

# | virtually there

*moving towards an always on world*

a white paper from LANZen - secure information solutions |

*By the end of 2006, it's projected that virtually every Internet user with access to broadband or cable connections will be using them. In other words, we'll enter an always-on world. Slow dial-up will be gone.*

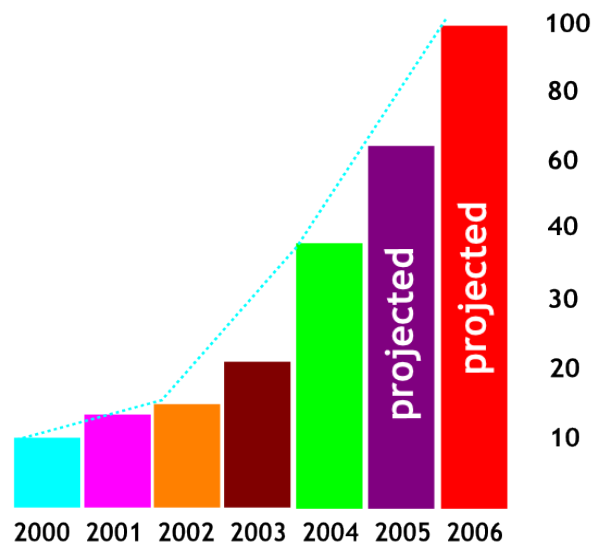
*How will the Internet companies - the content providers - react to the challenge of a world where users will expect information to be constantly refreshed - and more significantly, will we need to download anything to use it off-line when we'll never be off-line anymore?*

*This paper presents a view of an always-on world that will change the way we use the Internet and what we use to access it with, forever.*

There's been a steady decline in dial-up connections since the year 2000 as broadband became more widely available. The chart below shows the growth of broadband and other always-on services over dial-up services since 2000, with projections for 2005 and 2006. Services now cover 95% of the UK population. It's not implying that every PC will be connected, but that nearly 100% of Internet-connected units will use always-on services.

It's pretty clear that by the end of 2006, Internet users will see everything in real-time. Totally live information streamed down.

Every time we turn on we'll have constant access to everything we used to download previously. In theory, the Internet could be seen in the same way as TV or radio, with content on demand.



So have we reached the point yet where we don't need to download everything?

Currently, the answer is: *not yet*. PC's aren't like TV or radios. We don't just switch on, tune in, watch or listen. We interact. Crucially, the content services - the portals - aren't there yet. There's still a lot of legal argument about digital rights going on. Ironically, as such content becomes more available, the need to worry about copy protection will decline as people download content less.

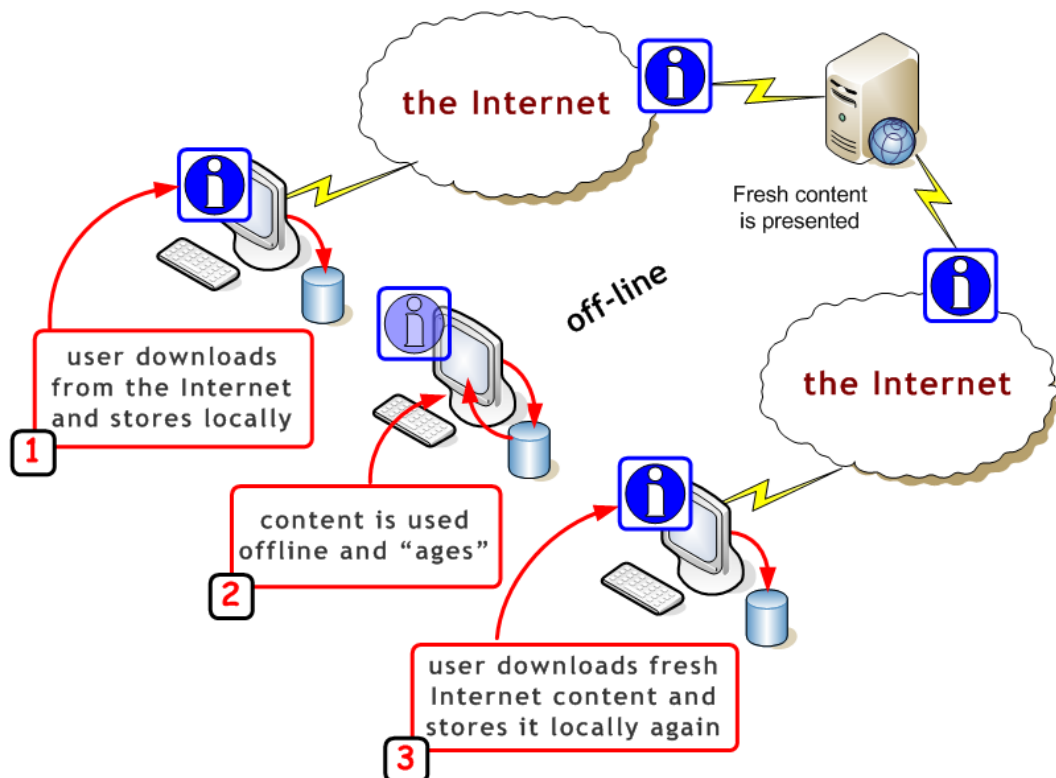
The important thing to realise is - *the infrastructure is ready now*. But people haven't caught on to it yet - even with always-on, we're still downloading the video, music or information we feel we'll need and storing a copy of it locally. We've been doing that since the Internet began. So, why change now?

Because downloaded information isn't information. It's history. Let's show you!

## what's wrong with downloading?

Downloaded information isn't actually information any longer - its history.

Not convinced? Let's give you an example. Let's say you downloaded an unfolding news broadcast - or a football match still in play. View the download ten minutes later and what have you got? That's right - it's no good, it's old news, it's a piece of history. The diagram below shows this.



Downloading has become second nature to us. We all grew up with it - either pulling music or information from Internet special-interest sites like Napster or the sports sites, or from on-line friends around the world. So what would an always-on world look like - what would we use to access it?

Well, the world we're entering is different - very different. It sees us using browser appliances and ironically, we won't need to look for sites anymore - they'll be gathered together for us by something called a *portal*. Our own site, tailored specifically for what we want to see, what we need or want to do.

But all this may sound like a dream - Could this really be possible today?

## the Internet portal - content at your fingertips

Portals may not be a familiar term yet - they may well end up being called something else. Already though, portals are all around us. ITV, BBC, Sky are all simple portals as is radio. They're serving us up content on demand. So what will be the new Internet portals of our always-on world do for us?



The Internet portal is a truly powerful medium. Using artificial intelligence or logic, gathering information based on our own interests, travel habits or work. Content will change based on our location or what time of day we access it.

For example, before leaving for work in the morning, it may be email, a quick news update or last night's match score we need. Or to know that our train's late, there's a jam on the road to our office and that we have a new route in. At lunchtime, it may show us a new place to eat, let us know a friend wants to meet us - or the new video player we ordered has been shipped - it may arrange to deliver it to where we're we'll be, too.

From dumb, flat web pages to something much more powerful and connected to us. Maybe this all sounds like science fiction. The truth is, every element needed for portals to happen is ready now. We just need to join up the dots.

What our portals will look like no-one knows - the possibilities are endless. One thing's for sure - something's about to change our use of information - for good.



LANZen are IT strategists and secure information solution architects. Helping you plan for tomorrow and get the best out of your IT systems today. To realise your business dreams and make your working day more productive.

LANZen are dedicated to delivering value to you as a client. Constantly exploring and evaluating new ways to use the technology around us to make us more efficient and cost effective. By finding ways to help you enjoy working by removing the mundane and repetitive aspects of working life.

The road towards the future isn't a single track - there is an endless choice of options and directions available. Shouldn't you be exploring them with LANZen?

**The world is changing. Change it for the better with LANZen. Call us today!**

Call 01260 290 592 or mail [info@lanzen.co.uk](mailto:info@lanzen.co.uk) today.

*Visit the LANZen web site regularly for news and information ©2006 LANZen Limited*