

## WWW7 Conference



**PAM  
WARDENBURG**

MY FAVOURITE  
**bookmarks**

Communications Co-ordinator,  
Fletcher Challenge Limited

[www.intel.com/intel/finand/](http://www.intel.com/intel/finand/)  
[www.microsoft.com/msft](http://www.microsoft.com/msft)

As developer of the company's investor relations Web site, I monitor investor information disclosed by other large corporates. These two sites provide comprehensive stakeholder information.

[www.eqshare.com](http://www.eqshare.com)  
[www.ge.com/investor](http://www.ge.com/investor)

Information to investors, but also the opportunity to purchase stock and reinvest dividends in shares.

[//businessdirectory.dowjones.com](http://businessdirectory.dowjones.com)  
[www.economist.com](http://www.economist.com)  
[www.irmag.com](http://www.irmag.com)

Useful for benchmarking is the Dow Jones Business Directory where news editors provide reviews of high-quality Web sites. I also regularly visit *The Economist*, and *Investor Relations Magazine* is another valuable resource.

[www.salonmagazine.com](http://www.salonmagazine.com)

In my spare time (?) I enjoy this site – a magazine with a difference ... it has great book, music and film reviews.

[www.epicurious.com](http://www.epicurious.com)

One of my favourite sites to indulge my love of cooking. It includes an extensive recipe file, wine and cooking tips. It also has an informative travel section – see the World Events Calendar.

[//soar.berkeley.edu/recipes](http://soar.berkeley.edu/recipes)

Another fantastic recipe site. What it lacks in design it makes up for in its archive of recipes (626 cheesecake recipes). The Cherry Almond Biscotti is fantastic!

by Andrew Larkin The opening speeches at this year's WWW7 conference in Brisbane sent a resonant message to the 1200 delegates from 32 countries – the World Wide Web is set to become the de facto communication tool of the future, and if we are to evolve with the community this creates we need

to embrace and exploit this technology now.

Tim Berners-Lee's opening address outlined what he – the man credited with founding the WWW – saw as a need for "evolvability" and future proofing for the World Wide Web. He could have saved his breath. The presence of leading corporate players such as IBM, Sun and Microsoft suggested there is little threat of the Web ever becoming an abandoned R&D project.

The sheer size of the conference's Internet Cafe – which boasted over 100 Sun NCs – was a good example of how corporate muscle can turn a good idea into a World Wide Win, and this combination resonated through the conference.

Market heavyweights such as Frans De Bruine, the Director of Information Market Policies for the European Commission, continued the theme from a trade perspective. With US\$8 billion worth of business transacted on the Web in 1997 and US\$333 billion predicted by 2002, the European Community has identified and committed to Internet trade as a conduit to developing a new strategic market. We hear about Internet trade almost every day, so how does this differ?

With a focus on leading trade in information services – a concept which in our present mindset requires some lateral thought – the EEC has begun to formulate, rather than just pontificate on, how to best use the Internet medium. De Bruine said that "the Information Market has more competition, which means the user gets more choice."

Implicit with more choice is more diversity, and more diversity can mean larger market share for those traders who have understood their uniqueness and capability within that market.

The opportunities such commitment provides for historically remote participants, such as New Zealand, is surely open ended. With geographical boundaries

removed, New Zealand can walk and talk on the world stage without the traditional cost to market handicaps.

So what is it that we can offer in this blooming global marketplace? Is it the existing IT share we need to exploit, or does the WWW provide us with a shoe in the door to a whole new hypermarket of specialist services?

Although a nation of early adopters, New Zealand would appear a little distant from the upper echelons of the World Wide Win. This realisation came home quickly as NZ representatives at the conference were rebooted into "amazed and dazzled" mode from day one of the technical sessions. The caliber of development and application on display was exceptional, and the saucers that were our eyes did fill with many objects of brilliance and envy.

The programme highlights from this year's conference tended to be tools that enhanced the Internet medium. This is an important early niche. Those that provide the conduits to a market can eventually begin to control that market. A Java application that consistently displays high-resolution, colour-balanced images over the Internet to any monitor is creating a way for businesses to present their wares consistently to a larger market.

A server side application that creates a collaborative workspace in which remote users can exchange any type of document or information with version control and tracking could easily become the backbone of the virtual organisation.

Imagine an application that tracks swipe cards and monitors busy people's location within a building, displaying their exact locations in browser-based VRML.

The applications presented and discussed during the WWW7 conference showed endless possibilities for how Internet technology can begin to add value to the network and so to the community and market as a whole. We as developers need to understand this niche market, and to begin to move with it into the future.

More information on the conference, and the full versions of the papers presented are available at [www7.conf.au](http://www7.conf.au)

Andrew Larkin is Wang New Zealand's Internet Team Leader.

## DONATE OLD COMPUTERS TO CHARITABLE TRUST

**Information Foundation, an Auckland charitable trust which started last year, is recycling old computers and electronic equipment to help benefit detached and at-risk children.**

Peter Lowrie, the foundation's chairman, said it receives about two metric tonnes of old computer and electronic equipment a week. Some of the computers are in working order and suitable to donate to beneficiaries. The rest are put through a recycling

process, which the trust developed and now operates. The profits from the sale of the extracted raw materials are directed to the trust's charitable activities, Lowrie said.

The foundation is appealing to individuals and businesses to donate old electronic equipment – TVs, videos, telephones, computers and monitors, printers and copiers.

For more information, contact Peter Lowrie, phone/fax (09) 303 3568 or email: [pew@extra.co.nz](mailto:pew@extra.co.nz)