The “Internet of You” and What It Means for the Future of Technology

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“We’re entering an age of personal big data, and its impact on our lives will surpass that of the Internet.”

“‘Big Data’ Will Change How You Play, See the Doctor, Even Eat,” by Kevin Maney, Newsweek, July 2014.
1970’s Computing
1975
50,000 PCs

Today
2B PCs
4B Smartphones
1970’s Computing → Networking 1990’s
Usenet, updated in real time as it was thirty years ago. Also available in your local news reader via nntp.olduse.net.

works

Message-ID: <2375@Aucbvax,UUCP>
Newsgroups: fa.works
Path: utzoo!duke!decvax!ucbvax!works
Date: Mon Jul 20 06:19:25 1981
Subject: Another workstation - Excalibur Powerstation
From: works

>From MORGAN@WHARTON-10 Mon Jul 20 06:05:34 1981
Another personal or management workstation was shown this week to a group of managers and consultants in NYC by Excalibur Technologies - a New Mexico (Albuquerque) firm headed by Jim Dowd III, former Professor of CIS at University of New Mexico. It had several features of interest to the WORKs community.

The basic POWERSTATION(tm) as they call it, consists of a telephone handset, two green phosphor CRTs, a standard typeWriter keyboard, a special processorboard with 4M bytes of RAM and a 20M byte hard disk. The processorboard also has space for several video boards and several other cards including a clock/calendar, a modem, a parallel I/O, and a RS-232 serial interface. The processorboard can be plugged into any two of the available slots in a slotable option board. Another slot can be used for a modem card. It could be networked with other workstations using the standard Excalibur protocol, the Intrahub network. Processors can be located anywhere within the Intrahub network and can be assigned to any workstation.Ố
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Louise Hay, John Randolph Price, Neville Goddard, H&R Block
1995
16M Internet Users

Today
> 3B Internet Users

2017 Estimated 3.75 Billion
1970’s Computing → 1990’s Networking → 2010’s Data
Today

“BIG DATA”

$300B/year

3M people employed in U.S.
“PERSONAL Big Data”
“Personal data is the asset class of the twenty-first century; users should essentially view their data like money in a bank.”

- The World Economic Forum, 2011
“The game changer ushering in the new era [of personal big data] is the ability to make sense of data in ways that let non-tech humans interact with it, use it and learn from it.”

“‘Big Data’ Will Change How You Play, See the Doctor, Even Eat,” by Kevin Maney, Newsweek, July 2014.
where (Latitude, Longitude)
Past  Present  Future

when

(Latitude, Longitude)
Past  Present  Future

(Latitude, Longitude)
Past

what

Present

Future

(Latitude, Longitude)
Past  Present  Future

what

when

who

(Latitude, Longitude)
Future

Present

Past

Past (Latitude, Longitude)

Who

When

Where

Contacts

Foursquare

Context

Photos

Calendar
Contextualized Data

 Relevant Experiences

 Internet of You
“If content is king, context is god.”

- Gary Vaynerchuck, leading marketing expert
“... is only valuable if those apps and devices are learning about my life and working together to create experiences I need...

Consumers don’t want an Internet of 1,000 apps and devices with disparate content—
they want an **Internet of Me.**”

“Good morning, Jeremy. Can I pre-order your Chai Latte before your meeting downtown?”
THE FIRST INDUSTRY STANDARD FOR CONTEXTUALIZED PERSONAL DATA

- Place (Where)
- Time (When)
- Person (Who)
- Content (What)

Geo-Temporal Unit (GTU)
GTU Geo-Temporal Unit

Place Where

Person Who

Time When

Content What

Calendar, Contacts, Foursquare, Google, MLS, Wikitravel...
Geo-Temporal Unit (GTU)

- Place: Where
- Person: Who
- Time: When
- Content: What
Internet Tracking: How Does It Work in the Forefront?

RETS Event Tracking

**Event**
- ID
- Type (enum) (i.e., agent, consumer)
- Description
- Target (enum)
- TimeStamp

**Actor**
- Type (enum)
- AgentID
- SessionID
- DeviceID (enum)
- UserAgent
- Email
- Phone
- IP

**Object**
- Type (enum)
- URL
- ReferringURL
- ListingID
- Source (i.e., MLS)
- PUID

**Source**
- PubID (source of metric)
- UUID
Deliver rich customization and marketing

Drive highly personalized, predictive experiences

Provide real-time analytics to drive insights

Personal data management

The Internet of You

INSIGHTS ENGINE

API

SDK
Anna + Chris open houses Sunday

269 Greene Ave #2 - 2 bed 2 bath 1000 sq ft, new conversion, like neighborhood, large rooms, large kitchen, walk-in, (finalizing lawsuit withdrawal)

113 Bergen St #2B $1.24M + 1.7M
2 bed 2 bath, 1000 sq ft, small bedrooms, renovation very standard, multi-family building

360 State St #4C - $1.2M 2/1 500 sq ft
- they loved the living room space, don't love the location on the corner of busy st.

124 Atlantic Ave #3C $1.51M 2/2 1000 sq ft
- they loved the outdoor space and layout, co-op

Crosby Street left pricing Monday

Christian Lacroix

Currently live in Brooklyn Heights and prefer to stay in the neighborhood

Call owner at 269 Greene

Reach out to Marie about her schedule on Tuesday.

514 Classon Ave
230 Ashland Place
1919 Union

DISCUSS open house at IS Charles to find out more for Lee Lam - loved the apartment, kitchen, light, location, renovations.

500 Waverly new dev. #2B re-schedule

Christian Lacroix

Client: Stephanie

110th Street + 5th Ave
Apt #12A - $2650
One bdrm (NO FEE)

Oaden

215 East 95th Street
Apt B4-B - $2895 4th Floor
One bdrm 563 sq ft
(ON E MONTH FEE)

Edgewater

Full equipped kitchen, marble bathroom

200 East 87th Street
468 sq ft. Apt 12L - $2700
Studio 14 B - $2650

Doorman Gym

12 East 86th Street
940 - 9 2,800
Studio

Doorman Gym

Live-insup
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Connecting data is powerful!
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For more information, see: www.myPlanit.com/realestate

or contact me at: adrienne@myPlanit.com