

# The Future of the Internet

*fast  
always on  
everywhere  
natural  
intelligent  
easy  
trusted*

John R. Patrick

President  
Attitude LLC

# The Big Picture

- We Haven't Seen Anything Yet
- Power of the click
- Expectations rising by the day
- Net Attitude needed
- The Internet evolving rapidly

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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
- Accomodation or On Demand

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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

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  
Select a category...   
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**   
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](#)



Make Reservation       Book a Flight  
 Rent Automobile       Ask a Question



### Need help making a reservation online?

If you still need assistance, call our Internet Help desk. We're available to help you:

**Monday through Friday, 9AM to 5PM, U.S. Central time - closed holidays.**



### Have issues outside the scope of online reservations?

**Please contact us through our email system.**



### Want to confirm a reservation?

You can review or cancel reservations made on the Internet.

For assistance with reservations made elsewhere,  
**please call our toll-free number 1- 800-555-4567**





## 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.

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)

[financial\\_services.com](http://financial_services.com)

Simple administrative mailing asking for a  
yes or no reply...

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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](mailto:help@xyz.com)!”

retail\_giant.com

“We offer gift certificates and registry purchasing online.”

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retail\_giant.com

“You would need to contact the store where you are wanting to get the gift certificate from. We currently do not offer the purchase Gift Certificates online. If you have any further questions or would like to offer feedback, please email us at [service@retail\\_giant.com](mailto:service@retail_giant.com)

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# *e-bloodwork.not*

- ✓ Call to schedule blood test at lab
- ✓ Visit lab
- ✓ Wait
- ✓ Call Doctor's office - out to lunch - call later - on hold
- ✓ No results yet - wait
- ✓ Call again - Doctor hasn't looked at results yet
- ✓ Call again - Doctor looked and will call you later
- ✓ Wait
- ✓ Doctor calls - you miss call - she leaves message
- ✓ The information is temporary -- there is no data



## *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


- 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

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# E-business is Real Business

- Water does not flow uphill
- Same economy – new tools
- The Internet is thriving and growing
- Key is to satisfy all constituencies

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**Easy**  
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**Trusted**

# Fast

- Adam Smith's Invisible Hand
- Optical Backbone
- Shifting Bottlenecks
- Content closer than we think

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Always On

# Always On

- Dial-NOT!
- “Long” Distance?
- WiFi: the reality exceeds the hype
- Pringles To The Rescue

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Everywhere

WeatherBox



location: chale uk 50°36'n 1°20'w

1010 pressure  
mb steady

96%  
humidity

12°C  
temperature



outlook: Partly Cloudy



e-suds

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

AVAILABLE     IN USE     OFF LINE

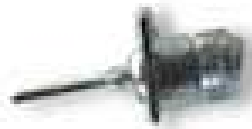
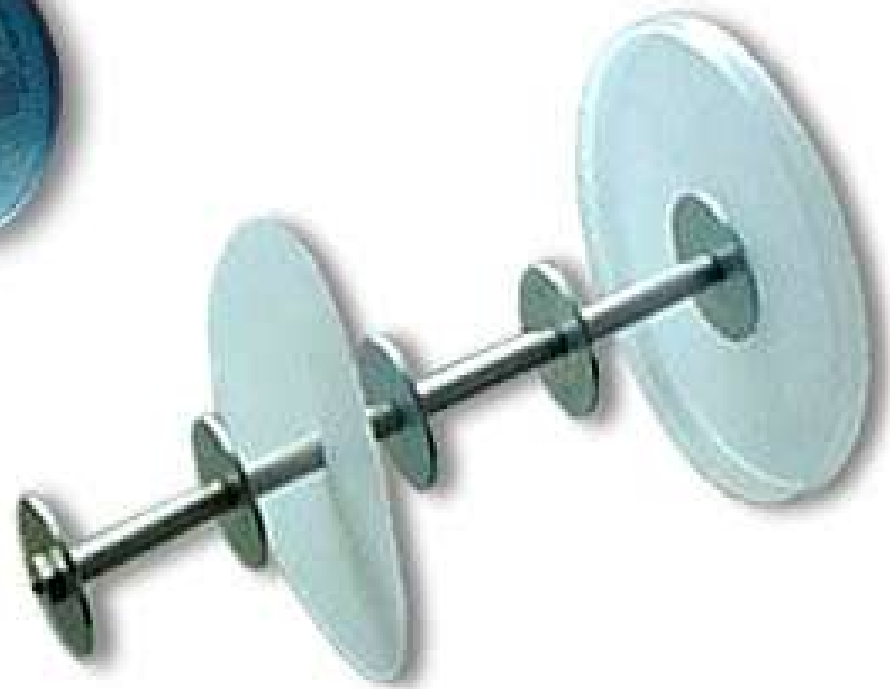
eSuds

	1	2	3	4	5	6	7	8	9
<b>Washers</b>									
<b>Upper Dryers</b>									
<b>Lower Dryers</b>									

[refresh status](#)

# Skype







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?
- Wireless transactions are key

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Natural

weather.com - Outdoors - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Y! Search

Address http://www.weather.com/outdoors/fall/

Back Forward Stop Home Search Favorites History



THE WEATHER CHANNEL

Go Shopping | Interact | Interact | Inbox Weather | Wireless Weather | Weather on Your Site | Audio/Video Forecast

Featured This Week: [Hot Planet - Vote!](#) | [Travel Destinations](#) | [Fall Foliage Reports](#)

Customize My Weather

Local Weather  
Any City or US Zip

 go!

Weather Information

- Weather Maps
- US City Forecasts
- World Weather

News Center

- Weather Headlines
- Tropical Update
- Storm Watch

Weather and...

- Fall Foliage
- Travel
- Health



weather.com

**Be Prepared**

THE WEATHER CHANNEL

**OUTDOORS**

Go R'Ving. Life's A Trip. 

**Fall Foliage** 

**FALL FOLIAGE REPORTS** 

Local fall foliage reports for over 40 states! Select a region below to find the best fall colors near you.

**FALL FOLIAGE MAPS**

Frequently updated regional fall foliage

**Fall Foliage**

■ PAST PEAK ■ PEAK ■ NEAR PEAK ■ PATCHY

**GO SHOPPING**

Get weather.com Weather Anywhere Services

THE WEATHER CHANNEL

weather.com

Internet







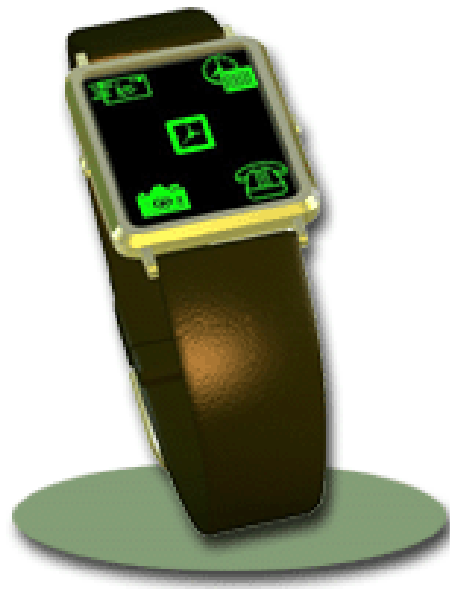


# Korean HealthOne Smartcard



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

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# XM Radio

XM Radio



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**SATELLITE  
RADIO**

From its state-of-the-art studios and uplink facility in the Washington, DC area, XM Satellite Radio will beam up to 100 channels of digital quality music, news and entertainment directly from two powerful satellites to people from coast to coast in their cars and at home. A small antenna and AM/FM/XM car radio, home audio system or portable radio will receive the signal.



Everywhere

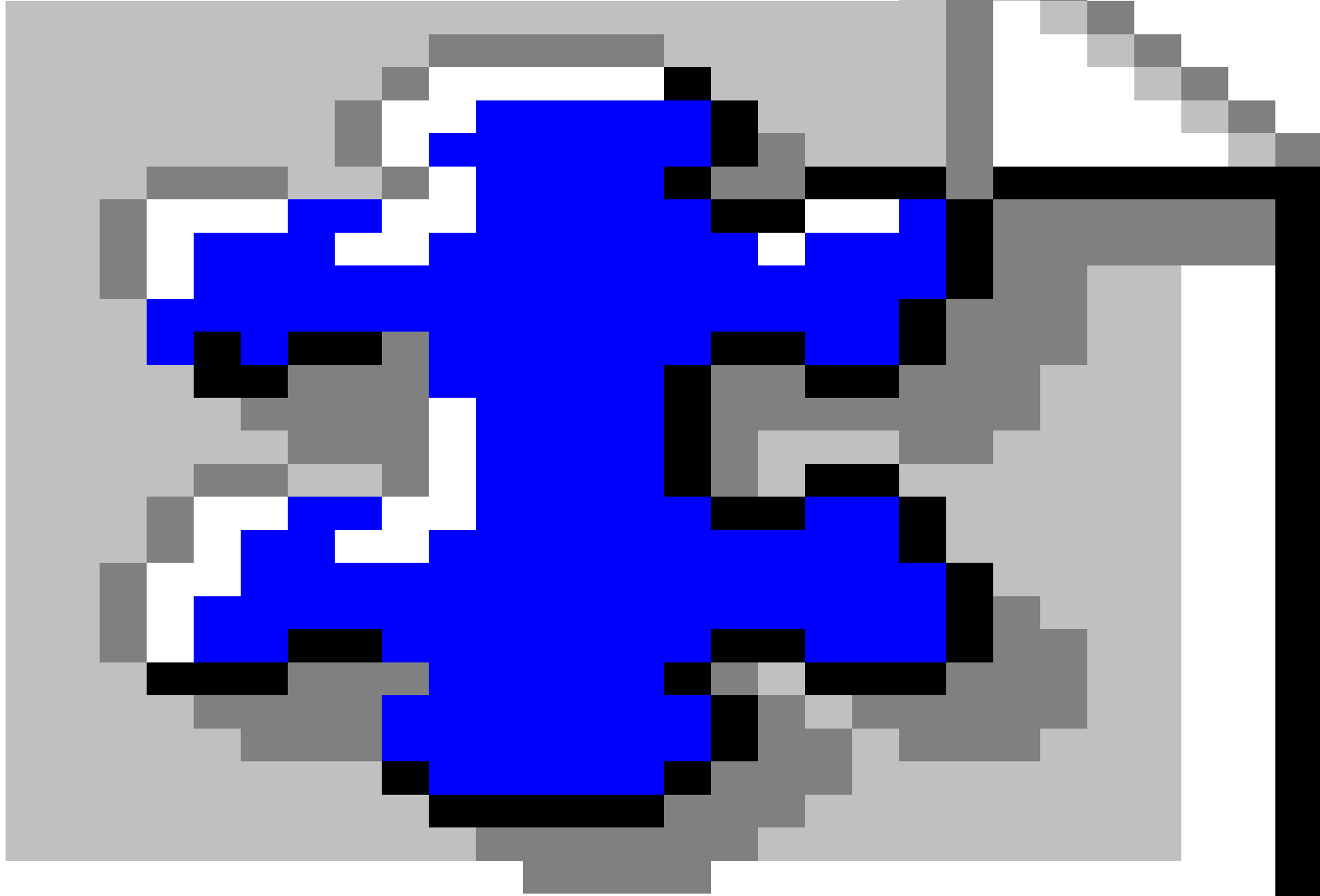


# Natural

- Instant messaging – not just for kids
- Next Generation IM
- Social Networking gaining ground
- Wikimedia - The Writeable Web
- Blogging revolution accelerating

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Intelligent



Natural

# Intelligent

- Content isn't what it used to be
- Global Application Web unfolding
- Application Integration – The Holy Grail
- Autonomic and Grid Computing converging
- The ASP is back

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Easy



Intelligent

# Easy

- e-business on demand is here
- Open standards taking hold
- Linux changing the game
- Press file to print and start to stop: Huh?

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a quick guide to easyJet.com | book online | carrier's regulations | conditions of carriage | credit card security online | important notes | privacy policy

book online step 12345

To check availability and fares, simply tell us where you want to fly and when.

from Aberdeen (ABZ) Alicante (ALC) Amsterdam (AMS) Athens (ATH)

to Aberdeen (ABZ) Alicante (ALC) Amsterdam (AMS) Athens (ATH)

flying out on 15 June 2004

returning on

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Stacks of new routes! Piles of new deals! click here

quick answers Enter keywords e.g. "baggage allowance" go

route information We offer 151 routes between 44 key European airports across the UK, France, Spain, Switzerland, the Netherlands, Denmark, Italy, Czech Republic, Greece, Germany, Portugal, Hungary and Slovenia.

latest news have you got s potential? This week sees the filming of the ninth 'Airline'!... latest punctua for the week endin 85% of all flights arrived on time full details



- Search Bookmarks Mail Contacts Chat Notes Transfers History Links Windows



Easy

# Trusted

- Security redefined
- Privacy policy and framework essential
- Linkage of brand and digital ID
- Trusted transactions are the end game
- Spam control through technology

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# Internet Attitude

- Think Outside In
- Think Big – Act Bold
- Start Simple – Iterate Fast
- Think Partners and Prototypes
- Think Integration

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# How To Survive (and thrive)

- Listen to the people
- Anticipate the evolution of the Internet
- Build a framework for On Demand
- Get a Taste of Net Attitude

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# The Writer Exchange



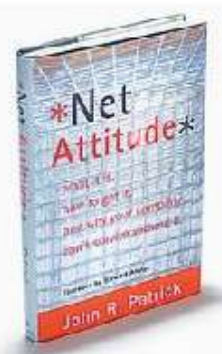


- home
- store
- profile
- in the news
- engagements
- point of view
- technology
- links
- hobbies
- contact me
- weblog

# patrickWeb

Feb. | 21

## Hi! Glad you stopped by.



... my name is John Patrick. I was vice president of Internet Technology at [IBM Corporation](#) until I "e-tired" at the end of 2001. In my position as chief technology officer for IBM's Internet activities, some people called me a strategist, some called me a visionary, and some called me [chief dreamer](#). My latest thinking on technology and various other things is in the [weblog](#) below.

Speaking of the weblog, there is an [interview](#) in CIO Insight Magazine where I discussed my views on the future of blogging. My book, [Net Attitude](#), is where I wrote about my views on the future of the Internet. There is also a column in Network World Magazine, called [The Ultimate Internet](#), where I tried to summarize the book in 850 words.

Weblog <sup>?</sup> [SUBSCRIBE](#) [archives](#) [blogroll](#) [categories](#) [comment](#)

search

Thursday, February 19, 2004

### Demo Pictures



[Demo 2004](#) was an excellent conference -- I learned a lot and got to see many old and new friends. Ben and Mena Trott, from [Six Apart Ltd.](#) in San Mateo, California showed their newest [Typepad](#) tool for bloggers. It lets mobile bloggers -- "mobloggers" as they are called -- put their digital photos, along with audio and text, on their Web sites. ([AP Photo](#) by Roy Dabner).



Greg Reinacker of [Newsgator](#) (L) and I looked on as [Doc Searles](#) of Linux Journal showed us his blog on the big 17" laptop. Picture by Mitch Ratcliffe of [RedHerring](#). There are also a couple of

pages served  
1,466,258

XML

Notices