

# 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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home | pay | register | sign in | services | site map | help ?  
Browse Search Sell My eBay Community Powered By IBM

# Welcome to eBay



eBay Members Click Here

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

Browse for an item  
Select a category... Go  
Specialty sites: [eBay Motors](#) | [eBay Stores](#)

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

[Register Now](#) [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**   
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](#)



**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 [existing](#) 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.

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.



### 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)



## VerizonWireless.com is temporarily unavailable

**Learn more about Verizon Wireless products and services:**

- [Shop or browse our selection of phones and plans.](#)
- [Get to know our products with fun and interactive demos.](#)
- [Go to Send a Txt Message now.](#)

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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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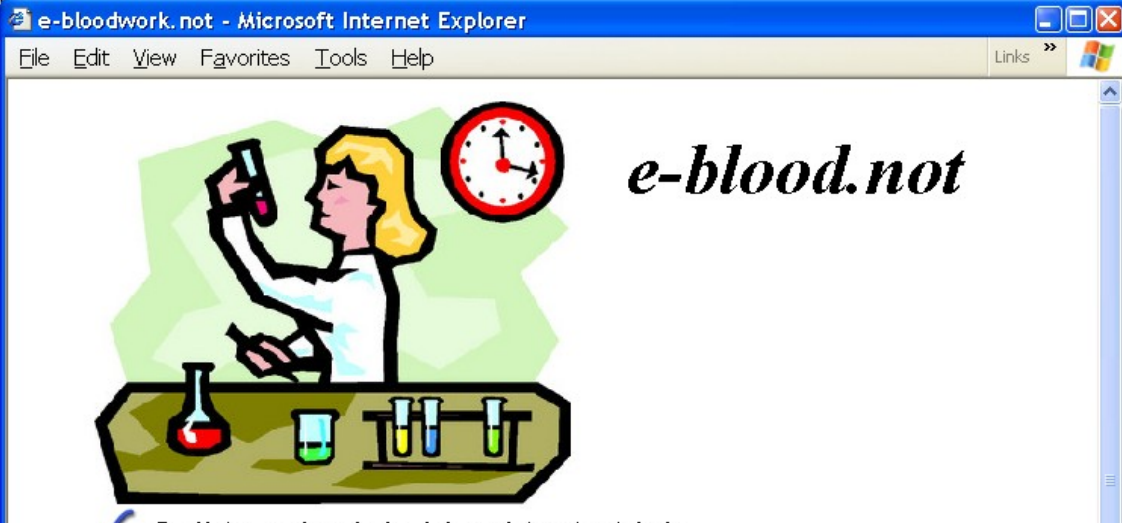
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**financial\_services.com**

“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”

“Any other questions, please email us at [help@xyz.com](mailto:help@xyz.com)!”

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- ✓ 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-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](#).

# e-government & education


- Early leadership and innovation
- Empowerment of the grass roots
- Lifelong learning via the web
- Limited by learning how to learn
- Schools and libraries will change

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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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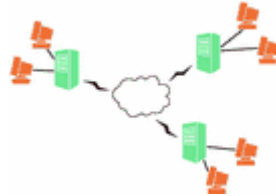
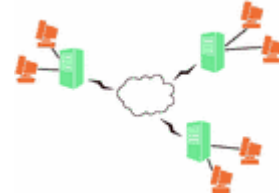
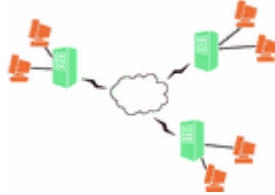
Always On

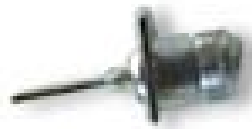
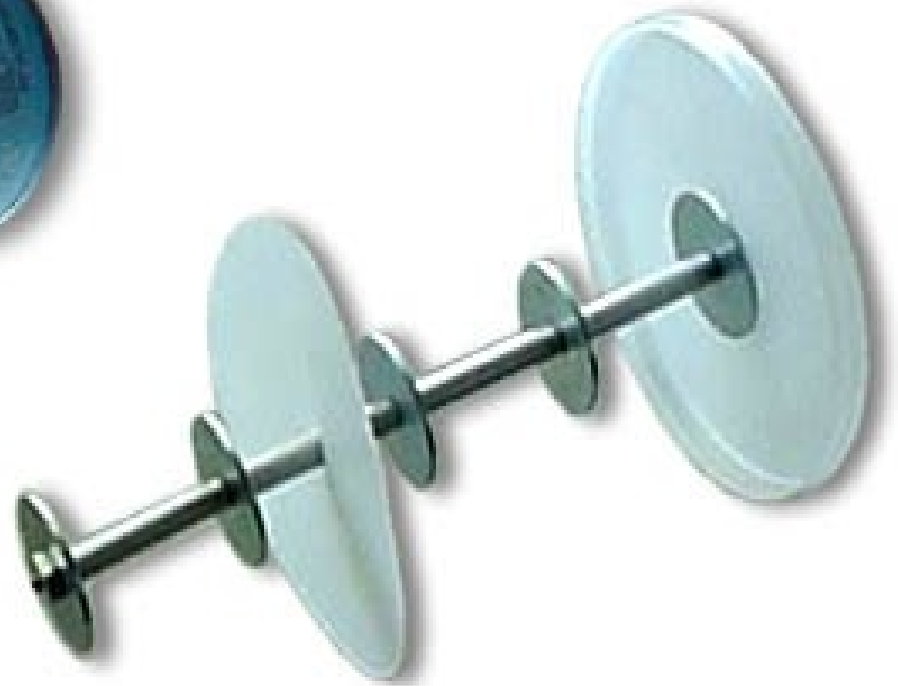
# Always On

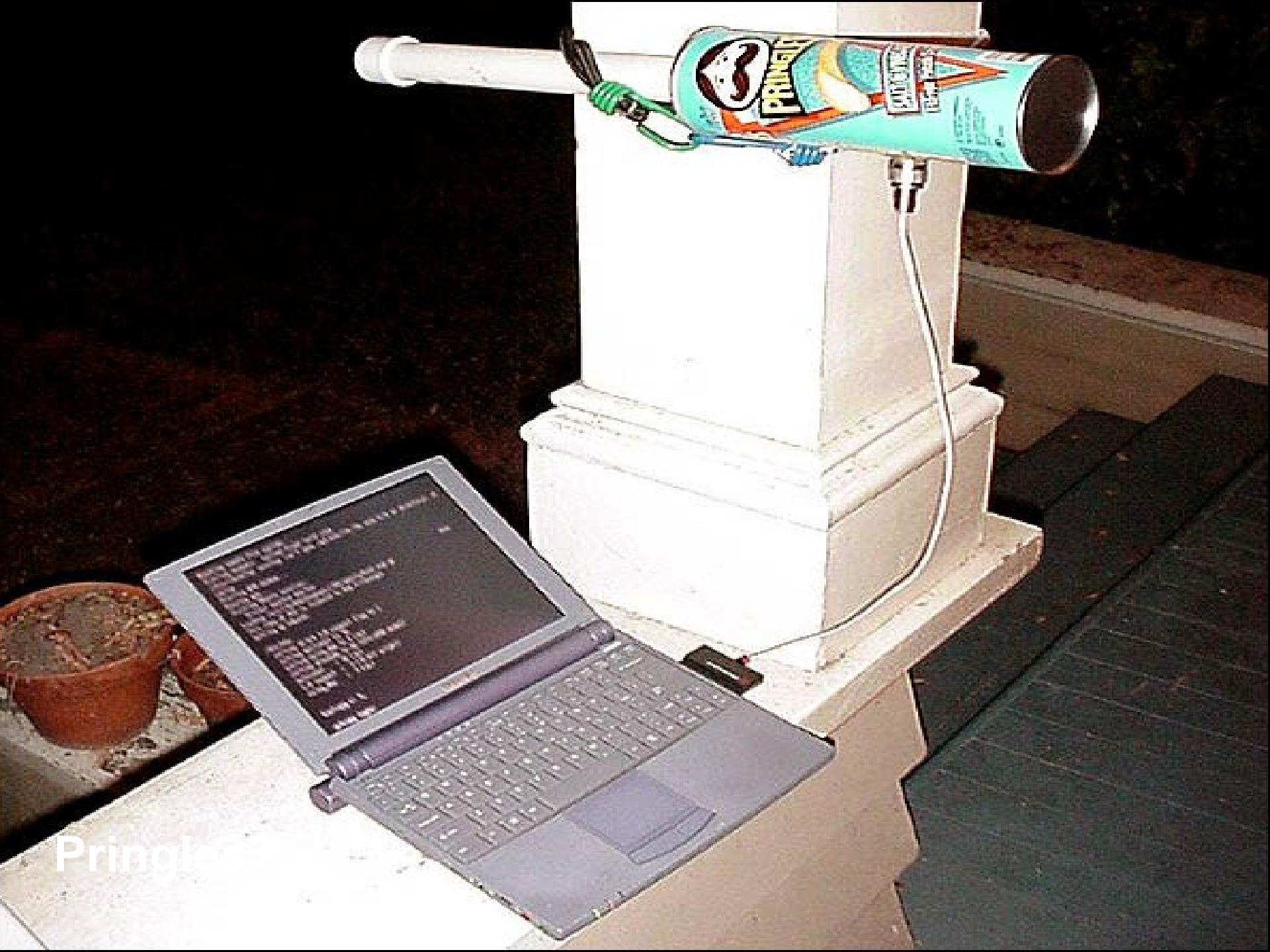
- Dial-NOT!
- IPEverything
- WiFi and WiMax: reality exceeds the hype
- Pringles and Stratellites

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Everywhere







Pringle



What's a Cantenna How to use it More Answers Cantenna Store

Yes, we carry Wi-Fi cables!



Find the right Pigtail (RF cable) for your Wi-Fi router, access point, PDA, or PCMCIA card right here.

Super Cantenna Bundle Sale

Save Big on all three! Get a Super Cantenna, Mini Tripod, and RF Cable (Pigtail) for just \$49.95. [Learn More]

The original Wi-Fi Booster Antenna as featured in Time Magazine and WiFi Planet.

Wireless Service Providers! Contact us for private labeling and quantity discounts!

# Cantenna

## The Powerful Super Cantenna™



Boost your wireless signal (802.11b + g), or connect to other wireless networks in your neighborhood. Only \$19.95 [Learn More]

ADD TO CART

**NEW! Use it Outside.** All our Cantennas now have weather-resistant coating for outdoor use

**NEW! 10-foot cables.** Most of our Wi-Fi cables are now also available in 10 feet length, for a low price of \$29.95.

Nalley

FINE FOODS

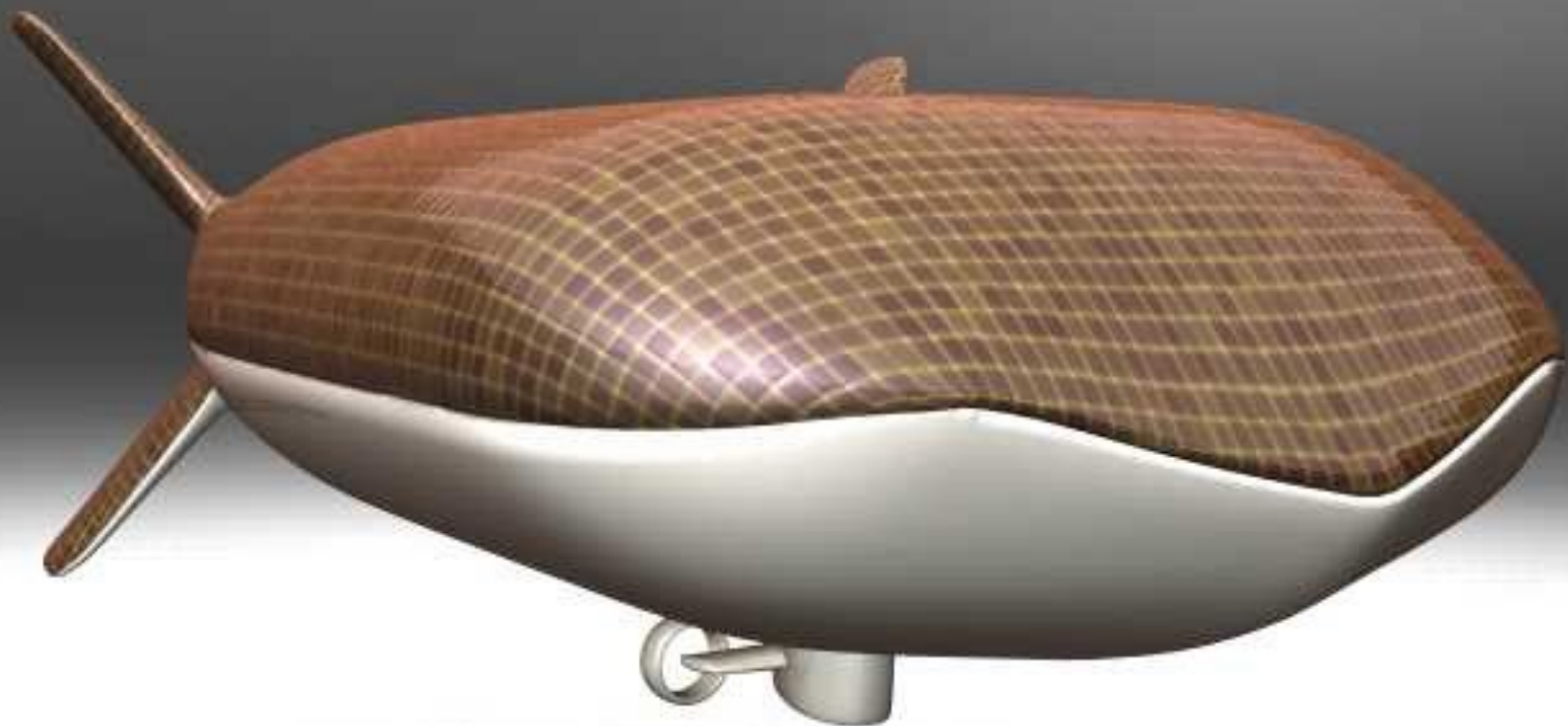
SINCE 1918

**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
- Everything at your service
- Semantic Web – Lots of tags

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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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- affiliations
- store
- profile
- in the news
- engagements
- favorites
- travels
- point of view
- photo gallery
- technology
- links
- hobbies
- contact me
- wall street
- weblog



Search

Web

patrickweb.com

pages served  
**6,779,511**

ShareThis

319 email readers  
BY FEEDBLITZ

[Disclosures](#)

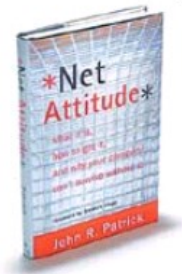
# patrickWeb

Aug. 15

## Hi! Glad you stopped by.



... my name is John Patrick and Attitude LLC is the name 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 871 postings. I hope you enjoy reading them -- and listening to some musical selections!



[Learn more](#)

WIMPY PLAYER

Click on an item to start

▶ ◀ ◻ ▶ ◻ ▶

PLAYLIST

- ▶ Sonata Op2 No3 1st Mov
- ▶ One World
- ▶ Fur Elise
- ▶ **Bach Brandenburg 2**
- ▶ Moonlight Sonata2

[Geocaches](#) found: 83. [Benchmarks](#) found: 90. [Trike](#) miles: 10,002

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Sunday, August 10, 2008