

UBIQUITOUS SOLUTIONS?

Think BROADLY... Think DIFFERENTLY...



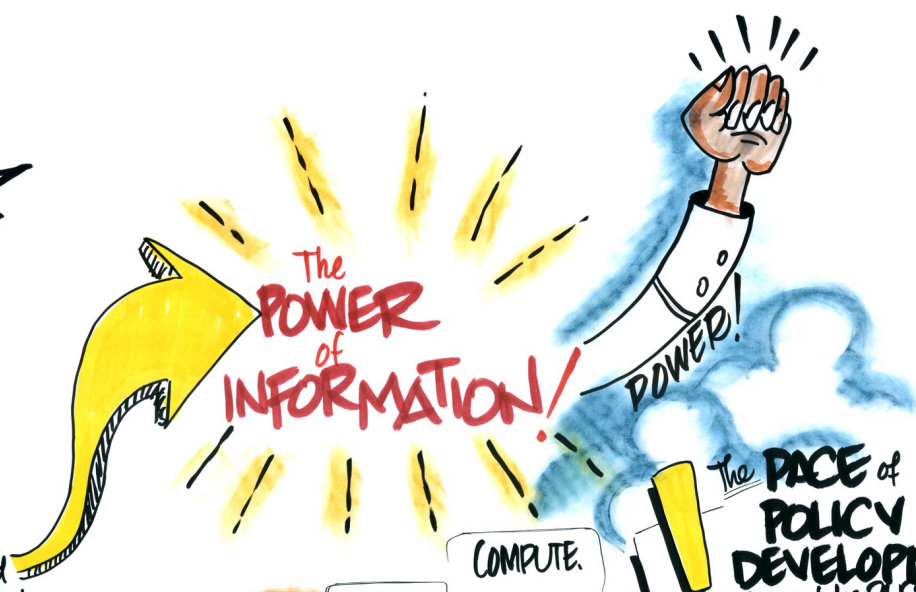
At GOOGLE... we think about things DIFFERENTLY...

GOOD INFORMATION CHANGES LIVES!

Consider MARK LESSIG... An Australian mechanic who had an arm that was a "COSMETIC PROSTHETIC ARM." His arm kept malfunctioning and he had to send it back to Germany for repair... He did research on line and found a 1904 model that he could REVERSE ENGINEER for his own purposes.



BRINGING THE OTHER 4 BILLION ONLINE!



The POWER of INFORMATION!

The PACE of POLICY DEVELOPMENT cannot be SUSTAINED! Policy changes much more SLOWLY than APPLICATION DEVELOPMENT.

HEALTH CARE IS NOT an APP! Let's THINK about STANDARDS / ...and DELIVERY MECHANISMS.



INNOVATION SPOTLIGHT...

GOOGLE FOR WORK WISDOM and KNOWLEDGE in the AGE of GOOGLE. Umesh Vemuri TRANSFORM. REINVENT.

1. Our CHANGING RELATIONSHIP TECHNOLOGY



Where is COMPUTING going?

CAPACITY in EVERYDAY ITEMS!

CONNECTED LIGHTBULBS...

It's about USER EXPERIENCE.

Standardized experience... SIMPLIFIED experience...

2. Our CHANGING RELATIONSHIP WITH INFORMATION

CONTEXT... ANSWERS within CONTEXT... ACTION!

3. WHAT DO PEOPLE DO WITH INFORMATION?

- COMMUNICATION. TRANSACTIONS. SHARING.

- ACCESS... COMPUTE. CONNECTION... SHARING...

INFORMATION and PHYSICAL GOODS

ONLINE SHARING meets the REAL WORLD!

- Uber. Lyft. Airbnb. Health Care On Demand

How will people USE PROTOTYPES?

PROTOTYPES MATTER!

What about REGULATION?

You need to show the value of the prototype to affect the REGULATION that will undoubtedly be proposed!