

# 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

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Today

2B PCs

4B Smartphones

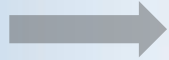






1970's

Computing



1990's

Networking




# olduse.net: a real-time historical exhibit

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41

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 Dowe 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 type-

Back

Forward

Home

Reload

Images

Open

Print

Find

Stop

Location:

What's New?


What's Cool?

Handbook

Net Search

Net Directory

Newsgroups



# Netscape Navigator <sup>(TM)</sup>


Version 1.1N

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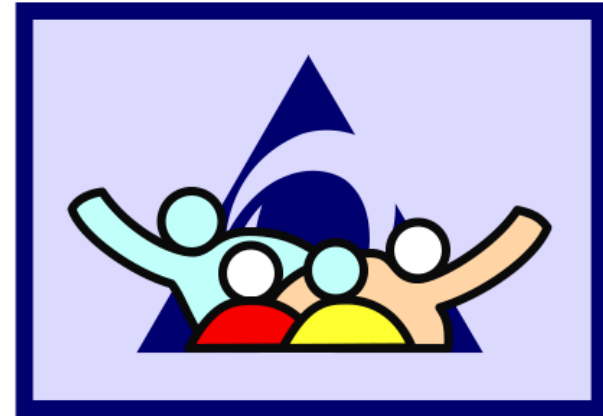
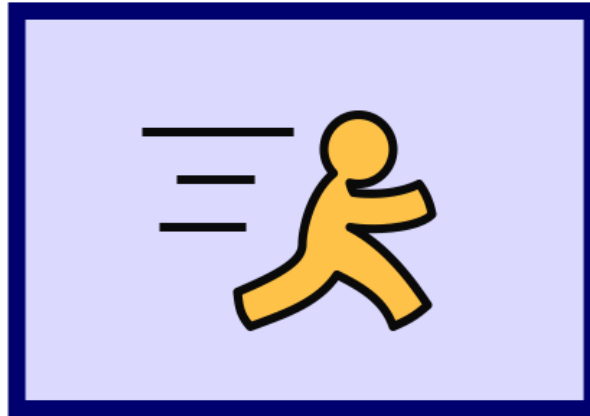
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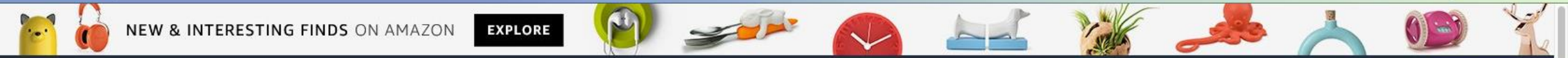
**This version supports International security with RSA Public Key Cryptography, MD2, MD5, RC4.**

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Hi, Adrienne

Recent Orders: 0 items

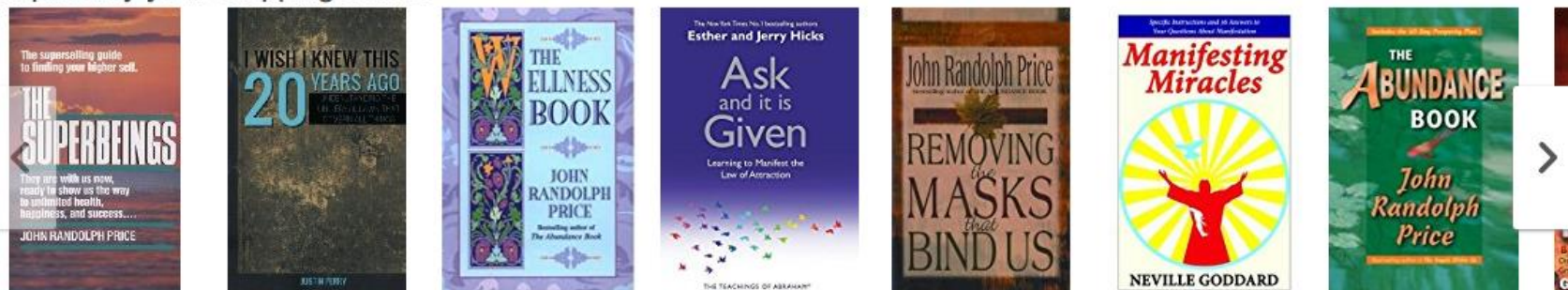
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**H&R BLOCK** TAX SOFTWARE BY THE TAX EXPERTS

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Shop now

Ad feedback

Recommended for You in Kindle Books



1995

16M Internet Users

Today

> 3B Internet Users

4,000,000,000

3,000,000,000

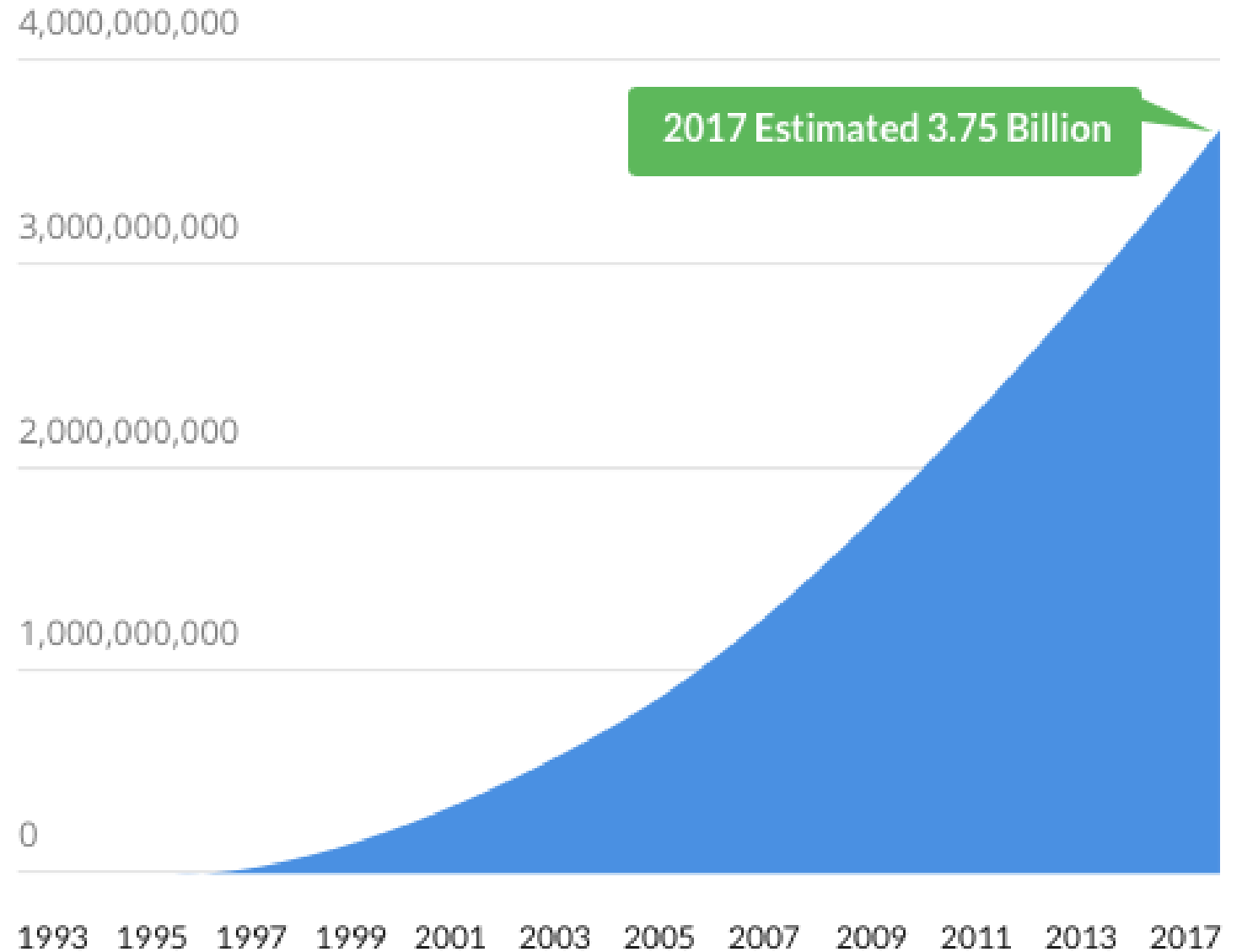
2,000,000,000

1,000,000,000

0

2017 Estimated 3.75 Billion

1993 1995 1997 1999 2001 2003 2005 2007 2009 2011 2013 2017



1970's

Computing →

1990's

Networking →

2010's

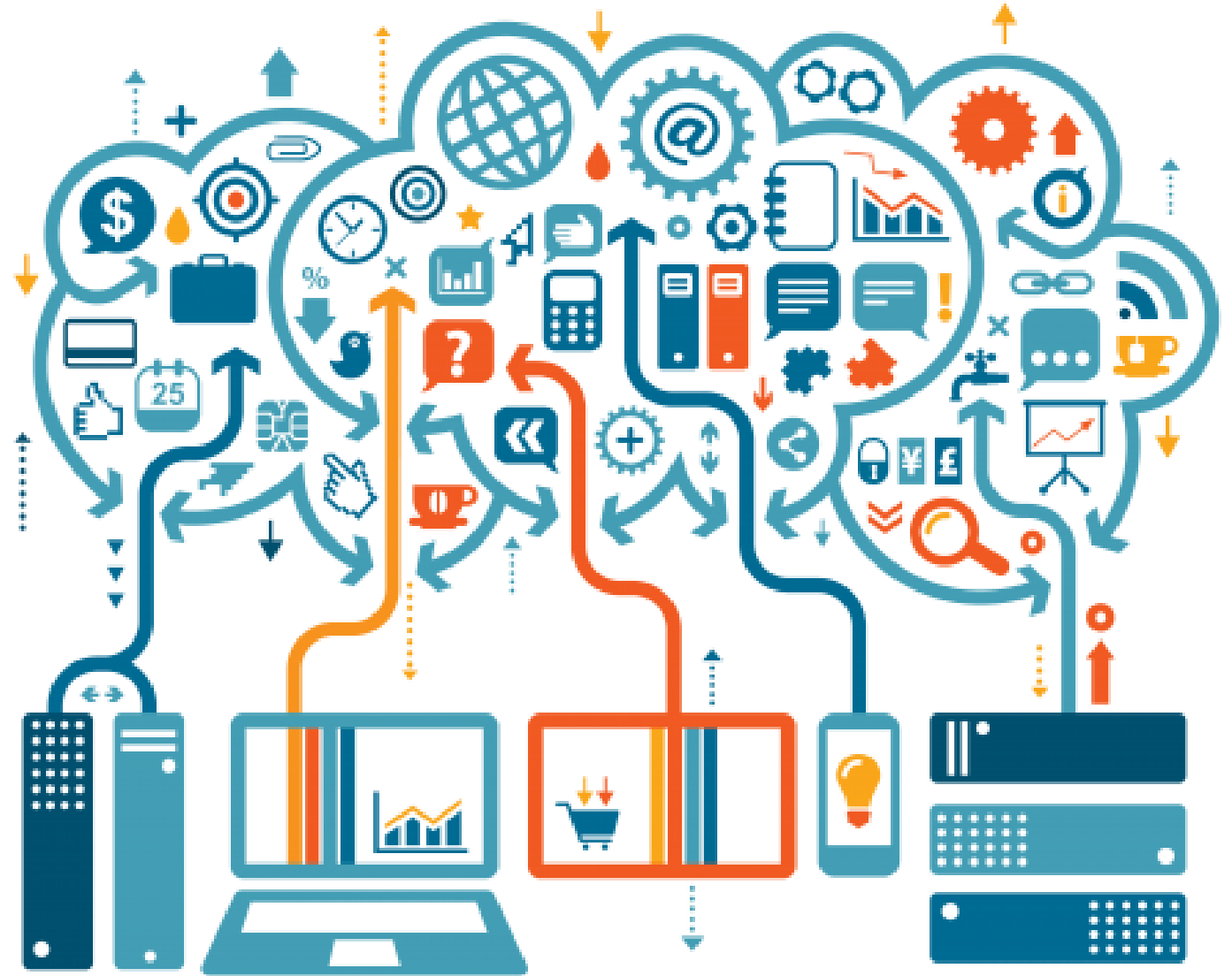
Data

Today

“BIG DATA”

\$300B/year

3M people  
employed in U.S.









posts



notifications



things



photos



wearables



notes



maps

appointments

upto

audio

videos

notes

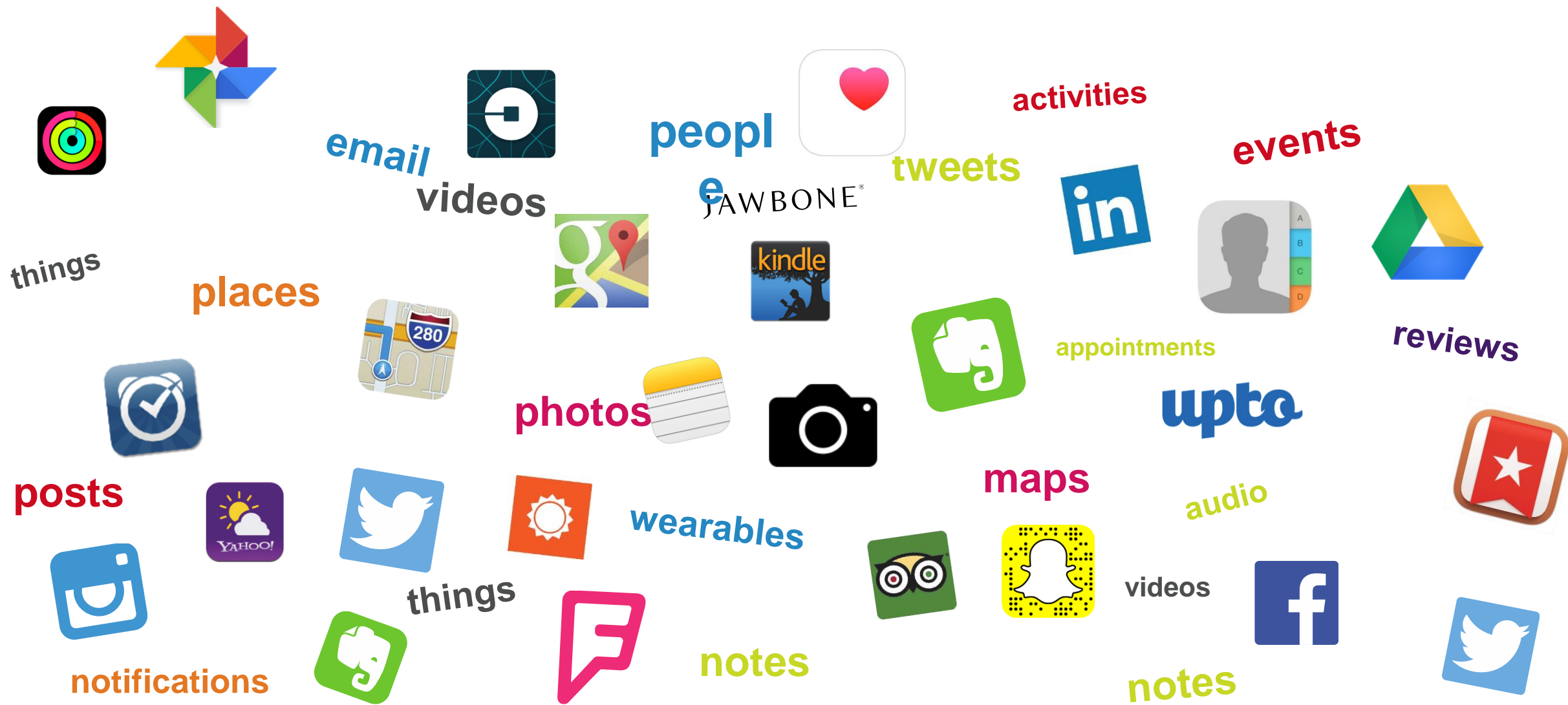


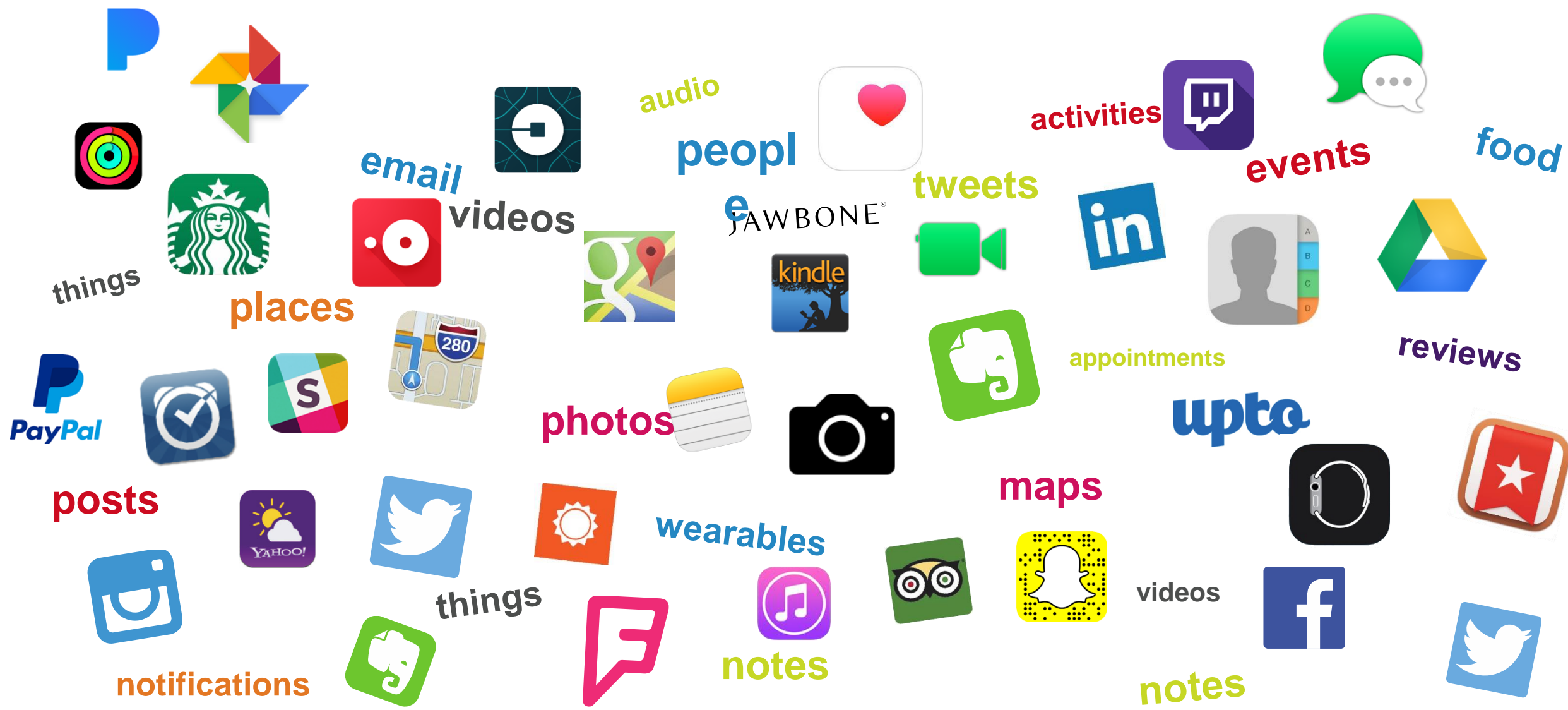
reviews



















**“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.*

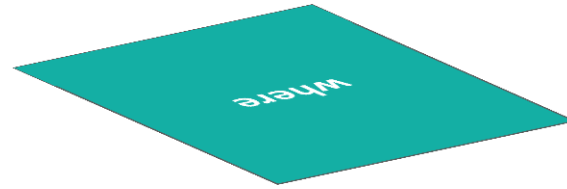


**(Latitude, Longitude)**

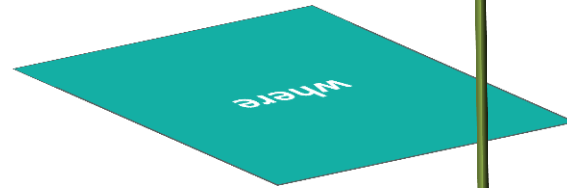
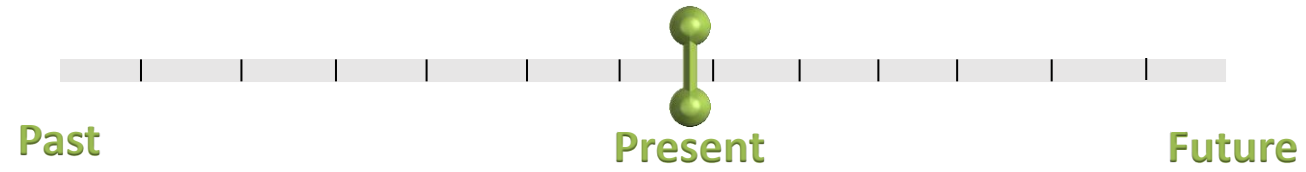
where



(Latitude, Longitude)

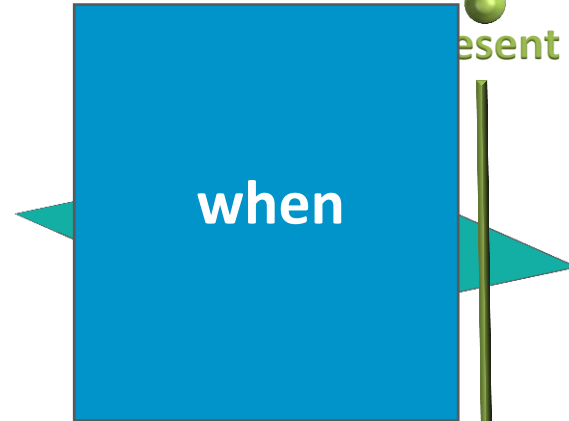


(Latitude, Longitude)



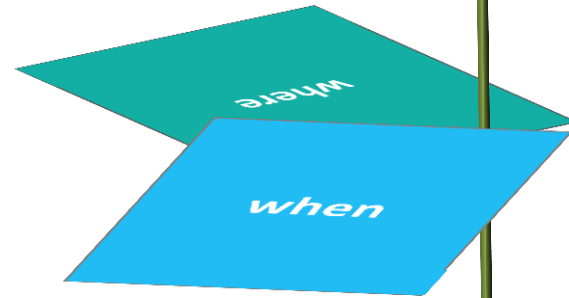
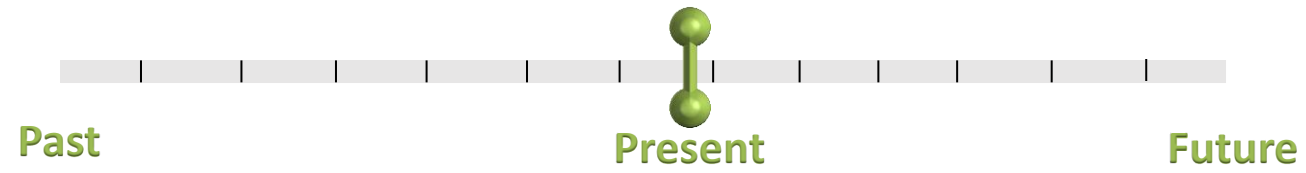
(Latitude, Longitude)



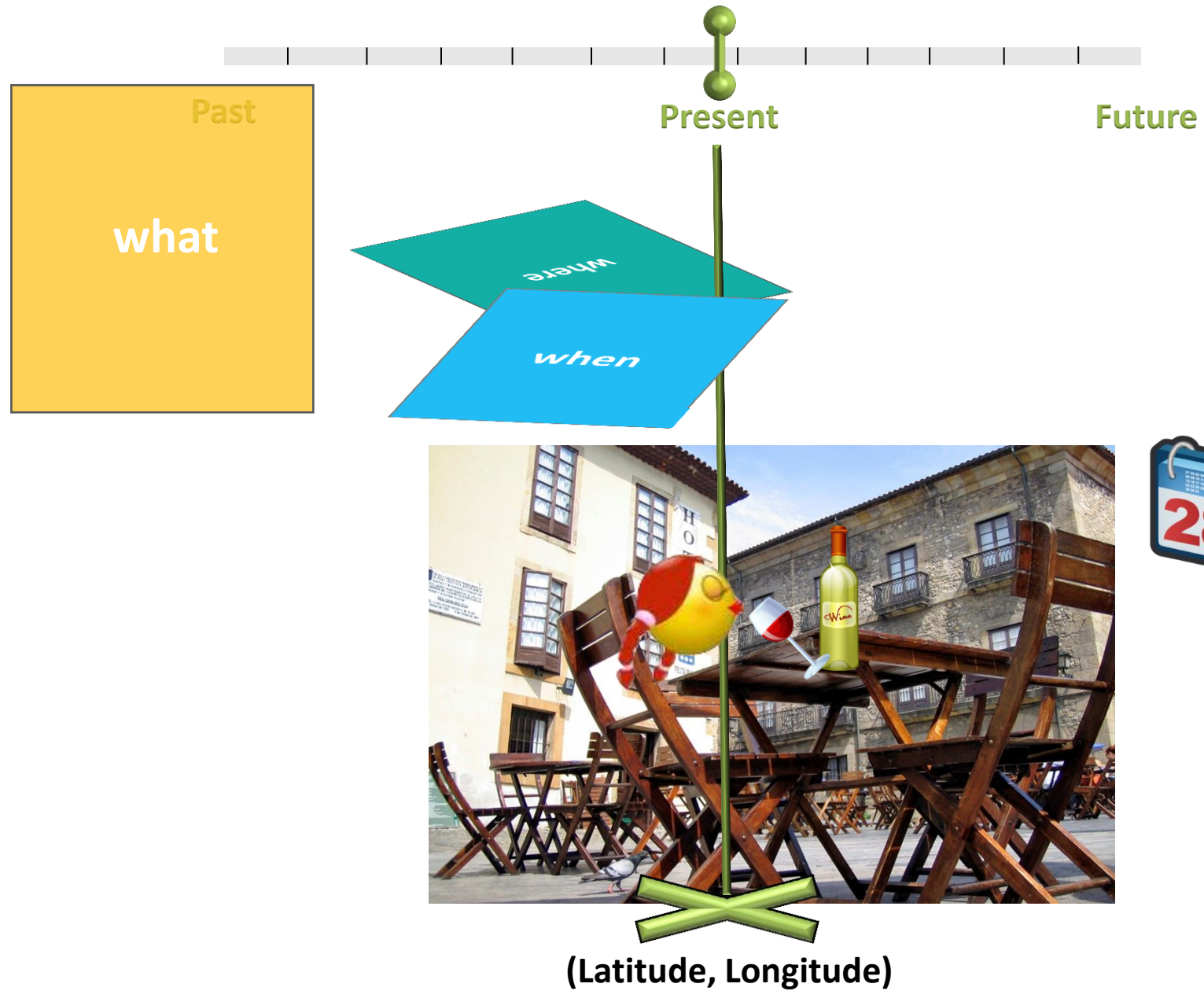


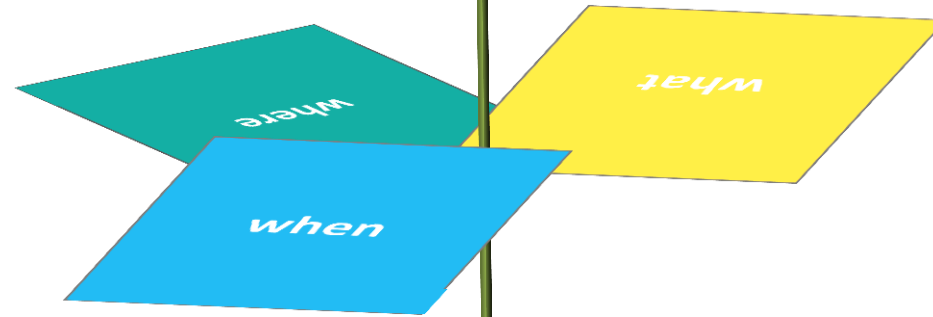
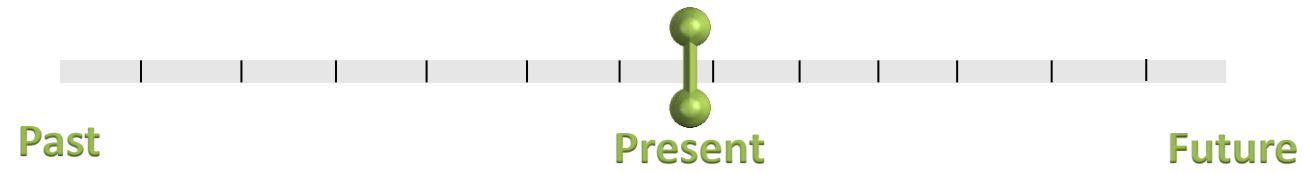
(Latitude, Longitude)



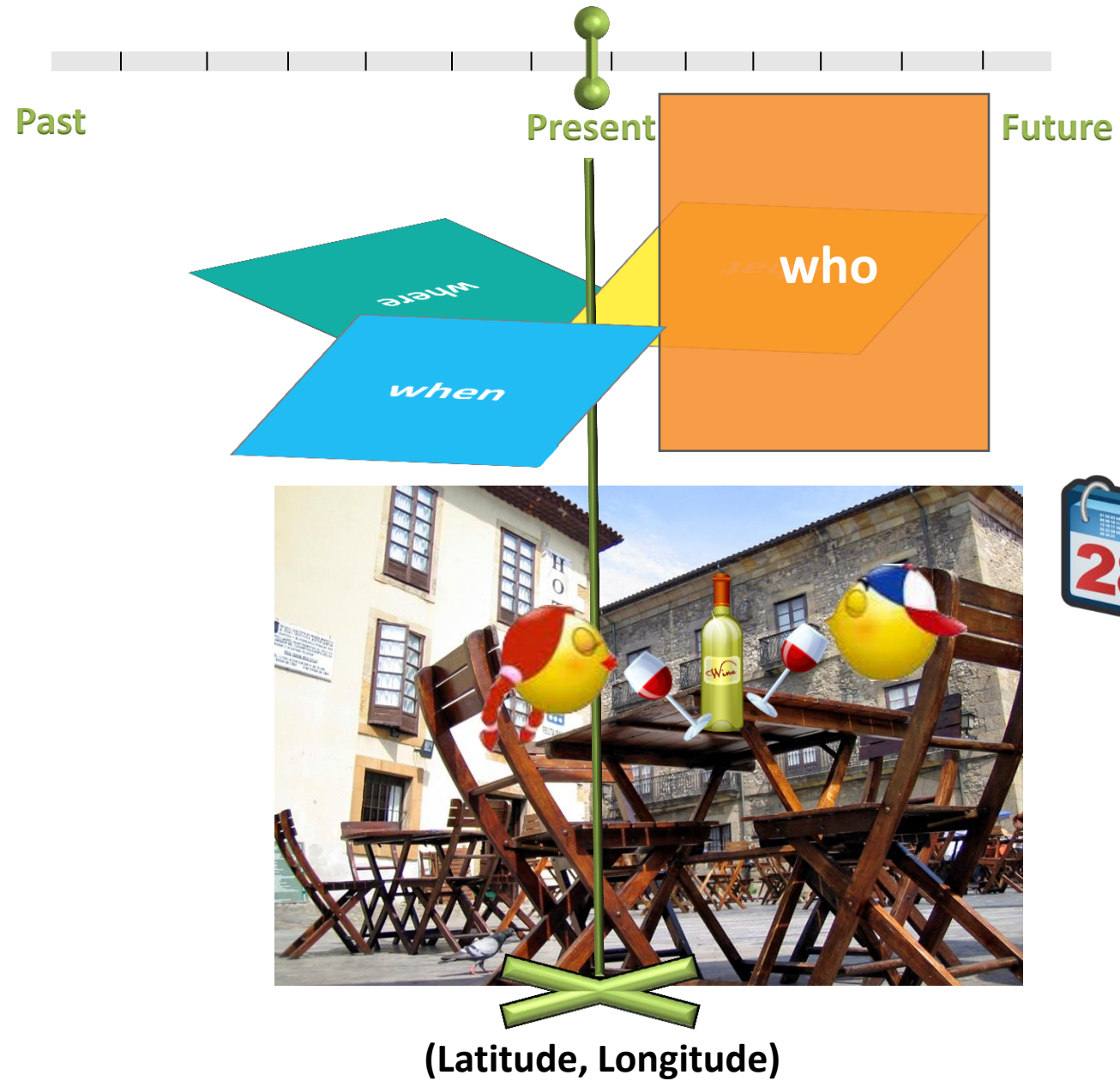


(Latitude, Longitude)

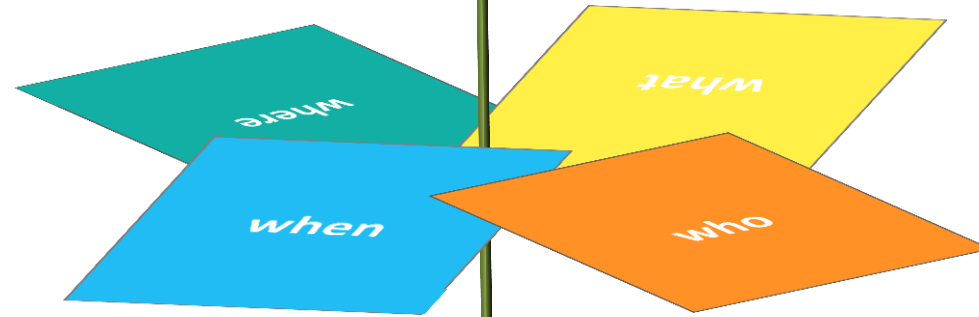
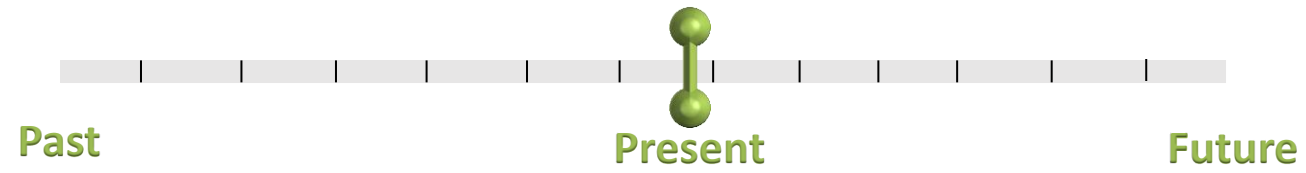




(Latitude, Longitude)

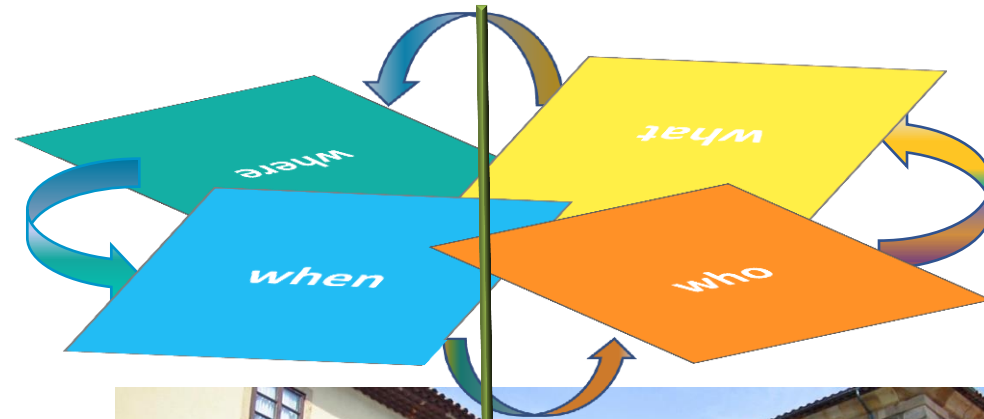
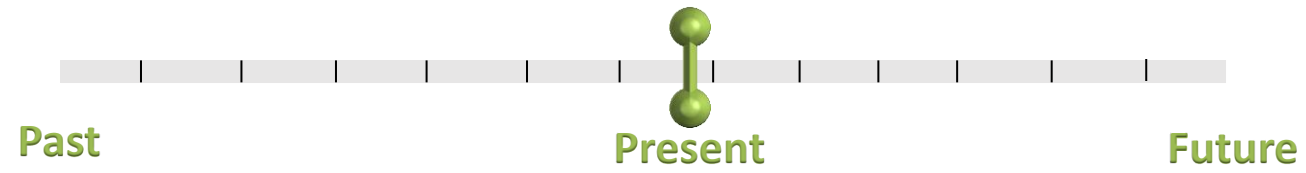






(Latitude, Longitude)





(Latitude, Longitude)



**Hippocampus =  
Context**

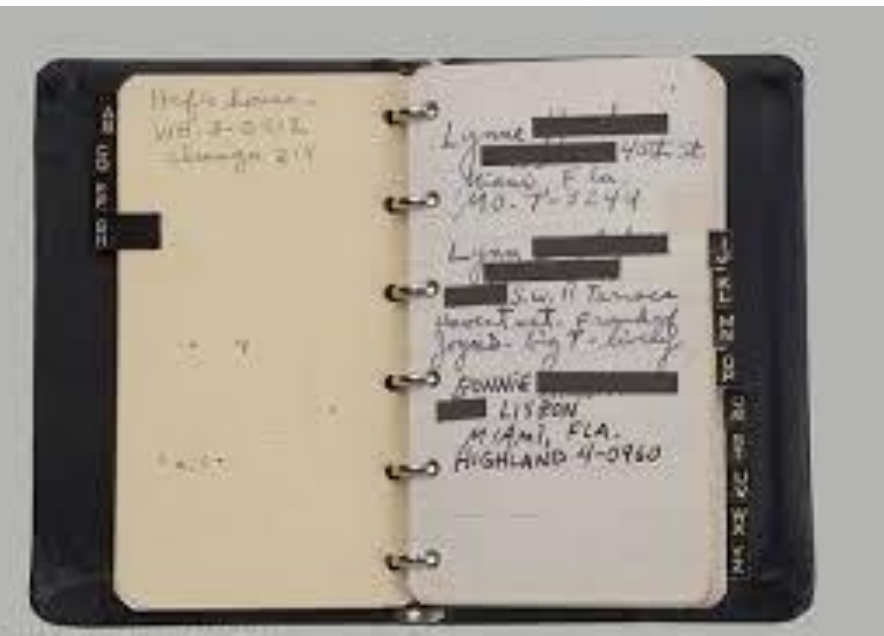




# When

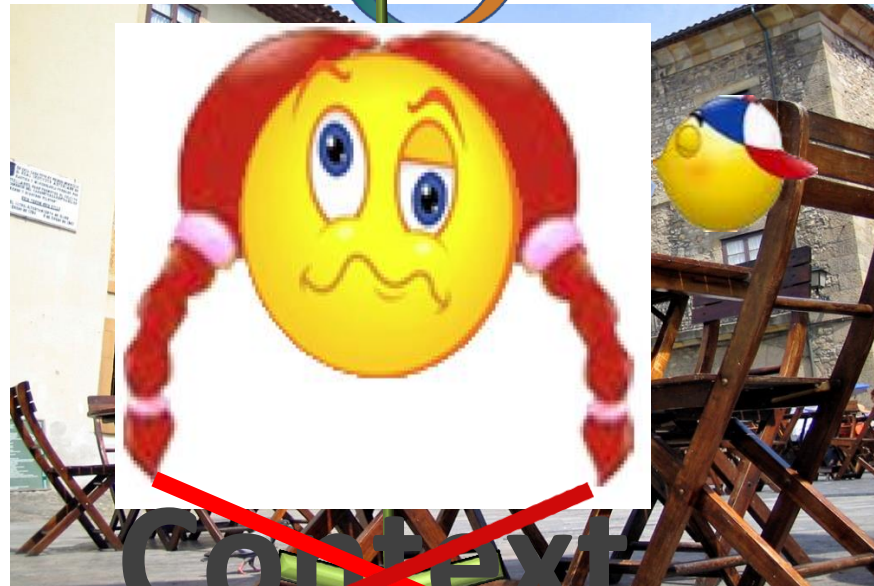
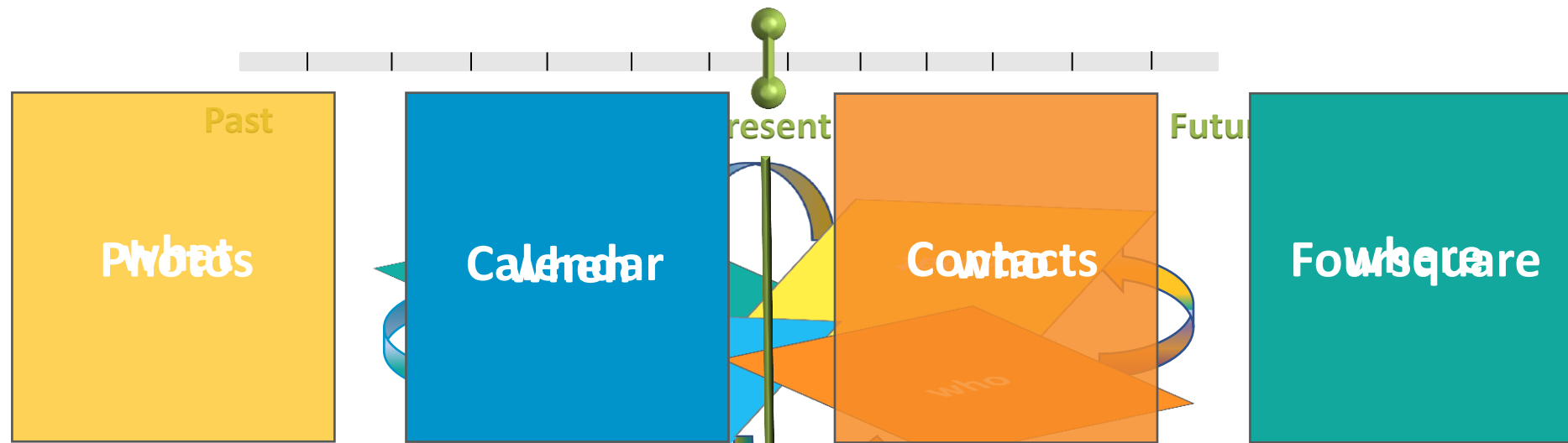
# Where

# What



# Who





~~Context~~  
(Latitude, Longitude)

**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.**”



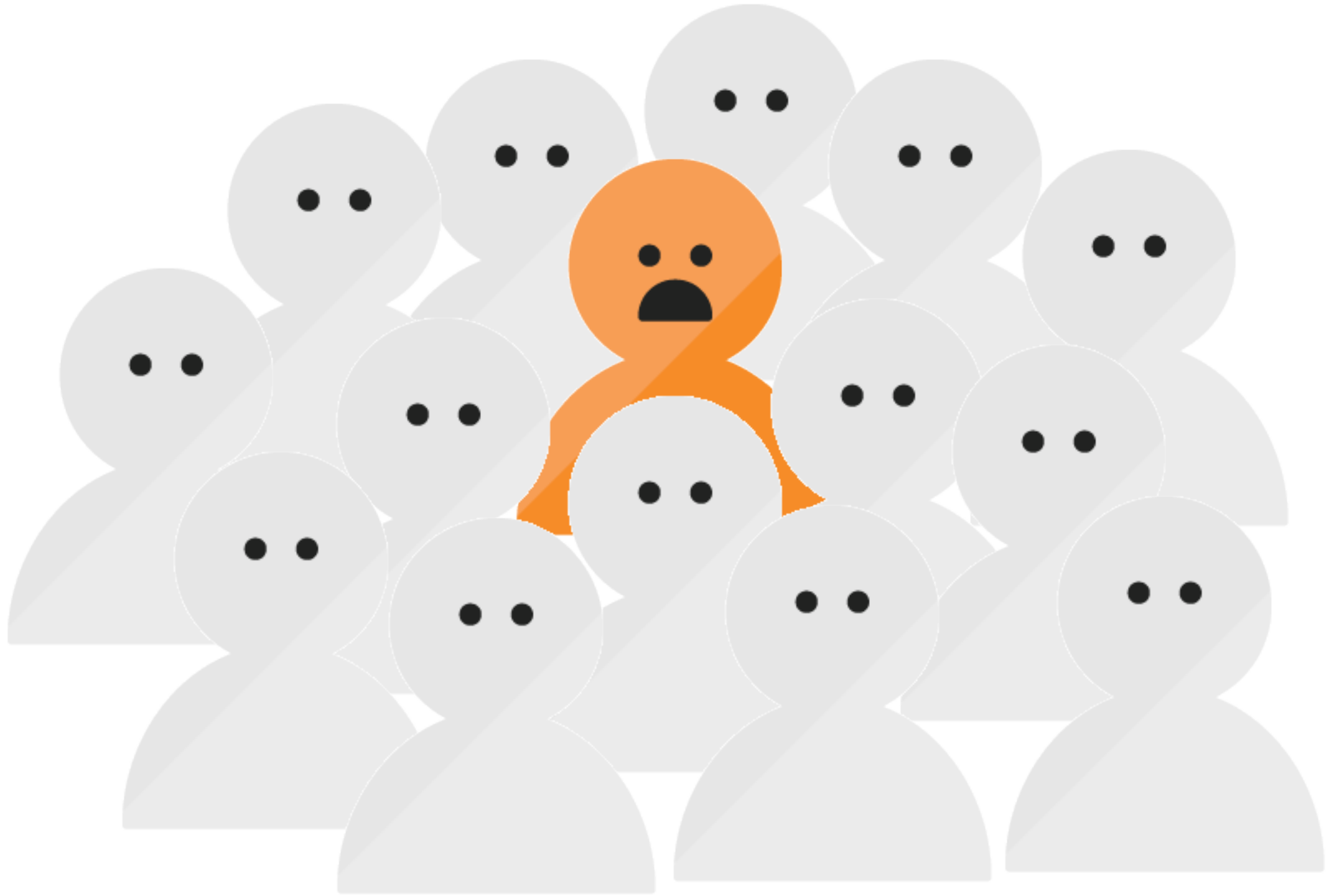


"Good morning, Jeremy.  
Can I pre-order your  
Chai Latte before your  
meeting downtown?"











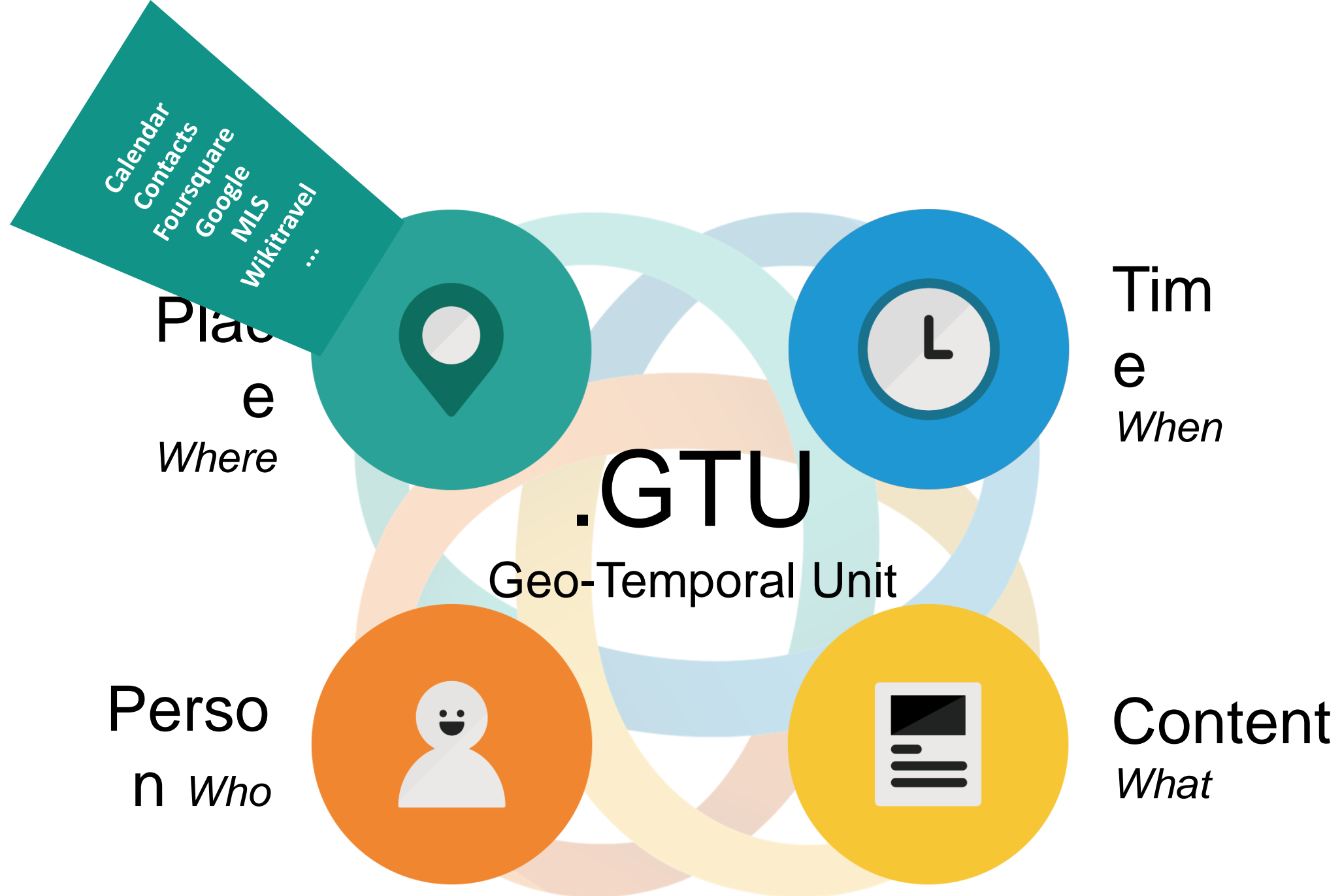


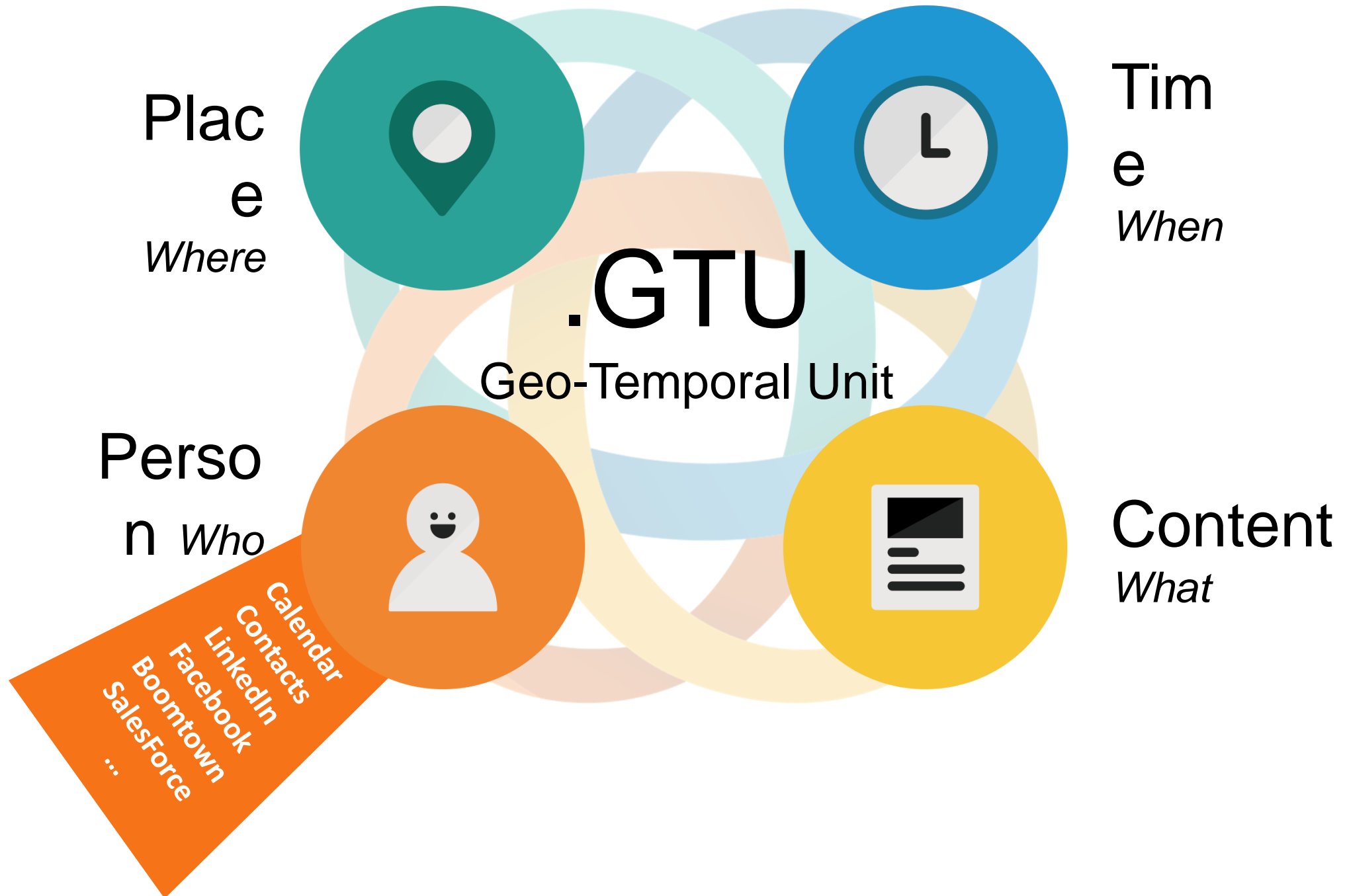


# THE FIRST INDUSTRY STANDARD FOR CONTEXTUALIZED PERSONAL DATA



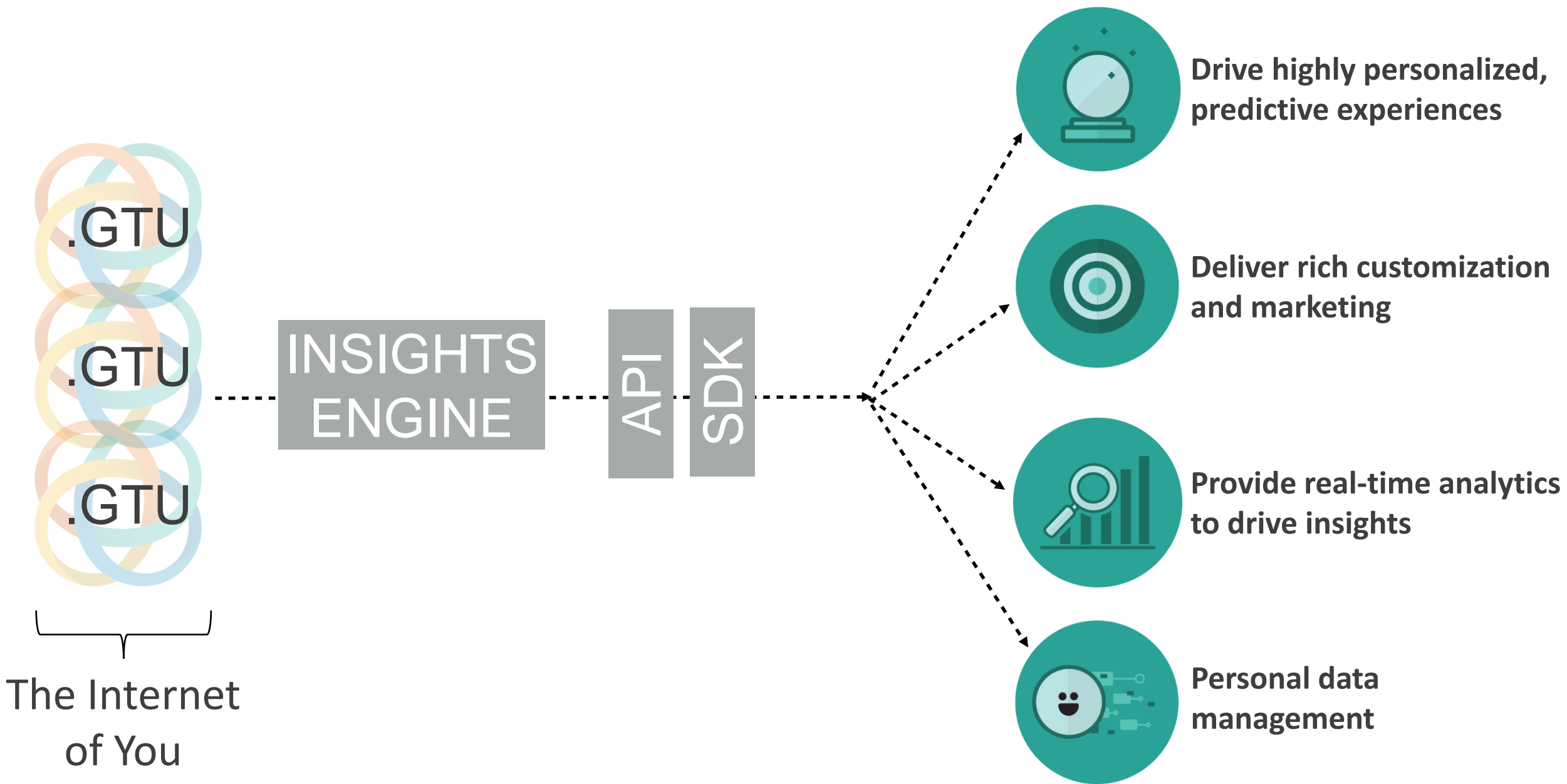






# Internet Tracking: How Does It Work in the Forefront?









Anna + Chns open houses Sunday

264 Greene Ave #2 · 2 bed 2bth 1043 sqft  
- new conversion, like neighborhood,  
spacious, loved kitchen, re-unit  
(finalizing lawsuit with dev)

413 Bergen #2 + 3 \$1.2M + 1.7M  
2 bed 2bth, 1000 sqft, small  
bedrooms, renovation very standard,  
multi-family building

560 State Street #4C - \$1.4M 2/1.5 1200 sqft  
- they loved the living room  
space, don't love the location  
on the corner of busy st.

124 Atlantic Ave #P3C \$1.5M 2/2.5 1200 sqft  
they loved the outdoor space  
and layout, CO-OP

500 Waverly new dev. #2B re-schedule

Christian Lacroix

currently live in Brooklyn Heights  
and prefer to stay in the  
neighborhood.

call owner at 264 Greene

Reach out to Marla about her  
schedule on Tuesday.

516 Classen Ave  
230 Ashland Place  
179 Union

DISCUSS open house at 15 Charles  
to find out more for Lee Lam  
- loved the apartment, kitchen  
light, location, renovation

Crosby Street left pricing  
Monday

Christian Lacroix

Client: Stephanie

① 110<sup>th</sup> Street + 5<sup>th</sup> Ave  
Apt # 12A - \$2650  
one bdrm (NO FEE)

Doorman  
All Utilities  
Laundry

Ogden  
② 215 East 95<sup>th</sup> Street 4<sup>th</sup> Fl.  
Apt B4B - \$2895  
one bdrm 563 sq. ft. (ONE MONTH FEE)

Doorman  
Laundry  
Heat + Hot Water

~~ES/APPARTS~~

Full equipped kitchen, marble  
bathroom

Health Club  
w/ Pool,  
2 Sun decks,  
Lounge

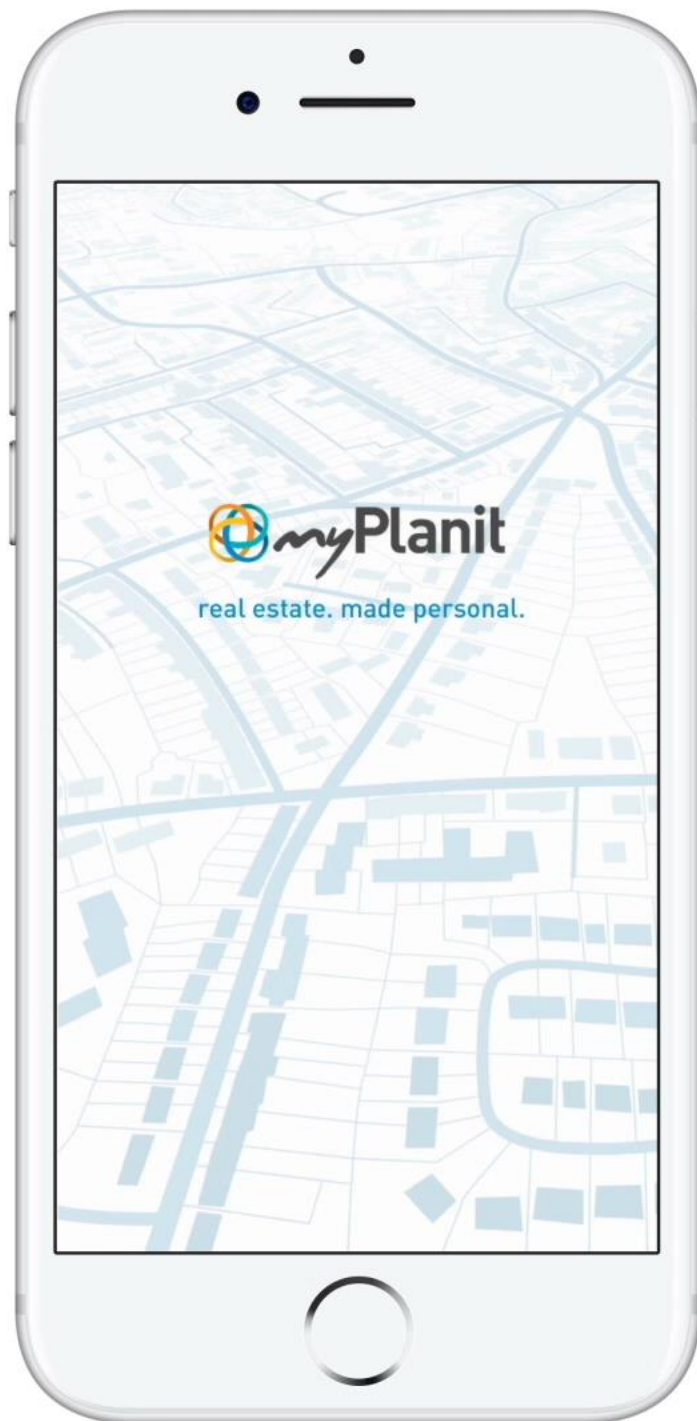
④ 200 East 87<sup>th</sup> Street  
465 sq. ft. Apt 12L - \$2700  
Studio Studio 14B - \$2650

Doorman  
Gym  
Laundry  
Lounge

③ 12 East 86<sup>th</sup> Street  
940 - \$2,800  
Studio

Doorman  
Gym  
Laundry  
Live-in sup









**BEST.  
ASSISTANT.  
EVER.**





**Connecting data is powerful!**



# The INTERNET Of



For more information, see:  
[www.myPlanit.com/realestate](http://www.myPlanit.com/realestate)

or contact me at:  
[adrienne@myPlanit.com](mailto:adrienne@myPlanit.com)

