

TAKING THE SHOW ON THE ROAD: KILLER APP GOES LIVE

A KA STAFF REPORT

It was an unlikely mixture, or “mashup,” in Web 2.0 jargon – real estate developers rubbing shoulders with application developers; government officials chatting with network providers; educators, policy analysts, hardware vendors, consultants, health care executives, and game-playing teenagers.

all about. Government officials found out about innovative applications in Fort Wayne and other wired cities, and learned how bandwidth could drive economic growth and citizen participation.

Application developers told network providers how they could more deeply engage their customers. Policy analysts heard about broadband creating virtual communities while strengthening existing physical communities.

The Killer App Expo drew crowds to Fort Wayne’s fiber-wired convention center to see for themselves what’s driving bandwidth demand.



John Wells and John Hughes from Global Online Solutions Network

But the first Killer App Expo and Conference, held April 30 – May 2 in Fort Wayne, Indiana, had something for all of them. Real estate developers learned how broadband could help them create homes and neighborhoods that residents would love – and manage and protect their properties better, too.

Fort Wayne residents got to see what FiOS TV and gaming services were

Educators found out about creative uses of distance learning. Health care administrators saw demonstrations of new telemedicine applications. And the list goes on...

Even with 50-plus speakers, dozens of application demos, and plenty of informal networking opportunities, the Expo and Conference barely scratched the surface. We know there are hundreds more great applications, with new ones coming along every day, many of which we’ve been writing about in Killer App Magazine and on KillerApp.com. And we know there are many more innovative thinkers considering how to make the most of the opportunities that broadband

and ultra-broadband present. Next year, we hope to bring even more of them together than we did this year.

Short Takes: Killer App Community Workshop

- In Bandon, Oregon, a small town that installed a new fiber-to-the-home network, high school students are now staying in town when they graduate, instead of leaving for bigger cities. The local art center is being expanded, a new golf course is being built, and the hotel is being refurbished.

- In Winona, Minnesota, the ambulances are outfitted with videocameras and transmit live video from accident scenes to the hospital emergency room, so the ER can be ready to deal with what’s coming their way.

- In Lafayette, Louisiana, the community center sheltered evacuees from Hurricane Katrina in 2005. Because the center was fiber-wired, they quickly set up VoIP service and allowed evacuees to contact their relatives long before any other shelters could.

- In West Valley City, Utah, the executive director of the UTOPIA fiber-to-the-home network not only keeps in touch with his grown children by video-conference, he even shares his TV with them through

a Slingbox. Seems like fiber communities are getting more channels and better reception than others.

Short Takes: Applications for Developers and Property Managers

- Global Online Solutions Network’s “Safe Site”: The company brings a fiber trunk and a headend into the building site and sets up motion sensors that trigger IP video cameras. The system helps developers monitor their sites during construction and can provide security services to homeowners once the lots are sold. Because the security team can always see what triggered the alarm, “there are no false alarms,” the company’s founders say.

- Some property developers are using “virtual flythroughs” on the Web to sell their properties. Others are creating replicas of new developments on the virtual world Second Life (www.seconddlife.com). They can not only give homebuyers an advance look at the development, they can even sell the virtual houses!

- Proliphix (www.proliphix.com) Web-enabled thermostats allow remote management of residential, commercial and industrial properties. Landlords can manage energy consumption of tenants whose rent includes heat and air conditioning, or of unoccupied

units.

• MacGray (www.macgray.com) provides intelligent laundry systems whose Web-based features let tenants check for available machines and let managers dispatch repair crews or send requests to technicians.



Scott Lomond, president of Sight-Speed, receives an innovation award from Mayor Graham Richard of Fort Wayne and conference chairman Scott DeGarmo.

The Big Picture

Two keynoters stretched the imaginations of conference attendees.

• Ray Kurzweil (www.kurzweilai.net), today's leading inventor, who has launched nine different industries and made computers read, talk, and play music, gave an exciting but dizzying talk about the ac-

celerating pace of change. Moore's Law ("The number of transistors on a chip doubles about every two years") is only one instance of this general acceleration of knowledge, Kurzweil said. In a graph illustrating the pace of change from the evolution of RNA through to the Internet, Kurzweil showed that this acceleration has been astonishingly steady for billions of years. The reason: Every change builds upon the last one.

Kurzweil's lesson: Don't assume that the pace of change over the last 50 years will be replicated over the next 50 years. It won't. It will be immeasurably greater.

The moral for killer apps: There's no question that any bandwidth we can provide today will be fully utilized in a very short time. Kurzweil foresees that within a few years, computers will disappear as separate devices and will simply be integrated into all of our everyday objects (clothes, eyeglasses, etc.) Everything and everyone, he said, will

be permanently connected to a broadband network.

• Andrés Duany, founding principal of the urban planning firm Duany Plater-Zyberk & Company (www.dpz.com) and a leader of the New Urbanism, showed how the urban planning principles in effect in the United States for the last 60 years have created endless commutes and automobile dependence, segregated Americans by age and economic status, disrupted community and family life, and replaced neighborhood shopping with "big box" stores.

Duany's planning principles bring back walkable, integrated neighborhoods where residents can live, work and shop without traveling by car, and can obtain much of what they need from the immediate area.

How does this relate to bandwidth? In two important ways: First, the Internet overcomes the traditional disadvantages of small, self-contained towns – the limited opportunities they provide for shopping

and entertainment. With the availability of Internet shopping and entertainment, Duany said, a New Urbanist town offers both human scale and variety. Second, in order to avoid lengthy commutes, more people must be able to telecommute, either from home or from Starbucks-like community centers. And of course, broadband is what makes telecommuting possible.

Case Study: Distance Education

Here's how high schools in East Allen County, Indiana are using their fiber-based videoconferencing system:

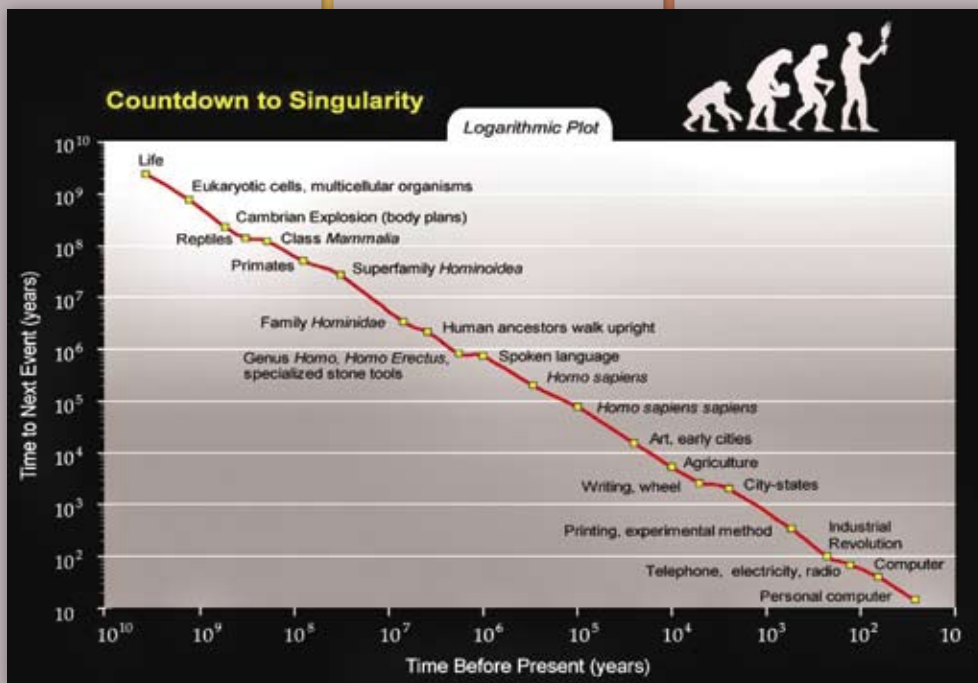
• Teaching classes in German, Latin, creative writing, landscaping, child development, African-American studies, entrepreneurship, Web design, and sports and entertainment marketing. These are classes that couldn't be made generally available without the videoconferencing system to aggregate students from all five high schools.

• Offering students college-level classes from Indiana-Purdue University at Fort Wayne.

• Taking students on virtual field trips to the Baseball Hall of Fame and puppetry workshops, introducing them to their elected officials, and letting them watch surgeries and autopsies.

• Holding professional development sessions for teachers.

• Holding case conferences at a school for the deaf.



Source: KurzweilAI.net