Futuropolis: Plentiful bits, bytes, bandwidth, & pixels that are connected to everything

Singapore 22 October 2008

Gordon Bell Microsoft Research Research.microsoft.com/~gbell

Futuropolis Talks

How S&T will revolutionize

City Mgmt and long term plan. Fut. Metropolis Future Living spaces: work, live, and play

- Cities and sustainability of dev world
- Climate change in planning future cities
- 3. **Imaging Sustainable cities**
- Trends, issues for Asian urban future

Next Gen nets: wiring global citizen

- ICT's Benefits on the Development of Cities
- OpenSocial: Connecting Social Networks through Future Applications
- The future of money, contactless payment
- Blurring virtual and cyber

Internationalization of R&D

- Embedded Sustainability, Accenture
- Autonomy, Self Sufficiency and Right Living U of Auck., autonomous house

Eng, and construct: Transport & Water

- Transport plan in rapidly urbanized
- Reshaping for a sustainable fut. Csiro
- Sustainable water mgmt for cities
- Sustainability at cutting edge
- Sustainable construction

Alt energy: powering our future

- Harnessing wind
- Panel: Is S&T > City growth needs

Bits, bandwidth, pixels

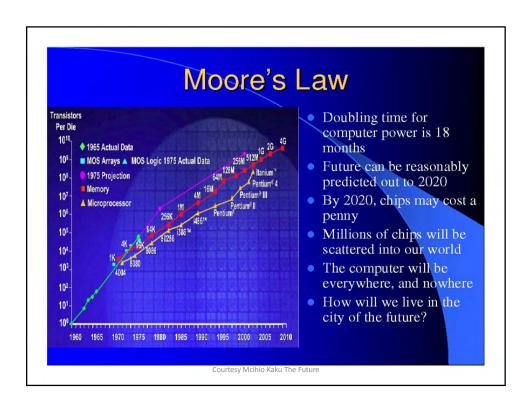
I cannot see 2058! Look now, ... imagine I can hardly think a decade out, the period of a new computer class. Silicon for another two decades. 2058... vs 1958 (Edvac report 1945; Noyce patent 1959; Moore's Law 1965 of learning curves)

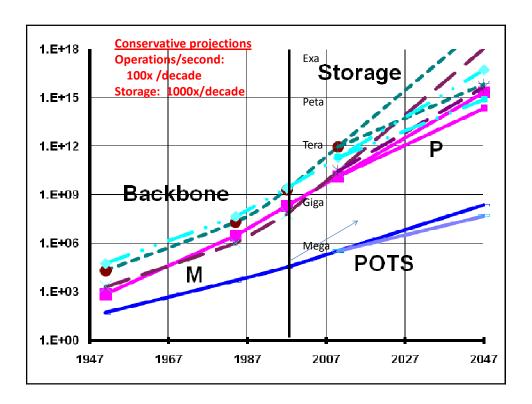
- Bits processed per second ... more than we can use
 - Simulate everything. W/O the models, global warming, questionable. Simulate cities.
 - The Singularity: when computers >> people. E.g. chatbot more effective than humans.
- Bytes... or all that data.
 - Everything will be kept. Cyber landfill ...everything you do is discoverable
 - In science this a big deal! Fourth Paradigm. observation, theory, & simulation. WWT
- Bits per second communicated through fiber and air
 - Everything will be connected
- <u>Pixels</u> telepresence, windowless buildings to be anywhere ... artificial reality.
 - Substitution of travel
 - Substitution of paper ... I can see the end of the books we know and love
- Sensors will "connect" everything else...
 - Means "anything" i.e. thing or process of value will be sensed!
 - People will have on body state, or a Memex
- PEOPLE Will live in the CyberCities or Metaverses

Dematerialization aka Cyberization technology:

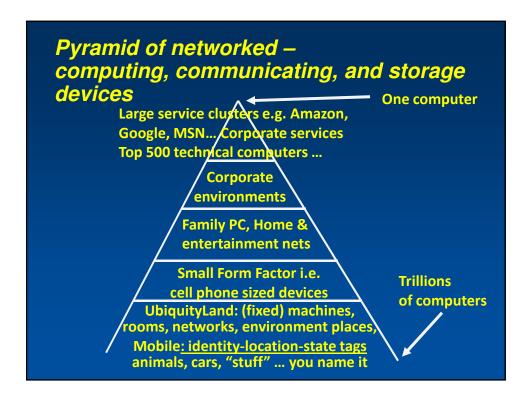
ops, bytes, bits/second, pixels, and sensors/effectors

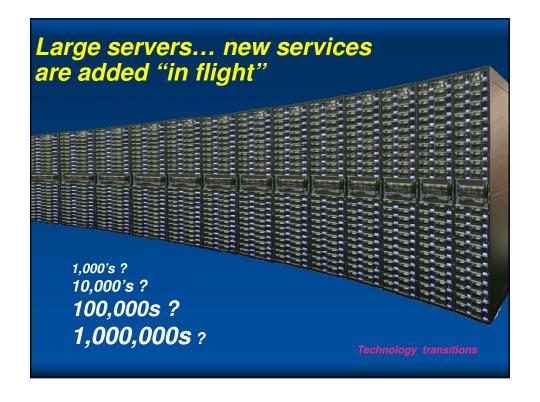
• Conversion of the world's Atoms into electrons held in semiconductors and magnetics and photons



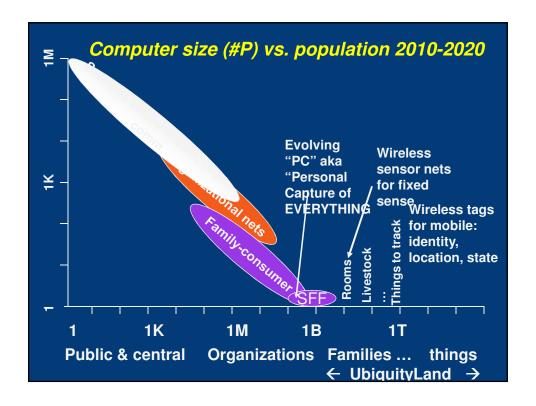


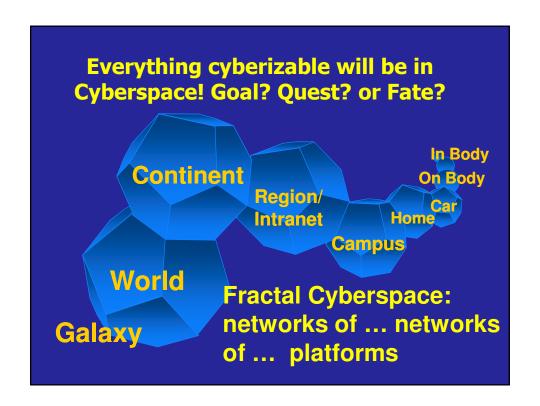
Computer community and population...









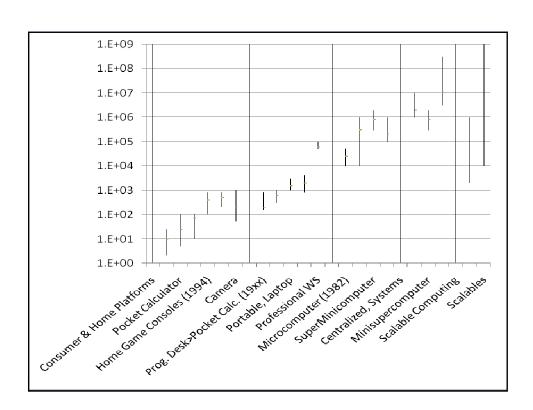


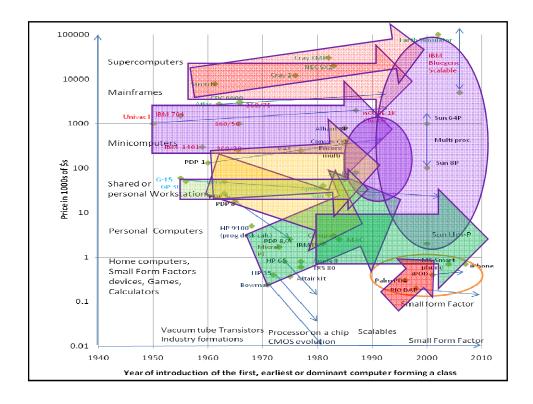
Bell's Law of Computer Classes...

Every Decade a new class emerges and some die

- Every decade a new, lower (1/10) cost class of computers emerge to cover cyberspace with a
 - New computing platform
 - New Interface to humans or something in physical world, "stuff"
 - New networking and/or interconnect structure
- New classes --> new apps --> new industries
- The classes... a decade in price every decade

- 60s	\$millions	mainframes
- 70s	\$10K-100K	minis
- 80s	\$10K	workstations and PCs
- 90s	\$1K	The Internet PCs
- 00s	\$100s	PDAs & cell phones (small form factor)
- 10s	\$10	"the cloud" & small form factor devices
		wireless sensor nets, motes, etc.
– ??	?	In body, implantable everything.
– ???	?	"the singularity" computers > human



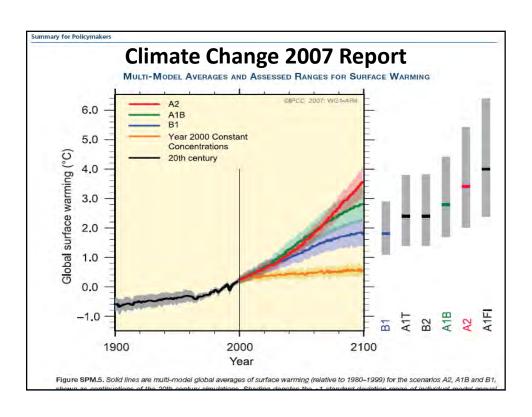


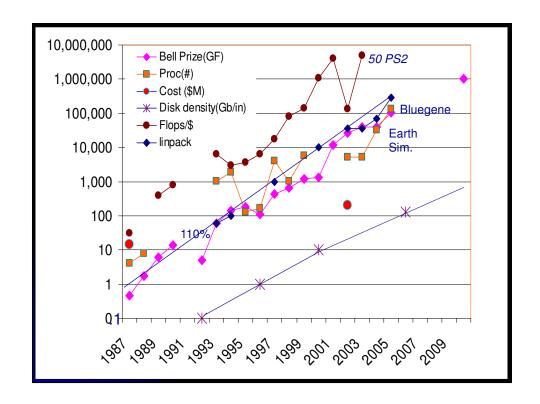
The computer: just a big calculator, symbol processor and record keeper

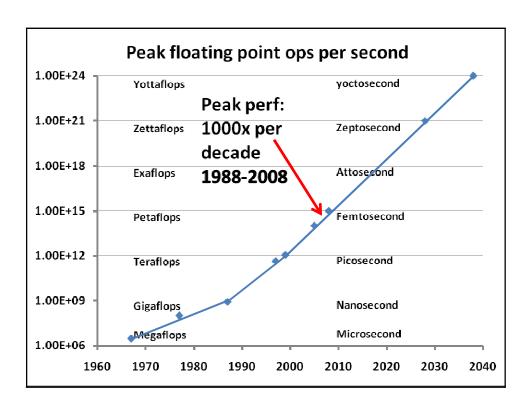
- As a simulator
- As a human surrogate (simulator) to converse with and people both conversationally and physically
- · Record keeper for all of us now and the future
 - Will explore this when discussing data

Can our big calculators simulate enough for fundamental understanding?

- Current machines deliver peta-ops 10¹⁵ peak speed
- 10**5 cores x 10**9 = 10**14 ops or 100 teraops/center
- There are 6+ billion people
- Each machine can contribute 0.16 x 10**6 ops
- Six centers give > 1 million ops per sec per person.
- Based on expected power increases of 1000x / decade expect another factor of one million in 20 years.
- Amounts to a trillion operations/sec per person...
- Computers will increasingly compete with people as stated by Ray Kurzweil in the Singularity







What questions would simulation answer?

The Singularity

- It's a future period during which the pace of technological change will be so rapid, its impact so deep, that human life will be irreversibly transformed. Although neither utopian or dystopian, this epoch will transform the concepts that we rely on to give meaning to our lives, from our business models to the cycle of human life, including death itself. Understanding the Singularity will alter our perspective on the significance of our past and the ramifications for our future. To truly understand it inherently changes one's view of life in general and one's own particular life.

 Ray Kurzweil, award-winning inventor, author of The Singularity Is Near
- To any thoughtful person, the singularity idea, even if it seems wild, raises a gigantic, swirling cloud of profound and vital questions about humanity and the powerful technologies it is producing. Given this mysterious and rapidly approaching cloud, there can be no doubt that the time has come for the scientific and technological community to seriously try to figure out what is on humanity's collective horizon. Not to do so would be hugely irresponsible.
 Douglas R. Hofstadter, celebrated author of Gödel, Escher, Bach



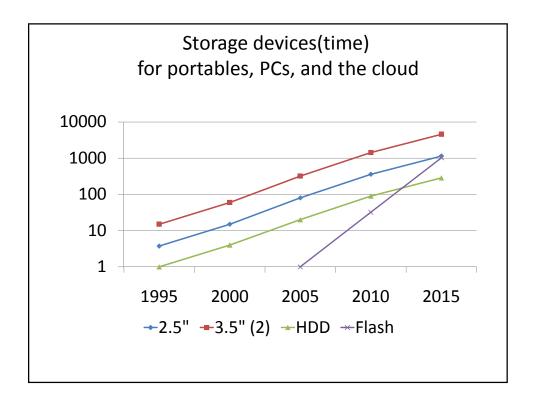


Jul 14 at 11:38 AM	Customer	which card has the highest reward points
Dul 14 at 11:38 AM	ВА	You can belong to one of the rewards programs with your BA credit card. Once a member, you'll be able to earn points towards a great range of rewards when you use your credit card.
Jul 14 de 11.50 Am	DIIA	Which program would you like to know more about: Gold Rewards
		• <u>Velocity</u>
		• <u>FlyBuys</u>
Jul 14 at 11:38 AM	BA	Another question? Just enter it in the box below.
Jul 14 at 11:38 AM	Customer	are you a real person
Jul 14 at 11:38 AM	BA	Online Assistant is an automated information service that can help with your questions about BA Credit Cards.
Jul 14 at 11:38 AM	ВА	If you have another question, simply type it in the box below. $ \\$
Jul 14 at 11:38 AM	Customer	what are you paid
Jul 14 at 11:38 AM	B!	BA is dedicated to helping your with your credit card queries.

Synthetic Authenticity

By JOHN CLOUD

- Not long ago I found myself in a Hermitage, Tenn., supermarket studying a bottle of something called All-Purpose Bourbon-Chicken Grill-n-Dip. At the bottom of the label were the words AUTHENTIC FOOD COURT FLAVOR.
- It seemed like a joke at first. A sauce surely can't be authentic if it tastes of a food court and not, say, of your mother's stove. But it wasn't a joke. Promoting products as "authentic" is serious business these days. You will notice the word and its variants being used to sell just about everything— Stoli vokda (whose new ad campaign urges you to "Choose Authenticity"), Kool cigarettes ("Be Authentic"), the now expired presidential campaign of Mike Huckabee (who called himself an "authentic conservative"), the website Highbrowfurniture.com ("Authenticity. Period."), the Claddagh Irish Pub chain (which claims to have an "authentic 'public house' environment," whatever that is) and the state of Maryland, where "even the fun is authentic."
- Legendary business consultants James Gilmore and Joseph Pine II have written a book about what all these claims mean. In Authenticity (Harvard
 Business School Press), they argue that the virtualization of life (friends arent' friends unless you "confirm" them on Facebook; reporters are now all
 bloggers, and vice versa) has led to a deep consumer yearning for the authentic. America has "toxic levels of inauthenticity," Gilmore and Pine argue:
 most of the e-mail we get is fake. It's so difficult to reach a real person via an 800 number that we had to invent a heretofore unnecessary locution—
 red person— to describe the entity we are trying to reach. People live fake lives in Second Life. Corporate deceit reached epidemic levels after the
 dotcom bust. Depending on your politics, you might add that there were no WMD.
- Gilmore and Pine run an Aurora, Ohio, consulting firm called Strategic Horizons that has an almost cultilike following in the business world because of their ability to accurately predict consumer sentiments. Nine years ago, in their first book, they argued that businesses had to start selling experiences—not mere products—in order to survive the new economy. The Experience Economy: Work is Theatre & Every Business of Stage made the case that goods and services were being so thoroughly commoditized by Wal-Mart and the Internet that companies would fail unless they could create such diverting shopping experiences that customers would pay more for the same stuff they could buy for less elsewhere. The book helped explain the success of Starbucks, which sold not just coffee but an Italian coffeehouse experience. The Geek Squad was another example: the company thrived by staging computer repair as theater. Its repairmen arrive at your door literally in costume. The Experience Economy became a sensation in business circles.
- Gilmore and Pine write as much about culture as about business, and their new book on authenticity has crystallized the interaction between self and
 commerce in the current era the way The Experience Economy did for the late 1990s. The aura of inauthenticity around some brands is killing them,
 Gilmore and Pine say. Just look at Sharper Image and all its shiny gewgaws—or Lillian Vernon, which sells tacky jewelry and fake "Forever-Fresh"
 daisies. Both companies filed for bankruptcy last month. "What [consumers] buy must reflect who they are and who they aspire to be in relation to
 how they perceive the world—with lightning-quick judgments of 'real' or 'fake' hanging in the balance," Gilmore and Pine write.



All that data: to be acquired, held, and tracked

- 2008: Large sites have 10 Peta-bytes 10 x 10¹⁵
- 6+ billion; or 1.6 Megabytes per person...
- 2030: at least 10 zetta-bytes or 10 x 10²¹
- Data about people grow to 1.6 Terabytes per person
- How much of your memories are "in the cloud"

Study of Data Mining for Terrorists Is Urged

NY Times, October 7, 2008

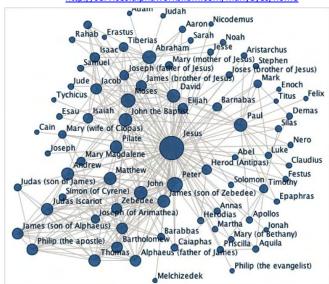
By **ERIC LICHTBLAU**

WASHINGTON — A federal panel of policy makers and scientific experts urged a government-wide evaluation Tuesday of programs that sift through databases looking for clues on terrorism, to determine whether the programs are effective and legal.

The federal government has made aggressive use of so-called data-mining tools since the attacks of Sept. 11, 2001, as counterterrorism officials in many intelligence agencies have sought to analyze records on travel habits, calling patterns, e-mail use, financial transactions and other data to pinpoint possible terrorist activity.

Many eyes (Power of visualization)

Shneiderman: "... answers to questions you didn't know you had." http://services.alphaworks.ibm.com/manyeyes/home



The 4th Paradigm ofScience:

 $=\frac{4\pi G\rho}{3} - K\frac{c^2}{a^2}$

 Thousand years ago: science was empirical describing natural phenomena

Now its Data

2. Last few hundred years: theoretical branch

using models, generalizations $\frac{\dot{a}}{a}$

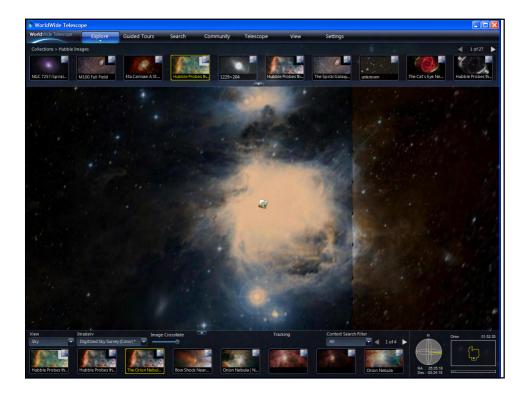
3. Last few decades c1940s: (a)
a **computational** branch
simulating complex phenomena

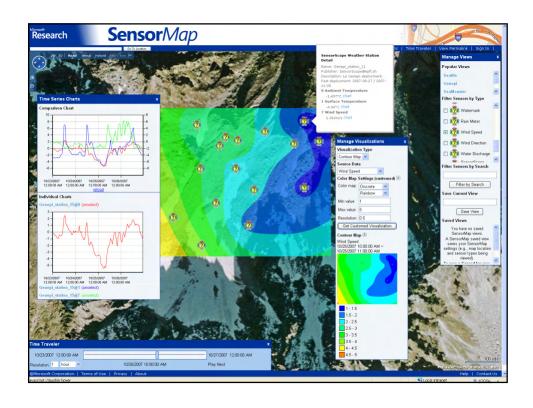
4. Today c2000:

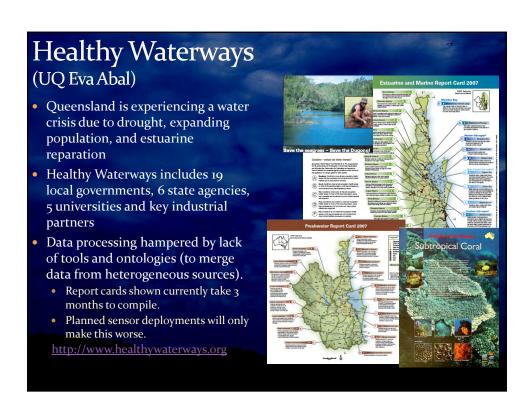
data exploration (eScience)

unify theory, experiment, and simulation

- Data captured by instruments
 Or generated by simulator
- Processed by software
- Information/Knowledge stored in computer
- Scientist analyzes database / files using data management and statistics Jim Gray NRC-CSTB 2007-01

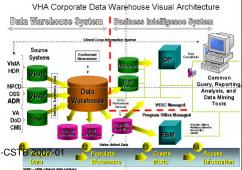


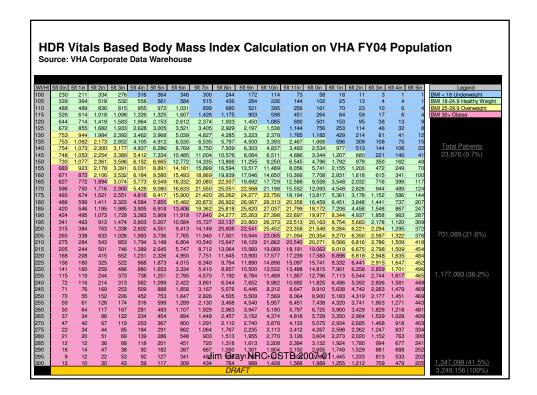




VHA Health Informatics

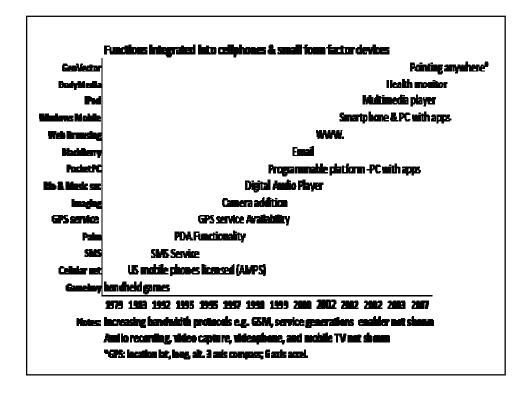
- VHA: largest standardized electronic medical records system in US.
- Design, populate and tune a ~20 TB Data Warehouse and Analytics environment
- · Evaluate population health and treatment outcomes,
- Support epidemiological studies
 - 7 million enrollees
 - 5 million patients
 - Example Milestones:
 - 1 Billionth Vital Sign loaded in April '06
 - 30-minutes to population-wide obesity analysis (next slide)
 - Discovered seasonality in blood pressure -- NEJM [A] (06-csf) 20

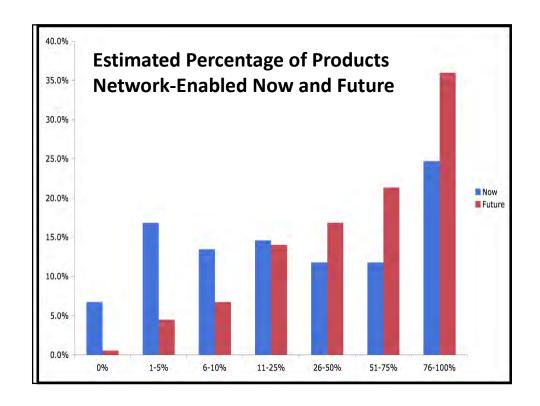


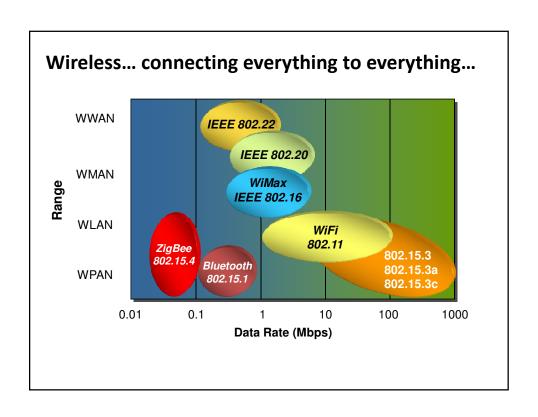


Communication for ubiquity

- · Connects us all
- Connects to everything in the future







Now add sensors including place

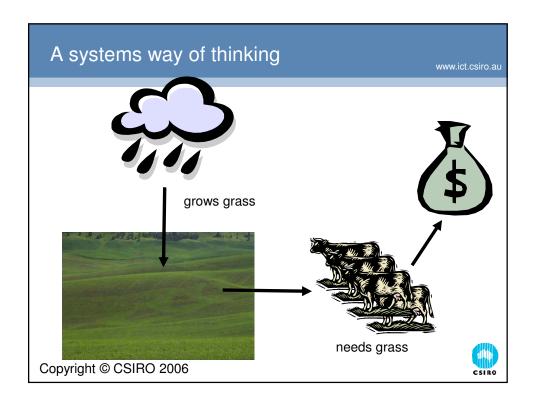
Livestock Industry: Do you know where your cows are?

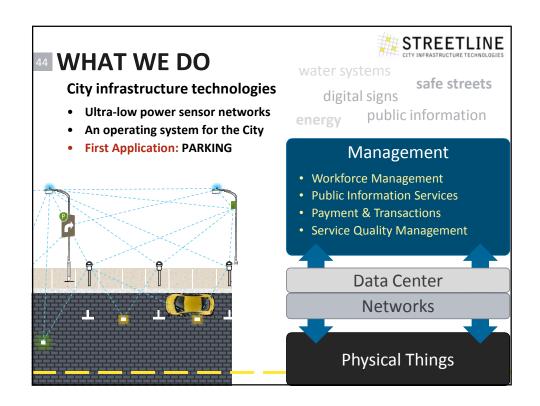
- Animal production is big business
 - 1B cattle
 - 1B sheep
- Big issues:
 - limited labour
 - expansive/remote properties
 - environmental sustainability
 - · Soil degradation
 - · Water shortage
 - Licence to farm legislation
 - cost of fencing and mustering
 - Disease outbreaks
 - Doing more with less

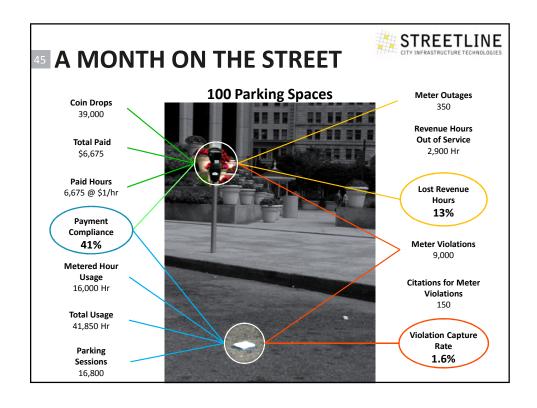
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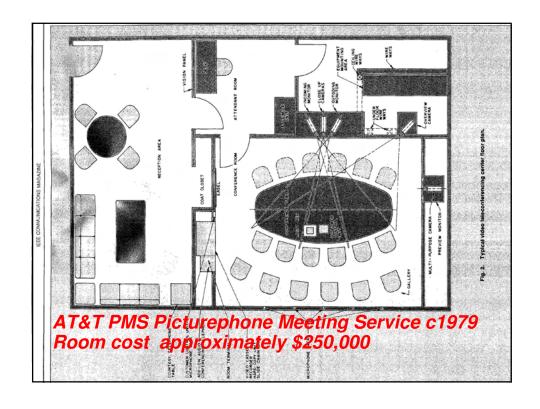
Telepresence ... "being here, while being there, now or then" The Promise of Videoconferencing

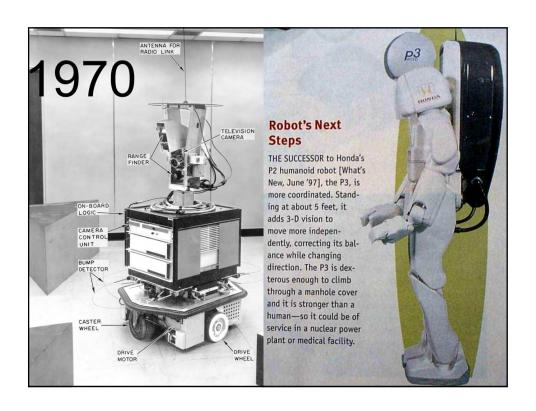
- AT&T introduced Picturephone at the 1964 World's fair
- 1978: Picturephone Meeting Service (room)
- 2008 Cisco Telepresence system (room)
- 1990's Desktop/internet systems grandma phone (Cu-SeeMe, MBONE, NetMeeting) – cheap!
- Skype
- Why isn't videoconferencing much bigger than it is???PEOPLE WANNA JUST BE THERE

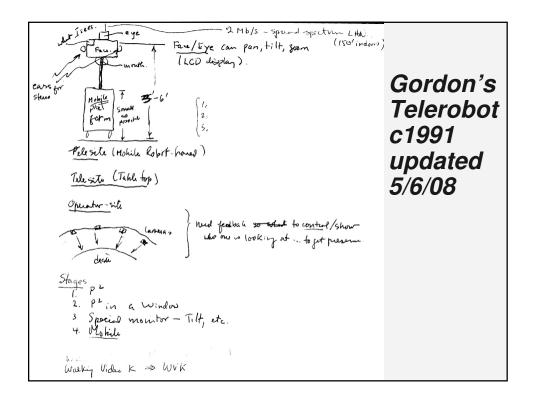
How to Fail at Videoconferencing

- Audio latency high + quality poor
- No gaze awareness/screen area/2-D only.
- Lack of ubiquity
- Hard to set up call
- Note: phone is the competitor (ubiquitous, easy calling, low latency).
- → Critical: audio quality, 3-D space, and gaze awareness
- → PEOPLE WANNA BE THERE AT THAT TIME





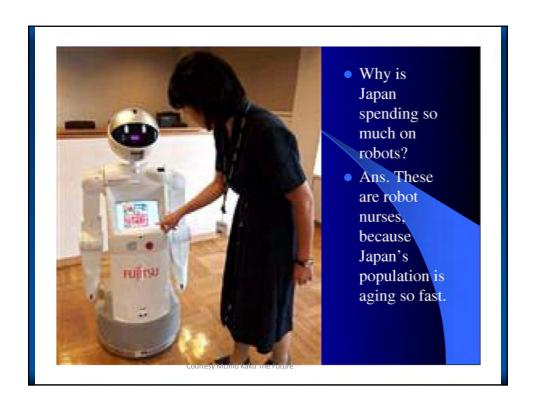






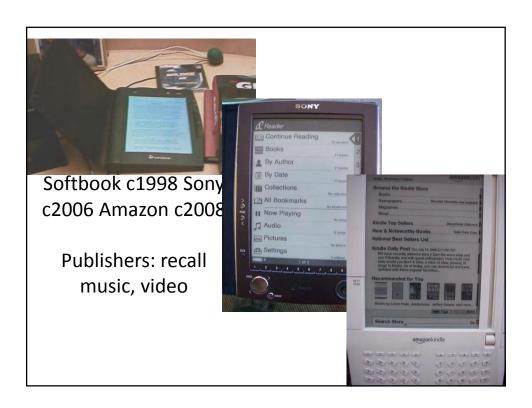






Pixels: the technology for windows on the world

- Energy could drive:
 - Elimination of papers
 - Elimination of books
 - Elimination of windows



Photocopy King Pushes Paperless Office

- NY Times, October 7, 2008, 3:05 pm
- By <u>Ashlee Vance</u> It's a bit rich for Xerox, the company whose name became synonymous with photocopying, to claim that a morass of paper stands as one of the grand challenges still haunting "knowledge workers." After all, Xerox and its ilk have helped push us to the point where a paperless office is more of a joke than a realistic goal.

Your surrogate memory

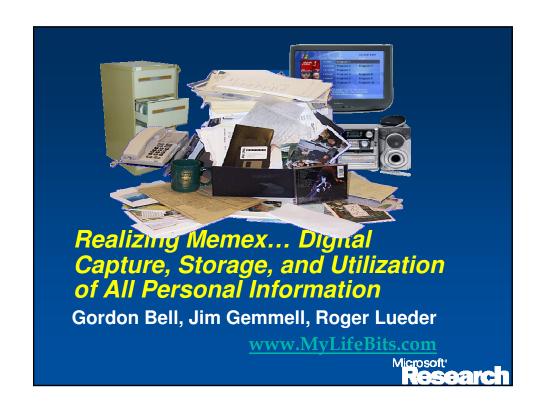
- Harry Potter's Pensive
- Zoe after Final Cut (Wikipedia: n. "Zoe Implants", developed by EYE Tech company, record every moment of one's lives, so that they may be viewed by loved ones after one's death.)
- MyLifeBits—project to capture, hold, and recall EVERYTHING

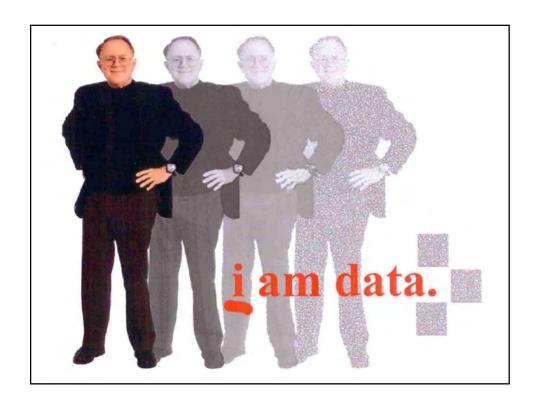
Wikipedia: n. Harry Potter's Penseive

- A Pensieve is a stone receptacle used to store and review memories. Covered in mystic
 runes, it contains memories that take physical form as a type of matter that is described as
 neither liquid nor gas. A witch or wizard can extract their own or another person's
 memories, store them in the Pensieve, and review them later. It also relieves the mind
 when it becomes cluttered with information. Anyone can examine the memories in the
 Pensieve, which also allows viewers to fully immerse themselves in the memories stored
 within, much like a magical form of real world virtual reality.
- Users of these devices view the memories from a third-person-point-of-view, providing a near-omniscient perspective of the events preserved. This, of course, raises questions of how they are able to see things beyond what they have remembered. Rowling answered this question in an interview, confirming that memories in the pensieve allow one to view details of things that happened even if they did not notice or remember them, and stated that "that's the magic of the Pensieve, what brings it alive". [127] The "memories" contained in the Pensieve have the appearance of silver threads. Memories that have been heavily manipulated or tampered with to alter perspectives, or are simply aged and gone-spoiled (such as Slughorn's), may appear thick and jelly-like and offer obscured viewing. Memories are not limited to just those of humans, since at least one house-elf (Hokey) provided Dumbledore with a memory as well.

What do you carry with you and in you?

- 1. Laptop & PS (main computer) ... backed up in the cloud
- 2. Phone & PS
- 3. Ipod & PS (in cable carrier)... 8,000 songs!
- 4. Earbuds: small, no power
- 5. Kindle & PS (many books)
- 6. Kodak & PS (camera)...normally carry two
- 7. GPS tracker (PC or USB charger)
- 8. Sensecam; Audio recorder & batteries
- 9. BodyBugg (batteries) for energy, HR, monitor
- 10. Implanted Pacemaker 5 year battery life
- 11. Razor & PS
- 12. Cable carrier (techno stuff to connect anything anywhere)
- 13. Bose Case w/ PS very bulky noise cancelling earphones
- 14. Spare laptop & PS (spare)
- 15. Back up hard drive... too risky to carry my cyberlife





MyLifeBits Manifesto

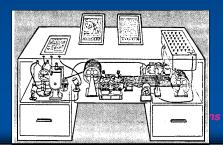
- Digital information cost to store, transmit, replicate is negligible
- Nothing should be deleted
- The information for an individual: what's heard, said, and saw, will have a super-linear value that exceeds acquisition & retention cost
 - to free one's life from clutter
 - to supplement human memory
 - to enable ambience and digital immortality
 - to enable anyone to "be" anywhere, including the metaverse
- Software must provide a unified store for anywhere, anytime access while satisfying privacy, sharing, management, and retention.
 Technology transition

Re-discovery of Memex As We May Think, Vannevar Bush, 1945

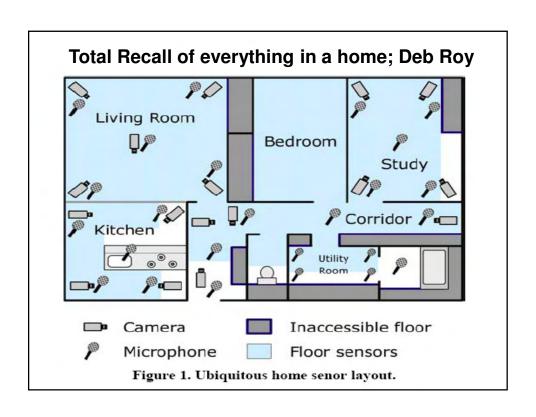
"A memex is a device in which an individual stores all his books, records, and communications, and which is mechanized so that it may be consulted with exceeding speed and flexibility"

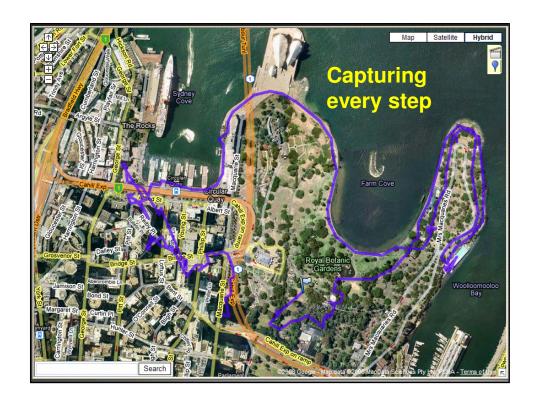
Full-text search, text & audio annotations, and hyperlinks



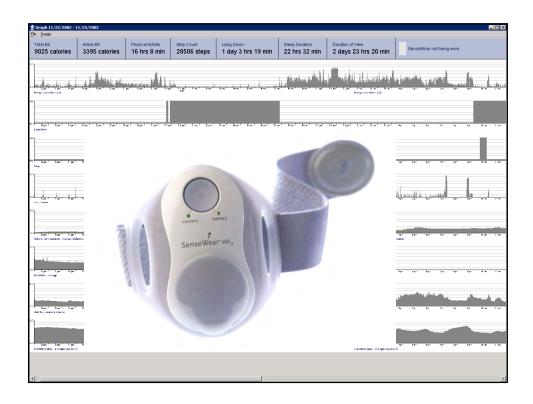


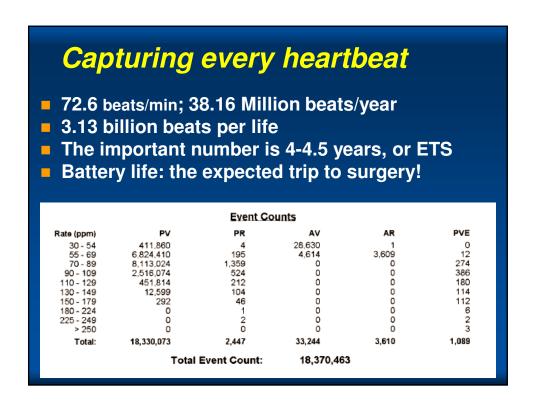


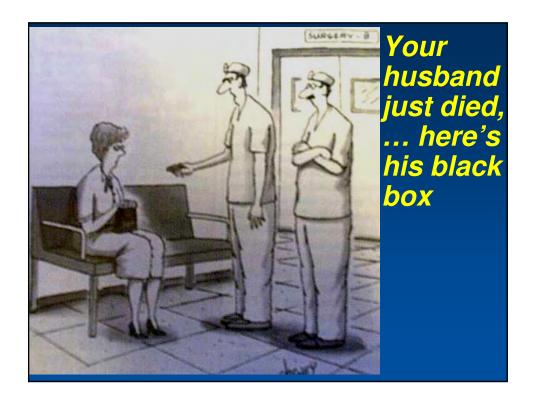


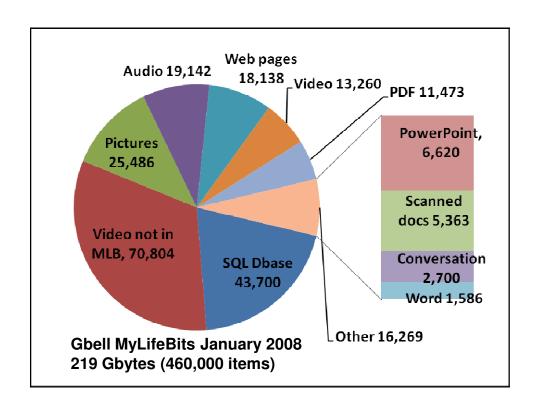












	amount per day	per day	82 year
		(Mbytes)	lifetime (TB)
Email @ 33 KB w/ saved attach	200	6.6	0.20
Office docs @0.1	5	0.5	0.02
PDF & Tiff @1.8 MB 20 pp	3	5.4	0.16
Web pages @0.09 MB	200	18	0.55
Songs 4 MB	1	4	0.12
Photos @1 MB	10	10	0.30
			1.35
SenseCam		40	1.2
SenseCam event/20 days40 MB	0.05	2	0.06
Personal Video (10 Min event / 20 d)	0.05	16.12	0.49
Phone Capture 8KB/sec	30 min.	1.8	0.05
Stereo Audio 44 KHz	1 hr	28.5	0.87
Sub-total, practical capture Capture Everything		<u>92.93</u>	<u>2.82</u>
Phone quality capture (1KB/sec)	10 hr	36	1.09
Quality audio record 8 KB/sec	10 hr	285	8.6
- Video 200KB/sec	10 hr	900	_ 27
Video .5 GB/hr	10 hr	5000	152

Memex II aka Zoe aka Pensive

- Embedded i/o or are you sensed?
 - Retinal implant or "magic" glasses for camera, mixed reality
 - Cochlea (impeded mics for hearing)
 - Mics for voiced output
 - Gesture sensing 6 axis implants
 - Emotional and brain control of stuff e.g. nthe games being introduced this
 - Sensors & effectors as needed
- On body for implant monitoring
 - Something not unlike we can imagine based on MyLifeBits
 - Wireless for download and backup
- All smart surfaces... write on anything, anywhere, using whatever software you need and it understands you
- Zoe & Pensive: A surrogate memory of everything!

 - All TV programs are there.
 Everyday is there just like Jill Price, "The Woman Who Could Not Forget"
- Networked... communications make it interestn
- Challenge: so what besides Total Recall! Anticipatory? Off-load thinking.



The end