CFP 2.0: Proximal Networking
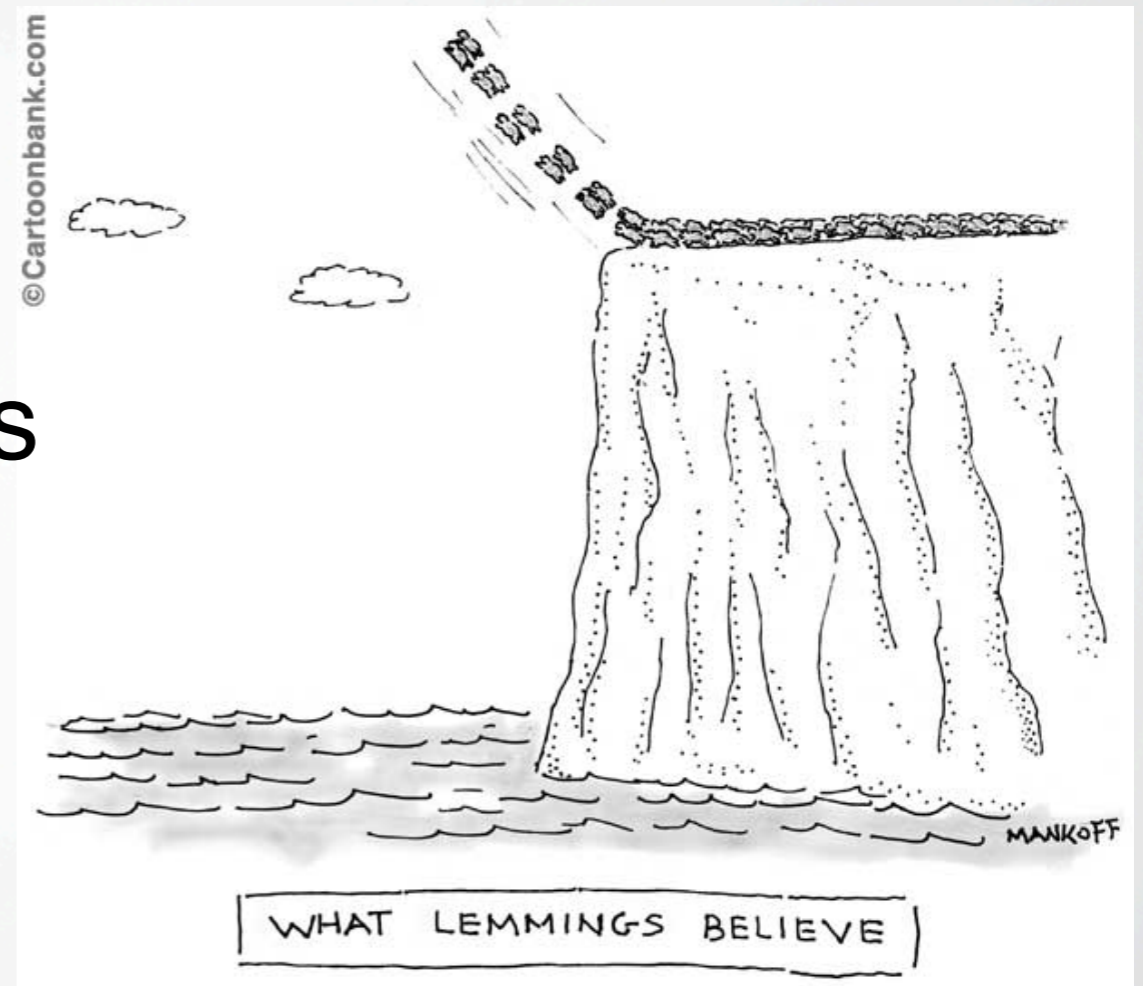
April, 2012

Mobile Devices

- Tapering power
- Increasing penetration
- Integration with spaces
- Third cloud

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MANKOFF

WHAT LEMMINGS BELIEVE

World of the thin client

Third Cloud

Defined by *Interaction*

Bandwidth between people and processes

Result of a nexus: Sensors, Mobility, lightweight but not flyweight nodes

Portable identity
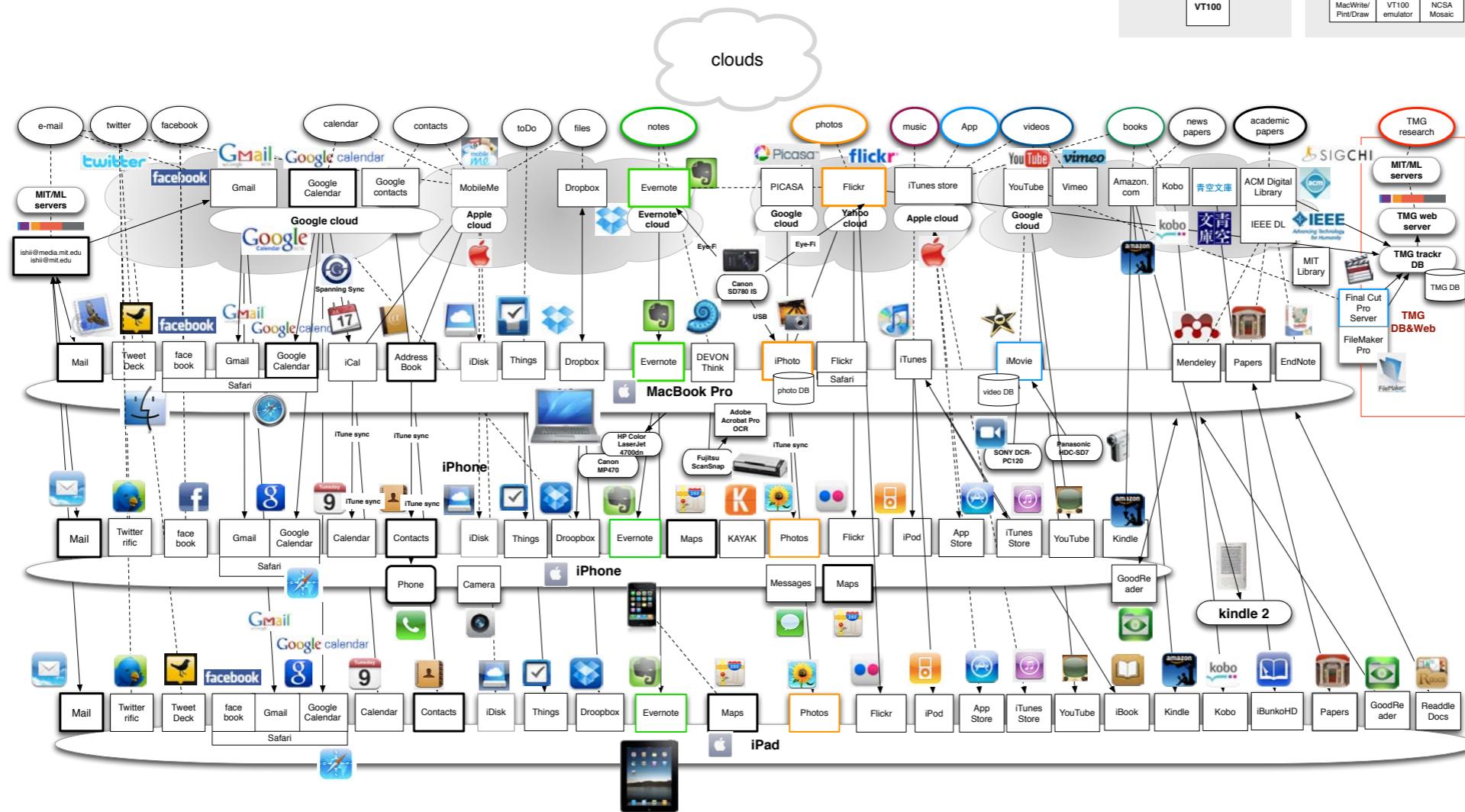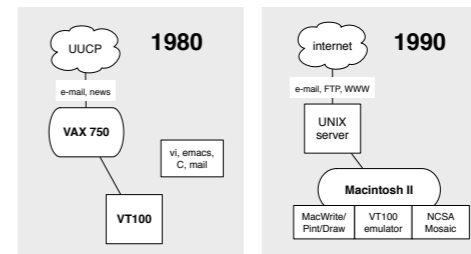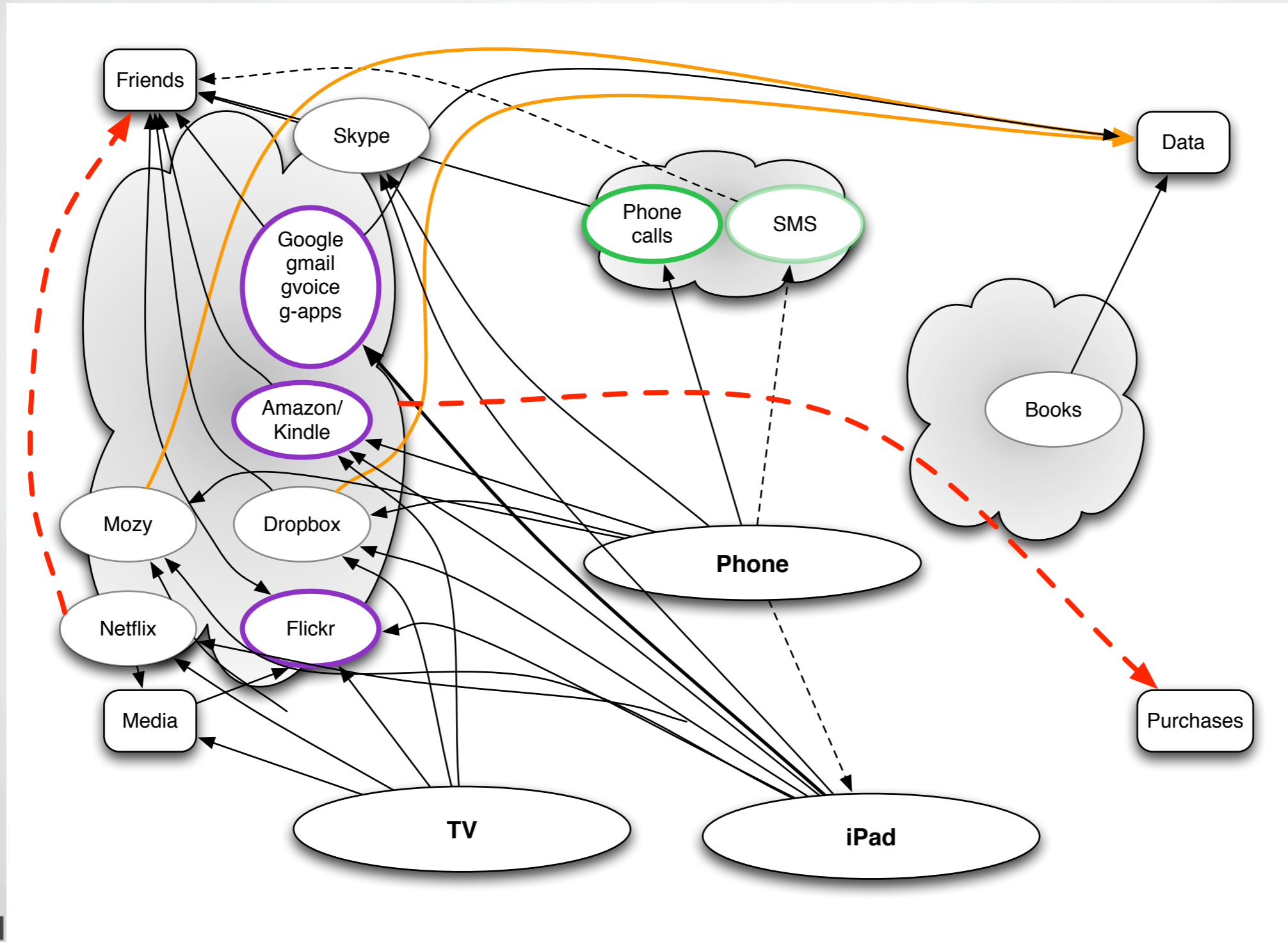
Social Environment

Third Cloud

Hiroshi ISHII's Digital Life
Information Ecology 2010
June 12, 2010 Tokyo
January 9, 2010 Cambridge MA

(c) 2010 Hiroshi Ishii (Please do not distribute)

Third Cloud

Proximal Networking

Mobile devices are becoming a distributed system instead of a collection of personal nodes

Fluid interconnection between diverse wireless networks is becoming the norm

We have to intersect making a better business with making a better world

Social services, both business and gov't driven

Proximal Networks

Implemented as a network architecture

Based on place, not geography

Relationships

Infrastructure-free

Contribution-oriented: the next overload?

Mixes social and technical goals

A place for viral invention

Migration path to scale

CMAS, D911

CMAS: a digital, carrier-based follow-on for EBS/EAS

Ten years, 90 chars, no URLs, three tiers

Architecture will open

Built-in

CMAS in ten years

An open, extensible, public system. A flow of messages; the "state of society" version of twitter, with apps by the users.

An incoming data engine that reacts to alerts and re-dispatches things

A collection where every agency that has a public franchise participates

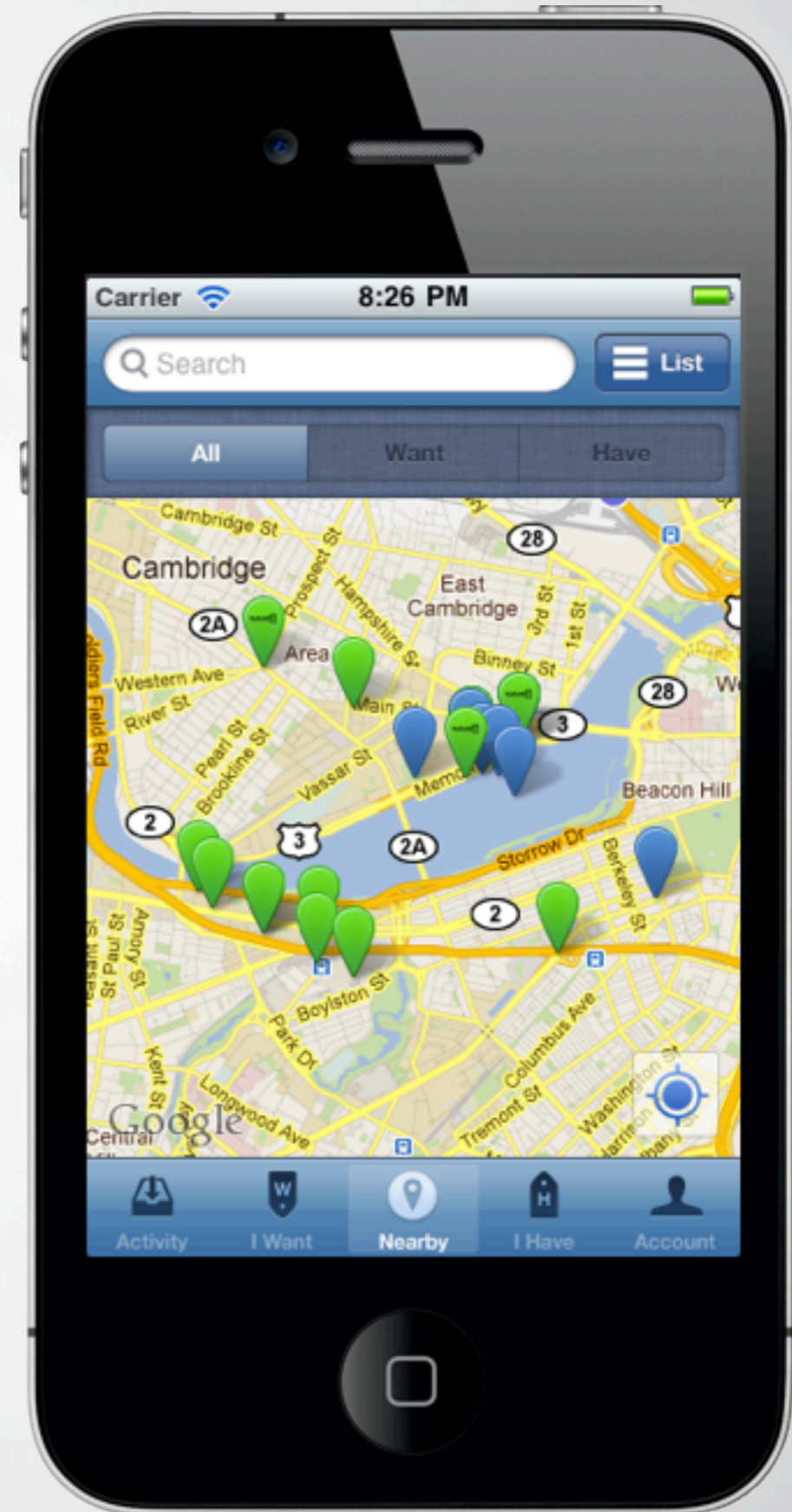An open channel that works anywhere...

Think of the weather service

A new Viral Radio

- Point-to-point and multi-point
- Inherently digital and interpreted by a computer
- Zero barrier to entry; universally available
- Infrastructure free
- Integrated with public safety
- **A place for viral innovation**

VHF-Marine for the general population

Perfect Markets
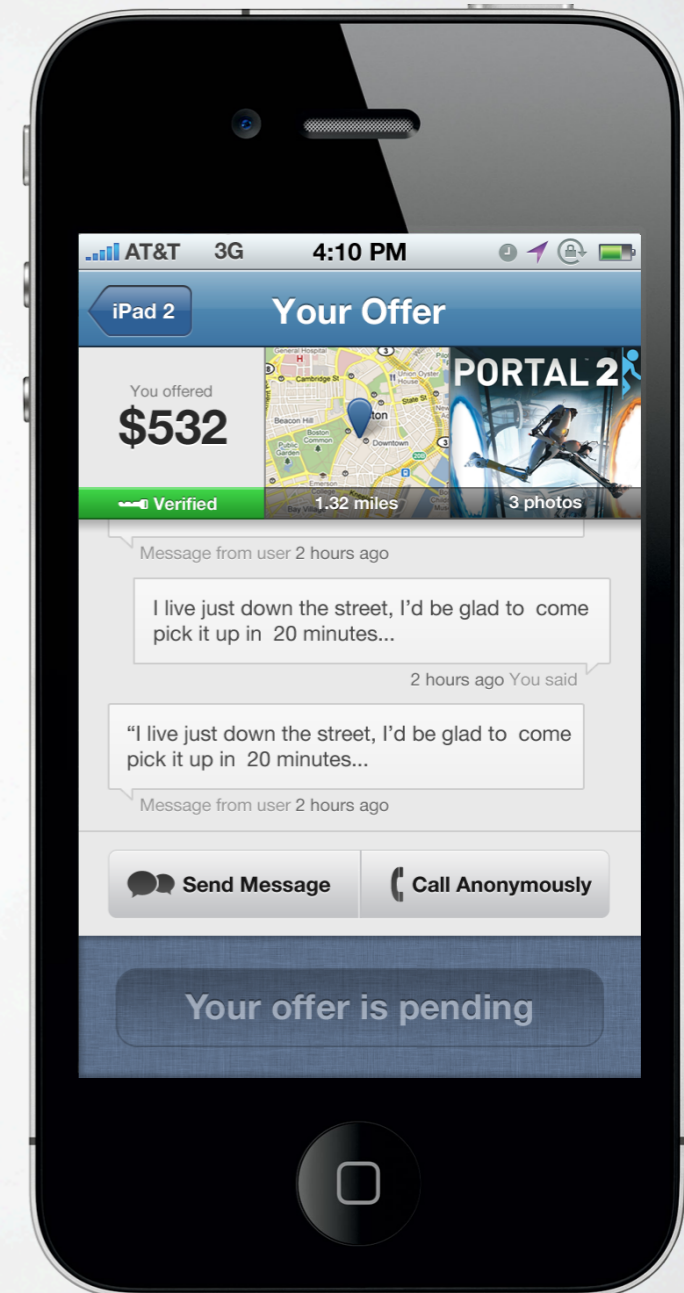
Perfect Markets

System

Real-time, proximal listing
Driven by wants & haves
Algorithmic matching

Transaction

Anonymous calling
Integrated messaging

Trust

Social proximity
Verified users
Anonymous activity

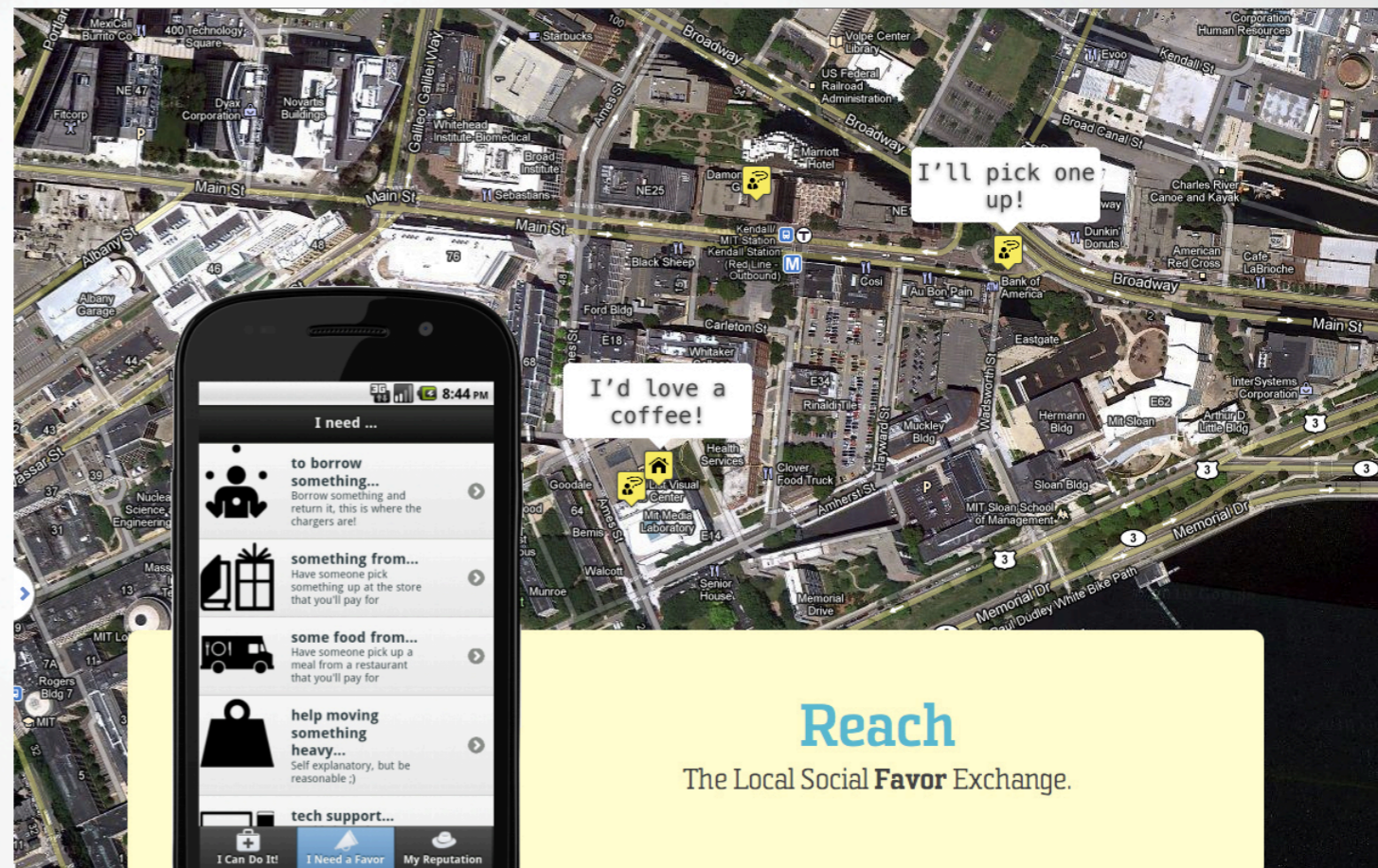
Geo-Social two-way markets

Social Markets

System
Based on favors and friends

No Transaction!

Trust
Up to you

Barter – A Market-incented Wisdom Exchange (Update)

Barter's Economic Tools

- **Floating prices:** possibility for prices to rise and fall based on supply and demand

- **Liquid markets:** near zero friction transactions

- **Economic Benchmarks:** Metrics show the health of the economy

- **Fiscal policy:** A way to influence the regulations on the economy

- **Monetary policy:** Stimulate and cool down the information economy.

- **2nd–ary market with IP law:** Rewarding people for downstream use of their ideas gets them to contribute.

What we add to the market

- Serialized currency lets you see information flows and trivially unwind fraud.

- Precise measures of value let you price intangibles.

Price must move with demand shock (e.g. merger, earthquake, bubble …)

Demand

Supply

Price

P +

P -

11/13/2011

Price too hi, superfluous information supplied

Price too low, information under supplied

Quantity