



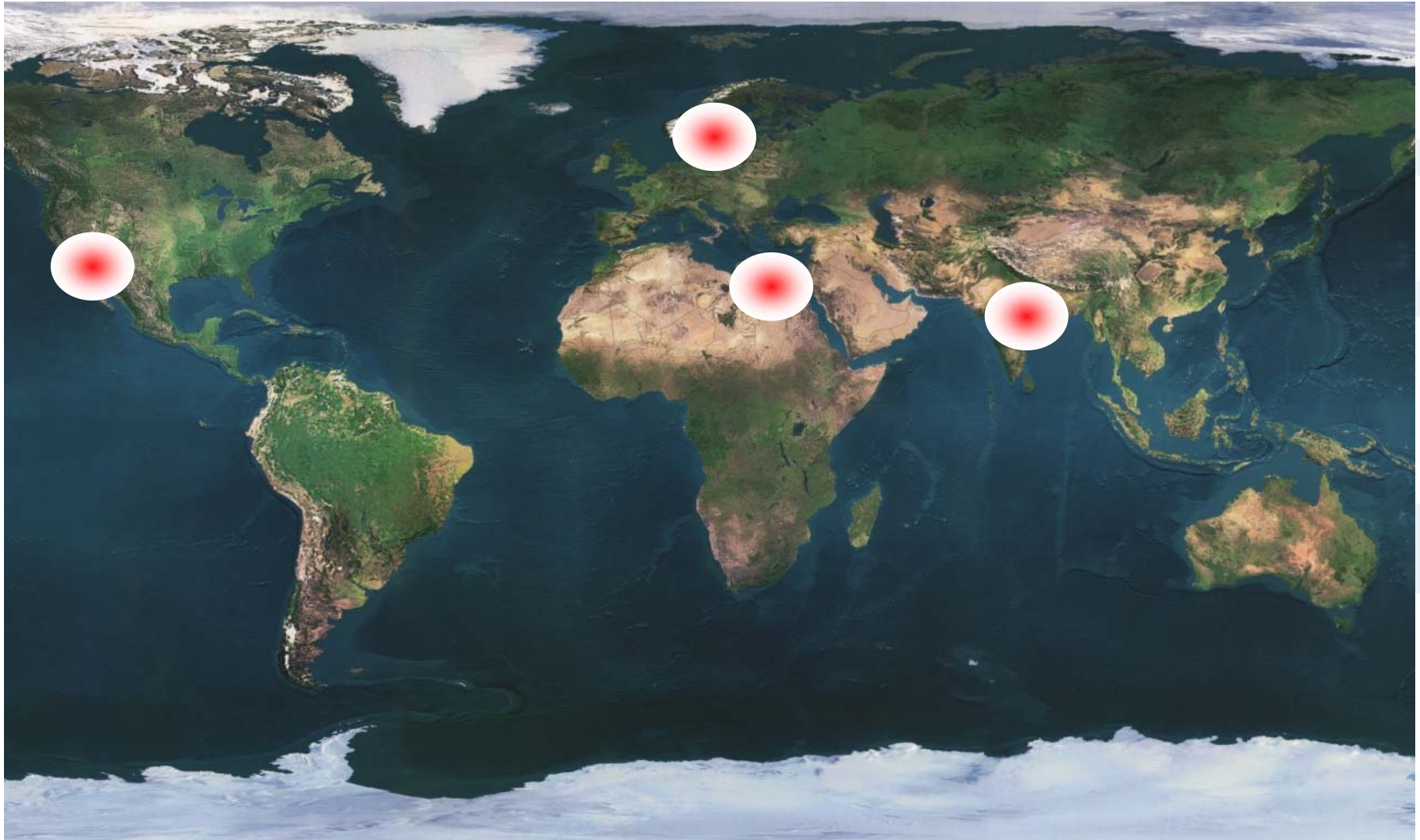
Cisco – The Human Network

Fremtiden er her allerede...

13. november, København

Christina Brodersen, Project Manager, Innovation Lab

Globale forbindelser



Mikroproducenter i Indien



Systemkritiker i Egypten



Congress of the United States
Washington, DC 20515

January 24, 2007

The Honorable Nahid Fahmy
Ambassador, Egyptian Embassy
3521 International Court, NW
Washington, DC 20008

Dear Ambassador Fahmy,

We write to Members of the U.S. Congress to express our deep concern about the arrest of Abdelkareem Hamed Selman Amer, a 22-year-old resident of Alexandria, Egypt. As you are likely already aware, Mr. Amer was arrested on November 7 in Alexandria and has been held in solitary confinement for two months without trial.

We are concerned that he has been denied access to his attorney and to family members while detained, and have learned that Egyptian human rights officials believe his life is in danger. On Thursday, he will finally have a public hearing, but faces up to nine years in prison for exercising his basic human rights.

We note that Mr. Amer has been charged with "defaming the President of Egypt" and "highlighting inappropriate aspects that harm the reputation of Egypt."

While Mr. Amer was often critical of extremism within Islam, the ability to dialogue about one's religious beliefs is an important aspect of the freedom of religion and expression, both of which are essential to any democratic society. The Egyptian government's arrest of Mr. Amer simply for dialogue over writings on his personal weblog raises serious concern about the level of respect for these freedoms in Egypt.

We call upon the Government of Egypt to live up to its own stated values of democratic civil rights and to release Mr. Amer from prison and drop all charges against him. Moreover, we urge the Government of Egypt to protect these essential freedoms through open dialogue about the dangers of religious extremism in all academic institutions.

Tren Franks
REP. TREN FRANKS

Barney Frank
REP. BARNEY FRANK



Supersælger i Sverige

ebay



Årets person 2006



Web 2.0 – det levende net



- ◎ Samarbejde
- ◎ Dialog
- ◎ Fællesskab
- ◎ Forbindelser
- ◎ Indholdsproduktion
- ◎ Kumulativ læring
- ◎ Kollektiv intelligens
- ◎ Skalerbarhed
- ◎ Billigt & hurtigt

Don't tell me - show me!



Nye former for fællesskab



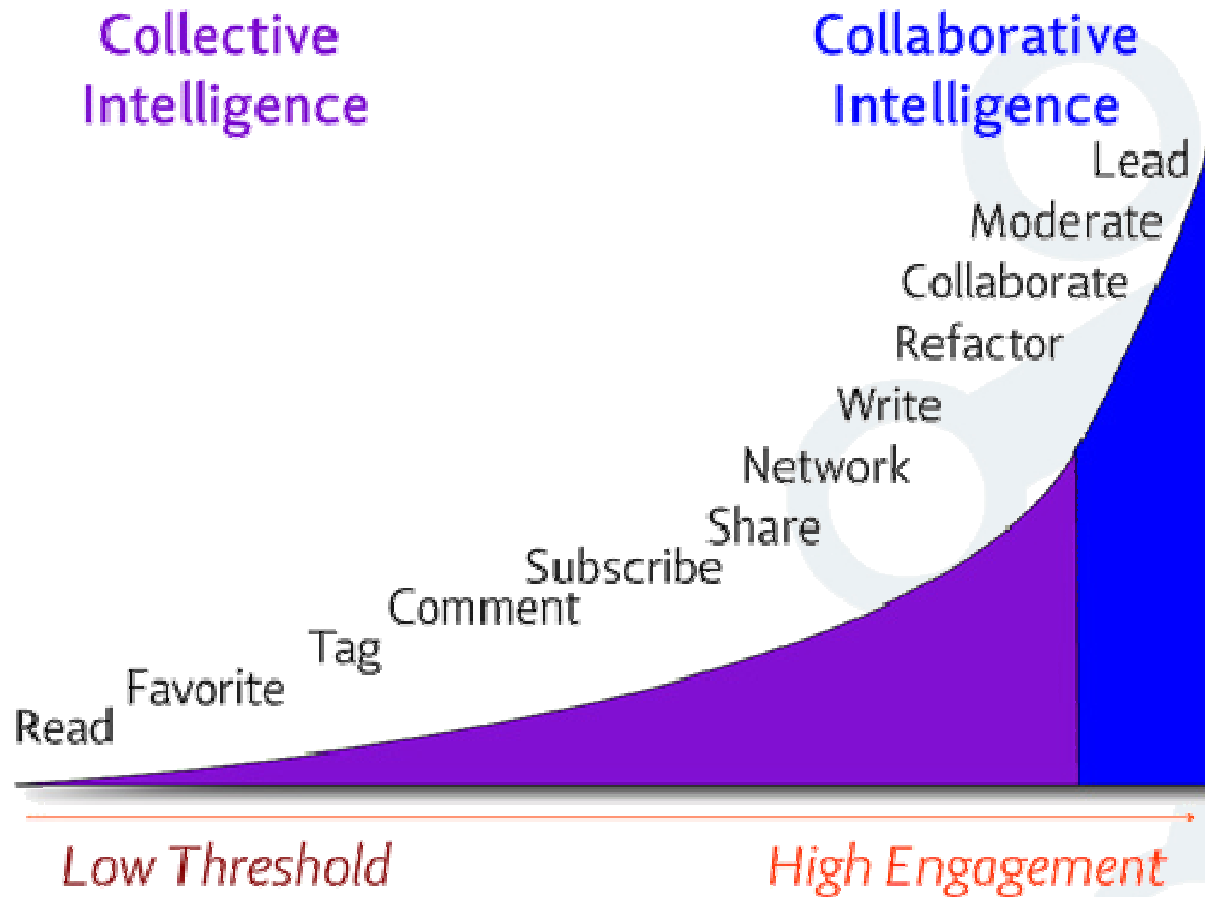
- Fra passiv information til facilitering af fællesskaber
- Fra consumers til prosumers
- Fra lokal forankring til globale fællesskaber
- Fra informationsindsamling til informationsudveksling
- Fra generelle mødesteder til segmenterede netværk
- Fra fast tilknytning til illoyale brugere!

MySpace'ere i jakkesæt

The screenshot shows a MySpace user interface. At the top, there's a navigation bar with "w4 Fringe" and "AutoSearch". Below that, a search bar contains "w3 Home | BluePages | HelpNow | F". The main content area displays a network graph titled "IBMers tagged with 'blogger' | Showing results 1-20 of 312...". The graph is a complex web of interconnected nodes, each represented by a small profile picture. The nodes are connected by thin lines, forming a dense network. The interface includes a sidebar on the left with navigation links like "Welcome, [Name] [Sign Out]", "My History", "My Profile", "Zeitgeist", "Advanced Search", "Report Bugs", and "About Fringe". Below the sidebar, there are sections for "Related Tags" (collaboration, communications, etc.) and "Related Bookmarks". At the bottom, there's a section for "Email addresses".

Kollektiv intelligens

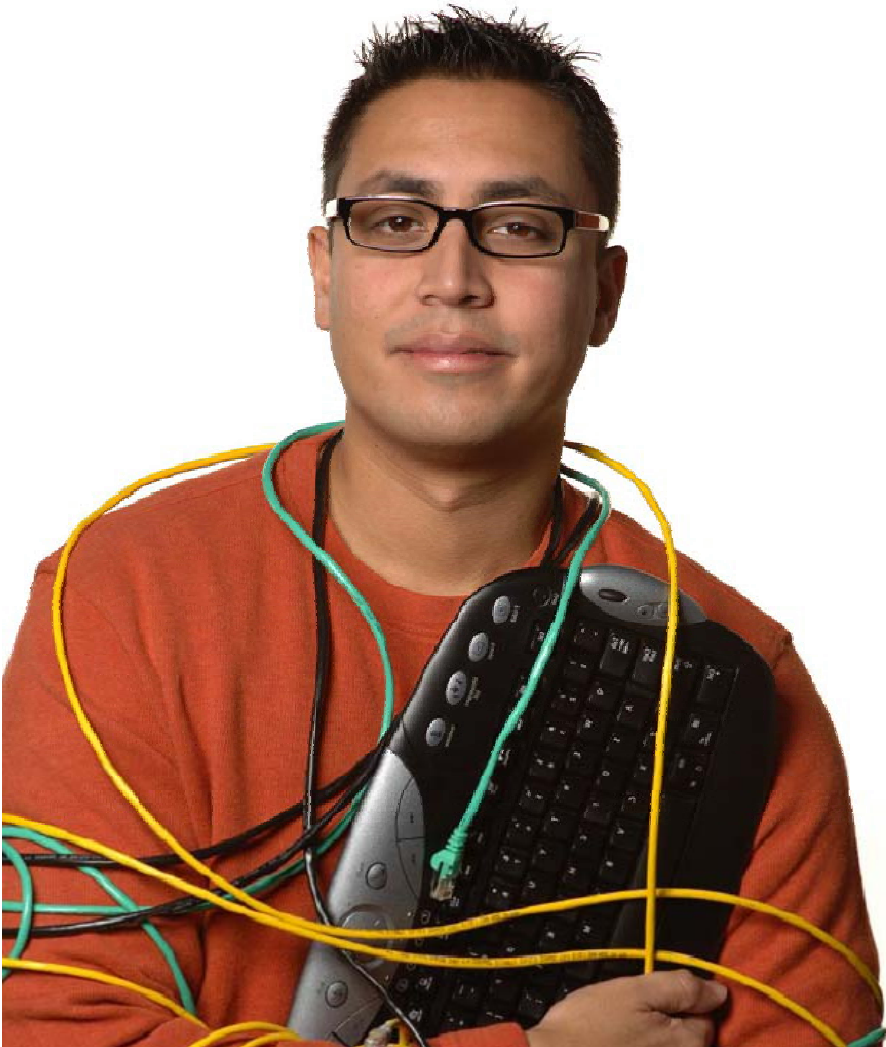
Power Law of Participation



Din nye medarbejder

🕒 Digital Natives

- Født og opvokset med teknologi og er dybt afhængige af den.
- Global ansvarlighed frem for egoistisk selvrealisering – forventer indflydelse på arbejdspladsen.
- Forbrugerelektronik og ny teknologi tages med ind på arbejdspladsen – multitasker og bruger mange forskellige værktøjer.
- Arbejdsform som formes af internetadfærd er global, kollaborativ og netværksbaseret – skaber, deler og udvikler viden i fællesskab.
- Arbejde skal være fleksibelt – "anyplace" og "anytime."



Digital livsstil i hverdagen



91% bruger IM mindst én gang om ugen.



87% er medlemmer af online communities.



71% bruger jævnligt webcam & mikrofon
8% forsøger aldrig at bruge tastatur



39% har uploadet videoklip på nettet.

Forventninger til arbejde



55% forventer, de vil bruge IM til kommunikation med kollegaer.

48% forventer, at alle vil bruge webcams på arbejdspladsen.



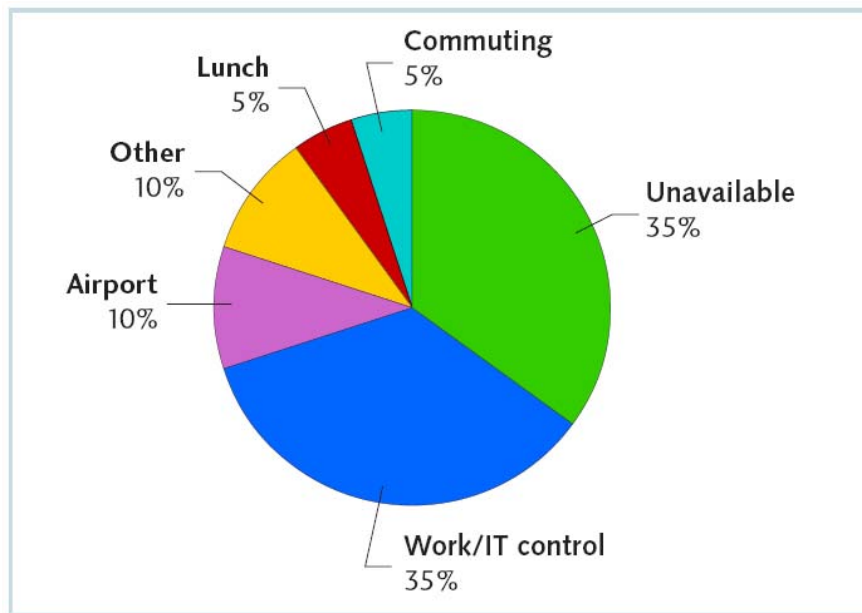
81% har allerede tænkt over balancen mellem arbejde og fritid.

76% forventer, at de vil få mulighed for at arbejde i udlandet.

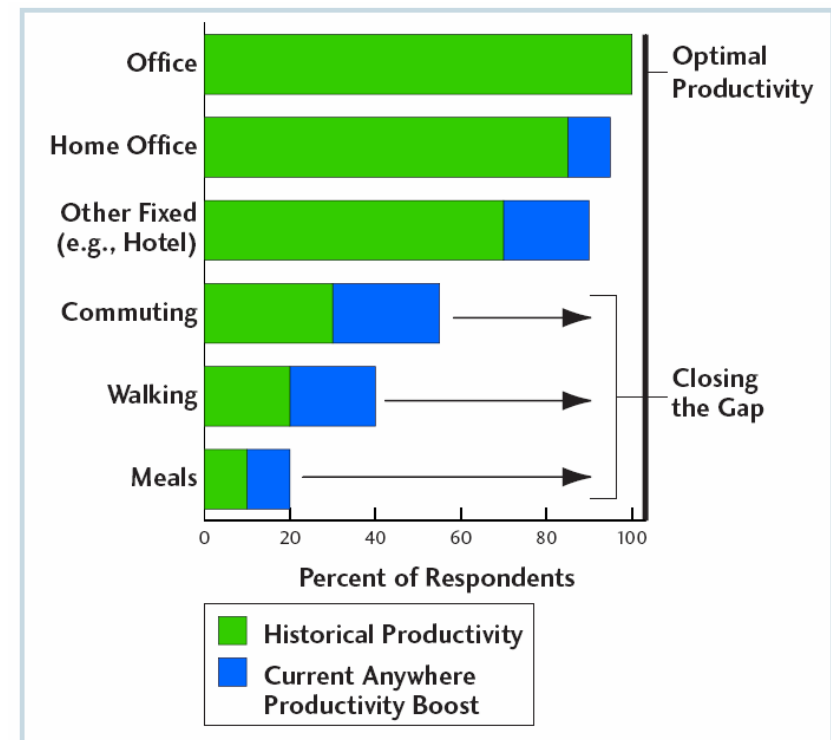
Fra "mig" til "vi"



Produktivitet i vidensarbejdet

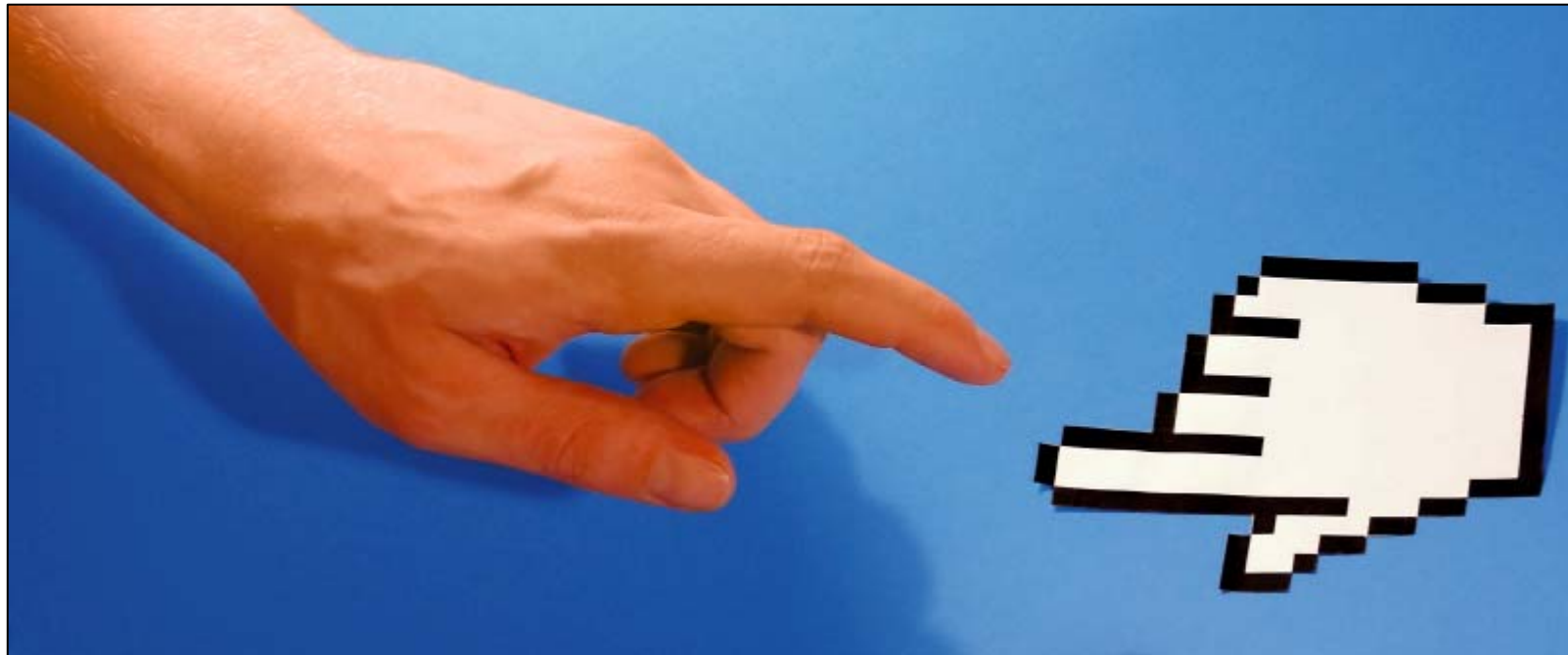


Hverdagen for en vidensarbejder



Potentielle produktivetsgevinster

Handlekraft og manøvredygtighed



- ⦿ Styrke af handledygtighed ved at **nedbryde kommunikationssiloer** mellem usammenhængende platforme og enheder.
- ⦿ **Optimere produktivitet** gennem lettere og mere effektiv kommunikation.
- ⦿ Nye platforme til **effektivt, gnidningsløst og globalt samarbejde**.
- ⦿ Understøtte **mobilitet og manøvredygtighed** på tværs af platforme.

Mod ekstrem mobilitet: Google's Android gPhone



- ⦿ Ikke en telefon men et linuxbaseret mobilt OS – open source software
- ⦿ Open Handset Alliancen: Samsung, Motorola, LG, HTC, T-Mobile, Qualcomm...
- ⦿ Med andre ord: "Der kommer ikke én gPhone - der skulle gerne komme tusinder af gPhones"
- ⦿ Innovation Lab forecast :
 - Inden 2010: Carrier-løst mesh af mobiltelefoner = gratis tale udenom teleudbyder og mobilmaster
 - Inden 2009: Gratis push-to-talk = gratis opkald til alle gPhones indenfor rækkevidde
 - Inden 2009: Platformen gør det muligt at 'se' alle gPhones i nærheden = ad-hoc mobile sociale netværk/spaces
- ⦿ Alt i alt: mere fleksibilitet til folket!

Hvad bringer fremtiden?



“We have had the first decade of the web, or Web 1.0, which was about the development of the basic platform of the internet and the ability to make huge amounts of information widely accessible, and we're nearing the end of the second decade - Web 2.0 - which was all about the user interface and enabling users to connect with one another. Now we're about to enter the third decade - Web 3.0 - which is about making the web much smarter.”

- Nova Spivack
Founder, Radar Networks

Fleksibilitet - Google style



“Web 2.0 is a marketing term, and I think you've just invented Web 3.0. (...)

But if I were to guess what Web 3.0 is, I would tell you that it's a different way of building applications... My prediction would be that Web 3.0 will ultimately be seen as applications which are pieced together.”

- Eric Schmidt
CEO, Google

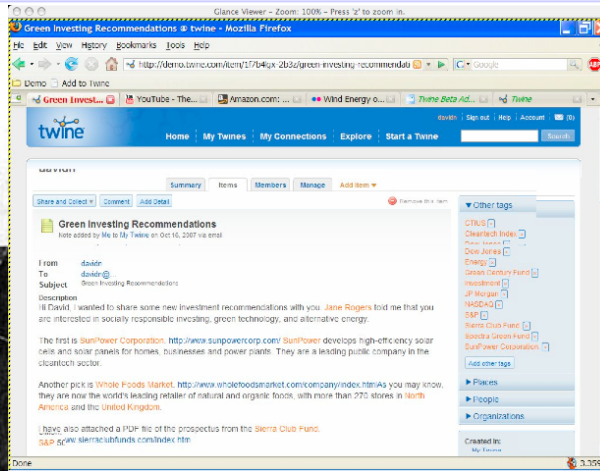
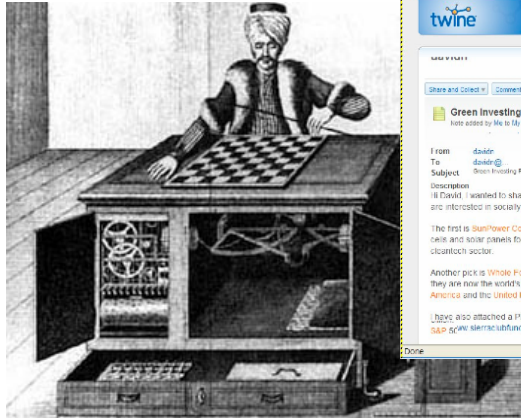
At samle en distribueret verden



Telepresence

"The other day I started the morning with my top staff in India. Then I went to Japan and a meeting with Fujitsu, then on to Cleveland, then London and a meeting with BT. The whole trip took only 3 1/2 hours, and I was far more effective in the calls."

Fremtiden er her allerede



Powerset
NATURAL LANGUAGE SEARCH



What did **politicians** say about **iraq** ?

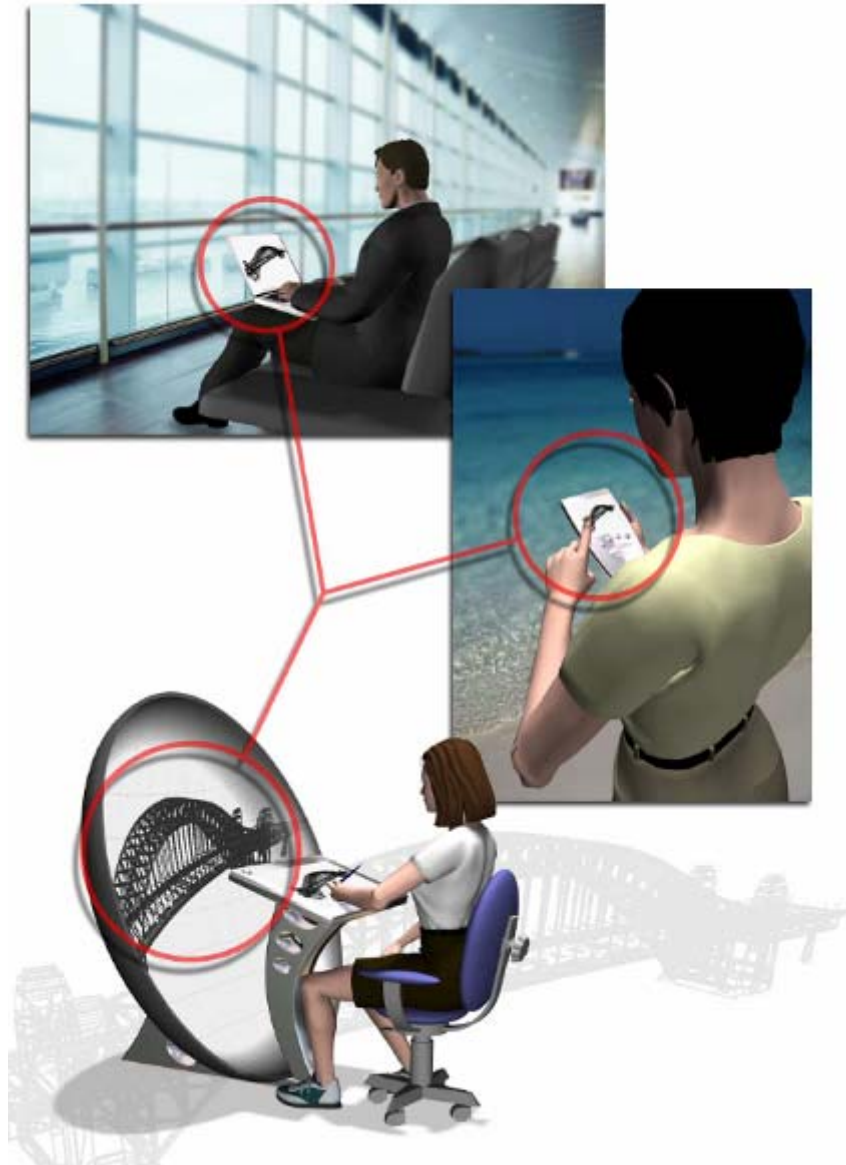
0 Powerset Results 0 It's a Tie 0 The Other Guys

let us know whose results were better before you ask another question

Powerset Results	The Other Guys
<p>Iraq disarmament crisis Two days later on March 19, 2003, as the 2003 invasion of Iraq begins, President George W. Bush stated in an address to the nation... For full text President Clinton explains Iraq strike</p>	<p>Wikipedia:Reference desk/Archives/Humanities/2007/January 17 The voters did not approve it. Edison 07:12, 17 January 2007 (UTC) It's the kind of thing politicians say that sounds good to almost everyone, ...</p>
<p>Iraq and weapons of mass destruction The Royal Air Force dropped mustard gas on Bolshevik troops in 1919, and Winston Churchill, secretary of state for war and air, suggested that the RAF use it in Iraq in 1920 during a major revolt there.</p>	<p>Iraq War troop surge of 2007 - Wikipedia, the free encyclopedia They did "not favor adding significant numbers of troops to Iraq" but saw ... Comments and responses of notable politicians, military officers, ...</p>
<p>United States presidential election, 2004 timeline April 2: Speaking before an audience in Peterborough, New Hampshire, John Kerry says: "We need a regime change not just in</p>	<p>Opposition to the Iraq War - Wikipedia, the free encyclopedia [8] A Zogby poll in March 2006 found that 72% of US soldiers in Iraq</p>

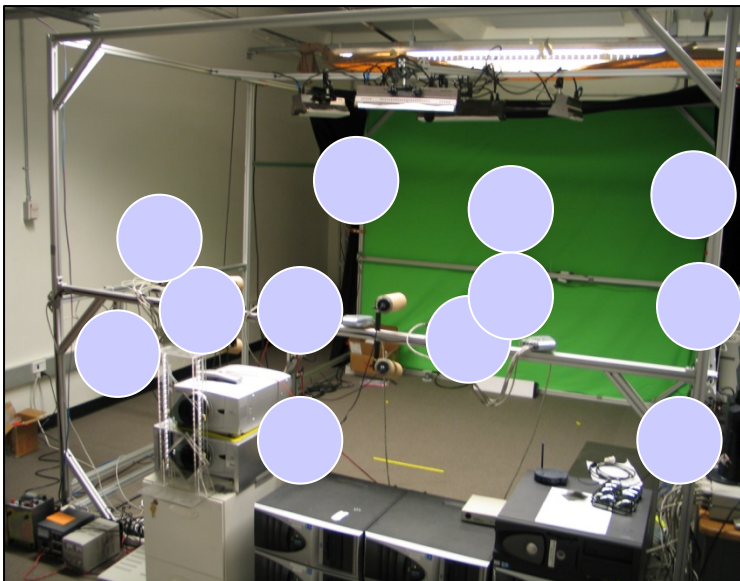
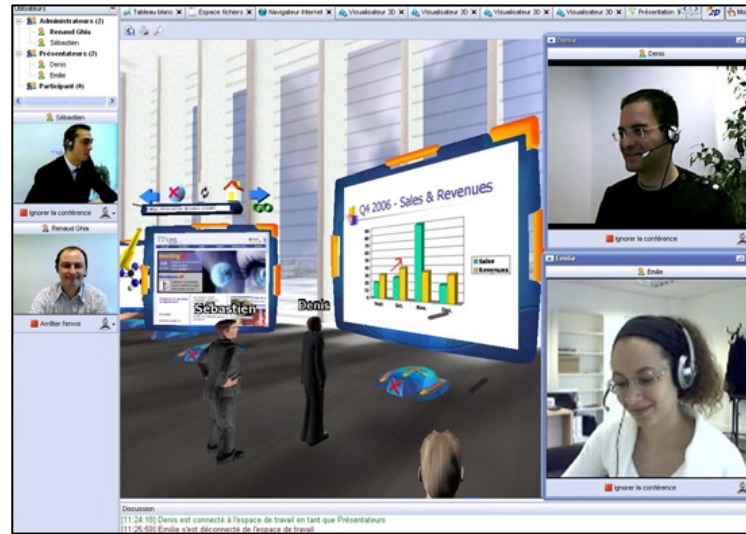
- Powerset
- Twine
- Amazon Mechanical Turk
- Cyc
- Termine o.I.
- Google Apps
- Freebase
- OpenID
- Joost

Virtuelle organisationer

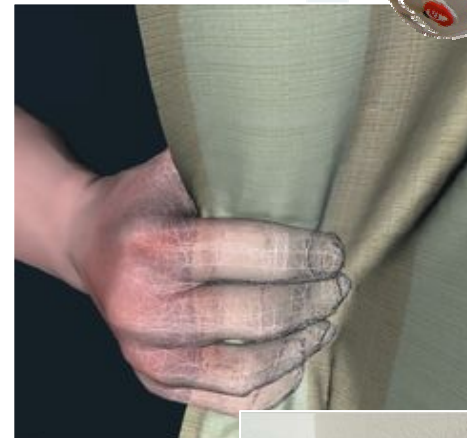
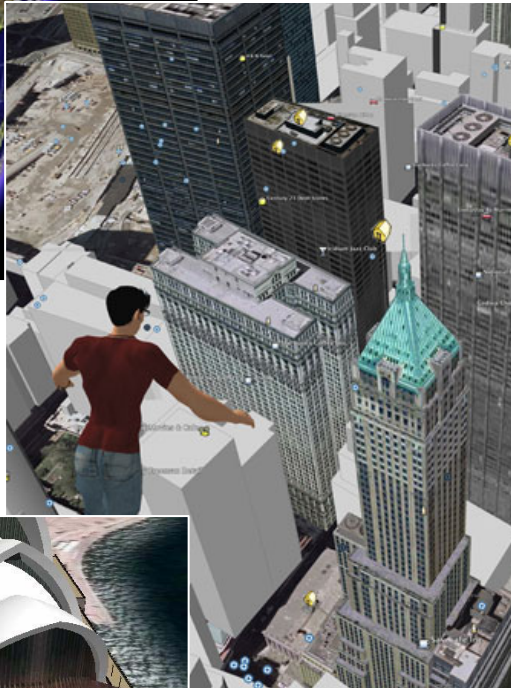
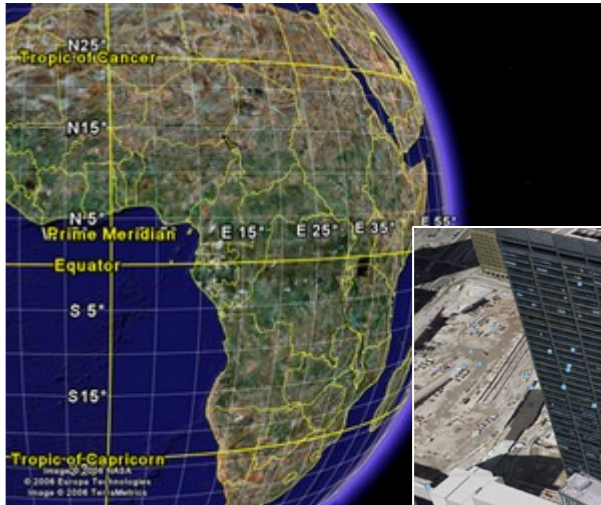


- IKT-infrastruktur, der understøtter transparent, driftssikkert og fleksibelt tværorienteret samarbejde.
- Virtuelle workspaces med ambient interfaces til synkron og asynkron:
 - Kundekontakt
 - Brainstorming
 - Samarbejde på tværs af organisationer
 - Projektstyring
 - Kundesupport
- Sømløst samarbejde på tværs af geografiske afstande omkring:
 - Dokumenter
 - Videnskabelige modeller
 - Virtuelle prototyper
- Fuld mobilitet.

Videokonfererence i fremtiden



Konvergens og haptiske interfaces



Den mobile mikromakker



Mobil Augmented Reality

- ⦿ Digitalt overtræk til den virkelige verden – tags til verden.
- ⦿ Kombination af billedanalyse, GPS-sensor, kompas og accelerometer i smartphone.
- ⦿ Kan identificere ethvert objekt, som telefonens kamera rettes mod.
- ⦿ Mulighed for at downloade ekstra informationer
- ⦿ Skærbilledet skifter automatisk alt efter telefonens position – fra oversigtskort til bybilleder.

Dobbelte arkitekturer



- ◎ Fysiske teknologier bliver usynlige og forsvinder ind i de almindelige omgivelser og infrastrukturer.
- ◎ Mennesker vil se en *augmented reality* – den fysiske verden overtrækkes med individuelt tilpasset lag af digitale informationer.
- ◎ Fremtidens arkitekter skal designe både til den fysiske og den virtuelle verden – og vil arbejde tæt sammen med markedsføringsfolk...

Det bedste fra begge verdener



- ⊙ Vi kan nu udnytte **økonomiske fordele** ved **store organisationer**...
 - Stordriftsfordele og vidensakkumulation
- ⊙ ...uden at skulle opgive **menneskelige fordele** ved **små organisationer!**
 - Frihed, kreativitet, motivation og fleksibilitet
- ⊙ Udviklingen skabes i krydsfeltet mellem teknologisk udvikling og menneskelige behov.
- ⊙ Fra **lokal forankring** over store **centraliserede konglomerater** til decentralt organiserede, netværksbaserede **virtualiserede organisationer**.
- ⊙ Udfordringen: Ikke produkter men processer!

De store linjer



- ◉ Web 1.0: Forbinde mennesker med information
- ◉ Web 2.0: Forbinde mennesker med hinanden
- ◉ **Web 3.0: Alting er forbundet**
 - Mennesker med mennesker
 - Information med mennesker
 - Information med information