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?

What do we do?

Largest Medical Library in the World
MEDLINE/TOXLINE/PubMed
Human Genome Project
High Performance Computing Group
    NGI
    Visible Human
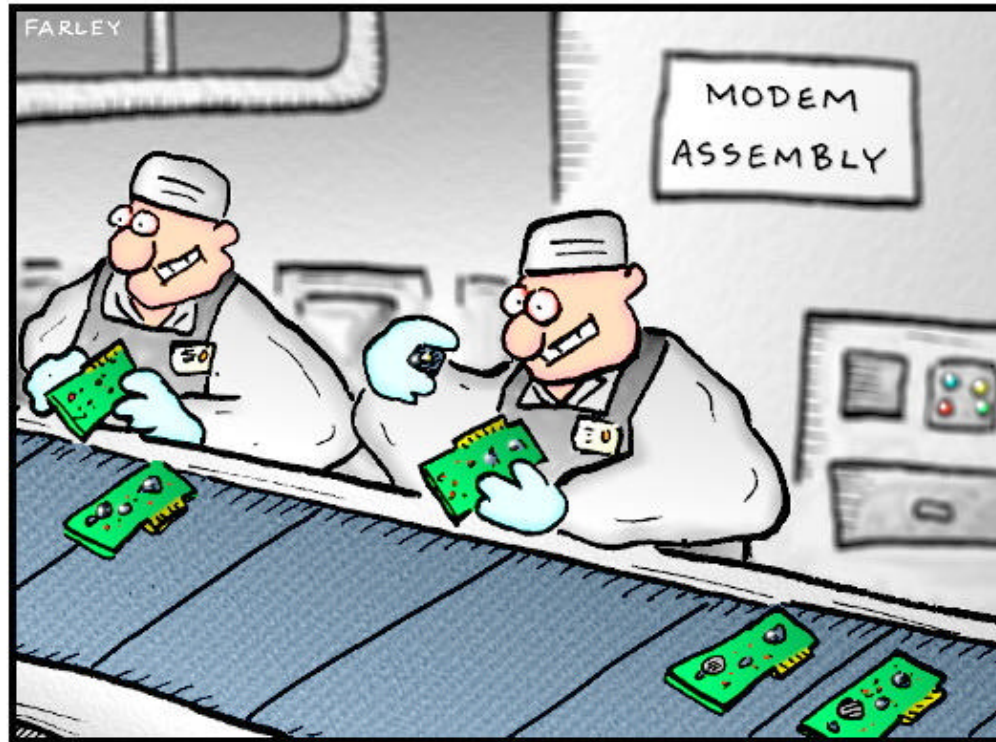
The need to communicate

- 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

FARLEY

MODEM ASSEMBLY

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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
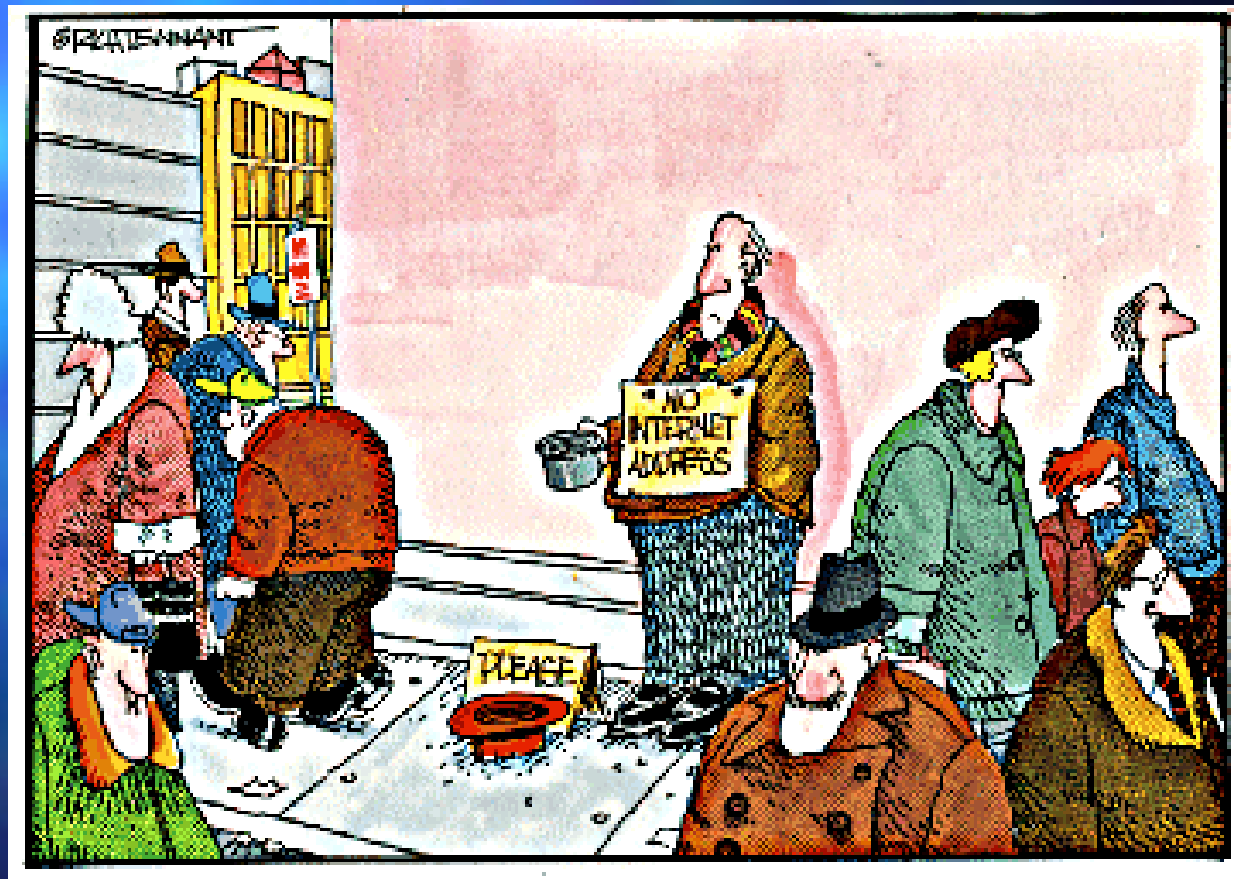   - Localized to high-density areas

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**

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)

"You the guy having trouble staying connected to the network?"
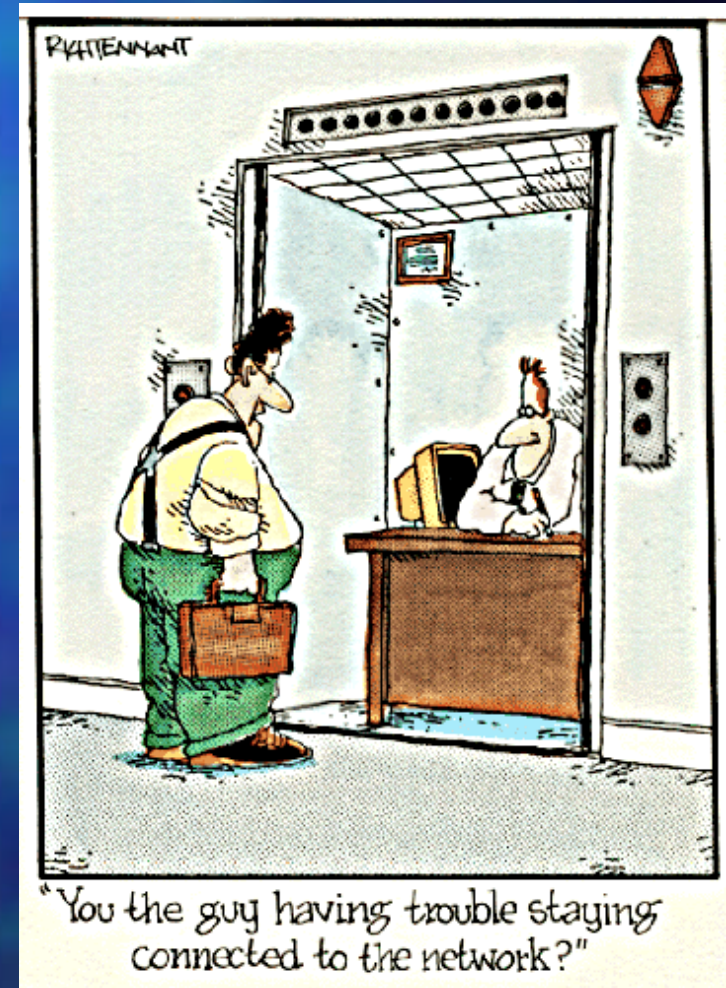
The search for the "Holy Grail" (Part Deux)

- Wireless
- Wireless?
- Wireless?!?

CIRCUS-No.9

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

The promise of Bluetooth

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

3G

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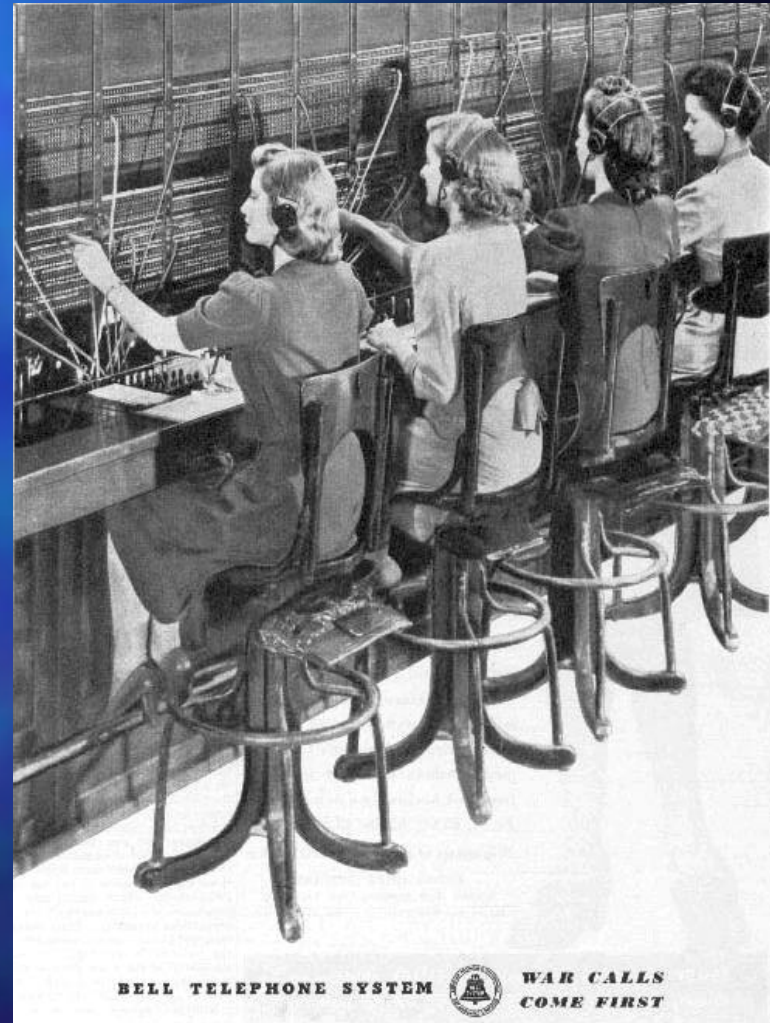 - Localized to high-density areas

ricochet
high-speed wire-free internet

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  - Localized to high-density areas

Where are we now?

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

BELL TELEPHONE SYSTEM   WAR CALLS COME FIRST

Where are we going?

In conclusion

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

Questions?