

presence

peter saint-andre

jabber

<http://stpeter.im/>



presence

dial tone for internet  
communication

context...

message + reply,  
London <> Calcutta

1800: 2 years  
(sailing ship)

1914: 1 month  
(steamship)

1950: 1 week  
(airmail)

1980: 2 days  
(overnight mail)

1993: 10 minutes  
(email)

1999: 1 second  
(instant messaging)

half-life of information  
is shrinking

need to build the  
real-time internet

deliver information  
when it's needed

know when people,  
devices, apps are online

presence

“the new dial tone”

boring!

a catalyst for  
interaction

also need  
identity + capabilities

PSTN “presence”  
is minimal

dial tone indicates  
system availability

identity is only  
a number

capabilities are stable  
and minimal

on IP networks,  
more complexity

presence is individual  
(person/device)

presence is manifold  
(multiple devices)

presence is mutual  
(subscriptions)

identity is more  
complete (vCard++)

capabilities are dynamic  
and multifaceted

not just  
person to person

person to  
application

application to  
application

what can we do  
with presence?

one-to-one IM

groupchat  
(à la IRC)

just teen chat, right?

wrong!

trading desks  
(investment banks)

incident rooms  
(CapWIN)

situation rooms  
(U.S. Marines)

data syndication

real-time RSS  
(just-in-time updates)

microblogging  
(Twitter, Jaiku)

real-time  
financial modelling

# intelligent workflow processing

energy trading  
(NetEnergy)

sales / logistics  
(Reynolds & Reynolds)

# network management (Oracom)

wireless access points  
(Sputnik)

configure linksys routers  
(VoIP provider)

info sync  
(TiVo)

real-time virtual  
collaboration

# SVG whiteboarding (Inkboard, etc.)

shared document editing  
(SubEthaEdit)

collaborative data  
objects (MITRE)

presence-enabled  
telephony

PTT/PTV triggered  
by presence

Google Talk

Asterisk,  
FreeSWITCH, etc.

federate PBXs

look ma, no telco!

presence in distressed  
environments

serverless mode  
(zeroconf)

link-local comms  
(Bonjour)

unwired schools  
(OLPC)

mesh / IP “bubbles”  
(military convoys)

extended presence

geolocation

vehicle tracking  
(Real Fleet, trakm8)

first responder systems  
(CapWIN)

# mobile marketing services

many more examples

principles...

presence will be  
ubiquitous

real-time trumps  
store-and-forward

voice chat trumps  
voice mail

IM trumps email

real-time builds  
stickiness

real-time improves  
time-to-market

real-time builds  
competitive advantage

all with open standards  
(xmpp/sip/rtp/etc.)

radical innovation  
at the edges

think world wide web,  
not telco

sounds great, huh?

there be dragons!

technical challenges...

scalability (a million  
points of presence?!)

sharing presence  
across domains

privacy & security

societal challenges...

who owns presence  
data?

who can access  
presence?

personal challenges...

always-on availability  
is no fun

presence overload

managing multiple  
devices

technical solutions...

automation  
(e.g., calendars)

smarter devices

social solutions...

presence etiquette?

personal solutions...

continuous partial  
attention

multiple presence IDs

knowing when to  
go invisible

understanding costs  
and benefits

give presence,  
get connected

presence-enabled  
connected world

everything is going  
real-time

half-life of information  
is shrinking

we're building the  
real-time internet

whether we know it  
or not

whether we like it  
or not

the best way to  
predict the future...

is to invent it

we're inventing it  
together

join the conversation