

# Technology Future – 2010

1

By

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## I Last Year's Predictions

**A Good - 10**

**B Almost - 2**

**C Poor - 2**

### I. Trends

#### A. Companies

##### 1. Amazon

- a) Competition with Google
- b) Competition with Apple

##### 2. Google

- a) Search market
- b) vs Microsoft
- c) vs Apple
- d) Acquisitions
  - (1) On2 Technologies
  - (2) Gizmo5
  - (3) AdMob

##### 3. Microsoft

- a) Moving Beyond The Desktop
- b) Rays of Sunshine
- c) Financial Issues
- d) Virtualization
- e) Acquisitions

##### 4. Apple

- a) By The Numbers
- b) New Patents
- c) The iCloud
- d) Acquisitions

##### 5. IBM

- a) Things you may NOT know about IBM
- b) Acquisition
- c) Microsoft's War of Words
- d) Where Is IBM Going?

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2

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## B. Software

### 1. Operating Systems

- a) Chrome
  - (1) Impacted browser evolution
  - (2) Spawned a new operating system
  - (3) Won't make Google the dominant player
  - (4) Will give Google seat at the desktop computing table
  - (5) Means more and more applications are now O/S neutral
  - (6) Microsoft's comments about Chrome
- b) Major Players Each Have 2 OSs
  - (1) Windows 7 & Windows 7 Phone
  - (2) Mac OS & iPhone OS
  - (3) Chrome OS & Android
- c) Android needs some standardization
  - (1) Recent upgrade to 2.1
  - (2) Four versions currently shipping
  - (3) Software incompatibilities
  - (4) Buyers want the latest & they want stability
  - (5) Buyers don't want to feel instant obsolescence
  - (6) Remarks from Michael Gartenberg

### 2. Applications

- a) Rich Internet Applications (RIA)
  - (1) Flash Silverlight and HTML5
  - (2) HTML5 features and early adopters
  - (3) Form average needs HTML5 will be just fine
  - (4) A quick demise for Java
  - (5) Adobe's threat is more real than for Microsoft
  - (6) Adobe's responding
  - (7) Adobe's future depends on how well and how fast it executes
- b) Mobile Apps
  - (1) Travel
  - (2) Security
  - (3) Local News
  - (4) Banking
- c) Development in the Internet Era - Netflix
  - (1) Has a 100 million record database of user film ratings

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- (2) Needed to improve the predictability of its movie recommendation system – Cinematch
- (3) Offered \$1 million to the winner
- (4) Started October 2006, Finished September 2009
- (5) Thousands of teams from more than 100 nations competed in the Netflix prize contest
- (6) The prize winner was a team of statisticians, machine-learning experts and computer engineers from the United States, Austria, Canada and Israel
- (7) Netflix realized that there was a research community out there that worked on these kinds of models and was starving for data. Netflix had the data, but only a handful of people working on the problem
- (8) Win or lose, researchers agreed that they entered the contest in good part to get access to the Netflix data

## C. Hardware

### 1. Telematics

- a) General Motors
- b) Chrysler
- c) Ford
- d) Audi
- e) LTE Connected Car

### 2. e-Readers & Tablets

- a) General
- b) Amazon Kindle
- c) Sony e-Reader
- d) Barnes & Noble - Nook
- e) Spring Design - Alex
- f) Plastic Logic - Que
- g) Tablets
  - (1) General
  - (2) Major players

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4

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## 3. SmartPhones

- a) General
  - (1) Market Numbers
  - (2) Enterprise IT Concerns
- b) RIM - Blackberry
- c) Apple - iPhone
- d) Google - Android
- e) Windows Mobile - Now Windows Phone Classic
- f) Palm - WebOS
- g) What's In The Future

## 4. Gadgets

- a) Shade Power
- b) NIMble Desk SmartPhone
- c) 3M Pocket Projector MPro 150
- d) Tivit
- e) Light Touch
- f) Zomm - Digital Leash

## D. Communications

### 1. Could Computing

- a) Providers Market
  - (1) the 451 Group Survey
  - (2) The BIG SEVEN
- b) Companies to watch (handouts on CD)
  - (1) Public
  - (2) Private
  - (3) 3 Mid-sized companies
- c) Cloud Segments
  - (1) Storage-As-A-Service
  - (2) Software-As-A-Service
  - (3) Platform-As-A-Service
  - (4) Infrastructure-As-A-Service
- d) World's Largest Private Cloud

### 2. G4 Evolution

- a) Defining 4G
  - (1) Not by throughput
  - (2) Rather by what it offers the user
  - (3) Early test show most of definition will come true
  - (4) Heavy network traffic effects throughput
  - (5) Format wars will continue for a while
  - (6) But there's hope...

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5

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- b) Multi-Format Chips
    - (1) February, BeCeem made a big announcement
    - (2) Largest 4G chip supplier (3 million in 2009)
    - (3) Previewed the first multi-format 4G chip:
    - (4) The BCS500 multi-mode chip:
  - c) Vendors
- 3. Web-Enabled TV**
- a) Finally picking up steam.
  - b) In 2009 unit sales
  - c) A study in January 2010 from iSuppli Corp. d
  - d) Internet capabilities add roughly \$300

## II. Enabling Technologies

### A. Software

#### 1. Augmented Reality

- a) Definition
- b) Where studied and tracked
- c) Metro Paris

### B. Hardware

#### 1. Ultra HD TV

- a) General
- b) Definition

#### 2. Cordless Electricity

- a) Resonant Energy Transfer
- b) Intel's pioneering research
- c) WiTricity - the MIT offshoot
- d) Mojo Mobility

#### 3. Real Minaturization

- a) Company - Tessera
- b) Cameras
- c) Silent Air Cooling Technology (ACT)

#### 4. Paper Batteries

## III. This Year's Predictions

### A. Hardware

### B. Software/Media

### C. Communications