



OPEN WEB PLATFORM

e seu impacto na imaginação humana.

Luli Radfahrer



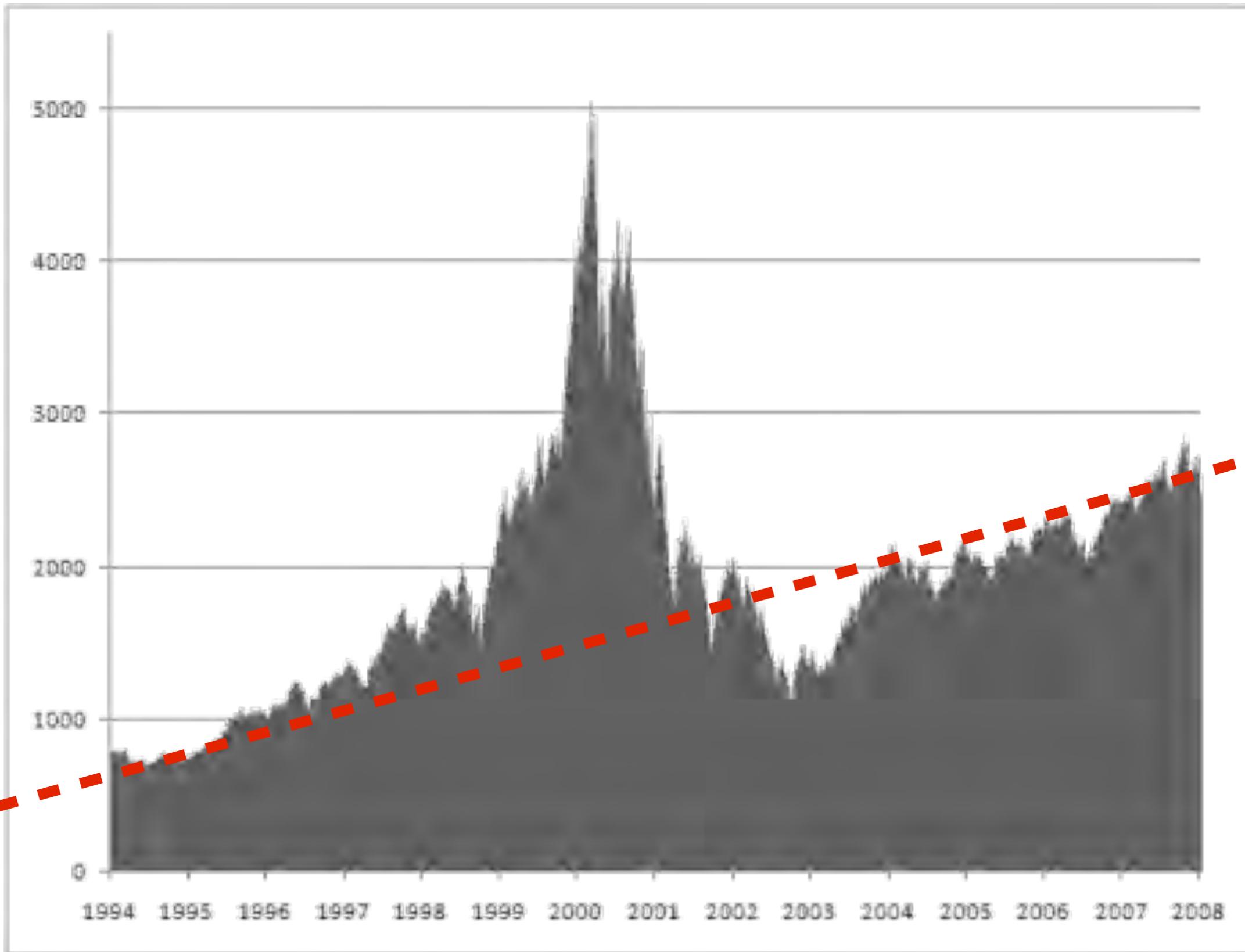
CONTEXTO.



Estamos cercados
de desinformação e

MITOS:

guerra fria bolha vale do silício



Indústrias em
CRISE:





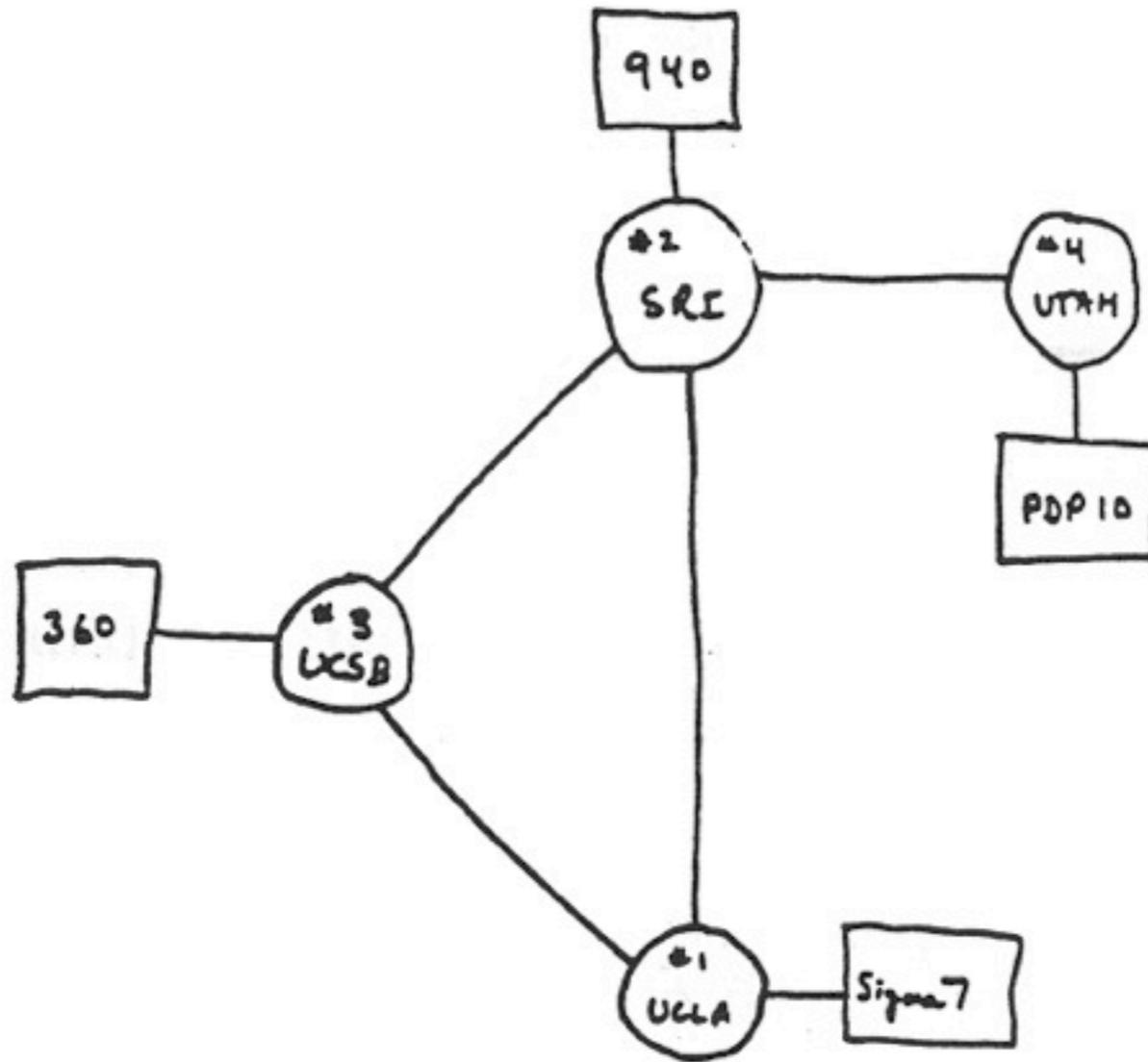








6 INTERNETS?



THE ARPA NETWORK

DEC 1969

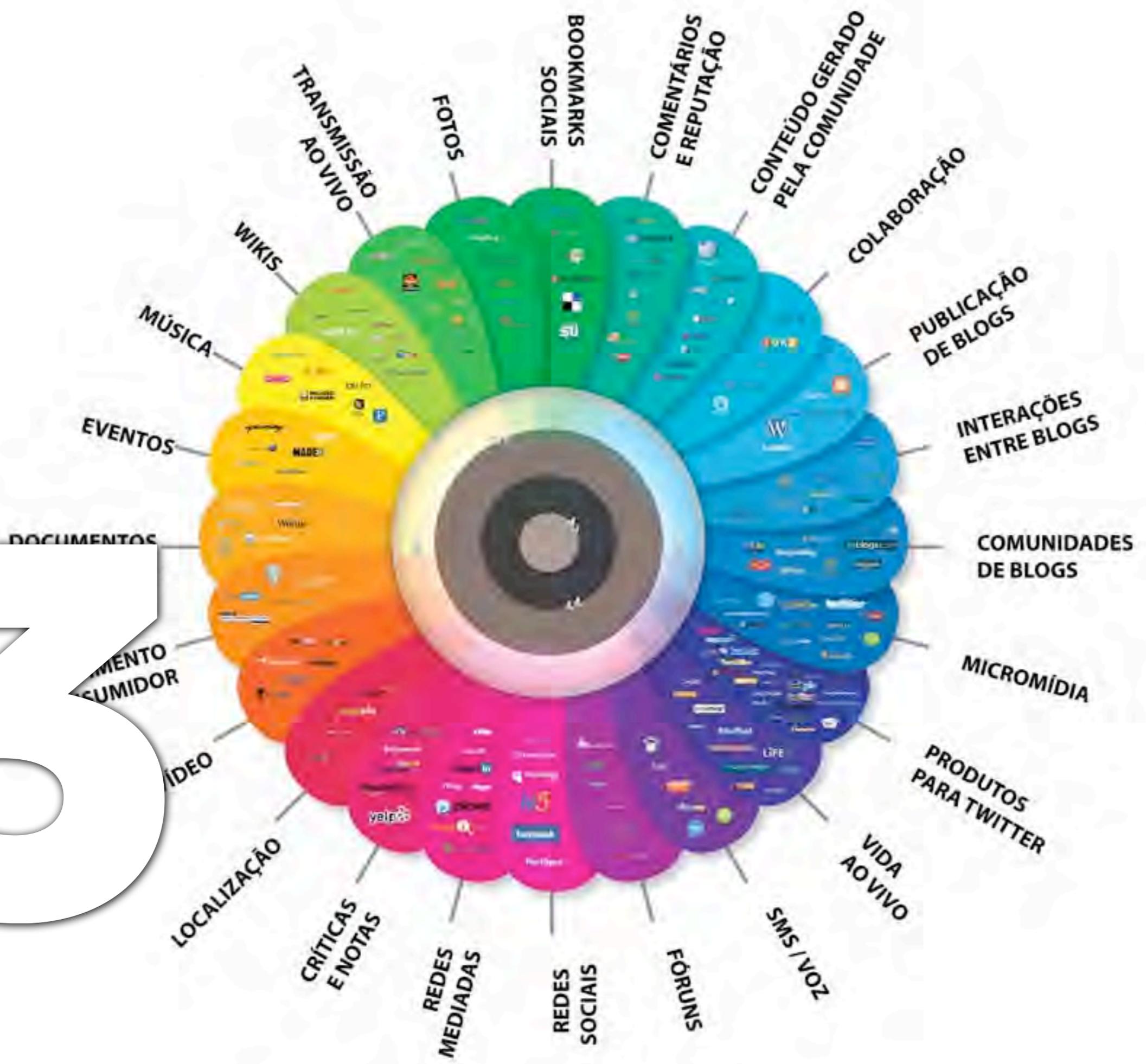
4 NODES

1

2



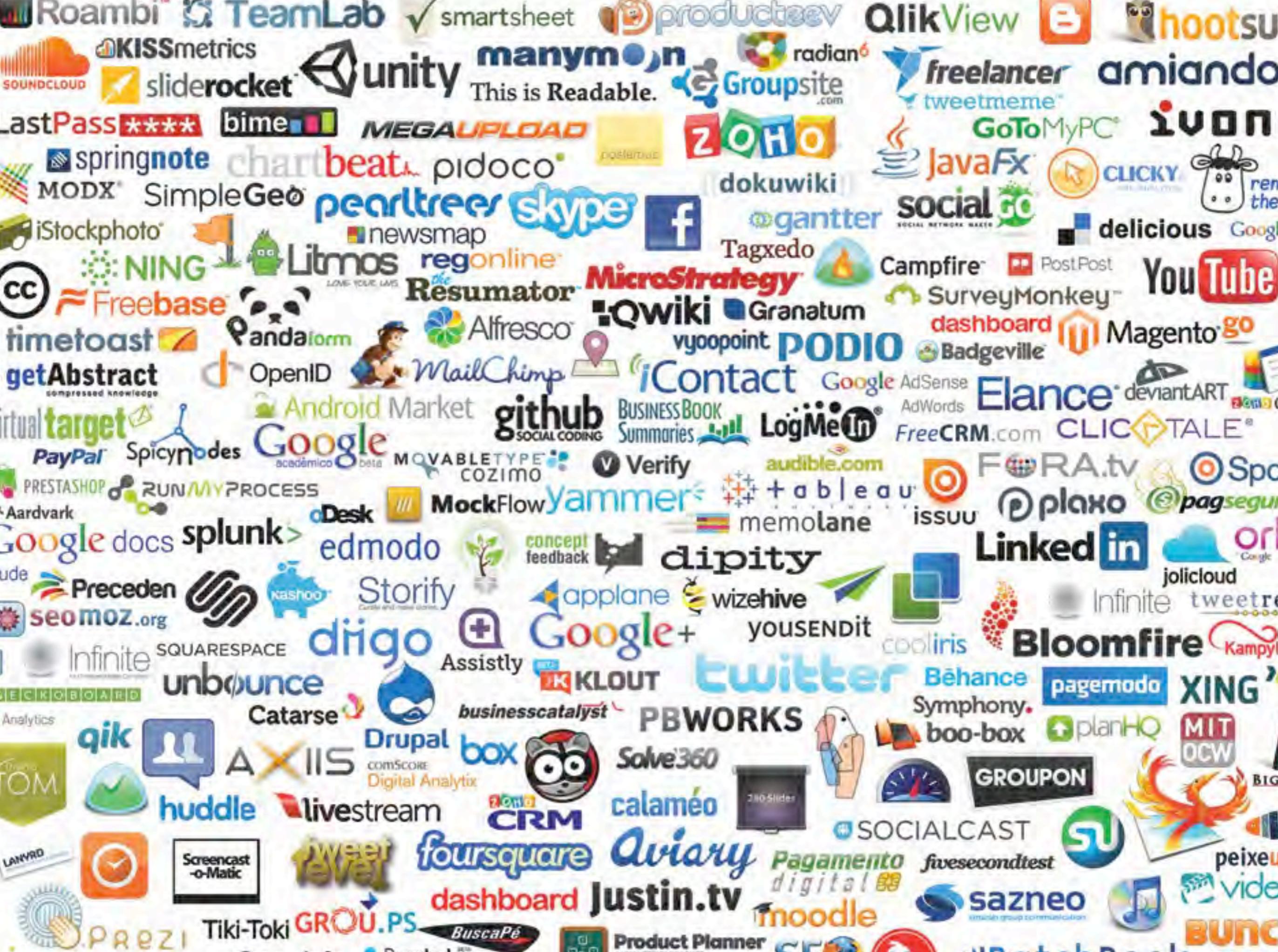
3







5





LULI RADFAHRER

ENCICLOPÉDIA DA

NUVEM

100 oportunidades e 550 ferramentas online
para inspirar e expandir seus negócios



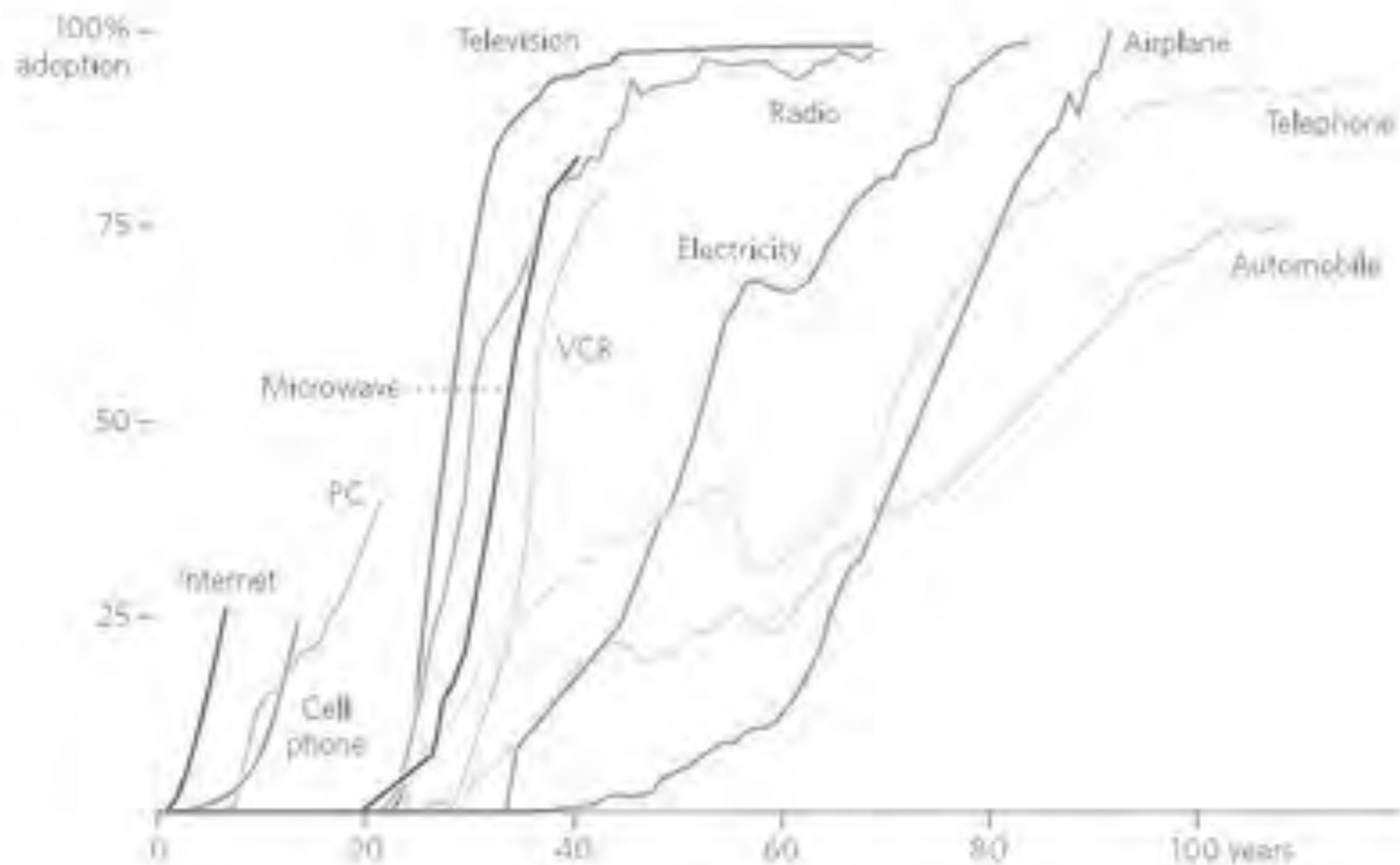
<http://www.luli.com.br/nuvem/>



A experiência é cada vez mais

INTEGRADA.

A rede é quase invisível.



ninguém leva a sério novas

TECNOLOGIAS

até quando não se pode mais ignorá-las.

TECNOFOBIA

é tão tola quanto

TECNOFILIA.

Há muito
CONTEÚDO.
Precisamos de filtros.

1 **Google**
google.com
Enables users to search the Web, Usenet, and images. Features include PageRank
More
★★★★★ Search Analytics ► Audience ►

2 **Facebook**
facebook.com
A social utility that connects people, to keep up with friends, upload photos, share li
★★★★★ Search Analytics ► Audience ►

3 **Yahoo!**
yahoo.com
Personalized content and search options. Chatrooms, free e-mail, clubs, and pager.
★★★★★ Search Analytics ► Audience ►

4 **YouTube – Broadcast yourself**
youtube.com
YouTube is a way to get your videos to the people who matter to you. Upload, tag a
★★★★★ Search Analytics ► Audience ►

5 **Amazon.com**
amazon.com
Amazon.com seeks to be Earth's most customer-centric company, where customer
More
★★★★★ Search Analytics ► Audience ►

6 **Wikipedia**
wikipedia.org
A free encyclopedia built collaboratively using wiki software. (Creative Commons At
★★★★★ Search Analytics ► Audience ►

7 **eBay**
ebay.com
International person to person auction site, with products sorted into categories.
★★★★★ Search Analytics ► Audience ►

8 **Blogger.com**
blogspot.com
Free, automated weblog publishing tool that sends updates to a site via FTP.
★★★★★ Search Analytics ► Audience ►

9 **Twitter**
twitter.com
Social networking and microblogging service utilising instant messaging, SMS or a we
★★★★★ Search Analytics ► Audience ►

10 **Craigslist.org**
craigslist.org
★★★★★ Search Analytics ► Audience ►

11 **Windows Live**
live.com
Search engine from Microsoft.
★★★★★ Search Analytics ► Audience ►

12 **MSN**
msn.com
Portal for shopping, news and money, e-mail, search, and chat.
★★★★★ Search Analytics ► Audience ►

Facebook e Google

QUEREM SUBSTITUIR
a Internet.



NÚMEROS:

o que significam?

2 bilhões online,

5,3 bilhões com celulares.

O mercado de equipamentos móveis cresce 8 vezes mais rápido do que o de PCs.

42% OF TEENS SAY THEY CAN TEXT MESSAGE BLINDFOLDED.



TEXTING IS THE NO. 2 USE OF CELLPHONES
(AFTER CHECKING THE TIME)



THE DECLINE OF VOICE CALLS (PER MONTH)

TEENS
18 AND UNDER

631
VOICE
MINUTES

3,339
TEXT MESSAGES



ADULTS
65 AND ABOVE

398
VOICE
MINUTES

32
TEXT MESSAGES

Amazon: 180 livros em Kindle
para cada edição capa dura.

Priceline.com:
82% reservaram hotéis
a um dia da viagem,
58% a 20 milhas do hotel.

PayPal: mais de 230 milhões de contas,
ativas em 190 mercados.

Facebook: 1 bilhão de usuários.
30 bilhões de conteúdos
compartilhados por mês.

O Brasileiro é internauta que mais tem a maior média de amigos online: 481.
Já o Japão tem a média de 29.

A cada dia, joga-se o equivalente
a 125 anos de Angry Birds.

Mais de 1 bilhão de contas no YouTube.

600 anos de conteúdo,
cresce a 60h/minuto.

4 bilhões de visualizações por dia.

Mais banda do que
toda a Internet em 2000.

novas formas de

PENSAR.

tecnologias são ferramentas.

Pense em novos relacionamentos.

A maioria da web hoje não era
imaginada em 1995.



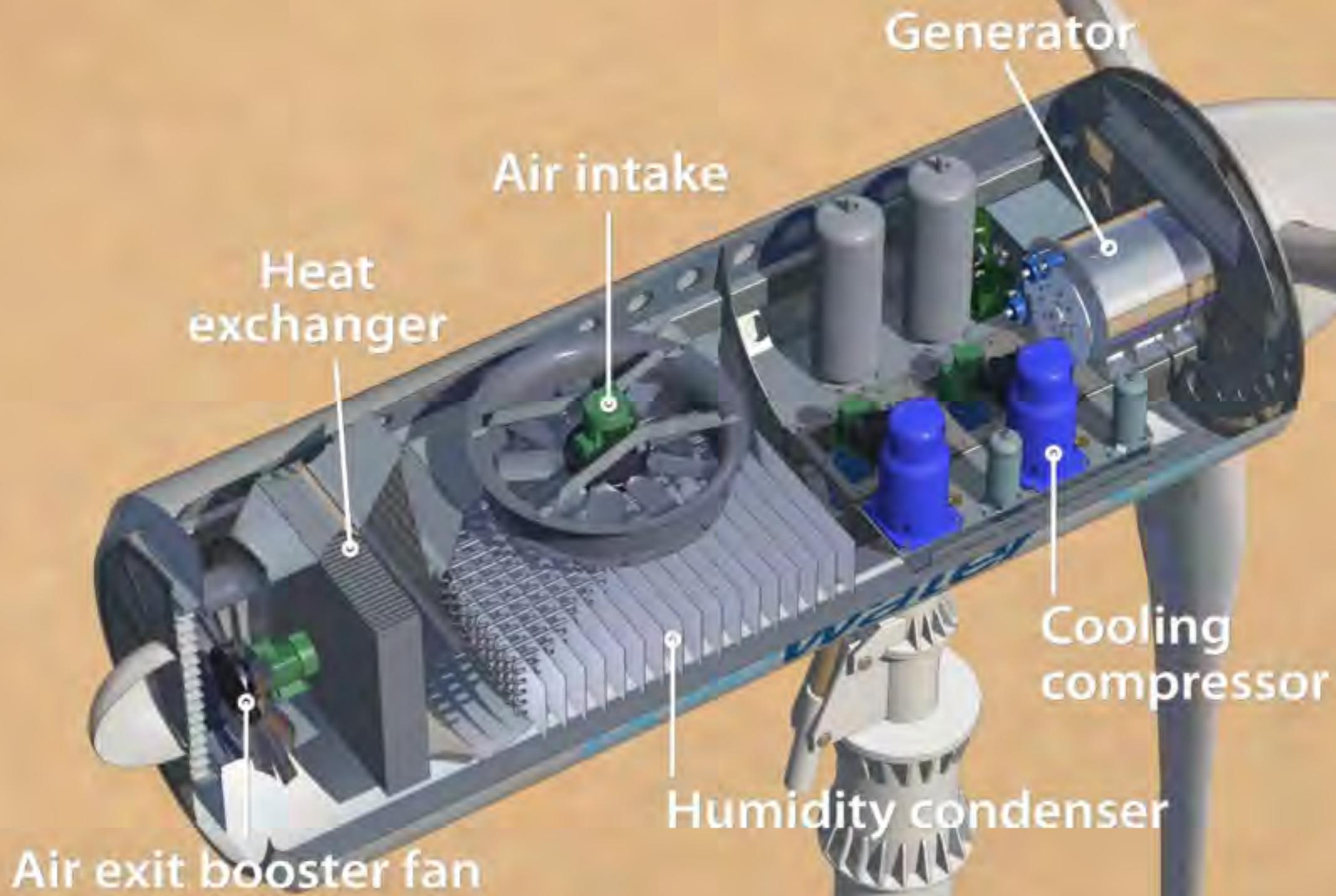
iPhone 5

The biggest thing to happen
to iPhone since iPhone.















Como se
PREPARAR
para mudanças exponenciais?

OBSERVAR:
GENERALISTAS
PRAGMÁTICOS.

Não dá para competir com bases de dados
intercaladas, complexas e referenciadas.



**OBSERVAR:
TRANSPARÊNCIA
E AUDITORIA**

O interesse público
é cada vez mais público.

In Malaysia, RFID used to stop illegal logging

The Malaysian Forestry Department are trialling RFID technology to detect illegal logging activities.



From Japan, smartphone can detect radiation

Telecoms firm SoftBank has developed the Pantone 5 107SH smartphone, which features an in-built radiation detector.



A man in a blue suit and Superman cape is holding a large Superman logo. He is standing in front of a magazine cover. The magazine cover features the headline "SECRETS OF A SUPER HUMAN" and other text like "HAS A 4-HOUR", "YOU STRONGER", "FASTER, AND", "INTERVIEW".

OBSERVAR: PERSONAL HACKING

Muito além da nutrição, cosmética,
tatuagem e musculação.

[Order](#)[Register](#)[Split](#)[Send](#)[Discover](#)

For One Price:

Ancestry

Reveal the magic in your DNA, and understand your ancestral history using:

- [Relative Finder](#)
- [Global Origins](#)
- [Ancestral Lineages](#)

Health

Understand how your genes impact your health.

- [Carrier Status](#)
- [Disease Risk](#)
- [Drug Response](#)



finding your roots
with HENRY LOUIS GATES, JR.

Ancestry Painting

European	60%
African	34%
Asian	6%

Smartphone app interface showing various health and ancestry features:

- [New & Updated](#)
- [Disease Risk](#)
- [Carrier Status](#)
- [Traits](#)
- [Drug Response](#)

Let your journey through your DNA begin...

[Add to Cart](#)

Our Technology and Standards

23andMe is a DNA analysis service providing information and tools for individuals to learn about and explore their DNA. We use the Illumina OmniExpress Plus Genotyping BeadChip (shown here). In addition to the variants already included on the chip by Illumina, we've included our own, customized set of variants relating to conditions and traits that are interesting. Technical information on the performance of the chip can be found on Illumina's [website](#).

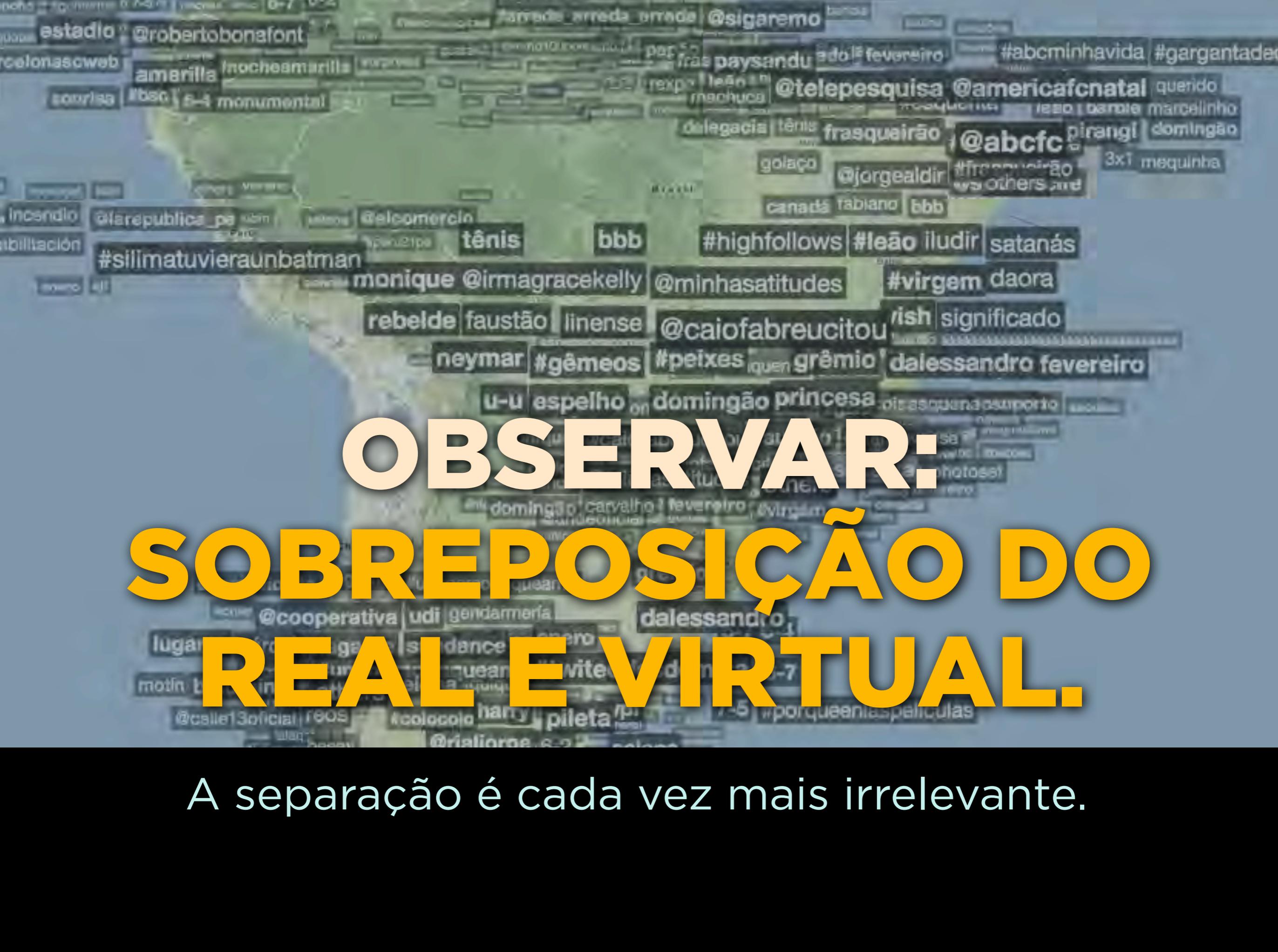


OBSERVAR:
OBJETOS
INTELIGENTES

Qual é a sua relevância?



The Leaf helps
you conserve.



OBSERVAR:
SOBREPOSIÇÃO DO
REAL E VIRTUAL.

A separação é cada vez mais irrelevante.

Airline lets passengers choose seat partners based on social media profiles

KLM's new Meet and Seat service will enable passengers to choose who they sit next to based on Facebook and LinkedIn profiles.

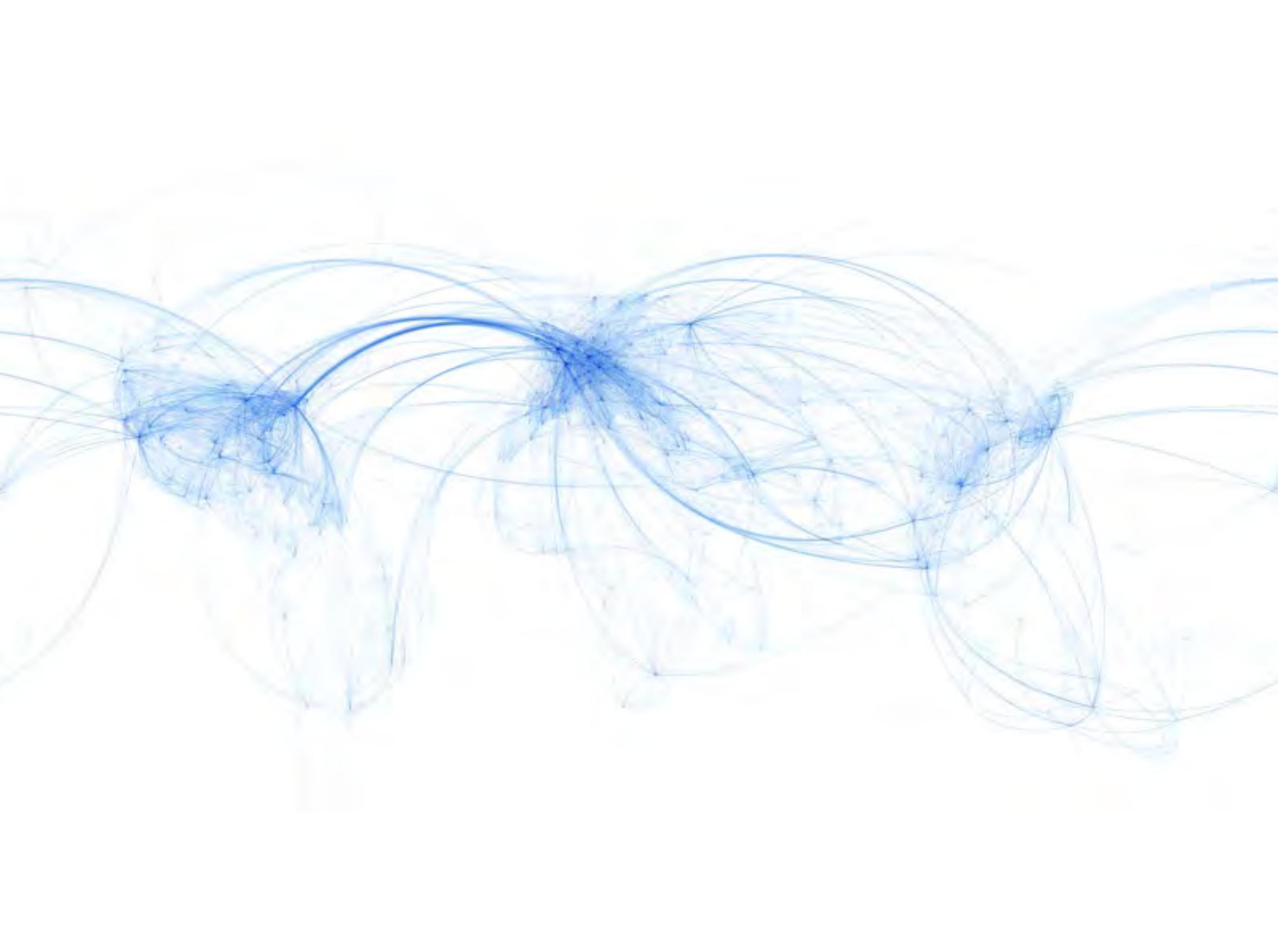


 5th January 2012 in [Transportation](#).

As mentioned in our recent article on Malaysia Airlines' MHBuddy Facebook-based platform, KLM are reportedly developing a similar service to enable passengers to choose who they sit next to on their flight. However, unlike MHBuddy, which operates solely through Facebook, KLM's new Meet and Seat service will enable passengers to access their fellow travelers' LinkedIn profiles as well.

The Meet and Seat service will allow passengers to choose their in-flight neighbors based on their occupation, mutual interests and appearance. By connecting to LinkedIn and Facebook during online check-in, passengers will be able to pick their ideal seat buddy, although both parties will have to choose to participate in the service. KLM believes it will provide an opportunity for networking, though other aspects

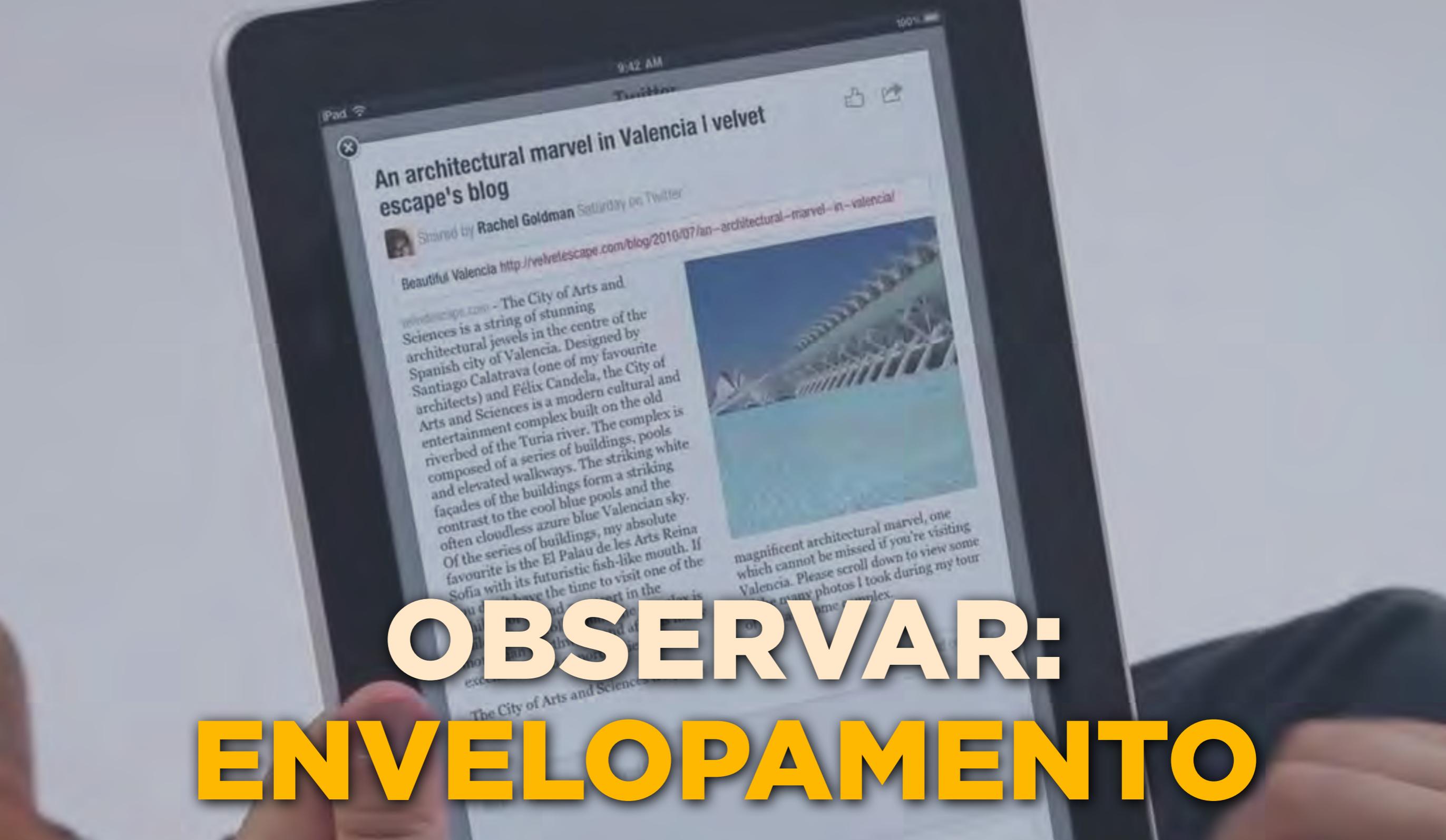






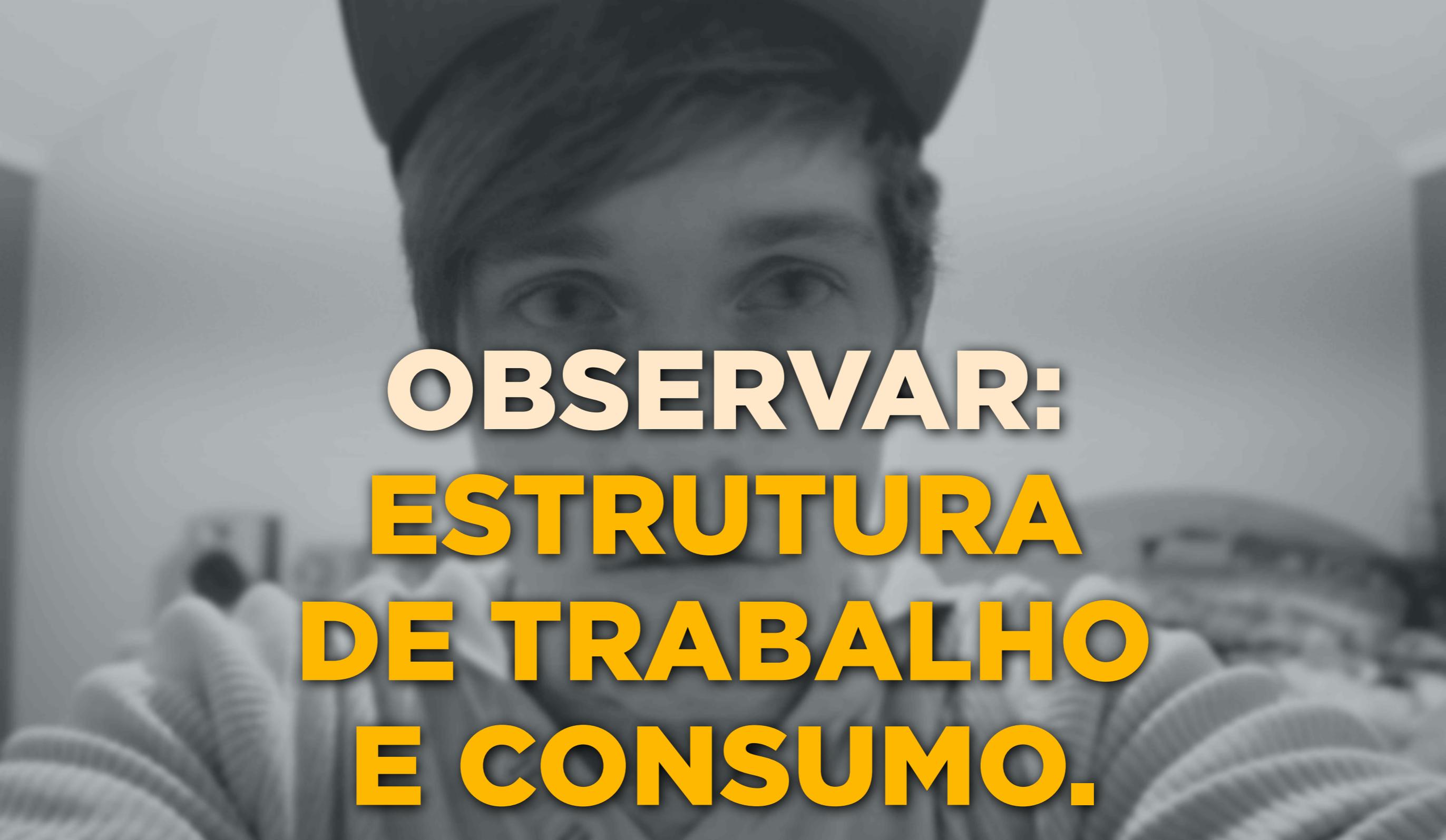


Facebook



OBSERVAR: ENVELOPAMENTO

A fonte da notícia ou da informação
é cada vez menos visível.



**OBSERVAR:
ESTRUTURA
DE TRABALHO
E CONSUMO.**

O número de tarefas incompletas
tende a aumentar.

My money in my mobile.

Nokia Money opens up the world of secure personal finance to individuals and businesses.

OBSERVAR:
MOEDAS DIGITAIS
E TROCAS.

○ fim definitivo do papel-moeda.



OBSERVAR:
APONTAR E SABER

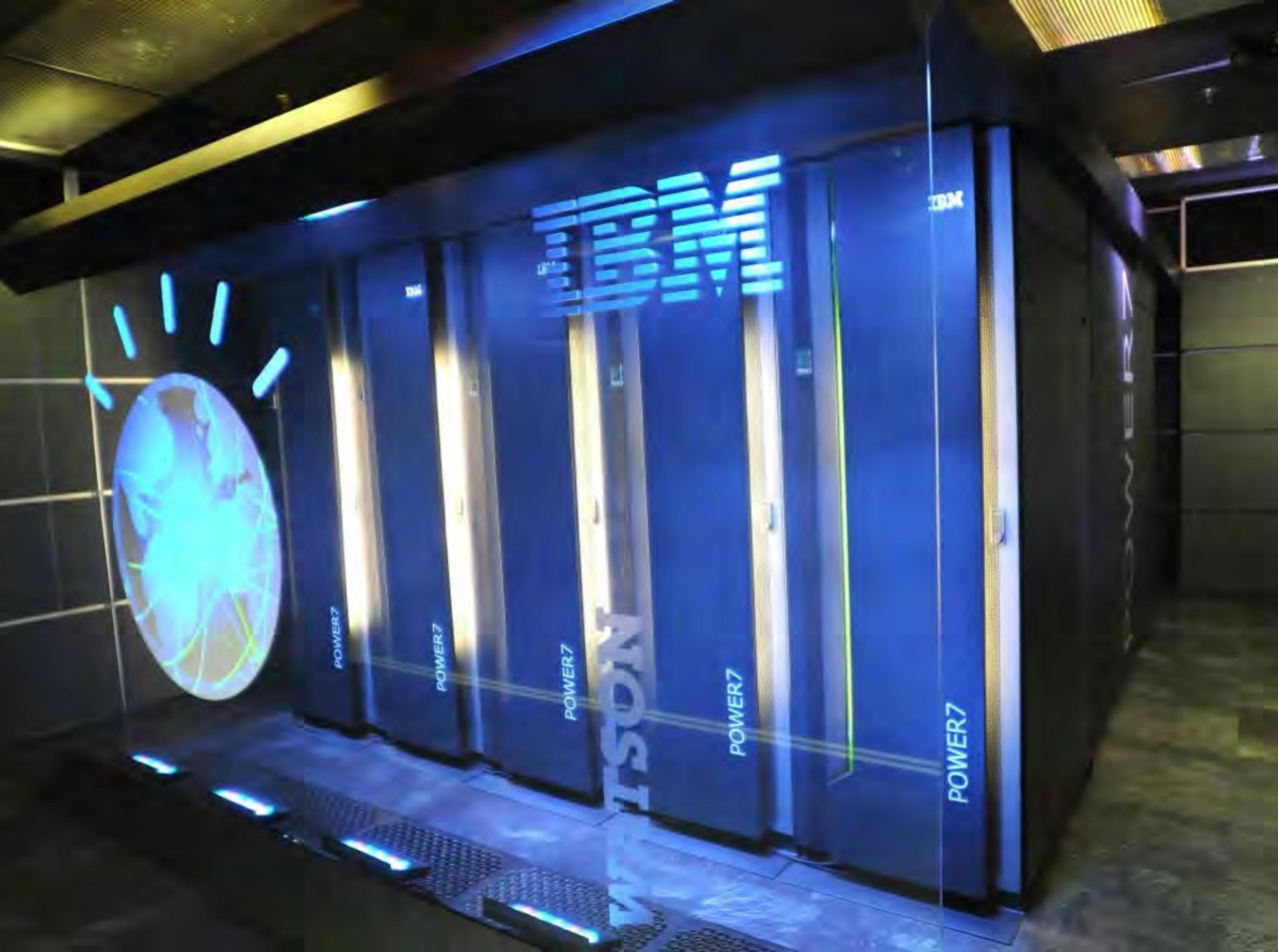
Como crianças de seis anos.





**OBSERVAR:
BIG DATA
E REALIDADE
AUMENTADA.**

As megacorporações do momento cuidam de dados — fornecidos voluntariamente.



IBM

IBM

POWER7

POWER7

POWER7

WATSON

POWER7

POWER7

Pinterest is an online pinboard.
Organize and share things you love.

Request an Invite »

Login



Bavaria
8 likes 1 comment 95 repins



Breige Pinned I want to go in



Bonnie Snyder Love castles!



entryway
36 likes 1 comment 204 repins



Kara Moore and Would look sweet in my house.



Tracy Tock Wish I had this in my room



Fresh Salsa #Salsa
14 likes 1 comment 161 repins



Lauren Wood Tasty Delights!



Aida Stale Making me some right now :)



Today you are old that is never true. There is no one alive who is younger than you.

Playroom?
109 likes 16 comments 3774 repins



Astley Stantley Playroom



Missy Burkhardt Love the chairs! Gotta love Dr Seuss!



Tracy Milewski Love Dr Seuss!



Carina Wilson DO NOT WAIT DO NOT WAIT



Bette Calman, 83, can do peacock pose and still teaches 11 yoga classes a week
47 likes 16 comments 121 repins



chez ravi Encouraged, Body, soul



Tracey Alumbaugh Winter Awesome.



Maria Velazquez My hero



Johanna Orne Ellen!



Robrtan Bette Calman, 83, is a



love it want it need it
14 likes 1 comment 12 repins



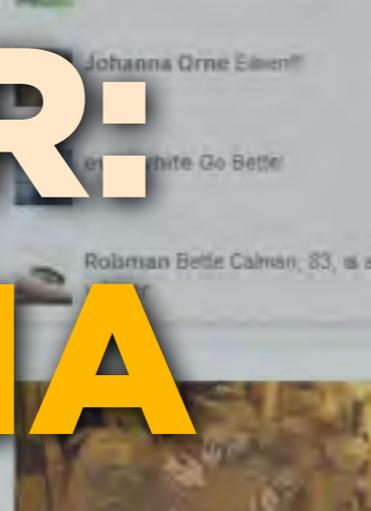
Dianne Kelley omg Outdoor



Kathleen Erno omg omg omg B-



Dog Dog Dog



\$10.00



OBSERVAR: CURADORIA

É mais importante do que o conteúdo gerado pelo usuário.

TOTAL STEPS
87,518

DAILY AVERAGE
12,503 steps
BEST DAY
18,038 steps

Last week's step winners

1 **Lull R. YOU**
87,518 steps

[See current leaderboard](#)

TOTAL DISTANCE
60.72 km

DAILY AVERAGE
8.67 km
BEST DAY
12.12 km

Last week's badges



TOTAL FLOORS CLIMBED
362

DAILY AVERAGE
52 floors
BEST DAY
100 floors

[my badges](#)

TOTAL CALS BURNED
18,713

DAILY AVERAGE
3,282 cals

TOTAL CALS EATEN
-12,377

DAILY AVERAGE
1,877 cals eaten
12,228 cals eaten

OBSERVAR: PRONTUÁRIOS

A informação é compilada, classificada, comparada e organizada.

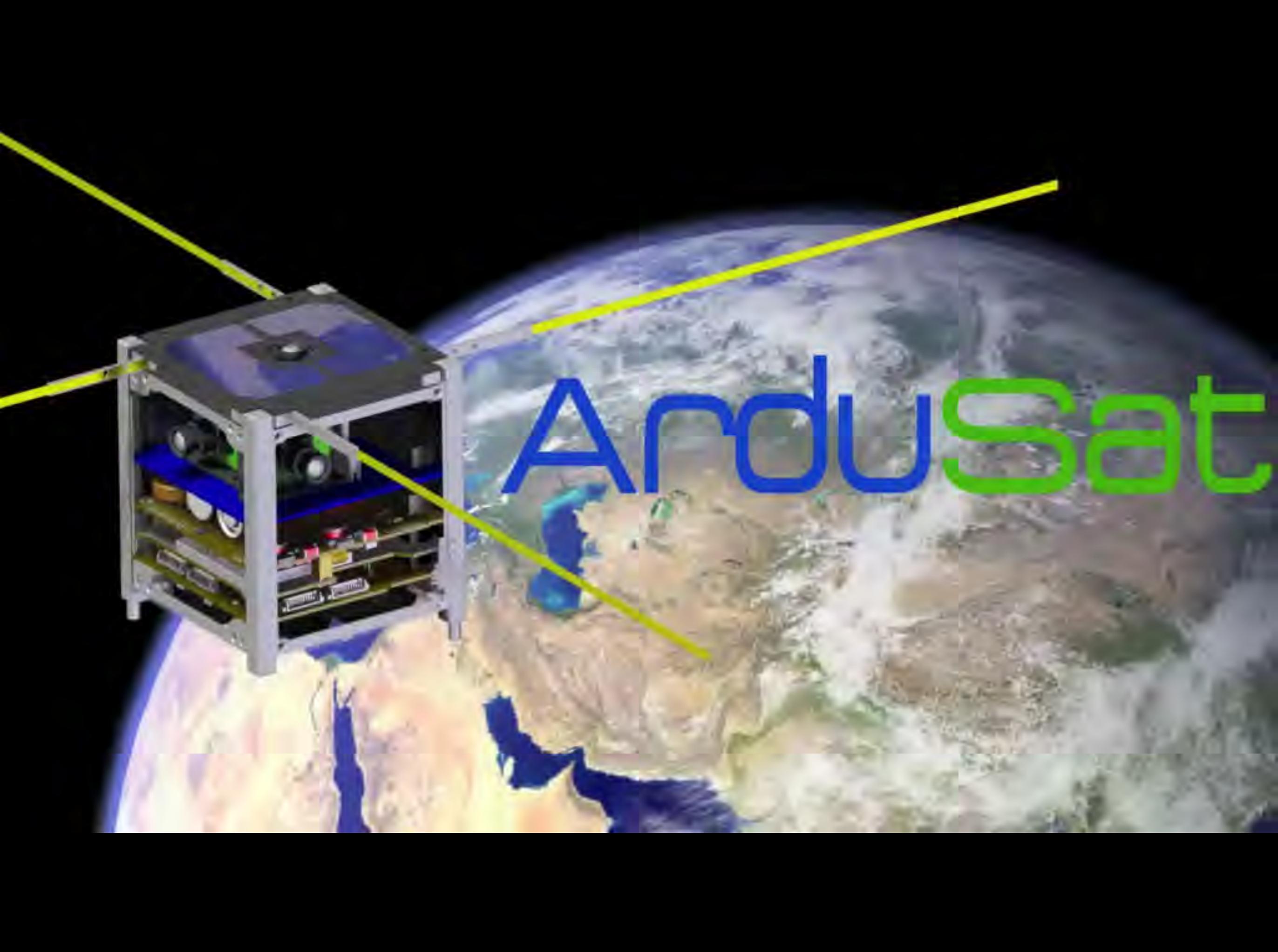




OBSERVAR:

FAÇA-VOCÊ-MESMO.

De cozinha a mashups, de costura a Arduino, de jardinagem a reformas.



ArduSat

A person wearing a white protective suit and gloves is working in a laboratory or cleanroom environment. The person is holding a white container and appears to be pouring or transferring liquid into a blue container. The background is a blurred, light blue surface, possibly a table or workbench. The overall scene is brightly lit and has a clean, professional appearance.

OBSERVAR: MICROEMPRESAS

As grandes empresas
se espelham nas pequenas.



A nova Internet é

**SOCIAL,
FÍSICA,
PERSONALIZADA,
SUPERDEPENDENTE,
CONTEXTUAL,
INTEGRADA
E MALEÁVEL.**

KICKSTARTER

Discover
great projects

Start
your project

A NEW WAY TO Fund & Follow Creat

FEATURED IN:



Imitating Life

by Karl Stevens

My forthcoming graphic novel *Imitating Life* about a young academic/cartoonist living and loving in New York City.

📍 Brooklyn, NY

98% FUNDED \$2,463 FLEGGED 42 DAYS LEFT

PROJECT OF THE DAY

Karl Stevens' aptly *Imitating Life* is a graphic novel about the life of an art historian/graphic novelist. Each frame could be treated as a painting in-and-of itself, while the entire novel runs the gamut of artistic mediums used to express the story.

DOCUMENTARY

Catarse

Explore the

Make the projects you believe in hap

Fund projects collaboratively and become part of something. Promote a collective catharsis! You're the missing part in the

Now we have cathartic

Our cathartic selection!

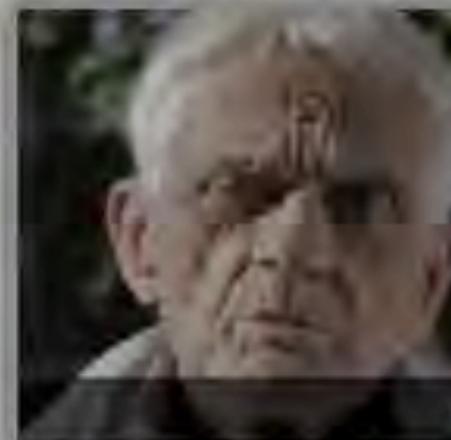
Every day we select projects that caused us a catharsis :) every day a new selection.



Belo Monte - Anúncio de uma Guerra

por CineDelia

Documentário com entrevistas e imagens que revelam como a obra está sendo imposta, sem dialogar com os índios nem com o resto da sociedade.



Delírios de um cinema

por Filmesperabellas
Longa biográfico de José de cineasta amador e artista plástico do filme foi escrito pelo próprio 80 anos.

FÍSICA



Hunch's "Taste Graph" is a development platform for taste-based applications. Our self-serve API is free for non-commercial use.

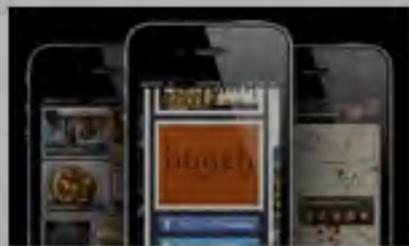
[Learn more about our API](#)



What's The Taste Graph?

PERSONALIZADA

Sample apps that use the Taste Graph:



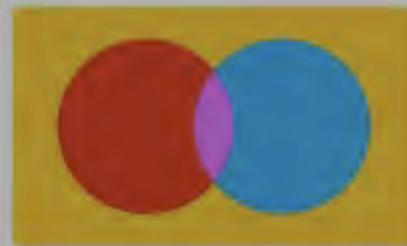
Hunch Mobile

Discover the best restaurants and things to do, personalized for you!



Hunch.fm

No matter your mood, let the personalized jamming begin.



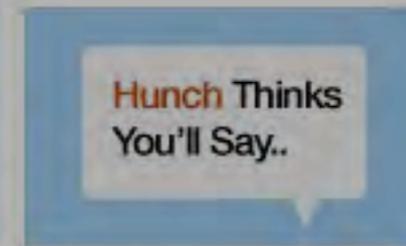
Correlation Challenge

Think you know all about people? Why not put your knowledge to the test?



TasteMonsters

Let Hunch visualize your taste as a custom TasteMonster!



Predict-O-Matic

Curious to see how well Hunch knows you? We predict your answers.

IFTTT is a service that lets you create powerful connections with one simple statement:

Recipe

if this then that

SUPERDEPENDENTE

Channels are the basic building blocks of IFTTT. Each Channel has its own Triggers and Actions. Some example Channels are:



Twitter



Facebook



Evernote



Email



Weather

Discover what you can do with the Google Maps APIs



Build location-based apps

Use Google tools and services to build innovative location-based apps.



Build maps for mobile apps

Build high performance apps that work on multiple mobile devices.



Visualize Geospatial Data

Create 3D images with the Earth API, heat maps, Fusion Tables, and more.



Customize your maps

Create customized maps that highlight your data, imagery, and brand.

CONTEXTUAL



Google Maps API licensing

Learn more about pricing and terms.

INTEGRADA

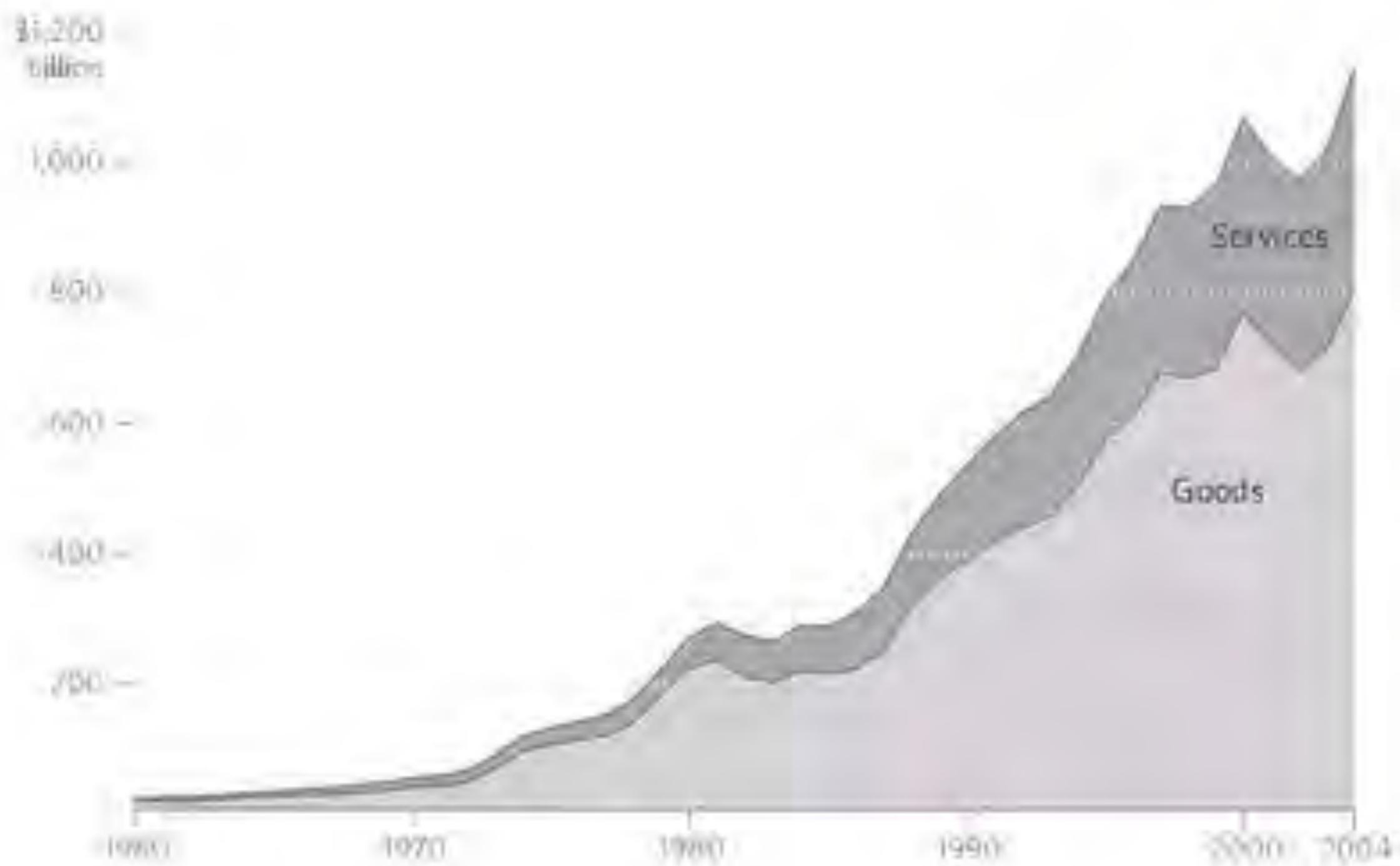
HTML



MALEÁVEL

Os produtos estão se

DESMATERIALIZANDO.







Global Internet Map 2012



Você é mais rico do que um
REI
do século 19.

OK, mas e daqui para

FRENTE?

Grandes poderers demandam grandes

RESPONSABILIDADES.



Nos próximos anos esperam-se
TRÊS BILHÕES
de novos usuários.

Cada um com novas
contribuições e demandas.

A stack of various credit cards is shown against a dark background. The top card is a green American Express card with a portrait of a man and the text 'AMERICAN EXPRESS'. Below it, a blue Visa card is visible. Other cards in the stack include a yellow card with a star, a blue card with a soccer ball, and a green card. The text 'Precisamos de transparência' is overlaid on the cards in white, and the word 'RADICAL.' is in large yellow letters.

Precisamos de transparência

RADICAL.



VALUE BUY

N43SL-i5
(N43SL-V2C-VX09V)

Features:

- SonicMaster
- USB 3.0
- 30W

Audio by Bang & Olufsen ICEpower®

Intel® Core™ i5-3430M
(2.4GHz Turbo to 3.0GHz, 3MB L3 cache)
Genuine Windows™ 7 Home Premium 64-bit
NVIDIA® GeForce® GT 540M with 512MB GDDR3 VRAM
Integrated HD2.11 light + Bluetooth™ 3.0
14.0" HD LED-backlit (1366x768) 16:9
4GB RAM & 64GB SATA
DVD SuperMulti Double Layer Drive
HD web camera & card reader
English/中/日/法/西/葡
2 YEARS INTERNATIONAL (After Free Upgrade)

\$999 (GST incl.) **\$649** (GST incl.)

Free Upgrade to 2 Years International Warranty worth \$129 - Maximize Buy worth \$29 - Optical Mouse worth \$19

NEW! Also Available in 15"

N46VZ
(N46VZ-V3D19V)

N56VZ-S310EV
\$1,498 (GST incl.)

Features:

- SonicMaster
- USB 3.0
- 30W

Audio by Bang & Olufsen ICEpower®

CPU: Intel® Core™ i7-3610QM
(2.3GHz Turbo to 3.3GHz, 6MB L3 cache)
OS: Genuine Windows™ 7 Home Premium 64-bit
GPU: NVIDIA® GeForce® GT 650M with 2GB GDDR3 VRAM
WLAN: Integrated HD2.11 light + Bluetooth™ 3.0
SCREEN: 14.0" HD LED-backlit (1366x768) 16:9
RAM & HDD: 4GB RAM & 750GB SATA
ODD: DVD SuperMulti Double Layer Drive
HD web camera & card reader
FEATURES: English/中/日/法/西/葡
SLP_LANG: English/中/日/法/西/葡/Portuguese
WARRANTY: 2 YEARS INTERNATIONAL (After Free Upgrade)

\$1,498 (GST incl.) **\$1,148** (GST incl.)

Free Upgrade to 2 Years International Warranty worth \$129 - Maximize Buy worth \$29 - Optical Mouse worth \$19

Só inventamos

5 PRODUTOS

até agora.



N55SL-i5
(N55SL-VX035V)

N55SL-SX17VW
\$1,198 (GST incl.)

Also Available in 15"

Features:

- SonicMaster
- USB 3.0
- 30W

Audio by Bang & Olufsen ICEpower®

Intel® Core™ i5-2430M
(2.4GHz Turbo to 3.1GHz, 3MB L3 cache)
Genuine Windows™ 7 Home Premium 64-bit
NVIDIA® GeForce® GT 635M with 2GB GDDR3 VRAM
Integrated HD2.11 light + Bluetooth™ 3.0
14.0" HD LED-backlit (1366x768) 16:9
4GB RAM & 750GB SATA 7200rpm
DVD SuperMulti Double Layer Drive
HD web camera & card reader
English/中/日/法/西/葡
2 YEARS INTERNATIONAL (After Free Upgrade)

\$1,198 (GST incl.) **\$848** (GST incl.)

Free Upgrade to 2 Years International Warranty worth \$129 - Maximize Buy worth \$29 - Optical Mouse worth \$19

N45SL-i7
(N45SL-VX030V)

Features:

- SonicMaster
- USB 3.0
- 30W

Audio by Bang & Olufsen ICEpower®

Intel® Core™ i7-2670QM
(2.2GHz Turbo to 3.1GHz, 6MB L3 cache)
Genuine Windows™ 7 Home Premium 64-bit
NVIDIA® GeForce® GT 635M with 2GB GDDR3 VRAM
Integrated HD2.11 light + Bluetooth™ 3.0
14.0" HD LED-backlit (1366x768) 16:9
4GB RAM & 750GB SATA 7200rpm
DVD SuperMulti Double Layer Drive
HD web camera & card reader
English/中/日/法/西/葡
2 YEARS INTERNATIONAL (After Free Upgrade)

\$1,398 (GST incl.) **\$1,048** (GST incl.)

Free Upgrade to 2 Years International Warranty worth \$129 - Maximize Buy worth \$29 - Optical Mouse worth \$19

N55SL-i7
(N55SL-S1001V)

Features:

- SonicMaster
- USB 3.0
- 30W

Audio by Bang & Olufsen ICEpower®

Intel® Core™ i7-2670QM
(2.2GHz Turbo to 3.1GHz, 6MB L3 cache)
Genuine Windows™ 7 Home Premium 64-bit
NVIDIA® GeForce® GT 635M with 2GB GDDR3 VRAM
Integrated HD2.11 light + Bluetooth™ 3.0
15.6" HD LED-backlit (1366x768) 16:9
4GB RAM & 750GB SATA 7200rpm
Blu-Ray Combo
HD web camera & card reader
English/中/日/法/西/葡
2 YEARS INTERNATIONAL (After Free Upgrade)

\$1,698 (GST incl.) **\$1,348** (GST incl.)

Free Upgrade to 2 Years International Warranty worth \$129 - Maximize Buy worth \$29 - Optical Mouse worth \$19

G535X
(G535X-SX096V)

Features:

- USB 3.0
- DirectX 11
- 30W

CPU: Intel® Core™ i5-2430M
(2.4GHz Turbo to 3.1GHz, 3MB L3 cache)
OS: Genuine Windows™ 7 Home Premium 64-bit
GPU: NVIDIA® GeForce® GT 540M with 512MB GDDR3 VRAM
WLAN: Integrated HD2.11 light + Bluetooth™ 3.0
SCREEN: 15.6" HD LED-backlit (1366x768) 16:9
RAM & HDD: 4GB DDR3 RAM & 750GB SATA
ODD: DVD SuperMulti Double Layer Drive
HD web camera & card reader
FEATURES: English/中/日/法/西/葡
SLP_LANG: English/中/日/法/西/葡/Portuguese
WARRANTY: 2 YEARS INTERNATIONAL (After Free Upgrade)

\$1,698 (GST incl.) **\$1,348** (GST incl.)

Free Upgrade to 2 Years International Warranty worth \$129 - Maximize Buy worth \$29 - Optical Mouse worth \$19

G745X-3D
(G745X-01203V)

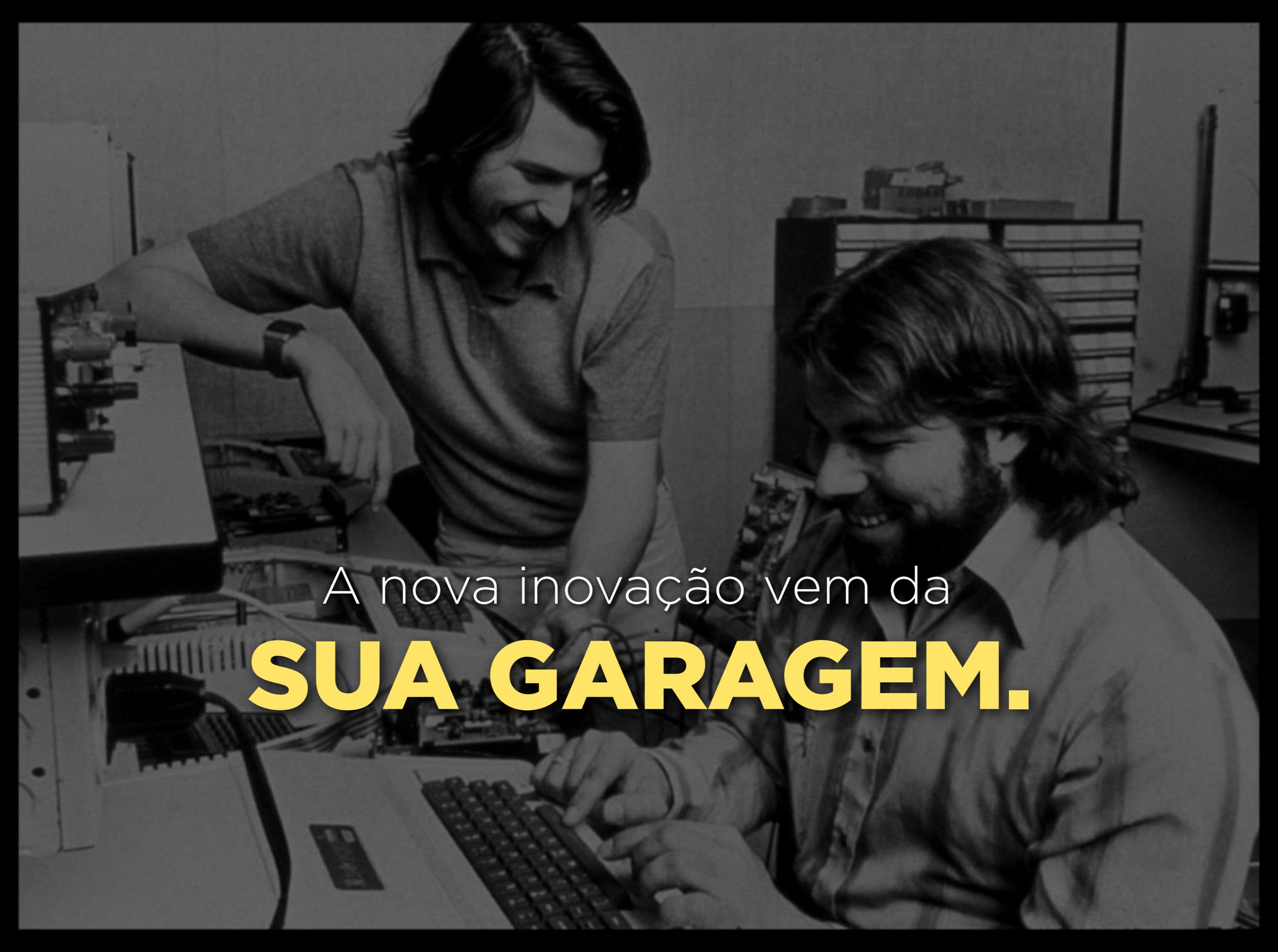
Features:

- USB 3.0
- DirectX 11
- 30W

CPU: Intel® Core™ i7-2670QM
(2.2GHz Turbo to 3.1GHz, 6MB L3 cache)
OS: Genuine Windows™ 7 Home Premium 64-bit
GPU: NVIDIA® GeForce® GTX 580M with 3GB GDDR3 VRAM
WLAN: Integrated HD2.11 light + Bluetooth™ 3.0
SCREEN: 17.3" Full HD (1920x1080) 16:9 backlit
RAM & HDD: 8GB DDR3 RAM & 1TB 5400 RPM SATA HDD (7200rpm)
ODD: Blu-Ray writer
HD web camera & card reader
FEATURES: English/中/日/法/西/葡
SLP_LANG: English/中/日/法/西/葡/Portuguese
WARRANTY: 2 YEARS INTERNATIONAL (After Free Upgrade)

\$2,698 (GST incl.) **\$2,348** (GST incl.)

Free Upgrade to 2 Years International Warranty worth \$129 - Maximize Buy worth \$29 - Optical Mouse worth \$19



A nova inovação vem da
SUA GARAGEM.



OpenWetWare
Share your science.

page

talk

view source

history

OPEN WETWARE

OpenWetWare is an effort to promote the sharing of information, know-how, and wisdom among researchers and groups who are working in biology & biological engineering. [Learn more about us.](#)
If you would like edit access, would be interested in helping out, or want your lab website hosted on OpenWetWare, please join us. OpenWetWare is managed by the [BioBricks Foundation](#).

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OpenWetWare
Lab Notebooks

New features include:

Dynamic calendars

Create or view entries with a click

Local search

Search within your lab notebook

Improved navigation

Jump between entries with ease



Welcome new OWW users!

[Dae Houlihan](#) • [Dariya Sydykova](#) • [Kartik Balachandran](#) • [Judit Trendl](#) • [Chris M. Peter](#) • [Yuan Xue](#) • [NIINA Toru](#) • [HAMIDREZA Aboulkheyr](#) • [Rohan Mathur](#) • [Kari Barlan](#) • [Mikko T. Vuorela](#) • [Mike Mossing](#) • [Arnaud Frere](#) • [Kayla Hill](#) • [James K. Alling](#) • [Vicky Schneider](#) • [Juwita Syafrivadi](#) • [Liza Mutia](#) • [Mikhail Vlasovuk](#) • [EBENKY](#)

OWW Community Blog



[Contribute for a strong synbio community](#)

The BioBricks Foundation (BBF) is a public-benefit organization advancing synthetic biology to benefit all people and the planet.

[BioBricks Foundation Synthetic Biology 6.0](#)

[Conference announced: July 9-11, 2013](#)

Dear SynBio Community Members: The BioBricks Foundation is pleased to announce The BioBricks Foundation Synthetic Biology 6.

[Winners of BioBricks/OpenWetWare Improvement Survey](#)

Dear OpenWetWare Community, Thank you for your participation in the OWW improvement survey. We thank you for all your valuable input toward making OpenWetWare one of the most effective tools to facilitate your research.





USTAR BiInnovations
Center
650 Grand Avenue





Eu espero que nos
próximos dez anos

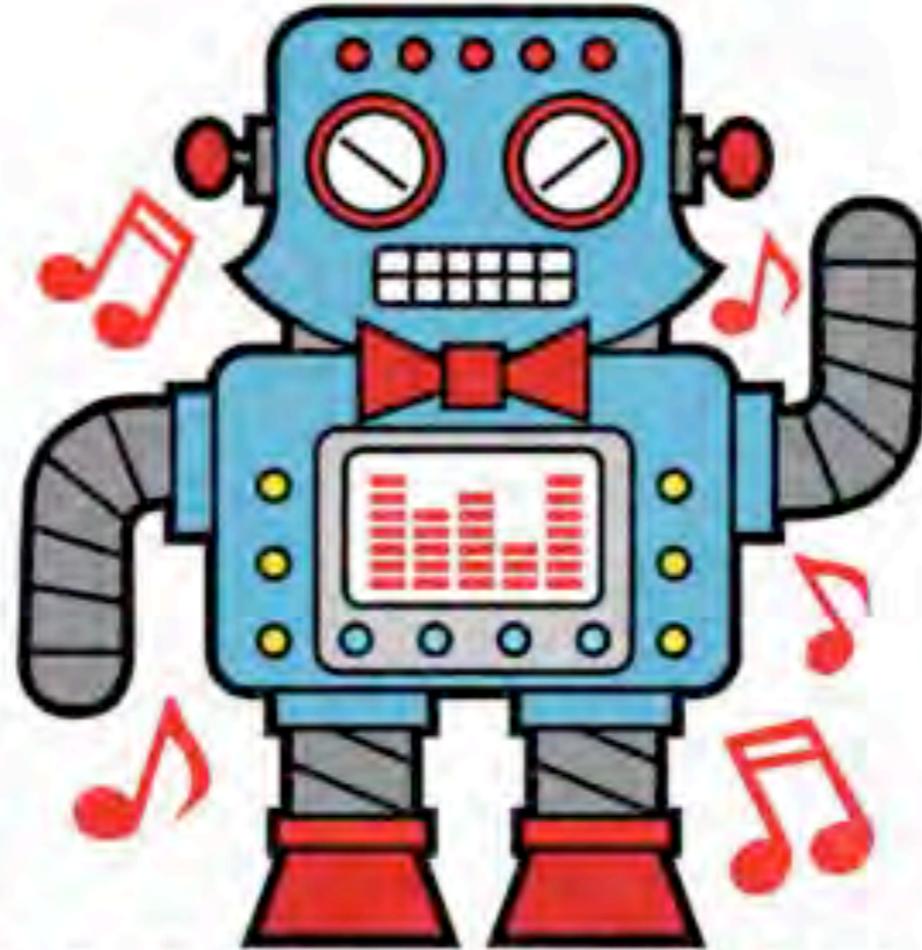


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