

The Future of the Internet

*fast
always on
everywhere
natural
intelligent
easy
trusted*

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
- Disintermediation just beginning
- Global-Local. Convergence-Divergence.

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The Pervasive Internet

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

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Power Of The Click

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

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eBay - New & used electronics, cars, apparel, collectibles, sporting goods & more at low prices - Opera

File Edit View Navigation Bookmarks Mail Window Help

Go Google search 100%

home | pay | register | sign in | services | site map | help ?

Browse Search Sell My eBay Community Powered By IBM

Welcome to eBay

Buying new items, brand names, and collectibles on eBay is simple. Here's how it works... [Live help](#)

1 Find

Search or browse for an item

What are you looking for?

[Search Tips](#) [How to Search](#)

Browse for an item

Specialty sites: [eBay Motors](#) | [eBay Stores](#)

You must register to bid or buy. It's fast, easy, and free!

[How to Register](#)

Registration Benefits:

- Personalized shopping page
- Your favorite saved searches
- Most-wanted-item notifications
- Access to last-minute bargains
- PayPal Buyer Protection

Already Registered? [Sign In](#)

2 Buy

Use "Buy It Now" or place a bid

Buy It Now
You won't have to wait for the auction to end -- purchase your item instantly.

Place a bid
Enter the maximum amount you want to spend; eBay bids for you, up to the limit set by you.

Review Feedback
Feedback ratings are based on a user's past transactions and help you learn about the seller you're dealing with.

[How to Bid and Buy](#)

3 Pay

Once you've won, pay the seller

Pay for your item **PayPal**
You'll receive an email from eBay explaining how to pay the seller.

Most sellers accept [PayPal](#). It's a safe, fast, easy and free way to pay for items and you'll be protected up to \$500 on qualified listings through PayPal Buyer Protection.

Many sellers also accept payment by check or money order.

Get your item
After the seller receives your payment, the item is sent to you. It's that easy!

[How to Buy with Confidence](#)

Featured Items

[all featured items...](#)

★ [AMAZING #1 LIPOTROPICS DIET PILL! LOSE 95 LBS](#)

Power of the click



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 back John Patrick,

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

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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.

(Minimum 5 letters/numbers)

Confirm Secret Answer:

(Please retype your answer)



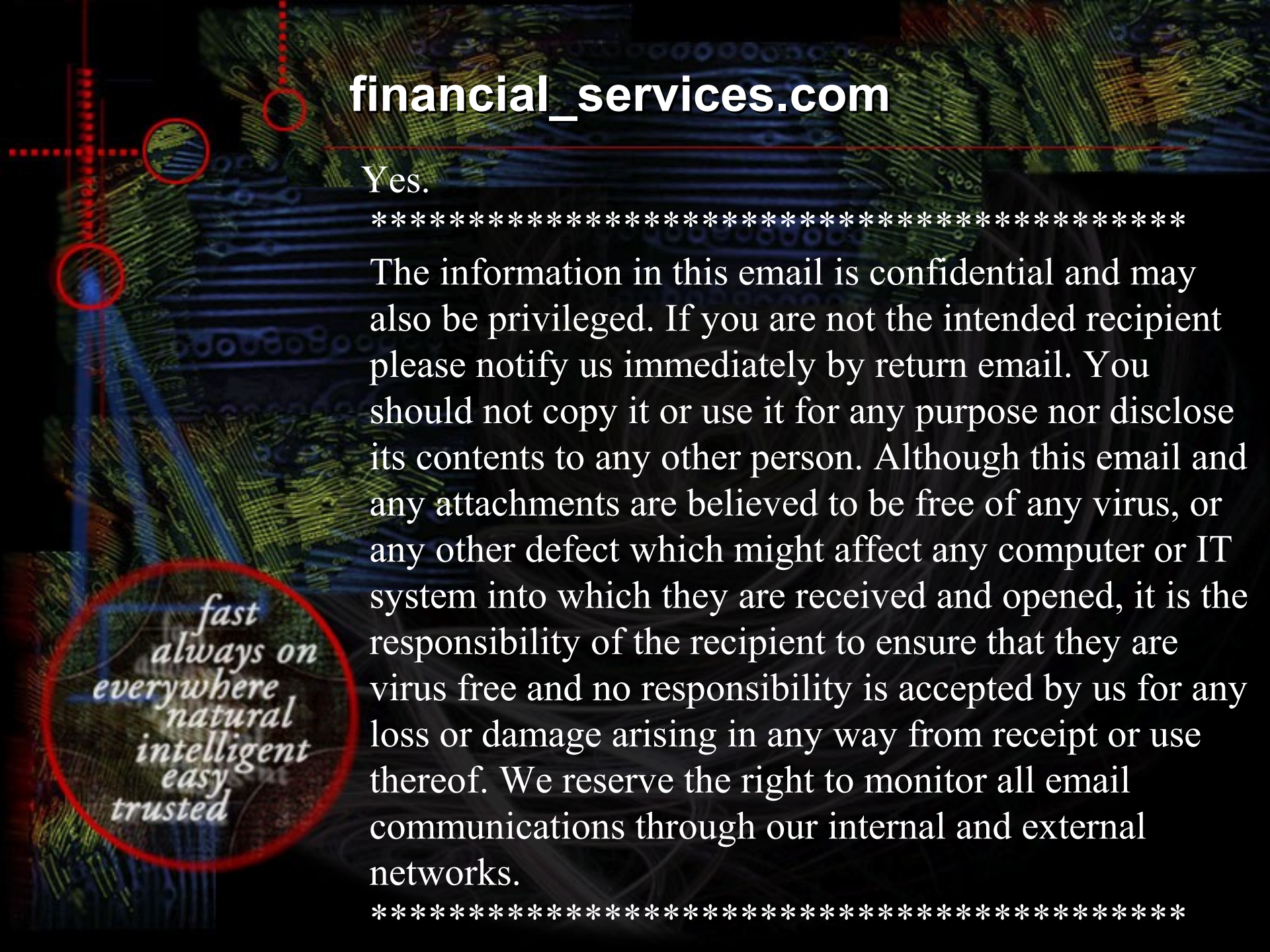
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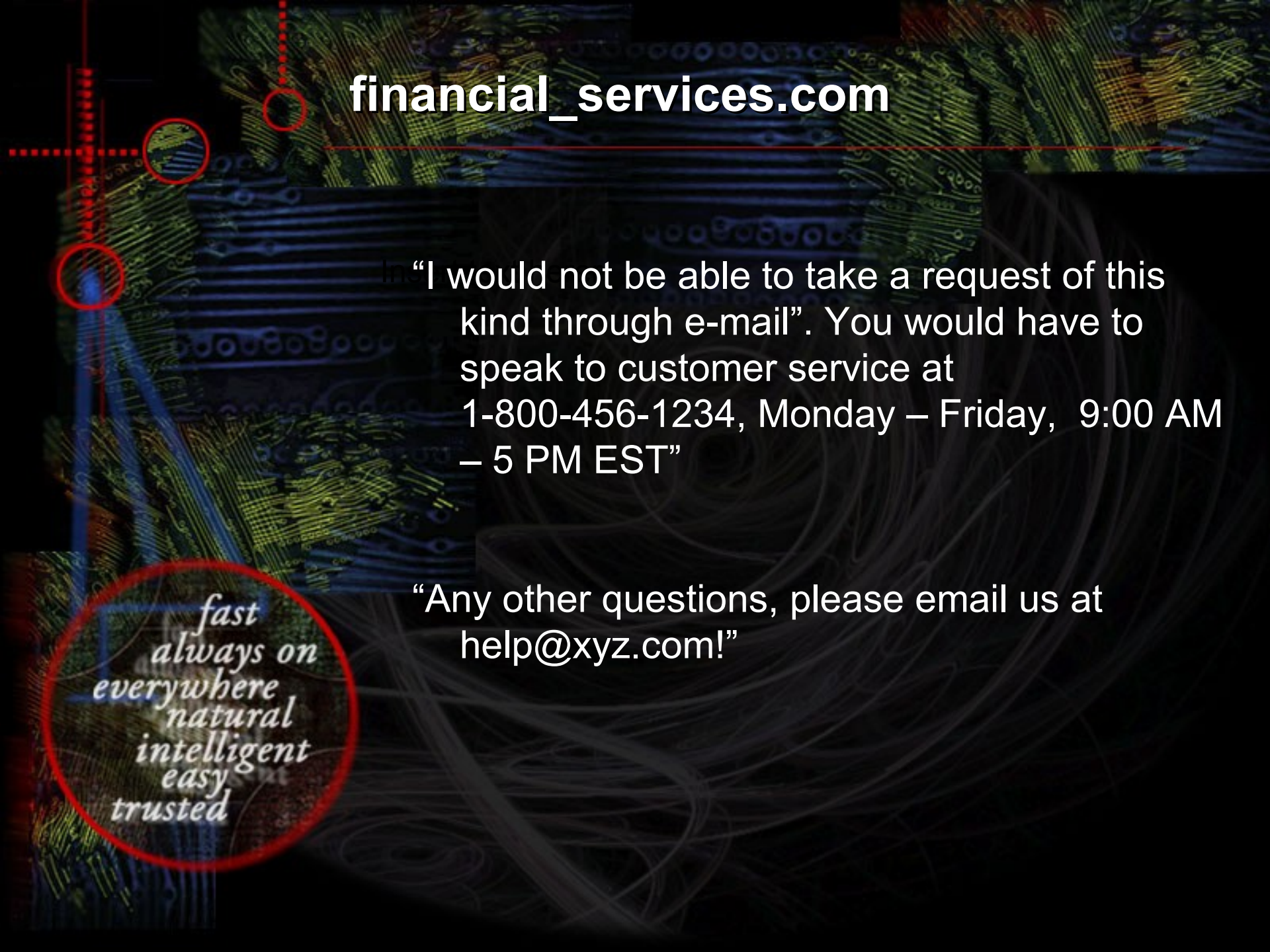


financial_services.com

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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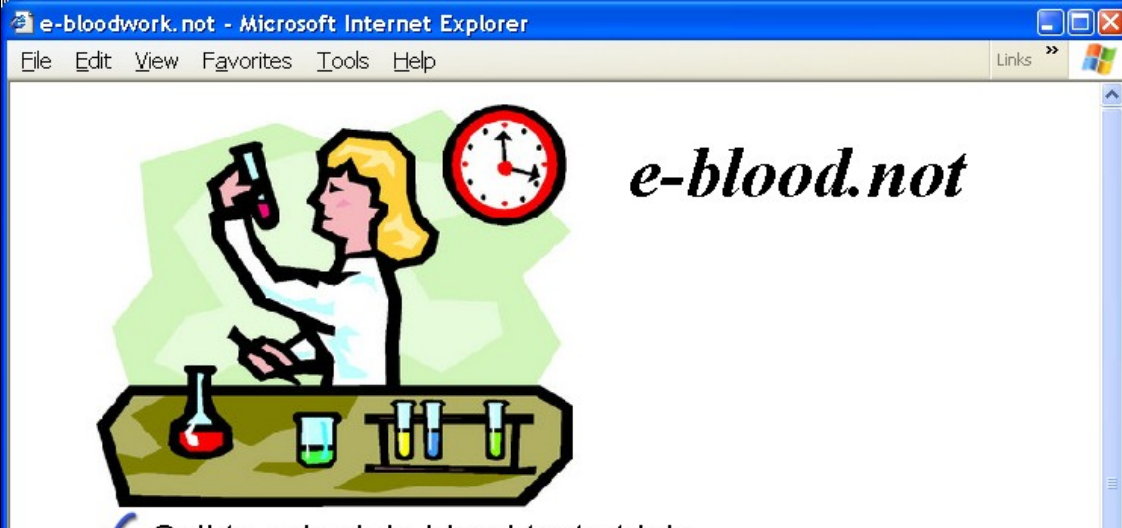


financial_services.com

“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”

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



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



e-government & education


- Early leadership and innovation
- Lifelong learning via the web
- Limited by learning how to learn
- Big changes for schools and libraries

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The Bubble: Bust or Boom?

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

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Fast

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

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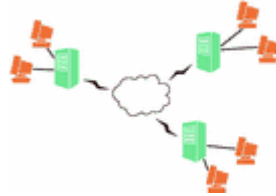
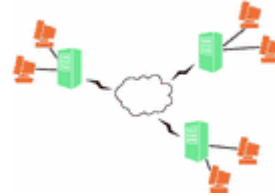
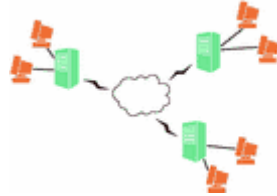
Always On

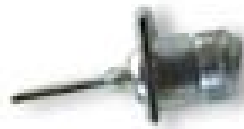
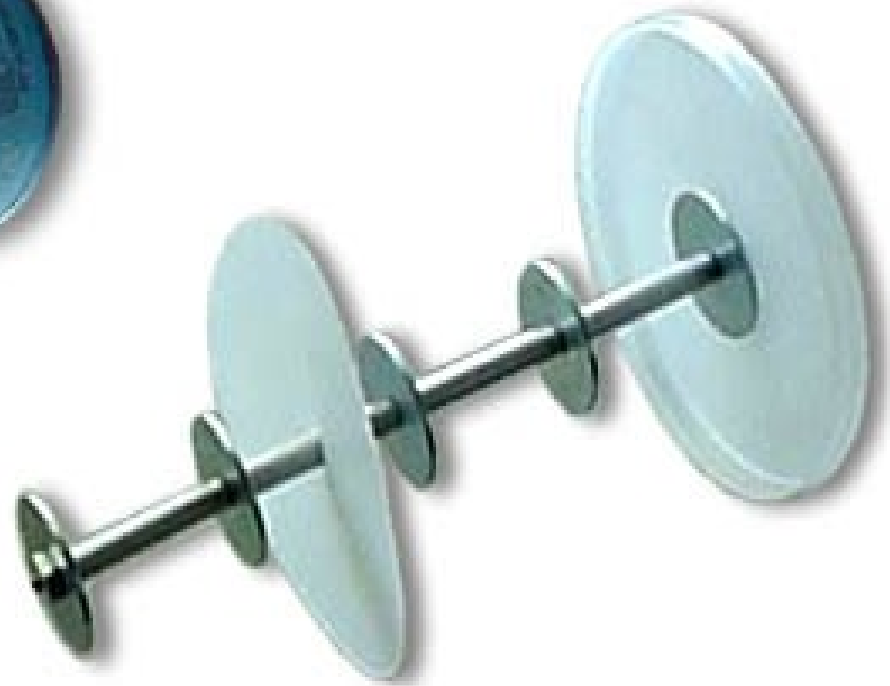
Always On

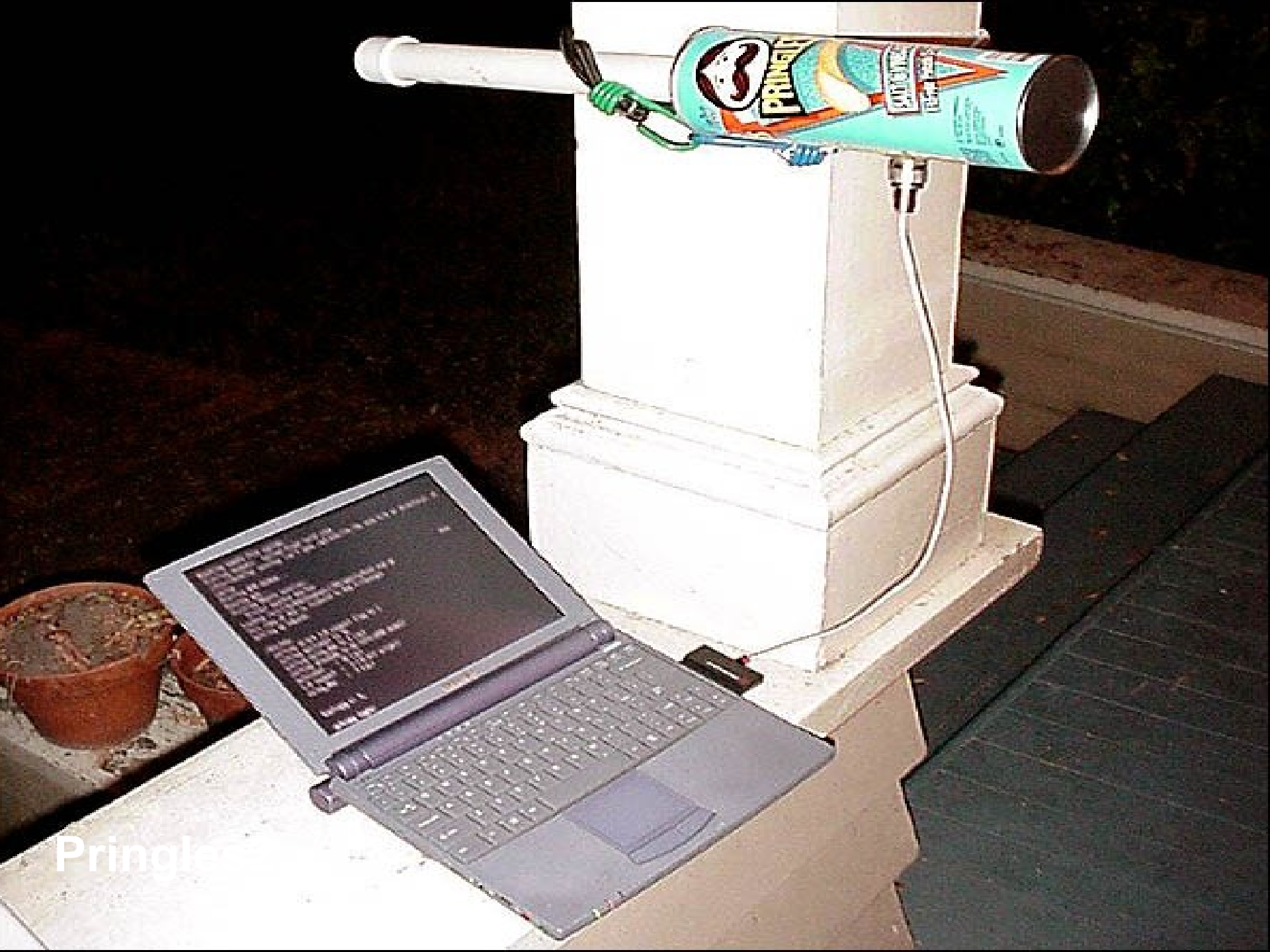
- Dial-NOT!
- IPEverything
- WiFi and WiMax: reality exceeds the hype
- Pringles and Stratellites

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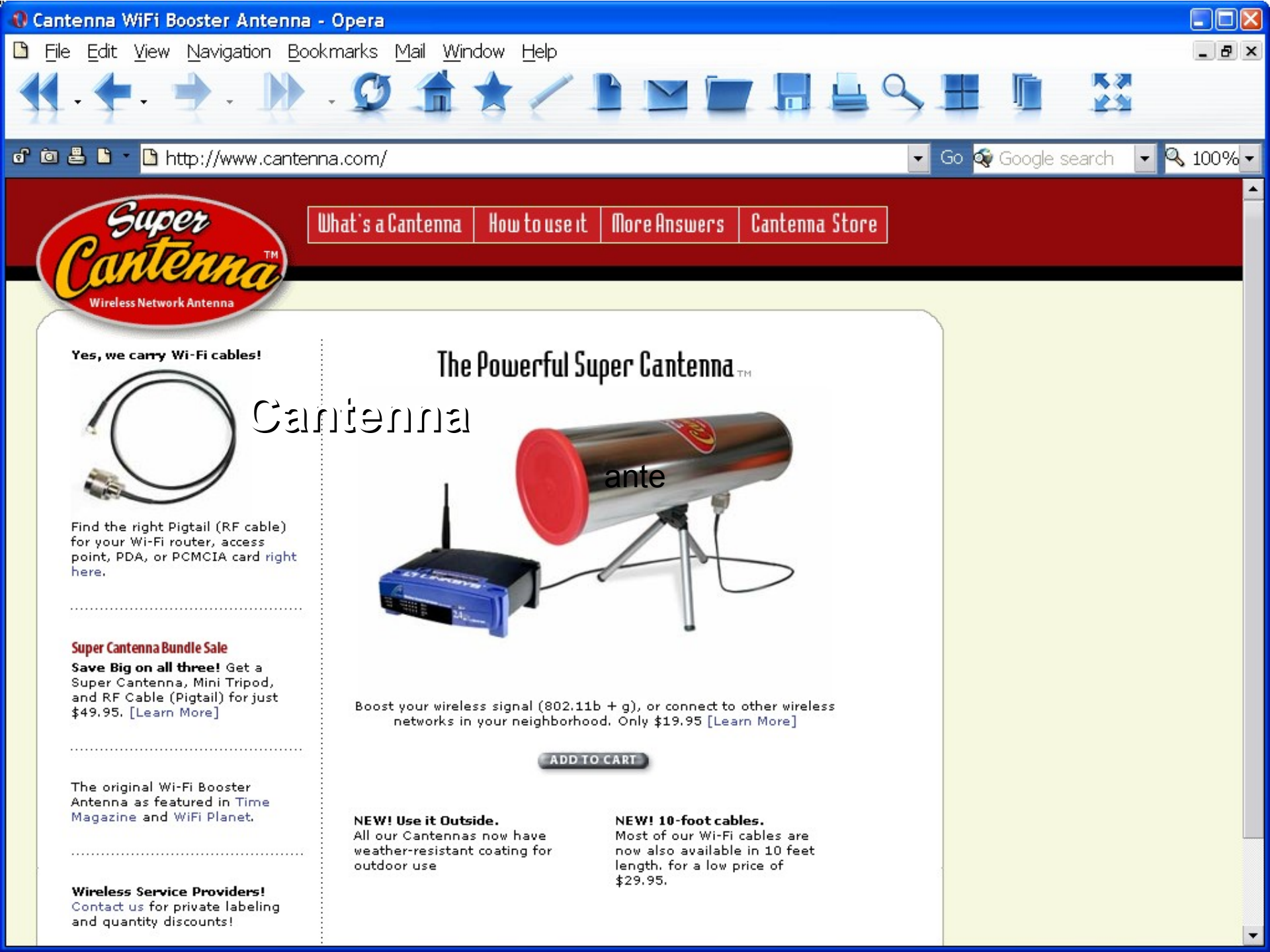
Everywhere







Pringles



Nalley

FINE FOODS

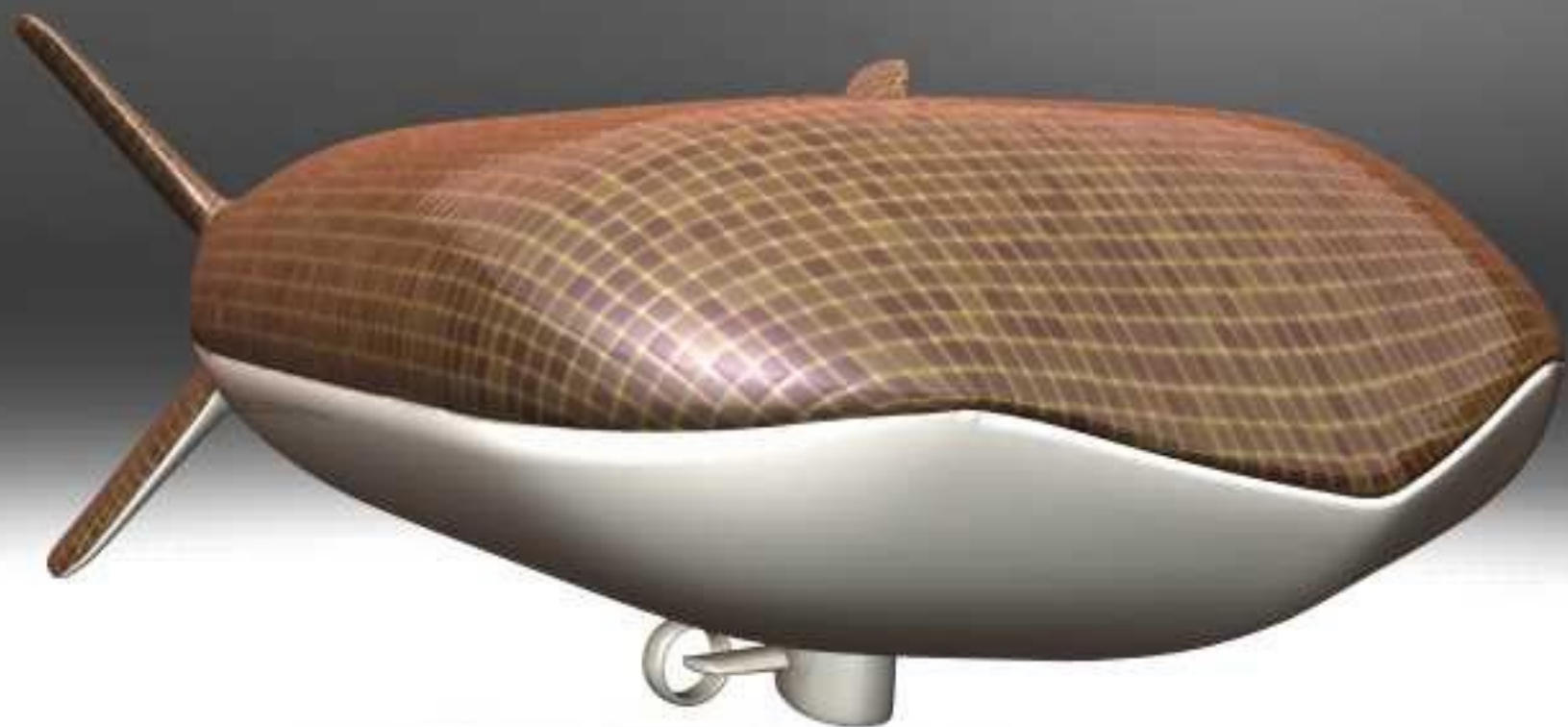
SINCE 1918

Nalley

**BIG
CHUNK**

BEEF STEW





Everywhere

- Where is the Internet anyway?
- Ubiquitous browsers
- iphone and android starting the race
- “Long” Distance?
- Voice 2.0

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Natural

Voice 2.0 and Flash Innovation

- Opera and Skyfire
- Jingle Networks
- CellSpinSoft
- PCMobilizer
- Tuktumi
- Ribbit
- MaxRoam
- SMS Services

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Natural

- Social Networking not just social
- You Who? (User Generated Content)
- Blogging/podcasting revolution
- Wikimedia – The Writeable Web
- Gaming exploding
- Let's play tag – The Long Tail

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Intelligent

Intelligent

- Ajax: content isn't what it used to be
- Global Application Web unfolding
- Semantic Web – Lots of tags
- Everything at your service

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Easy

Easy

- Open Standards – the grass roots win
- Linux changing the game
- iPhone more than a brand name
- IT infrastructure: Real or Virtual?

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Trusted



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

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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 Choice and Services
- Partner to the hilt
- Get a Taste of Net Attitude: talk to kids

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patrickWeb

Hi! Glad you stopped by.

... my name is John Patrick and Attitude LLC is the of my company. My activities include 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 "e-tirement", I was vice president of Internet Technology at [IBM Corporation](#). Nearly everything I have ever said or written is here at patrickWeb or in my book, [Net Attitude](#). As of today, the patrickWeb blog contains 779 postings. I hope you enjoy reading them -- and listening to some musical selections!

WIMPY PLAYER

Mendelssohn Symphony 4 0:40

PLAYLIST

- Mozart Piano
- Fireworks Suite
- Dvoraks New World
- Mendelssohn Symphony 4
- Beethovens 5th Mvmt 1

[Geocaches](#) found: 76. [Benchmarks](#) found: 77. [Trike](#) miles: 6,7


patrickWeb - Opera

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Monday, July 9, 2007

iPhone - continued




A number of people commented about the [mini review](#) of the iPhone from yesterday. Early experience from others mostly matches mine but some have pointed out things I missed -- both positive and negative. After another day of use I am also learning new things that you can or can't do. One thing I don't like is the way [SMS](#) works. A list of your prior messages is available but I have not been able to figure out how to send another message to someone in the list without having to key in their name again. With regard to [Safari](#) it was pointed out to me that you can zoom the screen. You can either double-tap on the screen or use two fingers to touch and either pinch or reverse- pinch. If you want to see a "pinch" in action take a look [here](#). The zoom is a very nice feature but I still find the browser to be quirky. I suspect it will be compared to the new [Opera mini version 4](#) which is now in beta. All things considered after the first few days, I am still [captivated](#) by the [iPhone](#). I am sure many more things will be learned in the days ahead. I especially look forward to seeing some new applications become available. One thing I suspect many people would like to see is a chat client. [Meebo](#) works through the browser but it is not really designed for mobile.

[Internet Technology](#) , [Mobile](#) July 9, 2007 05:37 PM

Sunday, July 8, 2007

iPhone Out of the Bottle



Back in [January](#) I said I couldn't wait to get an [iPhone](#). Of course, I did wait, but not in line. The order was placed online the evening of June 29th and the confirming email said shipping would be within 2-4 weeks. Much to my surprise the iPhone left [Shenzhen](#), China six days later and after [Fedex](#) stops in Anchorage, Indianapolis, Allentown, and Pittston the amazing logistics system dropped off the iPhone at the lakehouse the next day, Friday. From late that morning through the afternoon I was [captivated](#).

I don't claim to a product reviewer but this posting will be my attempt to share reactions and opinions about the iPhone. The bottom line is a big "thumbs up" -- my expectations have been exceeded, especially with