

Connecting Vision to Reality

Cloud, Digital Media, Mobile - Coexistence or Symbiosis?

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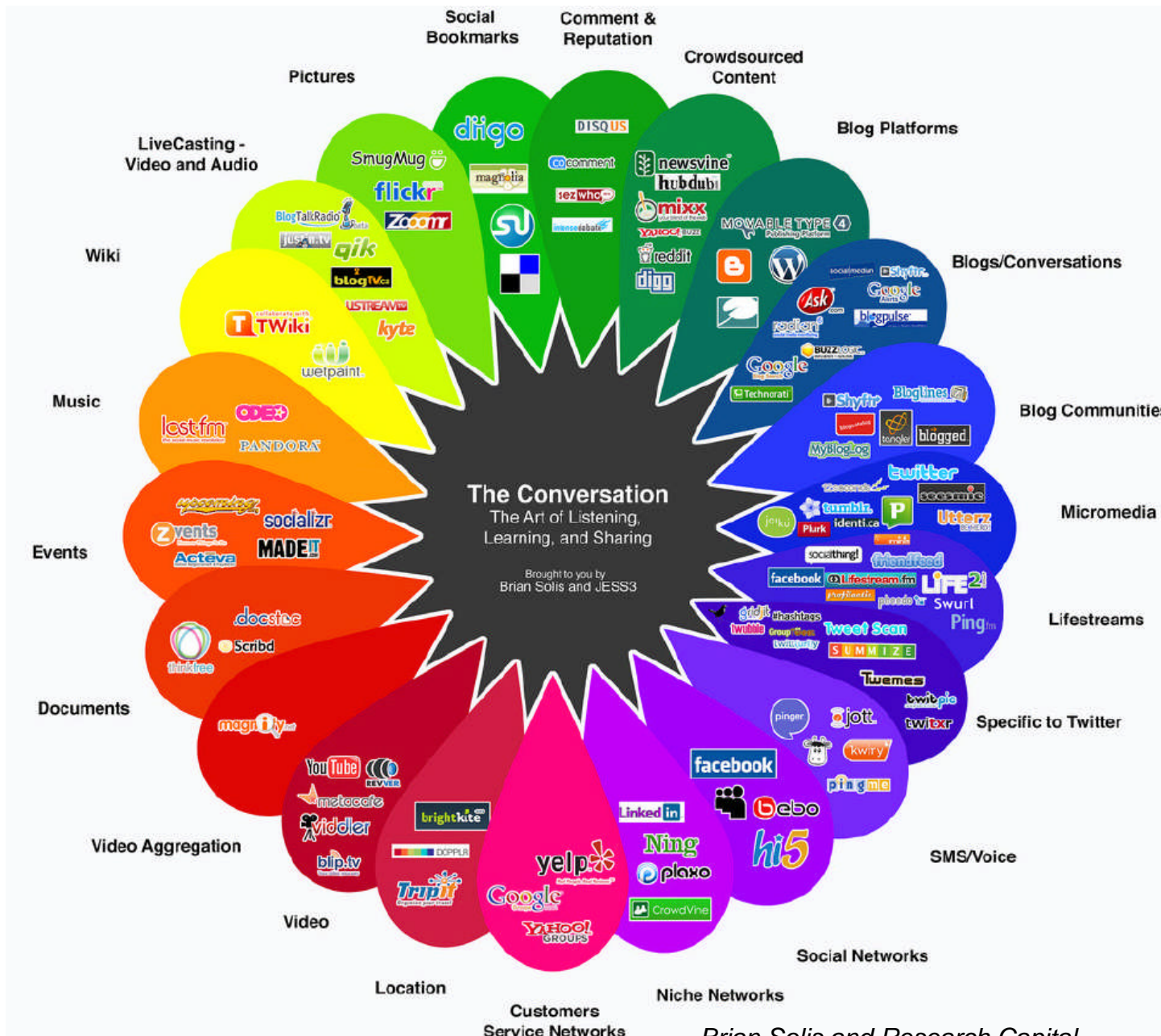


Borderless Digital Communication

- **2007:** The age of Ubiquitous Participation (UP!)* begins;
- **2008, 2009:** The Selfsumer* emerges;
- **2010:** →→ Cloud and Mobile. *Co-existence or Synergy?*

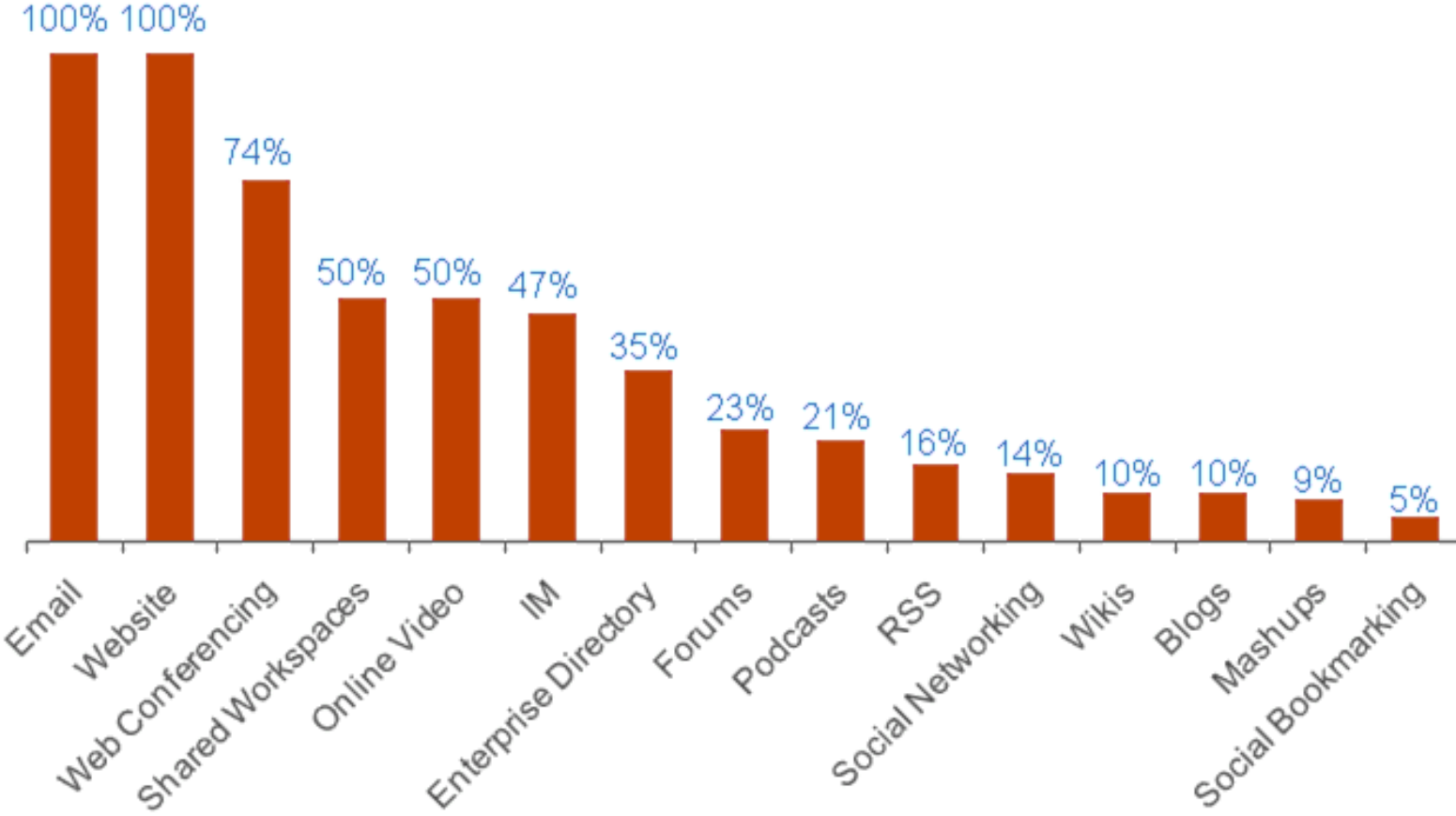
* *PwC defined concepts*

Borderless Social Communication – the Social Cloud



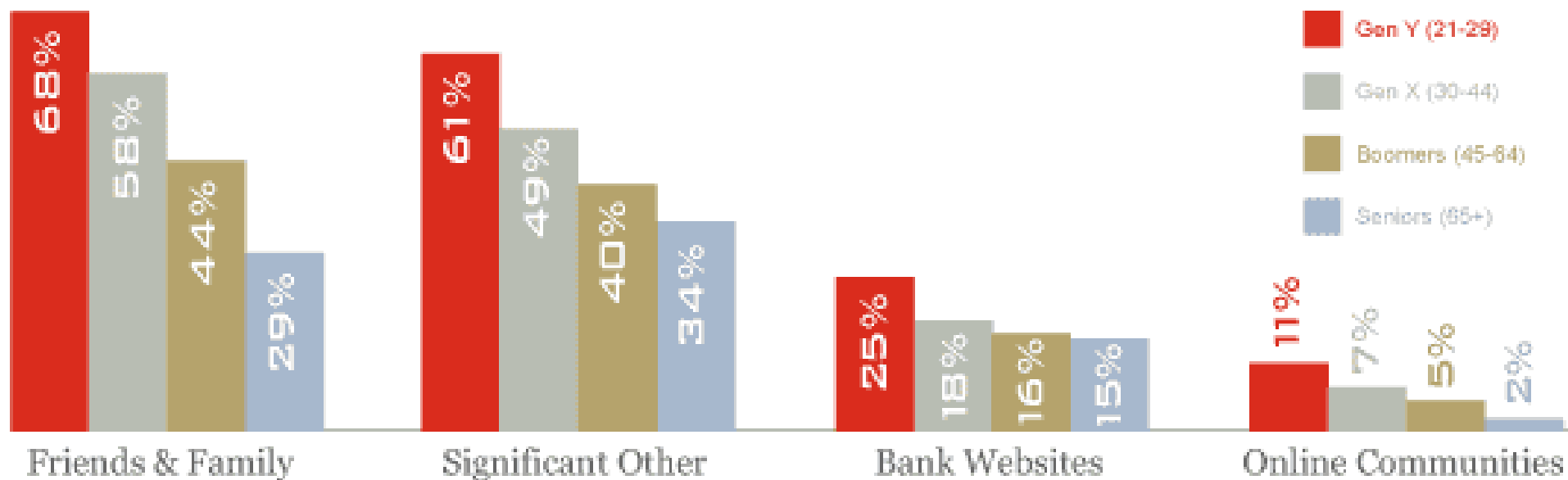
Brian Solis and Research Capital

Borderless Business communication, 2009



PwC US

Factors influencing US Internet users' financial decisions



Source: Fiserv "Financial Habits of Gen Y" study by Accelerant Research, March 1, 2010

Borderless Participation, Digital Media, Cloud in performing arts

- "Internet Symphony No. 1", for YouTube by *Crouching Tiger, Hidden Dragon* composer Tan Dun;
- Worldwide invitation to participate;
- Judges from the London Symphony, San Francisco Symphony, New York Philharmonic, Hong Kong Philharmonic;
- Winners announced, March 2, 2009;
- The prize? New York for a "classical-music summit" with Michael Tilson Thomas at Carnegie Hall on April 15, 2009.

<http://www.youtube.com/symphony>

* PwC defined concepts

Borderless Cloud, Digital Media, Mobile: iPhone pumps eBay

- From mid 2008 to September 2009, \$400m in sales and bids;
- Even a Lamborghini for \$350 000;
- Mobile ordering, bidding, negotiating and payment are here!

Borderless Technology: A Smartphone with inbuilt projector



Includes touchscreen and five megapixel camera

Texas Instruments (TI) demonstrated the Samsung handset – which uses its digital light projection (DLP) chipset – at Mobile World Congress in Barcelona, Spain, on February 16, 2009

Borderless Cloud, Digital Media, Mobile: Augmented Reality

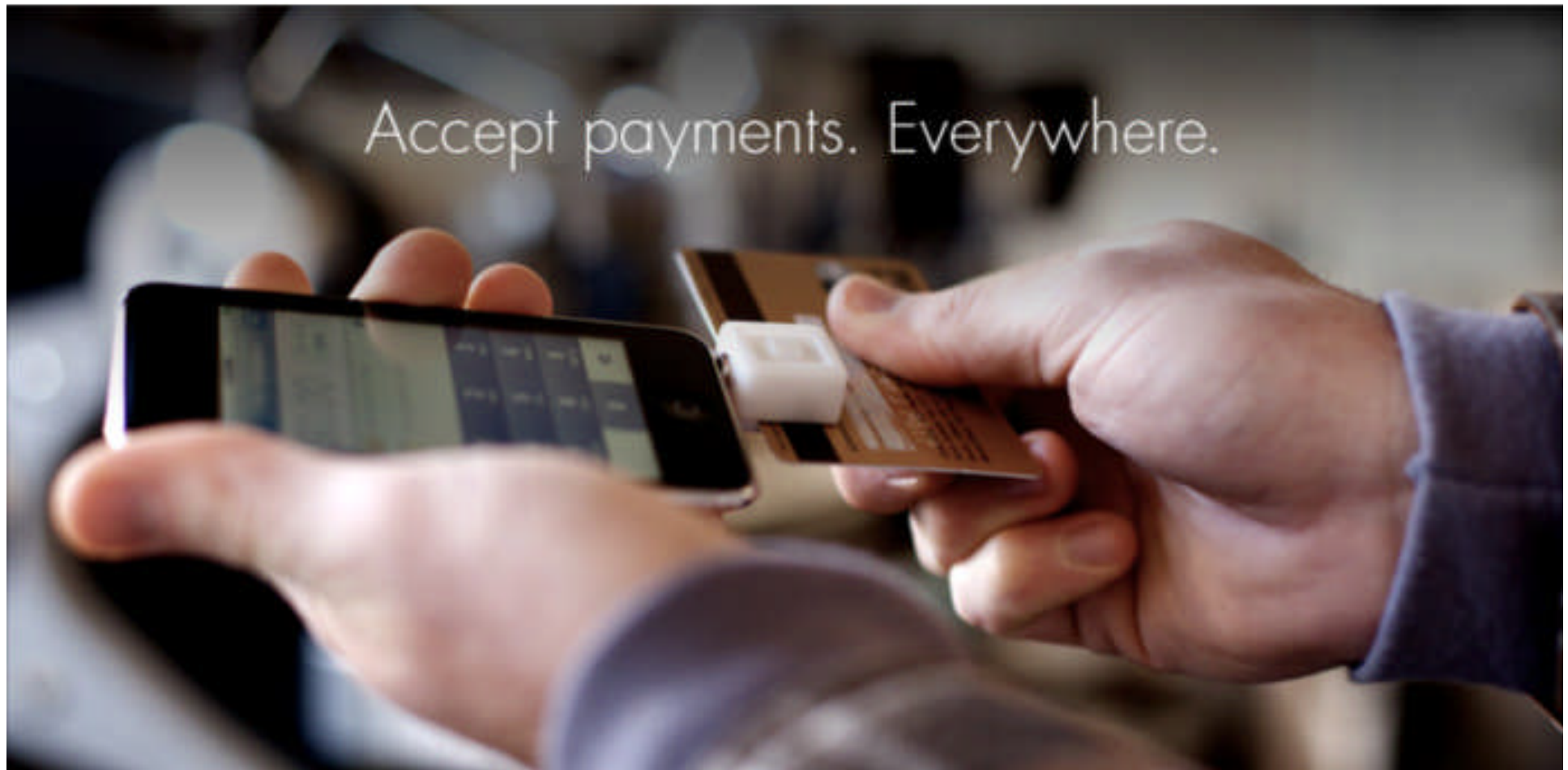


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Borderless Cloud, Augmented Reality, Geo-digital Media, Mobile



Borderless Cloud, Digital Media, Mobile, Geopayment



Borderless multimedia:HTML5 and Thin Client

- HTML5 enables dynamic websites;
- Apple has delivered applications on iPhone through its own software and is promoting HTML5; Microsoft has endorsed HTML5;
- *Cloud, Digital Media and Mobile friendly;*
- End of Flash?

Borderless Cloud, Participative, Digital Media, Mobile Vendors

- A change-management journey;
- Vendors have to evolve into Cloud Providers; Digital Media, Mobile and Geosocial Applications;
- Vendors will have to work more closely side-by-side with customers to help define and implement business strategy. “Them and Us” become “We”.

Borderless: Whither or wither privacy?

- Digital Due Process Coalition pushing US Congress to modernize privacy laws.
- Includes Microsoft, Google, EFF (Electronic Frontier Foundation), ACLU (American Civil Liberties Union), eBay;
- Privacy not adequately protected; could slow businesses in using cloud computing, mobile applications.

Thank you!

