select A Secret Question:

What is the name of a childhood pet?

Secret Answer:

leo

Confirm Secret Answer:

leo (Please retype your answer)

continue

Welcome John Patrick Log Out

Welcome back John Patrick,

We have redesigned our Web site in response to our customers' suggestions.

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To take advantage of our new features and to protect the security of your account, please select a secret question below.

What happened?

One or more fields was not filled in correctly.

Please fix the field(s) marked with an arrow below.

Select A Secret Question:

What is the name of a childhood pet?

Secret Answer:

The Secret Answer you entered is not valid. It must be at least five characters, may only include letters, numbers, and spaces, and may not be your Login ID or password.

leo (Minimum 5 letters/numbers)

Confirm Secret Answer:

leo (Please retype your answer)

financial_services.com

Yes.

****

The information in this email is confidential and may also be privileged. If you are not the intended recipient please notify us immediately by return email. You should not copy it or use it for any purpose nor disclose its contents to any other person. Although this email and any attachments are believed to be free of any virus, or any other defect which might affect any computer or IT system into which they are received and opened, it is the responsibility of the recipient to ensure that they are virus free and no responsibility is accepted by us for any loss or damage arising in any way from receipt or use thereof. We reserve the right to monitor all email communications through our internal and external networks.

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- “I would not be able to take a request of this kind through e-mail”. You would have to speak to customer service at 1-800-456-1234, Monday – Friday, 9:00 AM – 5 PM EST”

- “Any other questions, please email us at help@xyz.com!”

e-bloodwork.not - Microsoft Internet Explorer

File Edit View Favorites Tools Help Links

e-blood.not

- ✓ Call to schedule bloo
- ✓ Visit lab
- ✓ Wait
- ✓ Call Doctor's office -
- ✓ No results yet - wait
- ✓ Call again - Doctor ha
- ✓ Call again - Doctor lo
- ✓ Wait
- ✓ Doctor calls - you mis
- ✓ The information is ter

e-pharmacy.not - Microsoft Internet Explorer

File Edit View Favorites Tools Help Links

e-pharmacy.not

If you are a registered ***e-pharmacy.not*** customer and you have a new prescription, you can send it to us via U.S. mail along with a completed Registration and Order Form. The most efficient way to have your order filled is to have your physician complete and fax the Physician Fax Order Form.

If this is your first time using the mail service pharmacy, you need to register by either completing the Online Registration Form or by completing the printable version of our Registration and Order Form.

My Computer

e-government

- Early leadership by governments
- 91% of U.N. Countries have Web sites
- 20% of users take advantage
- Content good – transactions lacking
- Potential for transparency & democracy

The Bubble: Bust or Boom?

- The Internet was not the problem
- Water does not flow uphill
- Same economy – new tools
- Bubble #2 ?

Fast
Always On
Everywhere
Natural
Easy
Intelligent
Trusted

Fast

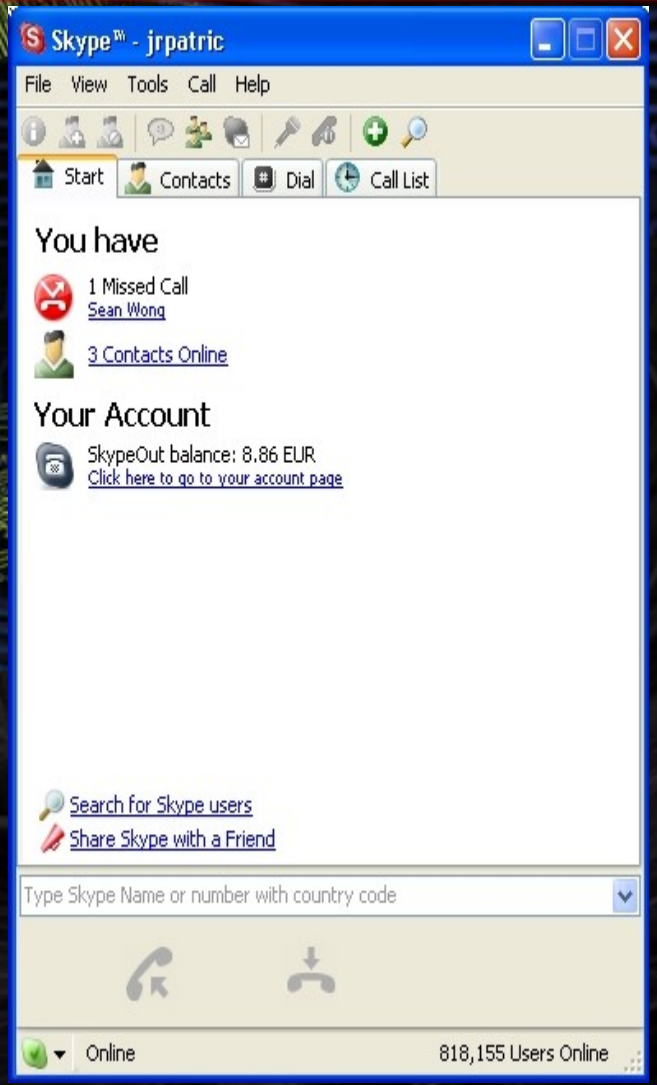
- Adam Smith's Invisible Hand
- Optical Backbone
- Shifting Bottlenecks/Content Closer
- Torrents of Bits

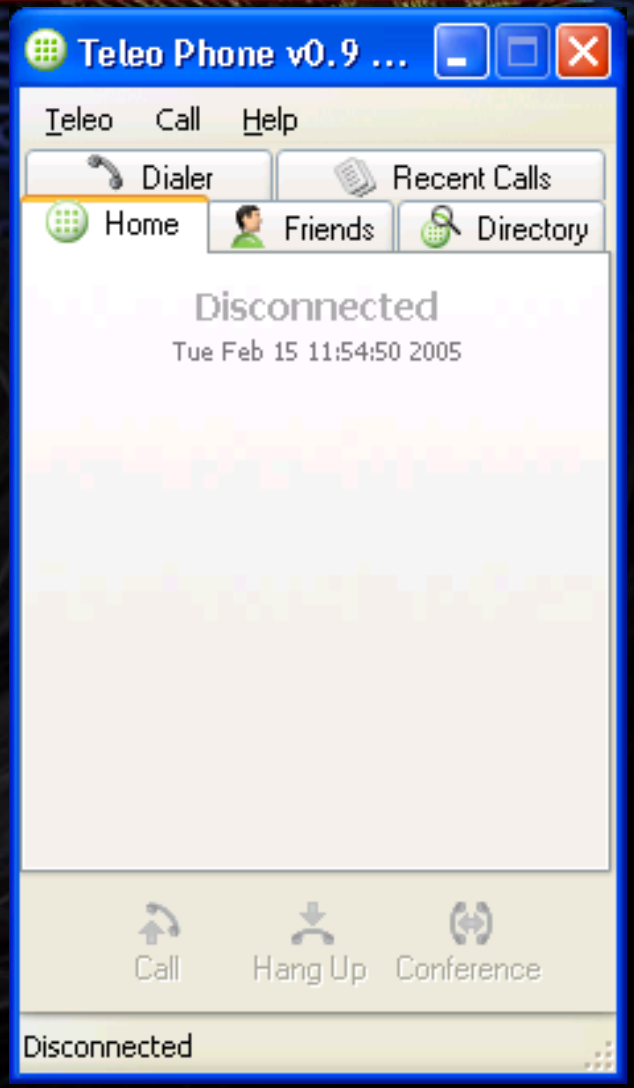
Always On

- Dial-NOT!
- IPEverything
- WiFi: the reality exceeds the hype
- Pringles and Stratelites

Everywhere

Skype and Teleo





fast
always on
everywhere
natural
intelligent
easy
trusted

Natural

e-suds

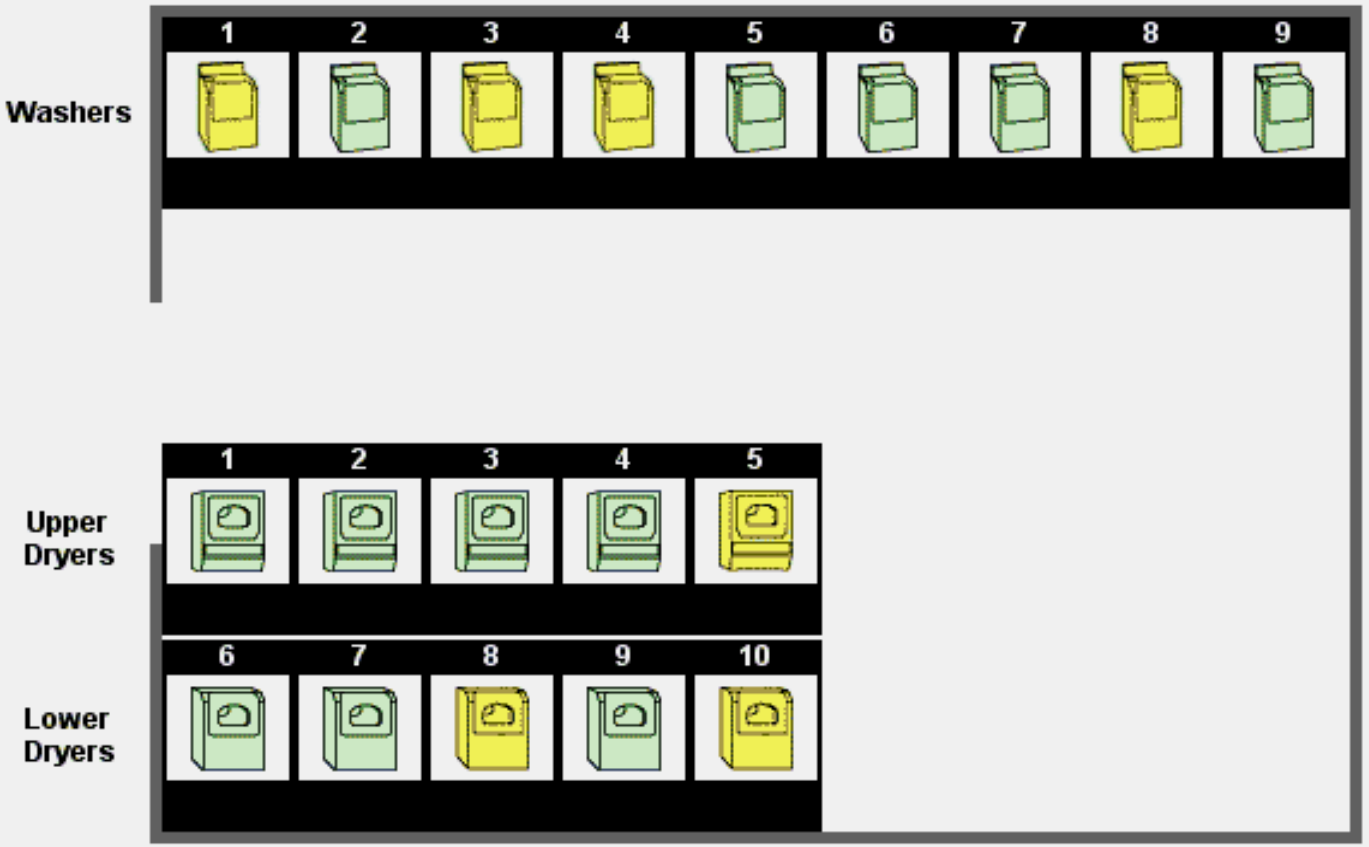
eSuds.net

Welcome to Watkins Wash 'n Dry

View Account Information

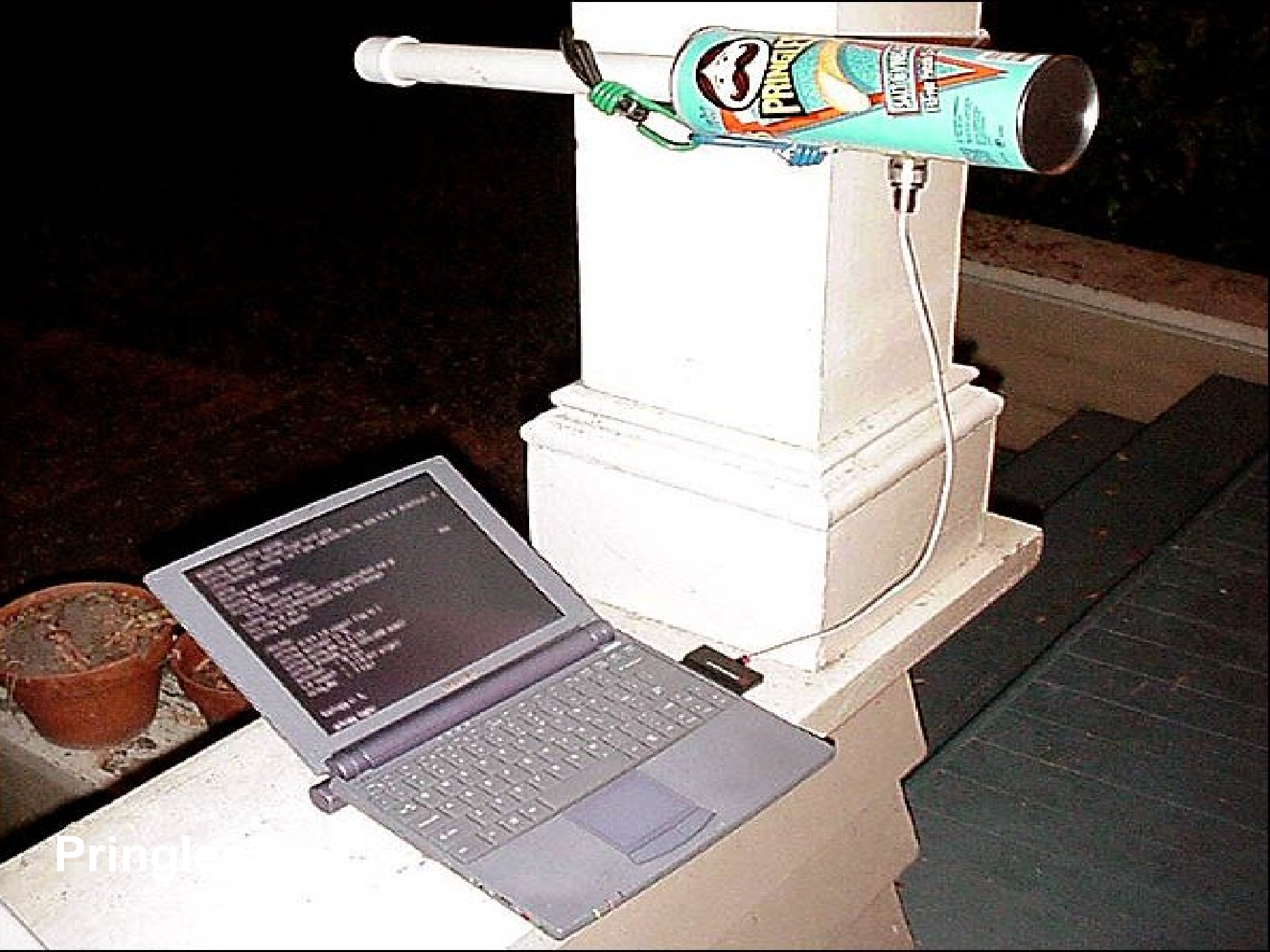
Laundry Room Status as of 03:05 PM (EST)

AVAILABLE IN USE X OFF LINE



refresh status

Connection to secure.e-vend.net is secure (RC4-128)


Pringl

Cantenna WiFi Booster Antenna - Opera

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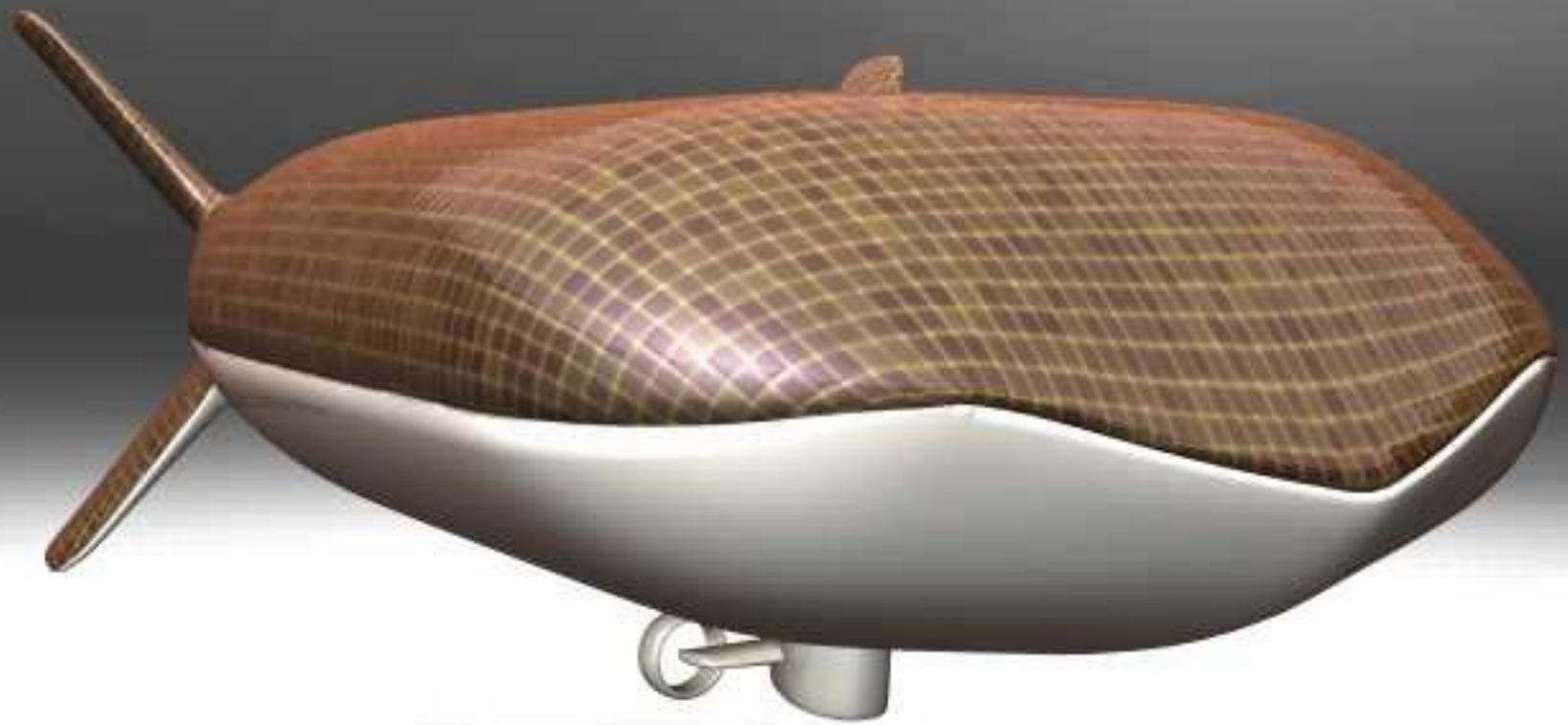
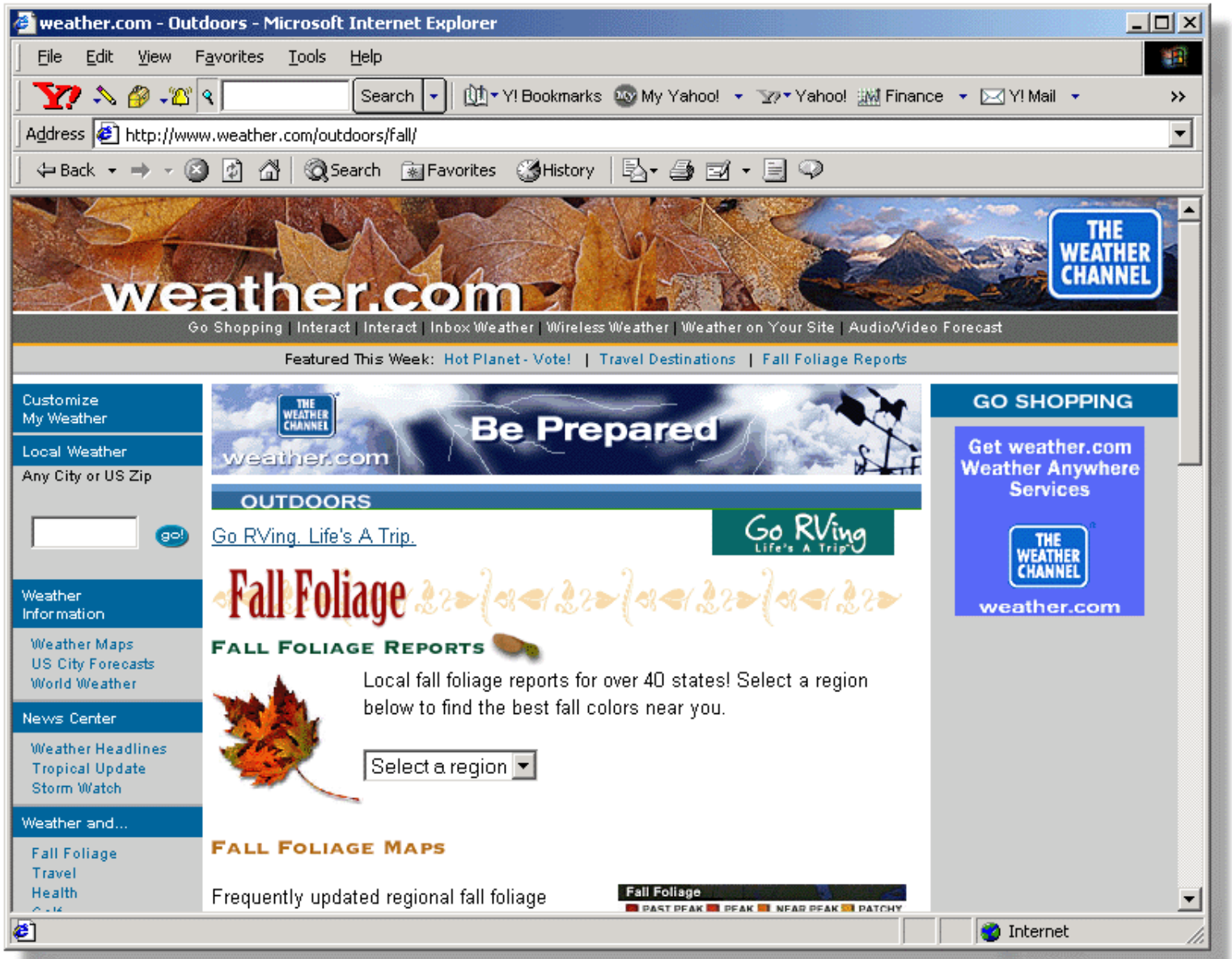


Everywhere

- Where is the Internet anyway?
- Ubiquitous browsers
- “Long” Distance?

Natural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Featured This Week: Hot Planet - Vote! | Travel Destinations | Fall Foliage Reports
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Local Weather
Any City or US Zip
go!
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Weather Maps
US City Forecasts
World Weather
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Weather Headlines
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Storm Watch
Weather and...
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Health
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IBM

Korean HealthOne Smartcard

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- Emergency medical data
- e-cash and credit/debit payment
- Security and nationwide medical network
- e-ticketing for Seoul mass transit system

fast
always on
everywhere
natural
intelligent
easy
trusted

Internet Station

Natural

- Social Networking gaining ground
- Wikimedia - The Writeable Web
- Blogging revolution accelerating
- podCasting set to explode
- Let's play tag – The Long Tail

Intelligent

Intelligent

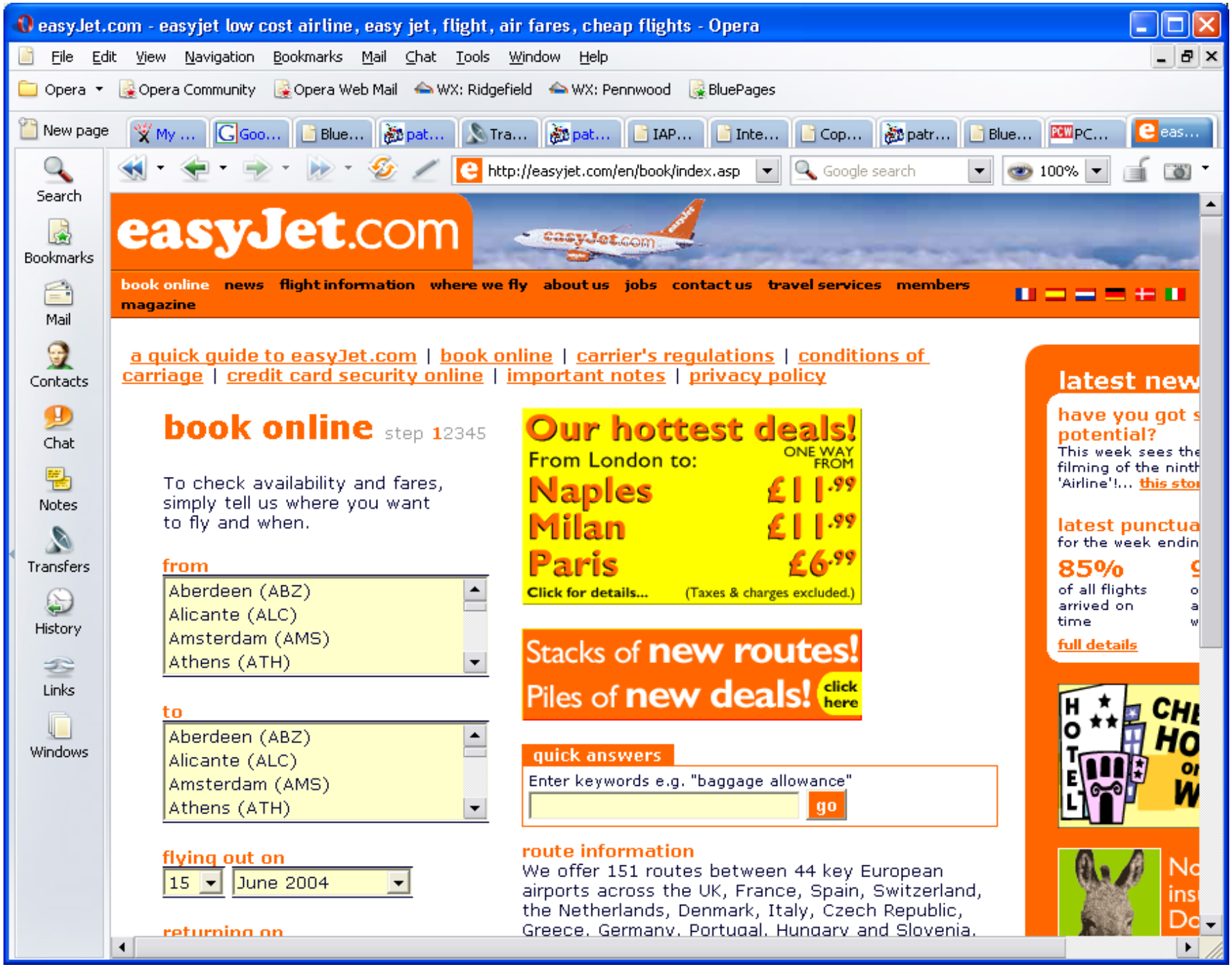
- Content isn't what it used to be
- Global Application Web unfolding
- Raw Sugar and Ajax
- World Community Grid - good for your health

Easy

Intelligent

Easy

- OpenDocument, Open Inventions
- Linux changing the game
  -Servers: game over
  -Client side: “we the people”
- IT infrastructure: Real or Virtual?
- Press File to print and Start to stop
  – or touch your iPod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Amsterdam (AMS)
Athens (ATH)
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This week sees the filming of the ninth 'Airline'!... this sto
latest punctua
for the week endin
85%
of all flights arrived on time
full details
HOTEL

Easy

Trusted

- Security redefined
- Privacy policy and framework essential
- Linkage of brand and digital ID
- Healthcare and Finance ready to go
- Block bad things with technology – not laws

Net Attitude

How To Survive (and thrive)

- Think Outside In -- Listen to the people
- Think Big, Act Bold, Start Simple, Iterate Fast
- Anticipate the evolution of the Internet
- Build a framework for On Demand
- Get a Taste of Net Attitude: talk to kids

home

affiliations
store
profile
in the news
engagements
point of view
photo gallery
technology
links
hobbies
contact me
weblog

search

e-mail this page

pages served
2,825,563

XML

MORE THAN A BROWSER

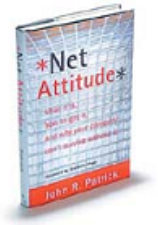
Disclosures

patrickWeb

July | 16

Hi! Glad you stopped by.

... my name is John Patrick and Attitude LLC is the name of my company. My activities include consulting, writing, speaking, and board service. I am fortunate to have quite a few affiliations and I get to work with people from whom I am constantly learning. Prior to setting up Attitude LLC, I was vice president of Internet Technology at IBM Corporation until I "e-tired" at the end of 2001.



In addition to writing in the patrickWeb blog, I occasionally write essays and columns for publishers and consulting firms. Most recent was "The Bubble: Reconsidering The Boom And The Bust" which was published by Booz Allen Hamilton. Net Attitude, is where I wrote about a view of the future of the Internet and the attitudinal factors needed to capitalize on the changes ahead. There is also a column in Network World Magazine, called The Ultimate Internet, where I tried to summarize the book in 850 words.

As of today, the patrickWeb blog contains 575 postings. I hope you enjoy them!

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Sunday, July 10, 2005

Split Rock Geocache

The Split Rock Mini Cache had some problems as I previously mentioned. However, it was extremely well described on the geocache web page. As with many things, the way you describe it has a big impact on the attraction to it. One thing I have noticed about good caches is that they describe not only the cache but also where to park to begin the hike. This is important because the latitude/longitude and a GPS will get you to the cache but not necessarily in the best way. For the Split Rock Cache, the web site said "Park at the PPL Ledgedale Natural Area on Kuhn Hill Road in Ledgedale, PA. Trail maps were available at the trailhead. This is another thing I have learned the hard way -- always take a trail map if there is one. Even with GPS, it helps to have the overall perspective of the trail system.