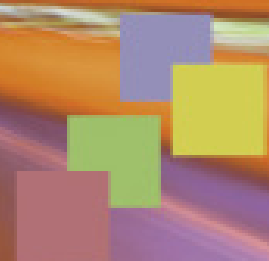


DCI Conference 2005

CONNECT | CONVERGE | CONQUER



digital **convergence** initiative

CENTRAL TEXAS

WHAT IS DCI: Competition, Resources, and the Road Forward

Alex Cavalli

EXECUTIVE DIRECTOR,
DCI

John Dickson

PRINCIPAL,
DENIM GROUP

Eliza Evans

PROGRAM MANAGER FOR RESEARCH,
IC2 INSTITUTE



Welcome!!!!

Thanks To Sponsors and Supporters

Foundation Sponsors

Advanced Micro Devices
City of Austin
Radio Shack
Regnier Valdez

Sponsors

Adolos Strategic
Armida Technologies
IC² (UT-Austin)
Salsa.Net
Technology Futures Inc.
Tate Austin
Alan Weinkrantz and Company



Thanks To Sponsors and Supporters

Contract Tech

The Lithoprint Company

New Century Graphics

City of Sequin

Texas State University

Greater Waco Chamber of Commerce

Thanks to all of our speakers!!!!



Why We are Here

Connect – To meet each other, to discover each other's interests and capabilities, to gain a common understanding of what Digital Convergence is and how it impacts our regional economy

Converge – To find ways to collaborate to bring our ideas, technologies, products, services, and content creation together in new and innovative ways

Conquer – To help each other win in the global marketplace



Why Have We Started the DCI

Because there is a rapidly emerging Digital Convergence economy that is transforming global business

Because the Waco-Austin-San Antonio corridor has the means, the companies, the innovative and creative workforce, and the research capacity to be a globally competitive player in this emerging economy

Because if we do not do this, others will

Because becoming a global player involves a much higher level of collaboration than we currently have

Because we need a vision of where we can go and how we will get there



What is Digital Convergence

Digital Convergence is the coming together of the underlying digital technology components and features such as voice, texts, video, pictures, broadcasts, presentation, streaming media, global connectivity and personalized services; the combination of all of these features and abilities from multiple electronic systems into a simplified, converged digital communication system to enable individuals to interact, play, communicate, collaborate and share information in many new and different ways. The convergence includes the infrastructure, base elements, devices, services, and content.

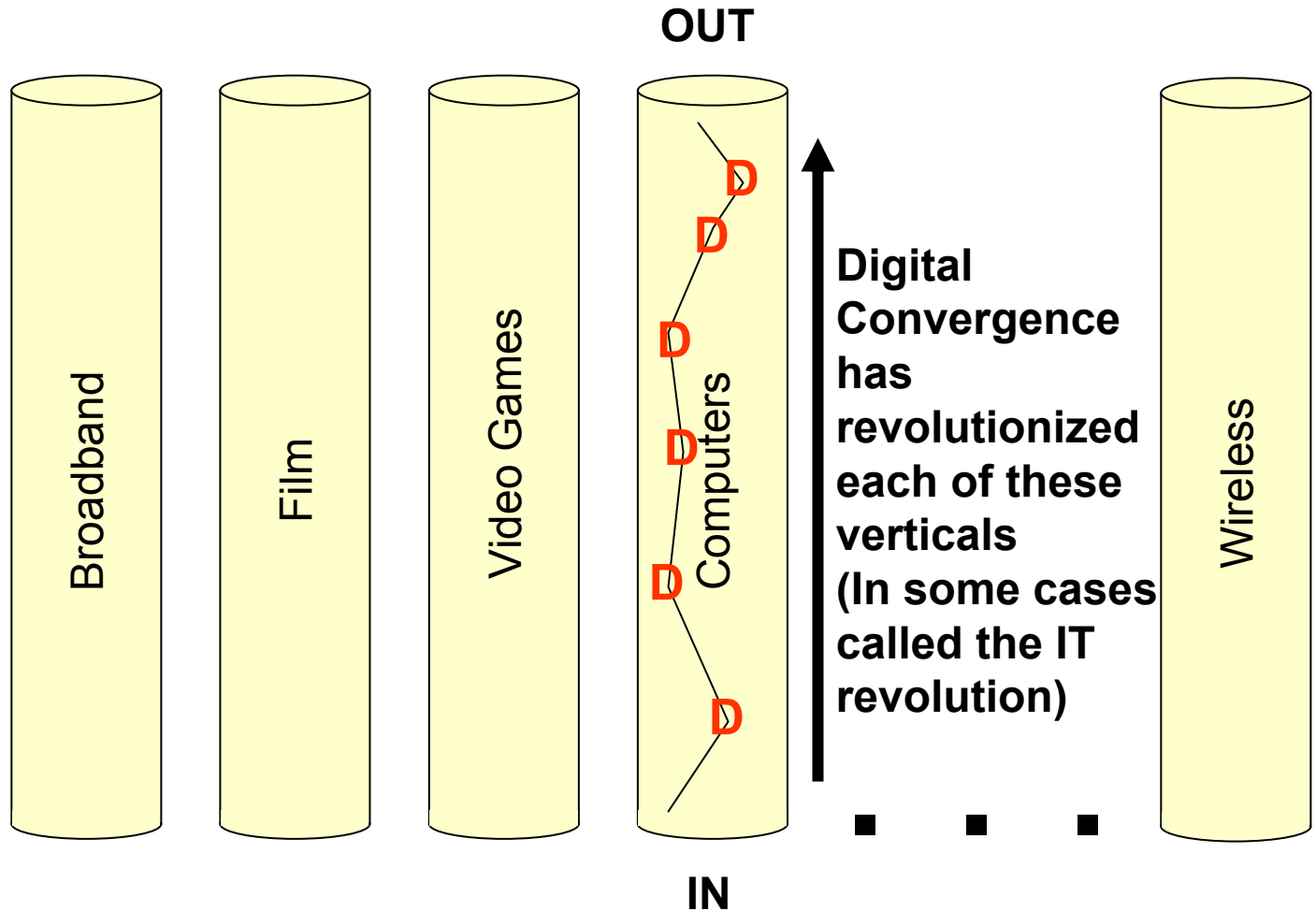


What is Digital Convergence

The progression towards the digitization of the full range of data that enables it all to be used with increasingly equal ease in an increasing percentage of the full range of data handling systems in order to satisfy an increasing portion of the customers' present and future functions, where the data, systems and customers are world wide.



What is Digital Convergence – The Vertical Element



What is Digital Convergence – The Vertical Component

The Vertical Component has brought:

The IT revolution

Vast increases on productivity

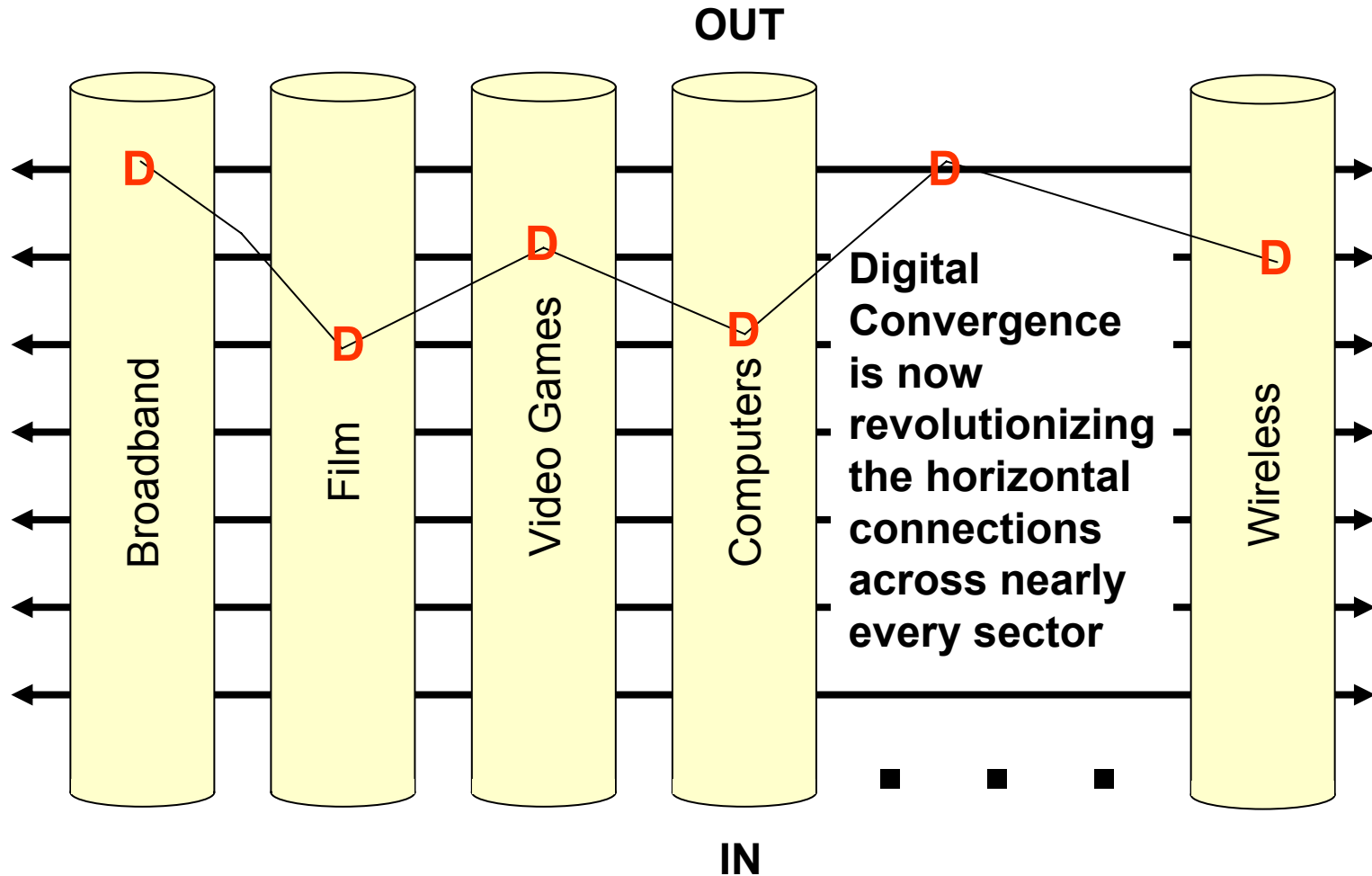
The computer/internet revolution

New vertical segments such as
microprocessors and personal computers

To name a few



What is Digital Convergence – The Horizontal Component



What is Digital Convergence – The Horizontal Component

The Horizontal Component has brought:

The networking revolution

Vast increases on interconnectedness

The blurring of sector boundaries among the critical sectors

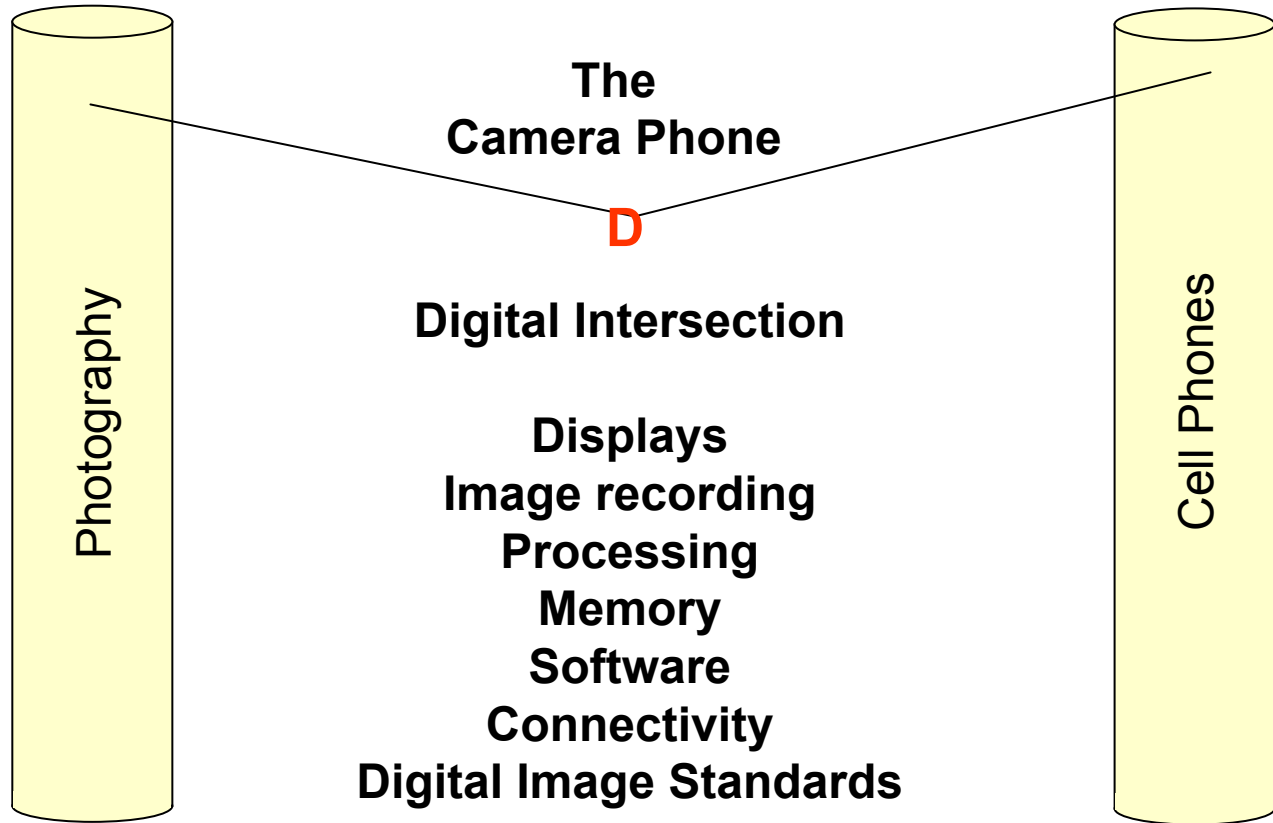
A new, flattened world economy with new business models

To name a few

And a new set of opportunities



What is Digital Convergence – Example



What is the Digital Convergence Initiative

To seize these new opportunities we must **collaborate to innovate** and we need a framework for mobilizing, connecting, and building upon our regional assets

The **Digital Convergence Initiative** is that framework

The DCI is intended to provide horizontal structure across:

- Multiple industry sectors
- Corporate size boundaries
- Institutional research boundaries
- Municipal boundaries

Through coordinated strategy development, collaboration activities, tools, and projects



Will We Dare To Dream

That Central Texas will figure out where Digital Convergence is driving the entertainment industry and get there first

That Central Texas will lead the world in the next generation of learning through games

That Central Texas will develop the next generation of SW to power the Web

That we will play until we win

To quote a famous politician: “Some people look at the way things are and ask, ‘Why?’ I look at the way things can be and ask, ‘Why not?’”

Today, let’s ask ourselves, “Why not?”



First Session Wrap Up



Thanks

To the conference team:

David Smith, Chair

Corey Carbonara, Morning Program Chair

Dean McCall, Afternoon Program Chair

Ed Preston, PR and Materials

And the rest of the DCI team:

Eliza Evans

Danny Sharon

Lloyd Walker

Darrell Woelk

George Cisneros



Status of DCI

DCI is a Work in Progress but key pieces are in place

Foundation level sponsors

Leadership team

Planned future events and outcomes

A new home at the Greater Austin-San Antonio Corridor Council (perhaps we can extend them all the way to Waco. 😊)

Regional collaboration and awareness



Sponsors

We will be seeking additional corporate sponsorships to support continued DCI activities.

Corporate membership programs for companies who wish to participate more fully in the DCI will be made available soon.

There are also individual membership packages as noted in the conference program.



Future Events

Workshops

Four workshops are in various stages of planning to take place throughout the region between Oct 1 and March 1.

The purpose of each workshop is to:

Identify an area of Digital Convergence where Central Texas can be a global leader

Create an action plan that will get us from here to there

Develop 1-2 projects that can be funded as proof of the economics

Forge stronger regional collaboration



Future Events

Workshops Cont'd

The first workshop will be on Nov 15 from 1-4pm at the MCC building in Austin.

Regional Test Bed for Software Transformation

Information is in your conference bags.
Please make contact to participate and/or help.



Future Events

Workshops Cont'd

Second Workshop

Methods of technology strategic planning for Digital Convergence organizations

To be announced soon. For more information
please see Eliza Evans
evans@mail.utexas.edu



Future Events

DCI/SXSW Digital Convergence Panels

DCI and SXSW Interactive have agreed to jointly hold 14 panels on Digital Convergence at SXSW Interactive in March of 2006

Convergence and Creativity – 7 Panels

Examples:

- Convergence and transformation
- How to develop for the home
- Convergence across media

Convergence and Commerce – 7 Panels

Examples:

- Business models, investors, funding
- Show me the money!
- Theater of tomorrow



Other next steps

Electronic marketplace

Convergence Grid

Human resource retooling

Regional research collaboration

Collaboration agreements that enable rapid
and intelligent partnering

BUT

These things won't happen without your help.

Please join and participate in one of our SIGs.

If you do, we can make this happen.



Next Session

Digital Convergence – What the Future Holds

