The Top Technology Trends Transforming Business & Society

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Top Technology Trends

7. **Business management will be increasingly web-based.**

Internet Business Management

- **Sales/Communication**
- **Customer Relationship Management**
- **Marketing**
- **Business Intelligence**
- **Supply Chain**
- **Project and Logistics Management**
- **Document Management**
- **Collaboration**
- **Sensors**

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Web-based Business Management

Benefits:
- **Online database**
- **Accessible (24/7 anywhere)**
- **Standard interface (browser)**
- **Cross-platform (PC/Mac)**
- **Limited IT support needed**
- **Total cost of ownership**

Top Technology Trends

6. Web 2.0 will play an increasing role.

Web History

Web 1.0: Static web pages:

Web 2.0: The Web is the platform
Data is the driver
Participation is the key ingredient

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Web 2.0 (the "participatory" web)

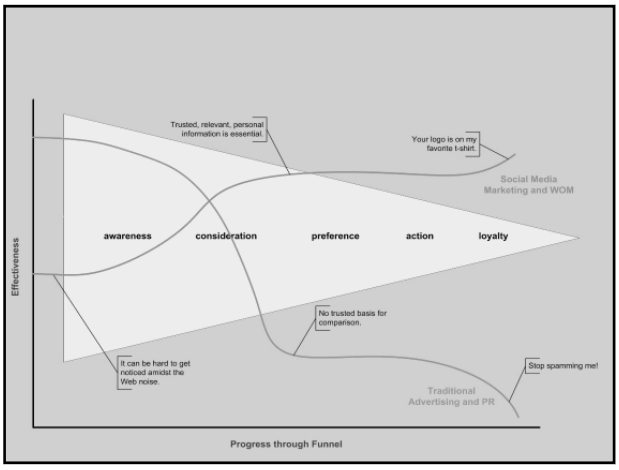
Two major components:

1. **Making the web easier to use:**
   - **Open APIs / RIAs / mashups**

2. **User-generated content:**
   - **Wikis**
   - **Blogs (and mini-blogs)**
   - **Podcasts**
   - **Social software**
   - **Mobile web apps**

Web 2.0

- www.crimeindc.com
- www.farecast.com
- docs.google.com
- www.zoho.com
- www.emergeblog.com
- www.youtube.com
- www.blogger.com
- www.twitter.com
- www.itunes.com
- www.activematrix.net
- www.myspace.com
- www.secondlife.com
- meetingscollaborative.com
- www.elitemeetings.com
- www.fluevog.com



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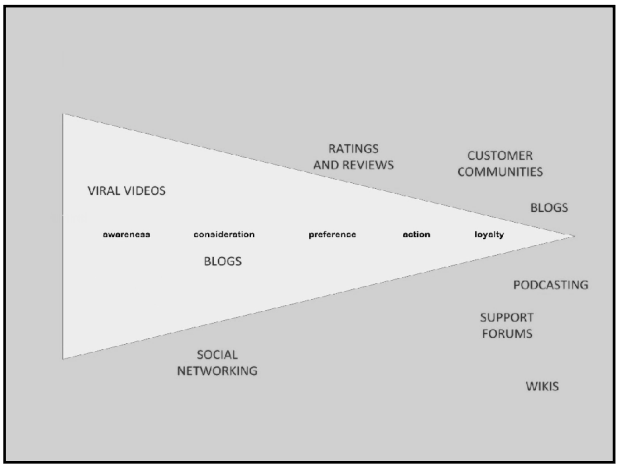

Top Technology Trends

5. **Wireless broadband internet is becoming ubiquitous.**

Wireless Technology

- **Wi-Fi**
- **Long-Distance Wi-Fi**
- **WiMax**
- **EV-DO and Edge**

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Top Technology Trends

4. **Mobile technology will impact business.**

Mobile Phone Applications

- www.nokia.com
- www.geovecoctor.com
- www.visiontree.com
- www.bcard.net
- www.fonekey.net

Top Technology Trends

3. **RFID will become the barcode of the future with many business applications.**

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RFID Events Applications

- Access control
- ID verification (photo can be imbedded)
- Lead retrieval/qualification (dwell time)
- Cyber café access/messages
- VIP tracking
- CEU tracking/attendance verification
- Verification of F&B guarantees
- Asset tracking
- Personalized reader boards
- Banquet seating notification

RFID

www.laserreg.com
www.boycottgillette.com

Ten Technology Trends

2. Privacy will be of increasing concern.

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You have zero privacy anyway. Get over it.

Scott McNealy

Former CEO

Sun Microsystems

Internet Privacy

Google:	www.google.com
	earth.google.com
MS Live Local:	**www.live.com**
Anywho:	www.anywho.com
MapQuest:	www.mapquest.com
InformUs:	www.informus.com

Top Technology Trends

1. **Virtual meetings will not replace face-to-face meetings --**

   (but will still play an important role).

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Virtual Meetings

Tele-immersion

www.telesuite.com
www.hp.com/halo
www.cisco.com/telepresence
www.advanced.org
www.teleportec.com

Resources:

Corbin's Favorites File
www.corbinball.com/bookmarks

Corbin's Article Database
www.corbinball.com/art

Corbin Ball, CMP is an international speaker, consultant and writer helping clients worldwide use technology to save time and improve productivity. With 20 years of experience running international technology meetings, he now is a highly acclaimed speaker with the ability to make complex subjects understandable and fun. His articles have appeared in hundreds of national and international publications and has been quote in the New York Times, the Wall Street Journal, Fast Company Magazine and numerous other publications. Corbin serves or has served on many hotel, corporate and association boards. He is the only person to receive both MPI's International Supplier of the Year and MPI's International Chapter Leader of the Year awards and has been named for four years as one of "The 25 Most Influential People in the Meetings Industry" by MeetingNews Magazine.

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