

Viral Working Group, Jan, 05

Agenda

- 8:30** **Viral Research Progress**
Post-Optimal Radio (Reed)
Self-Organizing Multicast (Li)
Understanding The Spectrum (Cooley)
- 9:30** **Viral Frameworks (Lippman et al)**
(Graduate Student Case Studies)
- 10:30** **Socially Driven Invention**
Human Dynamics (Pentland)
Ambient Intelligence (Maes)
Social Media (Donath)
Speech Interfaces (Schmandt)
- 11:30** **Open discussion**

Questions from 10/04

Radio: Can we do it? Who benefits, how?

Distributed systems: Where to go; P2P, sensing

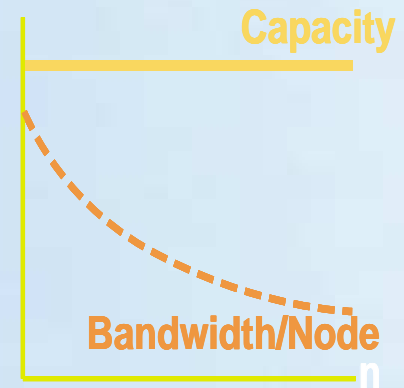
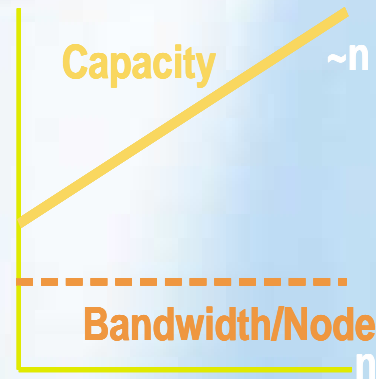
Overlaps with Broadband and Core/Edge

Where do you fit?

Open issues: robustness

Yochai issue: can we consider social software dimensions of making viral systems.

Viral Radio



Open systems such as PCs gain capacity with more units, traditional communications systems *divide* fixed capacity among elements.

Can we make communications systems (telephones, networks) that are viral and economic?

Communicators

CB

FRS

AM/FM (Audio-casting)

Television

Telephony

SMS

IM

M2M

Imaging

Remote Controls

Positioning

RFID

Blogs

Podcasting

Fleet Communications

Our Helix



Economic
Centralized
(Scalable)

Optimized for innovation
Low risk
Agility

After Fine

Going Legitimate



When?
Base Techs

In sync with society

Frameworks

We focus on the triggers at points of inflection in their growth

We consider two dimensions of each system or practice, in three ways:

Dimensions:

Viral/Central
Open/Closed

Ways:

Architecture
Interfaces
Marketing

Frameworks

Architecture

Open	Blogs WiFi-Location	Podcasting Tivo Blackberry Jabber
Closed	CB Skype WSNs	RF ID Satellite GPS AIM/ICQ Telephony SMS
	Viral	Central

Frameworks

Interfaces

Open	WiFi Location Blogs Jabber WSNs Blackberry GPS	Podcasting RF ID SMS Tivo	
	Closed	AIM/ICQ Skype CB	Telephony Satellite
	Viral	Central	

Frameworks

Marketing

Open	RF ID Podcasting Tivo Blackberry SMS Jabber Skype GPS AIM/ICQ	WSNs
	Telephony CB	Satellite
Closed	Viral	Central