

Executive Mobility at the National Library of Medicine A Case Study

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Who am I?

- Specialist in Emulation Technology
- Developer of Transaction-Based Systems
- Began working with Artificial Intelligence in 1989
- Working for the Office of the Director Since 1999

Who are we?

The image shows a screenshot of the National Library of Medicine (NLM) website homepage. At the top left is the NLM logo, which consists of a stylized eagle with wings spread, above the letters 'NLM'. To the right of the logo, the text 'UNITED STATES National Library of Medicine' is displayed. Below this is a blue navigation bar with the links 'Site Index' and 'Search Our Web Site'. The main content area is divided into several sections, each with a large, stylized letter and a title. On the right side, there are three promotional banners: 'Introducing NIH SeniorHealth', 'For the Public MEDLINEplus Health Information', and 'ClinicalTrials.gov provides information for patients about clinical research studies'.

UNITED STATES National Library of Medicine

Site Index | Search Our Web Site

HHEALTH INFORMATION
MEDLINE/PubMed, MEDLINEplus, NLM Gateway

LIBRARY SERVICES
Catalog, Databases, Historical Materials, MeSH, Publications, Training, Grants, Network of Libraries

RESearch PROGRAMS
Computational Molecular Biology, Medical Informatics, Visible Human Project

NEW & NOTEWORTHY
Announcements, Exhibits, New on this Site, Hot Topics

GENERAL INFORMATION
Visiting the Library, FAQs, Staff, Jobs, Contacts

Welcome to the world's largest medical library and creator of MEDLINE/PubMed.

Introducing
NIH SeniorHealth

For the Public
MEDLINEplus
Health Information

ClinicalTrials.gov
provides information for patients about clinical research studies

What do we do?



Largest Medical Library in the World

MEDLINE/TOXLINE/PubMed

Human Genome Project

High Performance Computing Group

NGI

Visible Human

The need to communicate

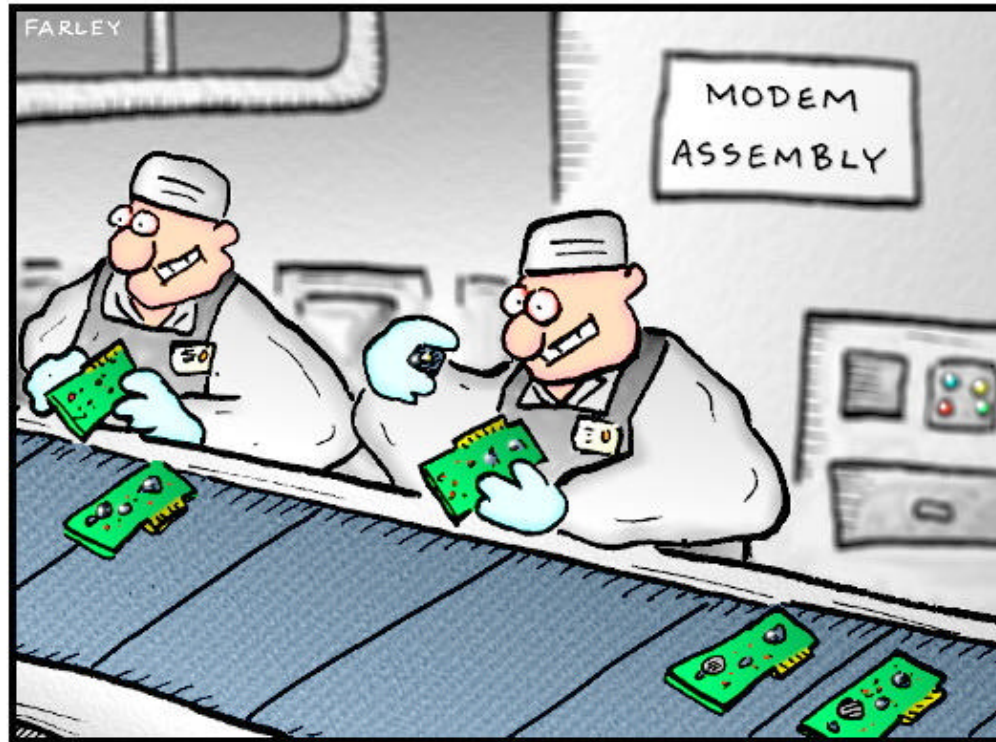
- Email
- The web
- HUGE files
 - Presentations
 - Images
 - Videos
- Speed is only important in the context of effective content delivery

Where we were

- Phone Dialup
- Ricochet by Metricom

DOCTOR FUN

10 November 95



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This cartoon is made available on the Internet for personal viewing only.

Adding the "No Carrier" chip

ricochet.

high-speed wire-free internet

- The good
 - High-Speed
 - Always On
 - Inexpensive
 - Easily hooks up to laptop and PDA
- The bad
 - Localized to high-density areas

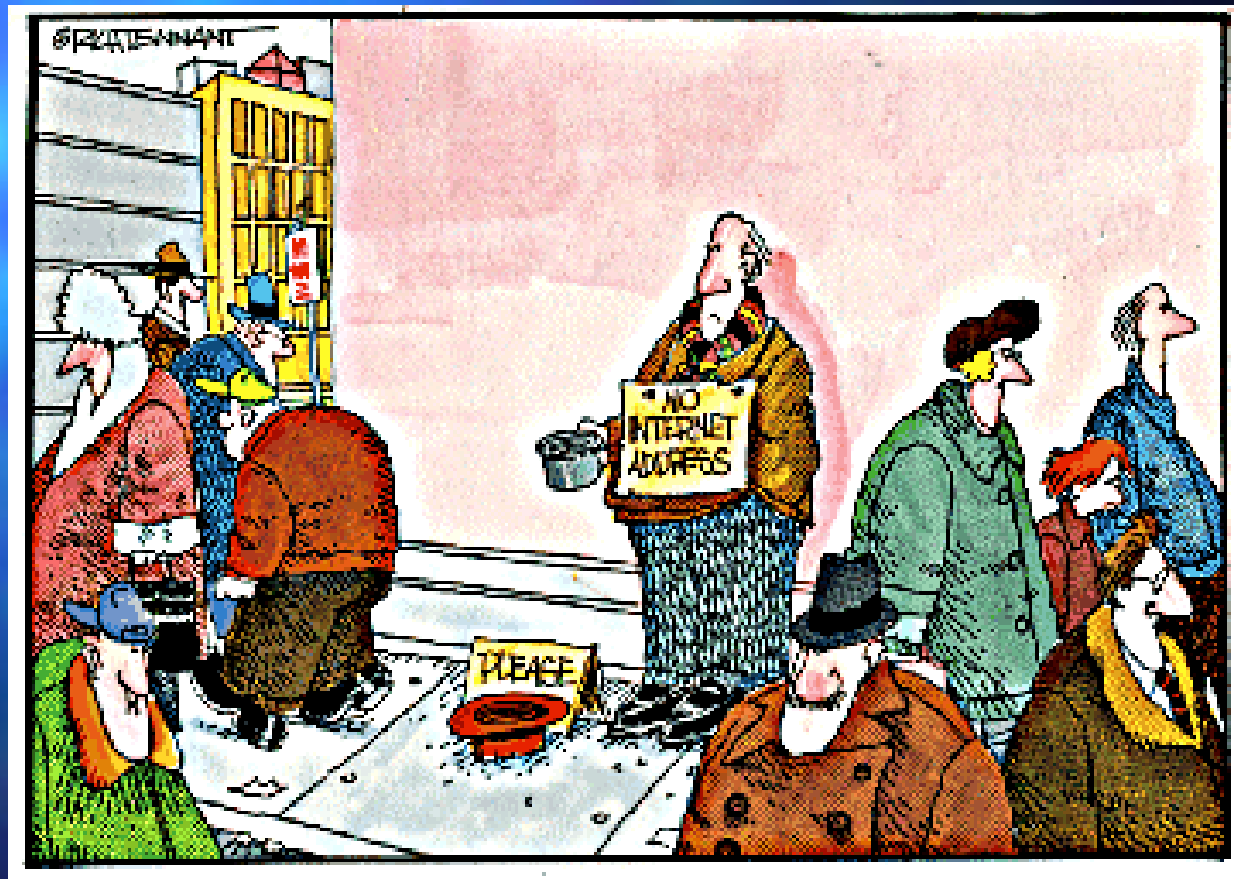
What happened?



- Ricochet went bankrupt
 - Overextended their areas without solidifying their base
 - Poor management
 - Poor PR
 - The press loved them
 - Word of mouth loved them

The search for the “Holy Grail”

- Wireless
- Wireless
- Wireless



GoAmerica

- A Broker, not an ISP
- Great concept - let's get all the wireless providers together
- Niche market

GoAmerica
Wireless Data Solutions

Buy Now Showcase Coverage My Go.Web Support Order Tracking

[Mobile Office](#)
[Enterprise Solutions](#)
[Go.Web](#)
[Software Downloads](#)
[Partner Zone](#)
[Developer Zone](#)
[Press Room](#)
[Investor Relations](#)
[Company Info](#)

Introducing Go.Web OnPrem™
Behind the Corporate Firewall Server Solution

First we grieve.
Then we rebuild.
But we never forget.
- In memory of those lost 9/11/01

Welcome to GoAmerica.
A leading nationwide provider of wireless data services, dedicated to serving the needs of an increasingly mobile workforce with innovative solutions - providing mobile professionals with the critical information that extends desktop functionality and expands communication capabilities to virtually any laptop, PDA or handheld device.

Mobile Office™
Introducing GoAmerica Mobile Office®, the most powerful mobile solution available.
Mobile Office is a robust suite of intelligent wireless products and services, empowering corporations to wirelessly access and interact with today's widely deployed business applications and intranet data.
[Click here to learn more.](#)

Go.Web™
The underlying technology base that incorporates a state-of-the-art browser.
Designed and built by GoAmerica experts to run on most laptops and wireless handheld devices (Windows 95/98/2000/CE, Pocket PC, RIM Wireless Handhelds or Palm OS) over wireless networks, with full SSL and over-the-air security and easy scalability.
[Click here to learn more.](#)

Have an Omnisky or YadaYada Account?
We have a special offer for you!
Call **888-462-4600** Select prompt #3 and mention your previous wireless provider

Mar. 26, 2002
GoAmerica Announces Fourth Quarter And Year End 2001 Results

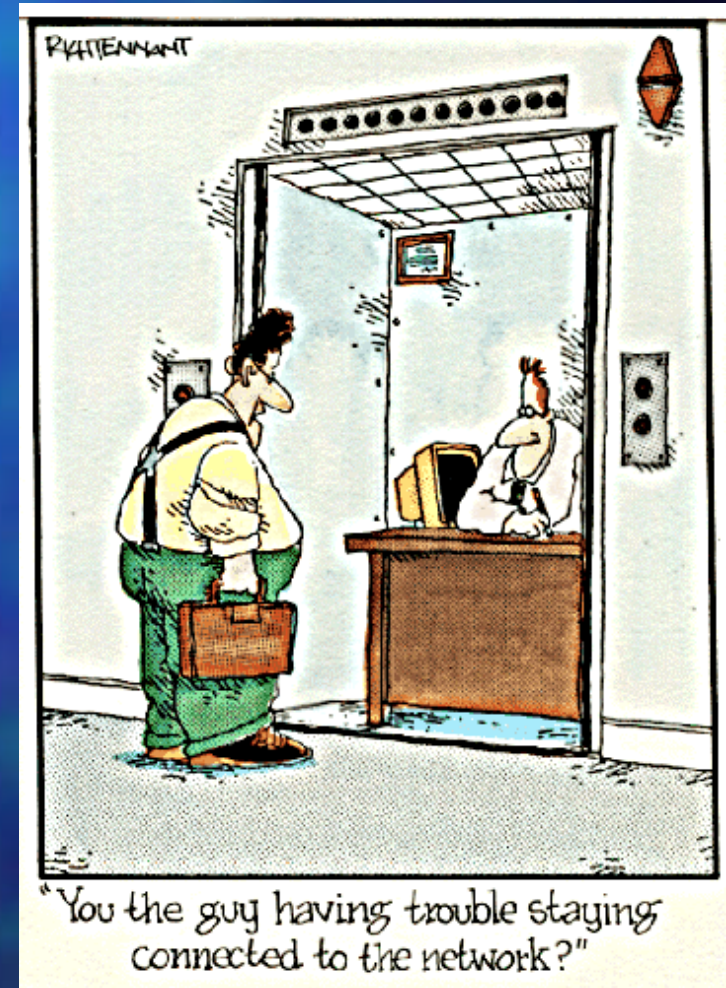
Press Releases
Archived releases

NEW Go.Web 6.2
For RIM handhelds

Go.Messenger
For RIM handhelds and Palm OS

What happened (redux)?

- Greed?
- Poor statistical information
- Complete misunderstanding of OUR user base
- Breakdown of agreements with carriers
- HORRIBLE customer service
- T E L N E T (The revenge of UNIX)



The search for the “Holy Grail” (Part Deux)

- Wireless
- Wireless?
- Wireless?!?



Rethinking the concept of mobility

- What do we need?
- What can we afford?
- How accessible are the technologies?
- How sound are the technologies?
- How secure are the technologies (and their providers)?

Sprint PCS



- All digital
- Flexible plans
- Government rates
- Good customer service
- 14.4 bps

Sprint PCS Clear Wireless Workplace
Sprint PCS Wireless WebSM
Business Pricing Programs
Nationwide Network
Smart Devices
Management Tools
Advanced Voice Services

Call or Click Now

To speak to a sales representative, call:
General business: **1-888-703-9514**
Federal Gov't: **1-866-PCS-4G0V**

Set up an appointment [Contact my company](#)

Sprint PCS
2002 User
Conference

[Wireless Safety](#)

Sprint PCS Clear Wireless Workplace[®]

The [Sprint PCS Clear Wireless Workplace](#) is your company's best solution for meeting your wireless communications needs. Find out what the Sprint PCS Clear Wireless Workplace can do for your business.

Sprint PCS Wireless WebSM



Featuring:

- [Wireless Applications](#)
- [Browser Solutions](#)
- [Connection Solutions](#)
- [Messaging and Updates](#)
- [Developer's Site](#)
- [Business Solutions](#)
- [Partners featuring DUN 1.3 software](#)
- [Business Connection](#)

Business Pricing Program



- View [Sprint PCS Service Plans for Business](#).
- Learn how [flexible plan options](#) help you maximize savings.
- Is the [Nationwide Volume Program](#) right for your company?

Nationwide Network



- Learn about the [Sprint PCS Third Generation Network \(3G\)](#).
- Learn about our [CDMA Network](#).
- Check [Coverage](#) in your area.

Smart Devices



- See our [Value-Added Devices](#)
- [Palm Solutions](#) features Palm OS[®]-integrated Sprint PCS Phones.

Management Tools



- See how [Preferred Customer Care](#) and a [Sprint Store Online](#) can benefit you and your employees.
- Check your company's billing status with [Sprint PCS[®] eBilling and Analysis](#).

Advanced Voice Services



- Featuring:
- [Sprint PCS Integrated OfficeSM](#)
 - [Sprint PCS Voice CommandSM](#)
 - [Voicemail](#)
 - [Sprint PCS International Roaming](#)

The promise of Bluetooth

- Multi-device
- Limited distance
- Medium speed
- Multi-device (Yes, I meant to repeat it)

The screenshot shows the official Bluetooth website. At the top left is the Bluetooth logo and the text "Bluetooth™ The Official Bluetooth Website". Below this is a large image of a woman wearing a red headscarf and orange-tinted goggles, looking out over a vast, flat landscape. To the right of the image, the text reads "discover a global standard no wires attached." Below this is a section titled "The latest from the Bluetooth SIG:" with links to "Employment Opportunities..." and "Apple Adds Bluetooth Bite". There is a search bar and a "FAQ'S" link. At the bottom, there is a banner for "JUNE 11-14 BLUETOOTH CONGRESS 2002 AMSTERDAM, NETHERLANDS". The footer contains navigation links: "CONTACTS", "SIG MEMBERSHIP SITE", "SITE INFO", "TRADEMARK INFO", and "LEGAL". At the very bottom, there are logos for partner companies: 3COM, agere, ERICSSON, IBM, intel, Microsoft, MOTOROLA, NOKIA, and TOSHIBA.

3G

- The good
 - High-Speed
 - Always On
 - Intended to be inexpensive (heh, heh, heh)
 - Easily hooks up to laptop and PDA
- The bad
 - Localized to high-density areas

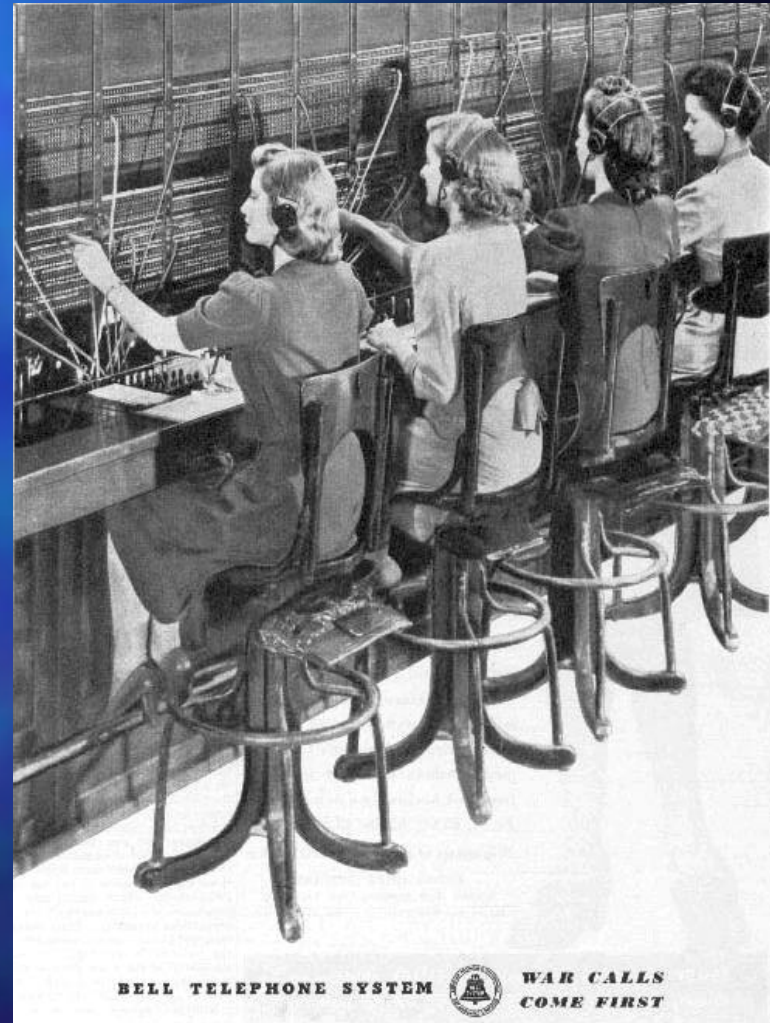
ricochet.

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Where are we now?

- Back to basics
 - Dialup
 - Home ds1/ISDN
- New concepts
 - 802.11b



Where are we going?

Over view

Conventions



Hotel New York®
Convention Center

Disneyland.
PARIS



Newport Bay Club® Convention Center



In conclusion

- The market for high speed wireless is here
- The technologies are here
- The vendors are not here

Questions?

