



April 12-15, 2010
Rosen Shingle
Creek Resort
Orlando, Florida

The Technology Revolution of 2010

A Convergence of Technologies

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Premise

2010 is the year when several critical technologies will converge to create another revolution in technology



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Impact

- It will mimic the impact felt by the music industry when the synthesizer first appeared, and on the publishing industry when desktop publishing first became a reality
- *Convergence* is the key to predicting when this happens



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The Question

- How will this affect our businesses



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The Desktop Publishing Convergence

- ***Graphical Operating System***
 - Introduction of the Mac
- ***Introduction of the laser printer***
 - Postscript
- ***Introduction of Software***
 - *Pagemaker, Ventura*
- ***Economics were compelling***

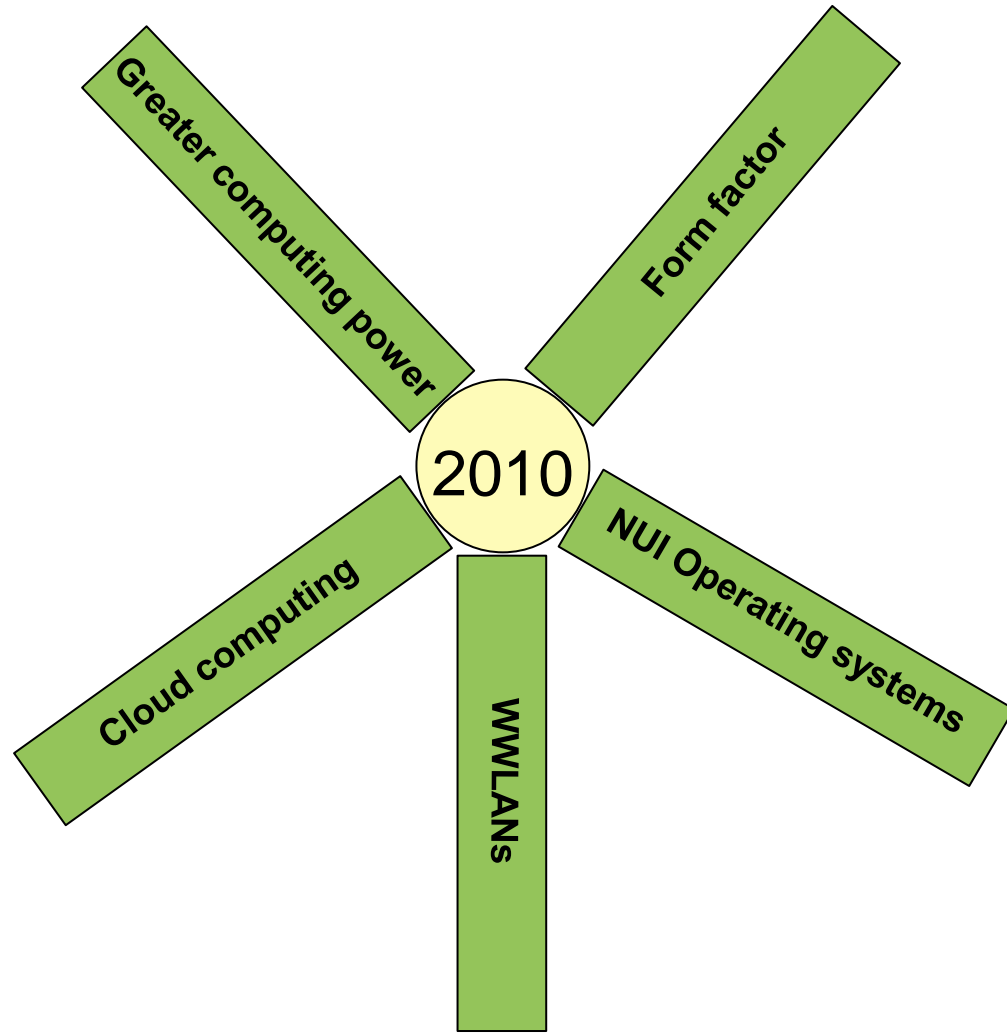
SNIA



SNW

COMPUTERWORLD

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2010 Convergence

- **Greater computing power than ever before**
 - Intel I5 and I7 processor for the desktop and the Atom and ARM processors for mobile configurations
- **Form Factor**
 - Netbooks, tablets, smartphones
- **Touch as part of the OS (Win 7, Snow Leopard, Chrome)**
 - Native user interfaces (NUI)
 - iPhone, Android, WebOS operating systems
- ***Cloud computing (Google, Microsoft)***
- ***Wide Area Wireless LANS (4G)***
 - Speeds over-the-air of up to 7 Mb/s (UMTS/HSDPA)
 - \$7.2 B Government Broadband Initiative

Possible Outcomes

- More emphasis on the data center and storage
 - Centrally maintained services (SaaS)
- Ubiquitous cloud computing for users
 - Google Docs, Sky Drive
- The browser becomes the OS
 - Chrome
 - HTML 5
- Far greater mobility
 - Cell
 - Automotive
- Over-the-air video will start to dominate



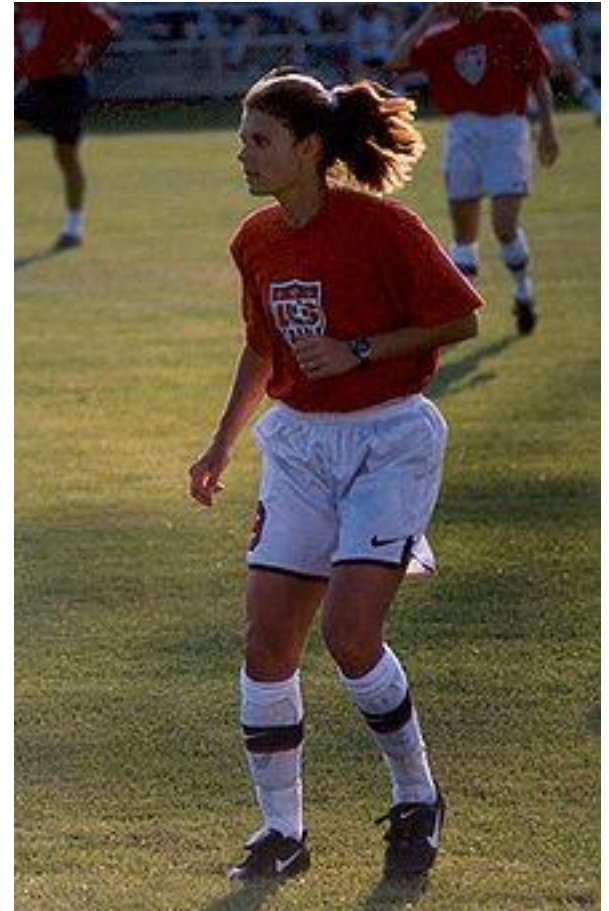
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The Law of Unintended Consequences

- Title IX (1972)
 - No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance.

Mia Hamm

- Mia Hamm
 - 1996 Gold Medal
 - 2000 Silver Medal





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The Social Changes Will Be Profound

- Some are obvious, some aren't
- A new generation will not understand the computers we use today
- Gate's vision of "Information Everywhere" is coming true