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BG, aprile 2005

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LIFE, IDEAS, FUTURES. TOGETHER

February 2-3 2006 – Geneva, Switzerland

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David Galipeau

Works at: [UNAIDS](#)Blog/website: [here](#)Bio: [here](#), courtesy of WikipediaTrack: [Global Solidarity](#)

Why do we invite David?

Read the guy's [bio](#). That should answer all questions on why we want David to speak at LIFT. He has a tremendous career behind him and has been working and observing technologies for a long time now. Such a guy in Geneva, working at the United Nations because he wanted to do more concrete and helpful things, we could not miss the occasion.

Who should attend his talk?

We think everybody will be interested by David's vision on technology and how it will drastically change our daily lives in the coming years.

Tags: web

Speaker zone

Feel free to enter more information on your presentation below:

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[Pedro Cystódio](#), Portugal

David, I just wanted to greet you about your presentation, I don't know if you'll publish it online, but I would really like to go through it more carefully, in particular about some of the numbers you presented, which I found very interesting, and also about the classification groups you've presented. Best regards.

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LIFE, IDEAS, FUTURES. TOGETHER

February 2-3 2006 – Geneva, Switzerland

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Jean-Luc Raymond

Works at: [Microsoft France](#)NEW blog: [sociétéQ](#) (in french)Own Microsoft Blog/website: [here](#) (in french and in english)

Contact: jeanluc.raymond - at - gmail.com

Track: [Global Solidarity](#)

Bio:

At first, Jean-Luc Raymond was journalist and later trainer during 5 years in a telecenter in a small city near Paris taking care about computing and internet training courses for unemployed people, children, seniors... He has created [the biggest group on the Web](#) for french trainers in telecenters (more than 2300 subscribers).

In 2004, he was focusing on the digital gap, working on a project for an association providing internet access to those who can not afford a laptop and a connection.

In 2004/2006, he has observed in research project how homeless and immigrant persons develop strategies with volunteers in telecenters (in Brussels, Belgium and [in Paris, France](#)) to have Internet and computing skills - research project a Master 2 Pro project at University of Marne-la-Vallée French University.

Since 2002, Jean-Luc has created and collaborates on several blogs since 2001 including [Smartmobs.com](#), a music blog...

Jean-Luc works at Microsoft France for a "training the trainers" social sponsorship program in poor areas of french big cities. Also, assistant teaching position at University of Marne La Vallée, Paris (for Master Pro students in IT management).

We feel like Jean-Luc's experience of public service and citizenship via new technologies is very interesting to share, governments (and people) have a long way to go on the matter.

Who should attend his talk?

Anybody interested in Internet as a democratic tool to empower people, give them access to knowledge, education and discussion.

Tags: digital gap

Speaker zone

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[Pedro Custódio](#)

Well, pity you haven't brought some slides for the presentation (to help people follow the conversation), besides that, thanks for the information and experienced provided.

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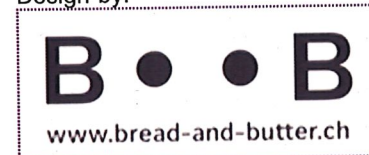


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Thursday, August 12, 2004

Designing for Gizmos and Spimes

Writer **Bruce Sterling** gave the keynote speech at **SIGGRAPH** this past week and **Luke Wroblewski** has written an interesting summary of it.

In the speech, he expands on some ideas about objects he presented in a book called **Tomorrow Now** that I read **about a year ago**. To summarize, Sterling categorizes devices into machines, products, gizmos, and (now) something called spimes. Machines are 19th century, and products are the 20th century children of machines. Gizmos are mainly what we're designing now. Quoting:

"For a gizmo, the function *is* the decoration. A gizmo...has more functions than the user will ever be able to master, deploy, or exploit. It's designed to have baroque or even ridiculous amounts of functionality...A gizmo...doesn't want you to accomplish any task in particular. It wants a relationship; it wants to be an intimate experience...It wants you engaged, it wants you pushing those buttons, it wants you faithful to the brand name and dependent on the service."

Even more outrageous (for designers anyway), Sterling goes on to claim

"End users don't want to solve problems. A solved problem is actively dangerous for them. Any end user with a permanent solution has lost a job...This also explains why end users don't settle for cheap, simple, fully usable software. After all, if software is simple and useable, then anyone can use it. End users...can't afford to be just anybody, because this is a swift ticket to poverty."

This of course goes against almost everything that has been written in the field of design in the last, oh, twenty years as we've used design as a method for solving user problems. But Sterling, erm, might also be right. Sure, some people want simple ways of tackling problems, but they also might not. In looking at users' tasks and goals while working, it's easy to forget they might not want you to solve their problems for them: they instead want the tools to solve it themselves. They might not want something made simpler; they just want to do something *better*. There's a difference.

At SIGGRAPH, Sterling upped the ante and introduced a new object into the mix, objects of the future he's calling *spimes*. Quoting Wroblewski paraphrasing Sterling,

"Spimes are objects that have "swallowed" our past by combining social networks, RFID tags, GPS

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systems, self Google-ing, peer-to-peer networking, and more. Spimes can reveal most anything about themselves. They are precisely located in space and time, have a history and identity, and make their nature transparent to us. Spimes are "user groups first, and objects second." But most importantly, spimes allow us to make good on sustainability through a traceable lifecycle. Because spimes have identities and complete histories, they create accountability: we know where they end up and we know the impact they have on our world."

The impact of spimes on the world and the world of design is pretty mind-boggling. Imagine designing an object that has such total transparency that you can follow through its lifecycle as users buy it, use it, and even discard it. Then imagine the privacy issues that will have to be navigated. We're seeing only the smallest taste of this with **RFID tags right now**. Now imagine designing this same object with all of its innards exposed for adaptation and hacking and you begin to see the world we're heading into.

There's a class at CMU called **The History of Objects**. Maybe one should be taught called **The Future of Objects**.

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O Danny Boy is **About Me**, Dan Saffer, and has my **Portfolio**, **Resumé**, **Blog**, and some **Extras**. It also has **the blog I kept of my graduate studies** and ways to **Contact Me**.

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January 23, 2006

On spimes and social objects

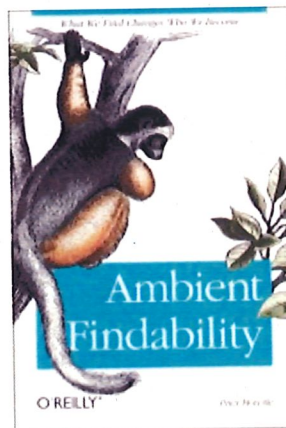
One note on finishing [Peter Morville's Ambient Findability](#) (2005): he uses Bruce Sterling's (2004) notion of [spimes](#) very well.

Sterling comes up with [spimes](#) to describe objects that are partially *physical*, stemming from his discussion of [plobiects](#). But Morville (page 84) cannily focuses on their nature as primarily *digital*. Listen to Chairman Bruce again:

Spimes... are precisely located in space and time. They have histories. They are recorded, tracked, inventoried, and always associated with a story.

Spimes have identities, they are protagonists of a documented process.

They are searchable, like Google.



Think about microcontent. Or consider the digital track of physical books. Our social usage of them adds value for other people. I browser Amazon for a topic; Amazon and other browsers then learn that little bit more about which books are associated with what ideas. I rent a film from Netflix, my old hero; Netflix users now know something more about what people who aren't reviewers think of that movie. You click to this blog from another site; I figure this out from Typepad's log, and now have a better feeling for who's reading this thing. This is the genius of social objects, and is related to Cory Doctorow's pungent comment about Napster and sheep in [Smartmobs](#) (2002).

I want to disaggregate that point from where Morville goes next, which is to wonder about tagging. That point is interesting, but only really powerful when we digitally tag physical objects. More on that at a later post.

January 23, 2006 at 13:20 in [Books](#), [Collaboration tools](#), [History of information](#), [Information design](#), [ubicomp](#) | [Permalink](#)

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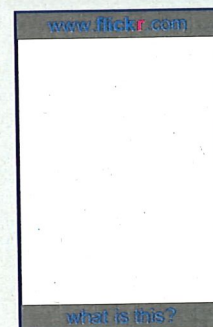
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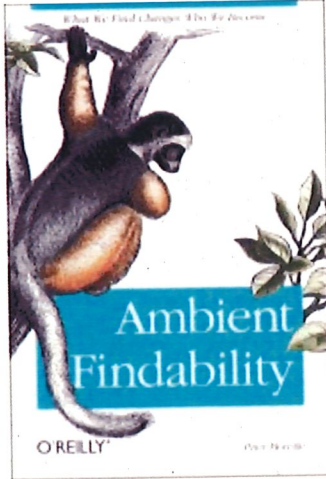
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Book Description

How do you find your way in an age of information overload? How can you filter streams of complex information to pull out only what you want? Why does it matter how information is structured when Google seems to magically bring up the right answer to your questions? What does it mean to be "findable" in this day and age? This eye-opening new book examines the convergence of information and connectivity. Written by Peter Morville, author of the groundbreaking *Information Architecture for the World Wide Web*, the book defines our current age as a state of unlimited findability. In other words, anyone can find anything at any time. Complete navigability.

Morville discusses the Internet, GIS, and other network technologies that are coming together to make unlimited findability possible. He explores how the melding of these innovations impacts society, since Web access is now a standard requirement for successful people and businesses. But before he does that, Morville looks back at the history of wayfinding and human evolution, suggesting that our fear of being lost has driven us to create maps, charts, and now, the mobile Internet.

The book's central thesis is that information literacy, information architecture, and usability are all critical components of this new world order. Hand in hand with that is the contention that only by planning and designing the best possible software, devices, and Internet, will we be able to maintain this connectivity in the future. Morville's book is highlighted with full color illustrations and rich examples that bring his prose to life.

Ambient Findability doesn't preach or pretend to know all the answers. Instead, it presents research, stories, and examples in support of its novel ideas. Are we truly at a critical point in our evolution where the quality of our digital networks will dictate how we behave as a species? Is findability indeed the primary key to a successful global marketplace in the 21st century and beyond. Peter Morville takes you on a thought-provoking tour of these memes and more -- ideas that will not only fascinate but will stir your creativity in practical ways that you can apply to your work immediately.

"A lively, enjoyable and informative tour of a topic that's only going to become more important."
--David Weinberger, Author, *Small Pieces Loosely Joined* and *The Cluetrain Manifesto*

"I envy the young scholar who finds this inventive book, by whatever strange means are necessary. The future isn't just unwritten--it's unsearched."
--Bruce Sterling, Writer, Futurist, and Co-Founder, The Electronic Frontier Foundation

"Search engine marketing is the hottest thing in Internet business, and deservedly so. Ambient Findability puts SEM into a broader context and provides deeper insights into human behavior. This book will help you grow your online business in a world where being found is not at all certain."
--Jakob Nielsen, Ph.D., Author, *Designing Web Usability: The Practice of Simplicity*

"Information that's hard to find will remain information that's hardly found--from one of the fathers of the discipline of information architecture, and one of its most experienced practitioners, come penetrating observations on why findability is elusive and how the act of seeking changes us."
--Steve Papa, Founder and Chairman, Endeca

"Whether it's a fact or a figure, a person or a place, Peter Morville knows how to make it findable. Morville explores the possibilities of a world where everything can always be found--and the challenges in getting there--in this wide-ranging, thought-provoking book."
--Jesse James Garrett, Author, *The Elements of User Experience*

"It is easy to assume that current searching of the World Wide Web is the last word in finding and using information. Peter Morville shows us that search engines are just the beginning. Skillfully weaving together information science research with his own extensive experience, he develops for the reader a feeling for the near future when information is truly findable all around us. There are immense implications, and Morville's lively and humorous writing brings them home."
--Marcia J. Bates, Ph.D., University of California Los Angeles

"I've always known that Peter Morville was smart. After reading Ambient Findability, I now know he's (as we say in Boston) wicked smart. This is a timely book that will have lasting effects on how we create our future."
--Jared Spool, Founding Principal, User Interface Engineering

"In Ambient Findability, Peter Morville has put his mind and keyboard on the pulse of the electronic noosphere. With tangible examples and lively writing, he lays out the challenges and wonders of finding our way in cyberspace, and explains the mutually dependent evolution of our changing world and selves. This is a must read for everyone and a practical guide for designers."
--Gary Marchionini, Ph.D., University of North Carolina

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Wow, wow, holy cow....I am rushing to finish up a book on Information Operations: All Information, All Languages, All the Time, and I am so very pleased to have gotten to this absolute gem of a book before closing out. Compared to the other 200 or so books I have reviewed--including such gems at ATTENTION, Real-Time, Early Warning, and so on, this is clearly a "top ten" read in the literature on information art & science.

Halfway through the book I was torn by a sense of anguish (the U.S. Intelligence Community and the beltway bandits that suck money out of the taxpayers pocket through them have no idea how to implement the ideas in this book) and joy (beyond Google, through Wikis and other collective intelligence endeavors facilitated by open source software, relevant findability is possible).

This is a truly gripping book that addresses what may be the most important challenge of this century in a compelling, easy to read, yet intellectually deep and elegant manner.

The author is a true guru who understands that in the age of a mega-information-explosion (not just in quantity, but in languages, mediums, and nuances) the creation of wealth is going to depend on information being useful, usable, desirable, findable, accessible, credible, and valuable (page 109).

Especially important in the first half of the book are the author's focus on Mooers (not to be confused with Moores) who said in 1959 that users will make do with what information they have when it becomes too inconvenient to go after better information. This is key. At the same time, he focuses on the difference between precision and recall, and provides devastating documentation of the failure of recall (1 in 5 at best) when systems scale up, as well as the diminution of precision. Bottom line: all these beltway bandits planning exabyte and petabyte databases have absolutely no idea how to actually help the end-user find the needle in the haystack. This author does.

The book is without question "Ref A" for the content side of Information Operations. On page 61 I am just ripped out of my chair and on to my feet by the author's discussion of Marcia Bates and her focus on an integrated model of information seeking that integrates aesthetic, biological, historical, psychological, social, and "even" spiritual layers of understanding. This is bleeding edge good stuff, with nuances that secret intelligence world is not going to understand for years.

There is a solid discussion of geocoding and locationally aware devices, and I am very pleased to see the author recognize the work of four of my personal heroes, Stewart Brand, Bruce Sterling, Kevin Kelly, and Howard Rheingold.

Halfway through the book he discusses the capture of life experiences, and the real possibility that beyond today's information explosion might lie an exo-explosion of digital data coming from wired individuals feeding what they see and hear and feel into "the web". The opportunities for psycho-social diagnosis and remediation, and cross-cultural communication, are just astounding.

The book wraps up with a great review of findability hacks, semantic tricks, and the trends to come in inspired and informed decisions. Like Tom Atlee, the author sees the day of collective intelligence enabled by the web, but I have to say, I thought I knew a lot, after reading this book I have the strongest feeling that my education has just begun.

This is one of those books that could help define an era. It is about as thoughtful, useful, and inspiring a book as I have read in the past several years. DECENT!

Was this review helpful to you? ☐ Yes ☐ No [\(Report this\)](#)

13 of 14 people found the following review helpful:

★★★★★ **The big picture of information retrieval**, November 19, 2005

Reviewer: **calvinme "Texan refugee"** (Fredericksburg, Va) - [See all my reviews](#)

This book is a very thought-provoking read about what should be a major theme in information retrieval and in interface design -you cannot use what you cannot find.

There are plenty of books that will teach you information retrieval algorithms, and plenty of books that will teach you about human-computer interfacing and interaction, but none of them seem to be looking at the big picture. Moreville discusses the "anatomy of the large tail". This is the fact that there are millions of niche markets at the shallow end of the bit stream. For example, Barnes & Noble carries 130000 titles. However, half of Amazon's book sales come from titles outside its top 130000 sellers. The implication is that the market for the number of books that are not even sold in the average bookstore is larger than those that are. This book is filled with valuable insights and statistics such as this. I notice that Amazon shows no table of contents for the book, so I do that here:

Chapter 1 "Lost and Found" is an introduction to the importance of being able to find information and an idea of the lost productivity and business revenue caused by a lack of findability.

Chapter 2 "A Brief History of Wayfinding" - Through history, humans have learned to navigate environments of increasing complexity, creating wayfinding tools and vocabularies, all of which are ultimately adapted to more complex environments as they are invented until today we struggle to port these spatial metaphors to the web, where distance is poorly defined and "there is no there".

Chapter 3 "Information Interaction" - Since Moore's Law implies that technology accelerates exponentially, it follows that we will be increasingly overwhelmed with information. Conversely, the paradigm of Human Information Interaction embraces social and psychological dimensions of information seeking behaviour. Using this paradigm, innovators such as Google have improved information retrieval by tapping into the fact that humans are drawn to gossip and the power of popularity.

Chapter 4 "Intertwined" - Findability is becoming more urgent as our environment becomes more complex, with information about the real world being imported into cyberspace. Accordingly, we strive to make good decisions on how to intermingle our lives with technology in order to make information manageable, viewing it with novel interfaces (orbs, digital paper, etc).

Chapter 5 "Push and Pull" - Ideally, we want to increase our signal-to-noise ratio to pull people, places, products and ideas into our attention, while reducing the push of unwanted messages and experiences.

Chapter 6 "The Sociosemantic Web" - The Semantic Web promises an era where search and navigation systems (i.e. agents) bring us the information we need. The author makes a case for a "sociosemantic web" that relies on the pace-layering of ontologies, taxonomies, and folksonomies to learn and adapt as well as teach and remember.

Chapter 7 "Inspired Decisions" - The author discusses artificial intelligence concepts, irrational human behavior, and information overload. He discusses graffiti theory, which suggests that we are unconsciously shaped by the information we digest, and this produces feedback into the information we seek.

The author has done a good job of weaving together his own theories with the theories of others into a well-written cohesive read on the subject of information organization and retrieval. There is a great deal of science in this book, but he makes it very accessible. I therefore highly recommend this book for anyone who is interested in information retrieval, artificial intelligence, or user interface design, or just the general reader who would like to know what trends might be ahead in the field of data design and findability. It would also be useful to those who are interested in business and entrepreneurship who wish to find new ways for their potential customers to find them. However, if all of the author's theories are correct, ambient findability will only be ultimately achieved if it is implemented on a global basis, due to the fact that achieving findability requires a social effort as well as an individual one.

Was this review helpful to you? ☐ Yes ☐ No [\(Report this\)](#)

Customer Reviews

Average Customer Review: ★★★★★

[Write an online review](#) and share your thoughts with other customers.

1 of 1 people found the following review helpful:

★★★★★ **Many good references but not very concrete**, January 30, 2006

Reviewer: [John Wetherbie](#) (Centennial, CO United States) - [See all my reviews](#)

.....
REAL NAME™
.....

The back cover description of Ambient Findability begins with the following paragraph:

How do people find their way through an age of information overload? How can people combine streams of complex information to filter out only the parts they want? Why does it matter how information is structured when Google seems to magically bring up the right answer to people's questions?

If you expect these questions to be answered or even addressed at a reasonable level of detail then you will be disappointed. Ambient Findability is more like a collection of essays related to findability than a book about how to improve the design and implementation of products, information, web sites, etc., to make them easier to find. Because of some repetition across chapters and many figures that are unnecessary the book could be shorter than its short 179 pages.

The first chapter, Lost and Found, discusses how information is being used in new and interesting ways, presents a definition of findability, and a brief case study of work the author did on the National Cancer Institute web site. Chapter two presents how people have determined their location and how to get to where they want to go through history. Chapter Three, Information Interaction, reviews the difficulties of classifying and finding information and discusses Mooers (not a typo) Law which states that people will avoid obtaining information that is painful or troublesome to them. The fourth chapter deals with how products are incorporating information and findability. Chapters Five and Six, Push and Pull and The Sociosemantic Web, respectively, deal with issues that you might find in an information architecture book. The last chapter, Inspired Decisions, discusses the irrationality behind our so-called "rational" decisions, how information overload makes the situation worse, and the author's theory that all the information that flows through our senses shapes how we think and act.

The book does have a great number of references to interesting research and trends in the areas of information architecture, cognitive science, usability, and related areas. In fact, the number of references is the book's main strength as there were a number of interesting papers and research efforts mentioned of which I was unaware. However, the numerous references could also be considered a weakness since it appears that Morville does much more citing than explaining.

O'Reilly categorized Ambient Findability as a Marketing/Technology & Society book. The Technology & Society part strikes me as correct but I am not so sure about Marketing. If you are looking for markers or pointers to how information may be used in the future then this is an interesting book to read. If you are looking for concrete suggestions or discussions of how to improve findability in the here and now then this book is lacking.

Full disclosure: I received a complimentary copy of the book for review.

Was this review helpful to you? ([Report this](#))

1 of 2 people found the following review helpful:

★★★★☆ **Ambient Citability**, January 28, 2006

Reviewer: **Chistopher C. Cavnor** (Seattle, WA USA) - [See all my reviews](#)

In "Ambient Findability", Morville navigates his way simultaneously through human history and human cognition. He cites (for one example) early means of wayfinding and juxtaposes our biological toolsets (landscape recognition, counting one's steps, etc) with the evolution of clever tools to amplify these inherent abilities (maps, charts, GPS, etc).

Morville examines this vague concept of findability by knitting together a whole lot of memes and references. It makes this book feel like a combination of literature review and prolonged web browsing session. He is constantly hopping in and out of references and tying ideas together in a stream-of-consciousness argument. This is obviously annoying to some readers who have criticized Morville for having thrown together references without insight.

This is simply not true. The insight lies within the musings, intertwined with the content. Morville is using his highly refined model of information flow (earned through years of consulting, writing, and paying attention) to help the reader to see through the morass of searching, browsing and push/pull content pipes to the underlying problems of finding the information that we need to find when we need to find it. Google is far from the last word on findability - and Morville will help you to see why.

Don't expect to implement anything after reading this book - its not a technical guide. Expect instead to follow a thoughtful (albeit quirky) leader through a noisy and cluttered information landscape to a higher peak where you can more clearly see the dots (connecting them is left as an exercise to the readers ;))

With one caveat (same as an early commenter, I hate how the editor uses footnote notation for references - this is especially unforgivable from Morville, who is a library science graduate), kudos to O'Reilly for experimenting with a book of this format. This is not a traditionally structured document - it is way more playful and, in this reader's opinion, fun.

Was this review helpful to you? ([Report this](#))

1 of 2 people found the following review helpful:

★★★★★ **Librarians, please read this book!**, January 25, 2006

Reviewer: [Ellen Duranceau](#) - [See all my reviews](#)

REAL NAME™

I borrowed this book from a colleague after hearing Peter Morville speak, and it surpassed all my expectations. I liked it so much that I actually just ordered a copy-- I just want to have it handy and be able to flip through it, refer back to it, and read some of the material quoted. I'm a librarian, and this readable, engaging book is the best overview I've come across to explain what the information landscape is like now, what services are out there, what works for users, and why. Peter Morville makes sense of it all, and in such an entertaining and even-handed way.

Was this review helpful to you? ([Report this](#))

1 of 1 people found the following review helpful:

★★★☆☆ **Frustrating - a few good references, but no good insights**, January 18, 2006

Reviewer: [John H. Kaplan "johnkaplantech"](#) - [See all my reviews](#)

REAL NAME™

Ambient Findability starts out with great promise. I believed it would contain insights, sage advice, and practical details about how to make my web pages findable to my audience. The first couple of chapters were great introductory material, and they whetted my appetite for the meaty material that was sure to follow.

Then, there was some more introductory material, and I began to notice that the author threw a lot of quotes around but didn't explore them very deeply, and threw in illustrations of things mentioned in passing in the book that really didn't illuminate anything. For example, he mentioned the Tower of Babel, and then presented an illustration of a Bruegel painting of it, which illustrated... not much. After a dozen of these you wonder if they were just trying to make the book look bigger.

Around page 100 or so, I wondered if the author would ever stop glossing over introductory material, and actually get to the meat of the book. Unfortunately this never happened as far as I was concerned, and so my frustration. Ambient Findability never delivered any practical tips or any insightful theories that could help an aspiring web designer.

One thing you can say for the author, he has read a lot of great books, and Ambient Findability contains references to many great classics worth reading, including Blink, The Cathedral and the Bazaar, the Cluetrain Manifesto, and Don't Make Me Think. I wish the author had chosen to emulate those books and had worked to develop and present some insights of his own, rather than just drop quotes from other sources. As it is, this book is good for gathering a few references to other better literature, and not much else.

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Kim Cameron's Identity Weblog

• WhitePapers

The LAWS OF IDENTITY

The key to this site: an introduction to Digital Identity - the missing layer of the Internet.

The IDENTITY METASYSTEM

A proposal for building an identity layer for the Internet

• Technical Papers

INTEGRATING WITH INFOCARD V1.0

A technical guide describing how people writing identity software for non-Windows platforms can integrate with InfoCard V1.0

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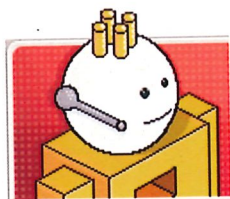
• Bloggroll

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- [Kapil Sachdeva](#)
- [Ian Grigg](#)
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- [Phil Windley](#)
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- [Open Legal Writing](#)
- [The Tao of XDI](#)



Posted on Tuesday 10 January 2006



Here is a catalog of recent shows so you can get a handle on the kind of thing he's doing.

-

ARCast - Designing and Implementing an HL7 Software Factory 57:31 12/7/2005 2,092

ARCast - DSL and Software Factories 26:51 12/1/2005 2,666

I've found a bunch of programs I want to hear - and that are now safely stashed on my cell phone.

Kim Cameron @ 3:07 pm

Filed under: [Laws of Identity](#)

[No Comments](#)

[FIFTY MOST POWERFUL PEOPLE IN NETWORKING](#)

Network World's Power Issue recognizes our identity work as one of the most important phenomena in networking.

Posted on Sunday 8 January 2006

I've really appreciated the interest and support of our writer colleagues - people who know how to find the story in our reality, and then, to tell it. When John Fontana called me about doing a profile, I thought it would be a way to move our identity project forward. In fact, it's a long time since I'd done anything quite so personal - but knowing what a straight-shooter John is, I went with the flow.

Even so, I hope people can imagine my complete astonishment when, the day after Christmas, I read [the following](#):

TOP POWER PEOPLE STORIES	POWER SECTIONS
The 50 most powerful people listed alphabetically	Power Companies
Microsoft's Kim Cameron	Power of Technology
VMware's Diane Greene	Power Struggles
Bank of America's Craig Hinkley	Power Timeline
Red Hat's Matthew Szulik	
Cisco's Jayshee Ullal	
Four power players name their heroes	

Kim Cameron: Identity's god

Chief architect of access at Microsoft has galvanized an industry behind his 'Seven Laws of Identity.'

By [John Fontana](#), Network World, 12/26/05

Kim Cameron isn't on a mission from God, but he once played guitar with some guys who were.

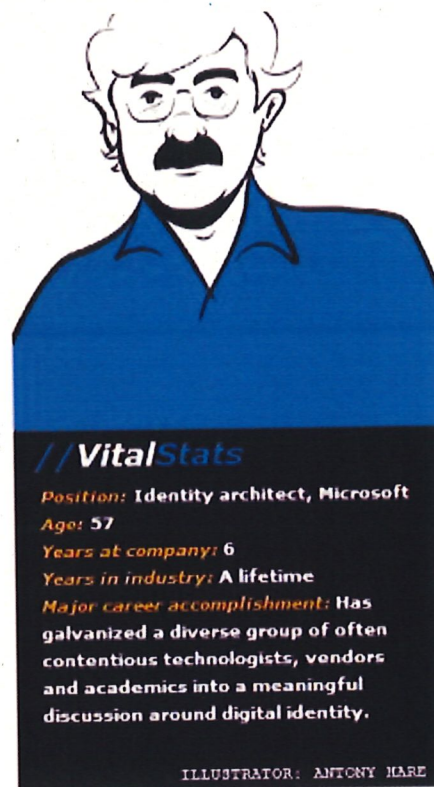
As a 20-something in the mid-1970s and the guitarist for Limbo Springs, a band he formed with friends, Cameron played at Toronto's exclusive Cheetah Club behind such luminaries as John Belushi and Dan Ackroyd, aka the Blues Brothers. While those two later starred in a same-named movie in which they proclaimed their mission was blessed by the Almighty, Cameron's future was guided by an electronic deity, the microcomputer.

Today, the 57-year-old Cameron, who admits to a

lingering addiction to music played at ear-splitting volumes, heads all things identity at Microsoft.

In 2005, he galvanized the industry around a discussion of digital identity with his publication of "Seven Laws of Identity." Cameron has wired together a virtual who's who as part of an everyone-invited effort to define the science of identity and how to apply it to computing. The list includes his boss, Bill Gates; open source leaders, Microsoft bashers and academics, such as legal scholar Lawrence Lessig.

"To me, it is clear that all their interests must be served for progress to be made. There is so much distrust across the industry. I try to keep away from any kind of ideology and aim right at what can happen," Cameron says. Two things he learned with Limbo Springs, communication skills and the ability to dodge flying beer bottles, have helped him pull people together and deal with the instantaneous and often abrupt feedback of today's blogosphere, Cameron says.



Putting anything together, or more accurately putting anything back together, has not always been Cameron's forte. As a boy who grew up living all over Canada, following a father who was an officer in the Royal Canadian Navy, Cameron was fascinated with disassembling electronics. "I had this little weirdness. I liked to invent machines. I scavenged old radios and televisions and made transmitters and things," says Cameron, whose ever-present chuckle signals that he takes himself less seriously than he does his work.

Despite hating arithmetic, Cameron graduated from King's College, Dalhousie University in Halifax, Nova Scotia, with a bachelor's degree in physics and math at the age of 19. "I loved slide rules - the first computers I saw. They used to fascinate me, since I could then do physics largely without arithmetic," Cameron says.

He immediately dove into work on his master's degree in physics, gained unfettered late-night access to the school's mainframe and became one of the first teenage hackers at a time when computers were a mystery. "No one knew what I was doing, and if I told them, they ran away," he says.

But it was the late 1960s, and a love interest led Cameron from geekdom to philosophy, which landed him at the University of Paris. In 1970, he entered Montreal University, where he worked on a doctorate thesis around computer simulations of social phenomena. He also lectured at the university and two others. But mainframe access was difficult, so Cameron hooked up with Limbo Springs to recapture the teenage years lost to his studies.

After a few years touring, Limbo Springs settled in as the house band at the Cheetah Club. Eventually lured away by the microcomputer, Cameron was soon running the academic computing center at George Brown University, Canada's largest community college.

Cameron's identity fascination was born in 1984, when he realized a directory was needed for an e-mail platform he and a colleague were developing. They dropped e-mail, then

pioneered and defined a metadirectory, called Zoomit. They sold the company in 1999 to Microsoft. "I believed Microsoft would be the best company to deliver the identity infrastructure. It's taking a while, but I still think it will happen," he says.

Cameron is busy making it happen. In 2003, he quietly went public with a technology he developed called InfoCard, which lets users control their identity information and is now a cornerstone of Microsoft's identity strategy.

In May 2005, his "[Seven Laws of Identity](#)," delivered with Cameron's knack for turning the complex into the understandable, was the lighthouse that guided the industry to the shores of meaningful progress.

"Kim is the great includer," says Doc Searls, Linux advocate, prolific blogger and senior editor at [Linux](#) Journal. "He is equally brilliant and engaging, first-rate as a technologist and as a human being." Without Cameron "we'd be years away from where we got just in the last year," he adds.

Cameron's own identity is one marked by a love of all types of music and cooking, especially complicated dishes that absorb his attention and relax him. Being a father has helped teach him patience, a trait that has been invaluable in his identity work through the years, he says.

Although he often wakes at 4 a.m. to work, he doesn't classify it as a chore. "For me, this isn't work," says Cameron, who takes several hours each day just to read and think. "I once asked an artist friend how he could just keep painting and painting. He just said, 'I'm an artist, so I paint.' It's like that. I just do what I do."

Well, the cat's out of the bag. Now everyone knows I'm not 39.

But let me reassure everyone I that I don't really think of myself as an identity god. If I were, we'd have an identity layer for the internet by now.

Anyway, could anyone ask for better colleagues and friends than people like Doc Searls? With people like that on "the train" with you, how can you go wrong?

Still, this identity thing is hard, and has taken a long time. Nor is it over yet. There are still a lot of things that can go wrong. It can't be done by any one person, or any one vendor, or any one government or country. But I really think that with all our Identity 2.0 friends we can get to our destination.

Finally, thanks to John Fontana and his editors for this wonderful honor.

Kim Cameron @ 5:59 pm
Filed under: [Uncategorized](#)
[2 Comments](#)
[RAINBOWS END](#)

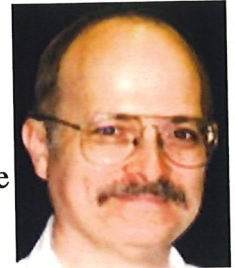
It sounds like this upcoming book from Vernor Vinge will be one we all want to read

Posted on Sunday 8 January 2006

Simon Bisson, a British friend who is both a [technical architect and a writer](#), pinged me recently to share his palpable excitement over a book he had just finished reading. It touches on a lot of themes of interest

to us in this blog:

Vernor Vinge's new novel (I think it'll be out in July [amazon says May - Kim] , from Tor) "[Rainbows End](#)" is a book which touches on many of his recurring concepts, but I think there is a lot here about identity in a networked world. It's a follow up to the novella "Fast Times at Fairmont High" and expands on the short he had published in IEEE Spectrum a couple of years ago



There's a lot in it about ubiquitous networks, reputation management, context, co-presence, affinity hierarchies, augmented reality and the meaning of identity in a highly networked world - one major character's identity is being spoofed three ways. All wrapped up a cracking SF story.

The best I can say is that it's a "True Names" for the 21st century.

Which reminds me that I've been meaning to mention an incredible podcast from IT Conversations - Vernor's [keynote address](#) from Accelerating Change 2005, where he discusses the potential for a "technological singularity". This is the event at which the creation of what he calls 'artificial superhuman intelligence' changes the world so dramatically that it is impossible to imagine the world after that point.

I think James Martin's moniker of 'alien intelligence' is better than the more prevalent term 'artificial intelligence' because it underlines the essential difference between computer-based intelligence and that of humans. But much of my concern about getting the identity metasystem **right** stems from the need to establish systems of control and privacy that will guide the singularity toward what Vernor calls a "soft takeoff". You can hear more in this podcast.

It will be interesting, in Rainbows End, to see what a person who has thought so deeply about **the singularity** makes of identity.

Kim Cameron @ 4:47 pm

Filed under: [Uncategorized](#)

[No Comments](#)

[BLOGSPAM DRIVES US FORWARD](#)

The spam attacks on IdentityBlog have forced me to change software. Please beware of RSS glitches as I move from Radio Userland to Wordpress...

Posted on Friday 6 January 2006

After a year in which we existed in blissful naivete, IdentityBlog has become a real target for blogspammers.

The bad news is that it's almost impossible for me to continue with my current technology, Radio Userland. I liked Radio, and I'll miss it.

But by now I've cheered up quite a bit - largely because my friends Dick Hardt and Keith Grennan at [sxip](#) took the time to show me the cool features of [WordPress](#). Keith even put together a prototype that I could use as a starting point for "porting" the IdentityBlog.

I'm hoping this move will simplify the task of figuring out how all our stuff can work together.

Meanwhile, this progress comes at a cost, as always. For example, WordPress requires access to MySQL. This has meant that my ISP decided to move me from one server to another, with interruption of service Friday morning while DNS adjusted. Thanks to all those who pinged me about this.

As always, since blogging is not my day job, it might take me a little while to get the blog moved over and back to normal. I hope you'll bear with me since it's all for the greater good.

Kim Cameron @ 8:39 pm

Filed under: [Uncategorized](#)

[5 Comments](#)

[EVERY CAR A WATCHED CAR](#)

From 2006 Britain will be the first country where every journey by every car will be monitored. Who and what will have access to the information?

Posted on Thursday 22 December 2005

This [article](#) from Britain's Independent newspaper should help everyone understand what is really at stake in terms of how digital processing, memory, and communication can change the way information about us as individuals is assembled and centralized. Technology makes possible increasingly broader assembly of information, and there is always *someone* to whom it will be useful.

People will argue that a car, once out of your garage, is a public thing anyway, so why would the construction of a record of all its movements represent an invasion of privacy? After all, it's not as though the car is invisible.

But that's what makes this a great example of something very profound. There is a vast difference between people being able to see your car - the case today - and the construction of a digital record of all its activities recorded for years and accessible in ways that are not clearly constrained.

Britain is to become the first country in the world where the movements of all vehicles on the roads are recorded. A new national surveillance system will hold the records for at least two years.

Using a network of cameras that can automatically read every passing number plate, the plan is to build a huge database of vehicle movements so that the police and security services can analyse any journey a driver has made over several years.

The network will incorporate thousands of existing CCTV cameras which are being converted to read number plates automatically night and day to provide 24/7 coverage of all motorways and main roads, as well as towns, cities, ports and petrol-station forecourts.

By next March a central database installed alongside the Police National Computer in Hendon, north London, will store the details of 35 million number-plate "reads" per day. These will include time, date and precise location, with camera sites monitored by global positioning satellites.

Already there are plans to extend the database by increasing the storage period to five years and by linking thousands of additional cameras so that details of up to 100 million number plates can be fed each day into the central databank.

Senior police officers have described the surveillance network as possibly the biggest advance in the technology of crime detection and prevention since the introduction of DNA fingerprinting.

But others concerned about civil liberties will be worried that the movements of millions of law-abiding people will soon be routinely recorded and kept on a central computer database for years.

The new national data centre of vehicle movements will form the basis of a sophisticated surveillance tool that lies at the heart of an operation designed to drive criminals off the road.

In the process, the data centre will provide unrivalled opportunities to gather intelligence data on the movements and associations of organised gangs and terrorist suspects whenever they use cars, vans or motorcycles.

The scheme is being orchestrated by the Association of Chief Police Officers (Acpo) and has the full backing of ministers who have sanctioned the spending of £24m this year on equipment.

More than 50 local authorities have signed agreements to allow the police to convert thousands of existing traffic cameras so they can read number plates automatically. The data will then be transmitted to Hendon via a secure police communications network.

Chief constables are also on the verge of brokering agreements with the Highways Agency, supermarkets and petrol station owners to incorporate their own CCTV cameras into the network. In addition to cross-checking each number plate against stolen and suspect vehicles held on the Police National Computer, the national data centre will also check whether each vehicle is lawfully licensed, insured and has a valid MoT test certificate.

"Every time you make a car journey already, you'll be on CCTV somewhere. The difference is that, in future, the car's index plates will be read as well," said Frank Whiteley, Chief Constable of Hertfordshire and chairman of the Acpo steering committee on automatic number plate recognition (ANPR).

"What the data centre should be able to tell you is where a vehicle was in the past and where it is now, whether it was or wasn't at a particular location, and the routes taken to and from those crime scenes. Particularly important are associated vehicles," Mr Whiteley said.

The term "associated vehicles" means analysing convoys of cars, vans or trucks to see who is driving alongside a vehicle that is already known to be of interest to the police. Criminals, for instance, will drive somewhere in a lawful vehicle, steal a car and then drive back in convoy to commit further crimes "You're not necessarily interested in the stolen vehicle. You're interested in what's moving with the stolen vehicle," Mr Whiteley explained.

According to a strategy document drawn up by Acpo, the national data centre in Hendon will be at the heart of a surveillance operation that should deny criminals the use of the roads. "The intention is to create a comprehensive ANPR camera and reader infrastructure across the country to stop displacement of crime from area to area and to allow a comprehensive picture of vehicle movements to be captured," the Acpo strategy says.

"This development forms the basis of a 24/7 vehicle movement database that will

revolutionise arrest, intelligence and crime investigation opportunities on a national basis," it says.

Mr Whiteley said MI5 will also use the database. "Clearly there are values for this in counter-terrorism," he said.

"The security services will use it for purposes that I frankly don't have access to. It's part of public protection. If the security services did not have access to this, we'd be negligent."

One has to wonder whether there are any limits on this kind of thinking.

Beyond analysing the activities of cars and drivers, should the resulting profiles include usage of subways, trains and planes?

To what extent should this information then be merged with what is gleaned from all the other emerging sensors and bots.

There are clearly robots of various kinds collecting information on what we read, how long we spend on various articles, even what we write, offering helpful suggestions on everything from spelling and grammar to pieces that others with our interests have found useful. In fact, we are close to a time when our phones, having morphed to also collect audio memories, will be able to convert and analyse all our conversations, potentially adding them to the mass of digital information that describes us.

Will there be any rules about how this information is stored and made available?. About who can get at it, and when? About whether a warrant is required?

Who is thinking about these questions, all very much related to digital identity?

Kim Cameron @ 9:11 pm

Filed under: [Uncategorized](#)

[No Comments](#)

[WS-FEDERATION TOOLKIT FOR APACHE](#)

Another first for Ping ID: WS-Federation support for Single Sign-On to Apache 2.0 applications

Posted on Tuesday 20 December 2005

Ping Identity has announced a new SourceID toolkit:

The new Apache Toolkit extends Active Directory Federation Server (ADFS) to enable WS-Federation single sign-on to Apache Web applications written in Java, Perl and PHP.

The SourceIDWS-Federation for Apache 2.0 Toolkit "stands guard" over protected Apache applications, granting access to users with proper identity credentials. When an unauthenticated user attempts to access one of these resources, it initiates the WS-Federation Passive Profile with Microsoft Windows Server 2003/ADFS to provide SSO access to the target application.

In addition to this new free toolkit, Ping has also announced that an upcoming version of PingFederate will also include enhanced support for WS-Federation in addition to SAML 2.0 in Q2 2006. PingFederate will provide the ability for a single PingFederate server to connect with multiple partners running ADFS or SAML 2.0.

PingFederate's extended features include local identity and attribute mapping, use case-driven configuration, out-of-the-box integration and an enterprise deployment architecture that extends WS-Federation to support all non-Microsoft environments.

Download the toolkit for Apache [here](#).

Active Directory Federation Service and SourceID WS-Federation for Apache 2.0 Toolkit implement what is called the "passive profile" of WS-Federation. This profile allows identity federation between sites using a web browser, and in this sense is similar to the SAML protocol, though capable of carrying different kinds of payloads. The passive approach offers an immediate solution to specific corporate federation requirements and is different from the InfoCard approach which involves new (identity selector) technology built right into the client.

Kim Cameron @ 7:02 pm

Filed under: [Uncategorized](#)

[No Comments](#)

[PANEL ON FEDERATION AND COMMUNITIES](#)

James McGovern wants to take us beyond the cliché that "community is important".

Posted on Monday 19 December 2005

James McGovern, who writes a blog on [Enterprise Architecture](#), is working with Phil Becker to put together a panel on [federated identity and community](#) for the upcoming Digital ID World (yup, it's coming...):

I had a conversation last week with Phil Becker regarding putting together a panel for an upcoming conference [Digital ID World](#) and landed on a couple of thoughts around the practice of community formation. Figured I would use the opportunity to get feedback from the blogosphere to see if my idea for a session has merit...

We all understand that the idea of community is important, but we just don't have time to get involved in yet another meeting. If you view the development of a community like a project this will always be a problem. The project mindset which tends to be the default mandates the need for clear objectives, a defined time-line and a set of tasks based on the notion of best practices (we all should know that no such thing exists)

The Enterprise architecture view ideally has a different mindset than the project mindset and the notion of communities external to the enterprise breaking insular thinking. In fact, it is mandatory that this happen in order to get federated identity correct on the first shot. The biggest problem is that this is typically done through a variety of channels. For example, an enterprise can join a variety of consortiums ranging from the [Liberty Alliance](#) to the [Object Management Group](#) or even pursue local interests such as [CT Object Oriented Users Group](#). The main problem is that community formation for an enterprise shouldn't really depend on making the case to open one's



wallet.

I would say that the same notion of community formation and traditional insular thinking of large enterprises also prevent it from truly realizing benefits offered by the open source community but that will be a topic of a [future blog entry](#). The marketplace and the conference attendees need to hear a story other than thinly veiled sales presentations. They need to hear the perspectives of other enterprises. Until the voice of the enterprise is heard in an unmoderated manner, federated identity will never emerge in any meaningful way.

In a [previous blog entry](#), I talked about the notion of community formation and how it occurs within a particular industry vertical. Great examples are the folks that pulled off Securities.Hub. So far the discussion in federations has been centered around vendors telling stories about interoperability and other remotely interesting technical topics. Not a single industry analyst though has figured out there is an opportunity to research best practices and create reports around them. I wonder if [Jamie Lewis](#) of the Burton Group to get one of his analysts on it.

Anyway, one of the things that I am thinking about is a panel that is primarily made up of end-users (hint: no vendors allowed) from Fortune 500 enterprises. Was thinking though that I will need to make two or maybe three exceptions to the no vendors rule. First, no panel would be complete without including [Kim Cameron](#) of Microsoft. Also will be enlisting the services of [Jeff Margolies](#) of Accenture who can provide a somewhat insider's view to the thinking inside corporate America. Would love to line up someone from Merrill Lynch and Boeing but haven't yet figured out who to contact.

Was thinking about asking [Jon Udell](#) if he would also serve as a member of the panel. . Have to figure out which industry analyst covers federated identity the deepest and invite him/her but not sure who this would be? If you happen to have thoughts on how I can make this session strong, please do not hesitate to leave me a comment. Thanks in advance.

It's interesting that James sees DIDW attendees from the Fortune 500 as end users... They certainly have a different perspective than vendors or consultants, but they also have their own **customers**, so "end users" doesn't really seem like the operative word...

But I pick nits, and the right word eludes me too. James' main point is a great one: it will be very interesting to find out whether people see themselves using identity to build and empower communities in enterprise settings, and if so, how.

Kim Cameron @ 3:21 am

Filed under: [Uncategorized](#)

[No Comments](#)

[IDENTITY INFORMATION THEFT versus identity theft](#)

'Discreet Scientists' can assist organizations in understanding the 'true impact' of a data breach to its

customers...

Posted on Sunday 18 December 2005

Dave Kearns still has [a bee in his bonnet](#) about my use of the phrase "**Identity Theft**". He takes Sun's [Sara Gates](#) and me to task in [a surrealistic portrait](#) of us as doppelgangers mesmerized by opinion polls.

If I understand him right, he is arguing that "identity theft" sensationalizes something banal and inevitable. We should drop the phrase and talk in terms of **property theft**. Property theft being as old as the hills, why should theft of information stored on computers surprise anyone? Dave seems to think that attempting to eliminate theft of any kind is about as likely to succeed as attempts to eliminate sex, drugs or rock and roll. So why waste effort?

Similarly, he wants us to return to the notion of good old fashioned **fraud**, perhaps not as venerable as pure property theft, but still an activity with a long past and clearly unrelated to what we, as technologists, might do or not do:

"Only once we're past the discussion of property theft mis-named as identity theft can we get to the real problem - identity fraud and how to combat it. But identity fraud happens one instance at a time, so it isn't as sexy for the budding Pulitzer Prize winner to write about."

As usual with Dave Kearns, there is an undeniable truth to what he says. We have to admit that it is not actually "an identity" which is stolen in a data breach, but rather identity information which might potentially be used for phraud. But so what? The words don't matter as much as the underlying phenomena.

Apparently to underline his point Dave links to a press release from [ID Analytics, Inc.](#) When I went to their site I found this:

"The findings detailed in the cornerstone '[National Data Breach Analysis](#)' indicate that different data breaches pose different degrees of risk. In fact, certain types of data breaches may not present a high degree of risk to your customers.

Wow! That's a relief. But wait. Bad news:

"If your organization has suffered a data breach, the implications are serious:

- Erosion of customer trust
- Undesirable publicity
- Legal/regulatory liability
- Added financial obligations or responsibility

Ah. But maybe good news:

"Realities of a Data Breach

"After conducting the first-ever post-breach data analysis into a series of separate data breaches, ID Analytics is in an unprecedented position to help organizations truly asses the degree of risk associated with a breach they have experienced. While data breaches can be the first and most serious issue facing an organization, the findings detailed in the cornerstone "National Data Breach Analysis" indicate that different data breaches pose different degrees of risk. In fact, certain types of data breaches may not present a high

degree of risk to your customers.

Scientists can help me!

“ID Analytics Services

“ID Analytics Breach Analysis Services involve a series of rigorous analytical assessments made possible only through the use of ID Analytics’ patented Graph Theoretic Anomaly Detection (GTAD®) technology and the membership-based ID Network™.

- **Isolate Data Breach.** Following an initial confidential briefing, ID Analytics fraud experts will help determine which customer identities must be analyzed for risk of identity theft.
- **Identity Risk Assessment.** ID Analytics’ scientists, leveraging the power of the ID Network, will employ GTAD technology to determine if the isolated customer data set has been misused in an organized fashion. Organized misuse is a reliable indication of the potential for ongoing identity theft. If no organized misuse is detected, ID Analytics will deliver documented certification that the customer data set, as of that date, shows no indications of being misused in a suspicious or fraudulent manner.
- **Victim Action List.** If organized misuse is detected, ID Analytics will produce a list of impacted identities, allowing the breached organization to deliver victim assistance directly to those that need it.
- **Ongoing Monitoring.** ID Analytics will continually monitor the entire breached customer data set to detect any further misuse of sensitive identity information, both for previous and new victims.

“Benefits

- Receive reliable indication of whether or not breached data is being used to perpetrate identity fraud or identity theft.
- Determine the risk of harm associated with a data breach and devise risk-adjusted actions.
- Deliver effective and specific communications to impacted customers regarding anticipated harm and remedies pursued.
- Ensure a conclusion to the breach episode through ongoing protection and certification.

“Data breaches are an unfortunate reality in the information age. Even organizations that have invested enormous sums in security are not immune to the threat.

“ID Analytics can discretely assist organizations in understanding the true impact of a data breach to its customers, which can lead to informed and appropriate decisions about how to manage the aftermath.”

Sorry - I forget why the existence of a company paying “scientists” to discretely “ensure a conclusion to breach episodes” really proves Dave’s point that all we are dealing with here is a glitch on the PR machine.

I think our systems are being attacked more methodically, from more directions, more often and by a more professional enemy than has ever been the case, and I think these attacks will, if nothing else changes, get progressively worse over the next couple of decades. This leads me to think it’s time to ring the alarm bells and act. Who cares if we say “identity theft” or “identity information theft”, as long as

the alarm bells sound?

Whatever we call it, our systems are being breached, and we need to work to make them qualitatively more resilient. The proposals for an identity metasystem for the Internet are intended to bring about a holistic alternative to the current ad hoc environment.

In the meantime, there will be more breaches, and those writing about them will not be Chicken Littles yelling that the sky is falling.

[tags: [InfoCards](#), [Identity Metasystem](#), [Identity Theft](#), [Threat analysis](#)]

Kim Cameron @ 11:47 pm

Filed under: [Uncategorized](#)

[1 Comment](#)

[TWO BILLION DOLLAR TAX CREDIT FRAUD](#)

A criminal gang has struck it rich using the identities of Her Majesty's employees in Revenue and Customs

Posted on Wednesday 14 December 2005

[According to](#) the BBC:

Up to 13,000 Job Centre staff may have had personal details stolen by criminals making fraudulent claims for tax credits.

HM Revenue & Customs shut its web site for tax credit applicants on 1 December after discovering that false applications had been made.

It was first thought that up to 1,500 job centre staff might have had personal details stolen.

The Department for Work & Pensions said a criminal investigation had begun.

The PCS trade union has called for the scale of the problem to be revealed.

It now appears that the criminals have stolen the national insurance (NI) numbers, names and dates of birth of thousands of Department for Work & Pensions (DWP) staff working in job centres in London, Glasgow, Lancashire and Pembrokeshire.

Tax credits 'targeted by gangs'

One job centre employee, who wished to remain anonymous, told the BBC that 90% of the staff in his office had been affected.

"I went to work on Tuesday. I called the helpline. I was on the phone for 15 minutes and eventually was told that a claim had been made in my name.

"My greatest worry is that if these people have got our identity details they can apply for loans, open up bank accounts and two or three years down the line that's your credit rating destroyed."

How the fraud works

The DWP said that this particular fraud seemed to have been going on for a couple of months.

The key to its success is that to make an online application for tax credits, a member of the public has to supply very few details.

Claimants simply have to type in a name, NI number, date of birth, tick a few boxes and lie about their earnings.

David Laws, the Liberal Democrat spokesman on work and pensions, blamed the desire of Revenue & Customs to increase the uptake of the credits.

"They've left it open as almost a fraudsters' charter by allowing people to make telephone claims and internet claims very easily without some of the checks that should have been made," he said.

Mr Laws accused ministers of "hushing up" the fraud by claiming that the matter is under police investigation.

A spokeswoman for the DWP said: "We are taking this issue very seriously. A criminal investigation is now under way and we are working hard with HM Revenue & Customs to resolve the matter.

"Our staff are understandably concerned but we are confident from the information we have that the issue is limited to a specific group."

Huge losses

The emerging details of this fraud, and its sheer scale, help to explain why the tax credit system has been losing so much money.

It was introduced in its present version in 2003 to pay the new working tax credits and child tax credits.

Ever since it started it has been widely criticised for being what the Public Accounts Committee recently called an administrative "nightmare".

They highlighted the fact that in its first year of operation (2003/04) £16bn was handed out to 5.7 million families. But 1.8 million of them were overpaid by £2.2bn.

Although this was partly due to administrative and computer problems, the National Audit Office claimed in October that fraud had contributed to £460m of that overpayment, along with mistakes by claimants.

Nearly a billion pounds of accumulated overpayment from the first two years of the current tax credit system will probably be written off as doubtful debt.

I wish I had some explanatory notes from designers who believe that hinging all government systems off national insurance numbers would be a good idea... I'll be glad to post them along with this case study for their thinking.

[tags: [InfoCards](#), [Identity Metasystem](#), [Centralization](#), [Threat analysis](#)]

Kim Cameron @ 4:13 pm
Filed under: [Uncategorized](#)
[No Comments](#)

[A Portable STS Credit Card Example from Kapil](#)

If you think it's easy to know what to delete when you are getting rid of spam, take a close look at the screen below and you'll see that the first item was from dontowant@topost.com. Now if that doesn't sound like a spam, what does?

But no, the posting is from Kapil Sachdeva, smartcard guru. [...]

Posted on Tuesday 13 December 2005

If you think it's easy to know what to delete when you are getting rid of spam, take a close look at the [screen below](#) and you'll see that the first item was from dontowant@topost.com. Now if that doesn't sound like a spam, what does?

But no, the posting is from [Kapil Sachdeva](#), smartcard guru. He picked up on my simple credit card example and gave [another](#) that I really like:

A very interesting [example](#) from [Kim Cameron](#) on the use of InfoCards to send the credit-card number.

To make it more interesting and validating the philosophy of InfoCard system being [user centric and not PC centric](#) and its extensibility I can give one more scenario regarding payment cards. As I wrote in entries [here](#) and [here](#) InfoCard sees the security device like Smartcard as a **personal security token service** (PSTS) which can issue security tokens in form of SAML assertions and so in the [picture](#) the identity provider (bank) can be replaced by the Smartcard (actually the bank issued you the Smartcard as its offline representative).

Instead of downloading the one time credit card identity token from the user's bank, the InfoCard system requests the Smartcard (PSTS) for a SAML assertion (security token) which would contain the credit card number (can be one time valid or static), attributes of the user such as name, billing address etc. Of course the assertion would be digitally signed (XML signature) & encrypted (XML Encryption or SSL) and would be validated by the bank once the transaction is sent by the shopping site.

You can appreciate that fact that the sensitive data like credit card number, expiration etc is not on your PC but on a Smartcard and you avoid a round trip to the identity provider. Smartcard as PSTS not only enables the transactions on a PC but also can be used in a Kiosk, ATM etc., thanks to its mobility aspects.

Automation (no need to type the details on web forms), good user experience and security are achieved in this model.

Right on, Kapil, that is the kind of great scenario made possible by a metasystem. From my point of view - speaking as someone who was relieved of a substantial sum at an apparently legitimate kiosk in Europe, this is the only way to do transactions in a kiosk. Sign me up for one of these babies.

Everyone interested in these matters should spend some time checking out the rest of Kapil's site. I still get blown away by what Kapil and his associates can do in these micro form factors like smartcards and dongles. Those who see WS-Trust as being overly heavy would do well to see what Kapil is doing.

[tags: [Blog-spam](#), [Spam](#), [InfoCard](#), [Radio Userland](#)]

Kim Cameron @ 1:19 am

Filed under: [Uncategorized](#)

[No Comments](#)

[Blog-spam strikes!](#)

I like to try out new technologies that I'm working on. Get my hands dirty, and all that. There's nothing better than seeing how things work with your own eyes.

So I've been looking for an identity scenario that applies to my own blog. Frankly, it hasn't been an easy [...]

Posted on Tuesday 13 December 2005

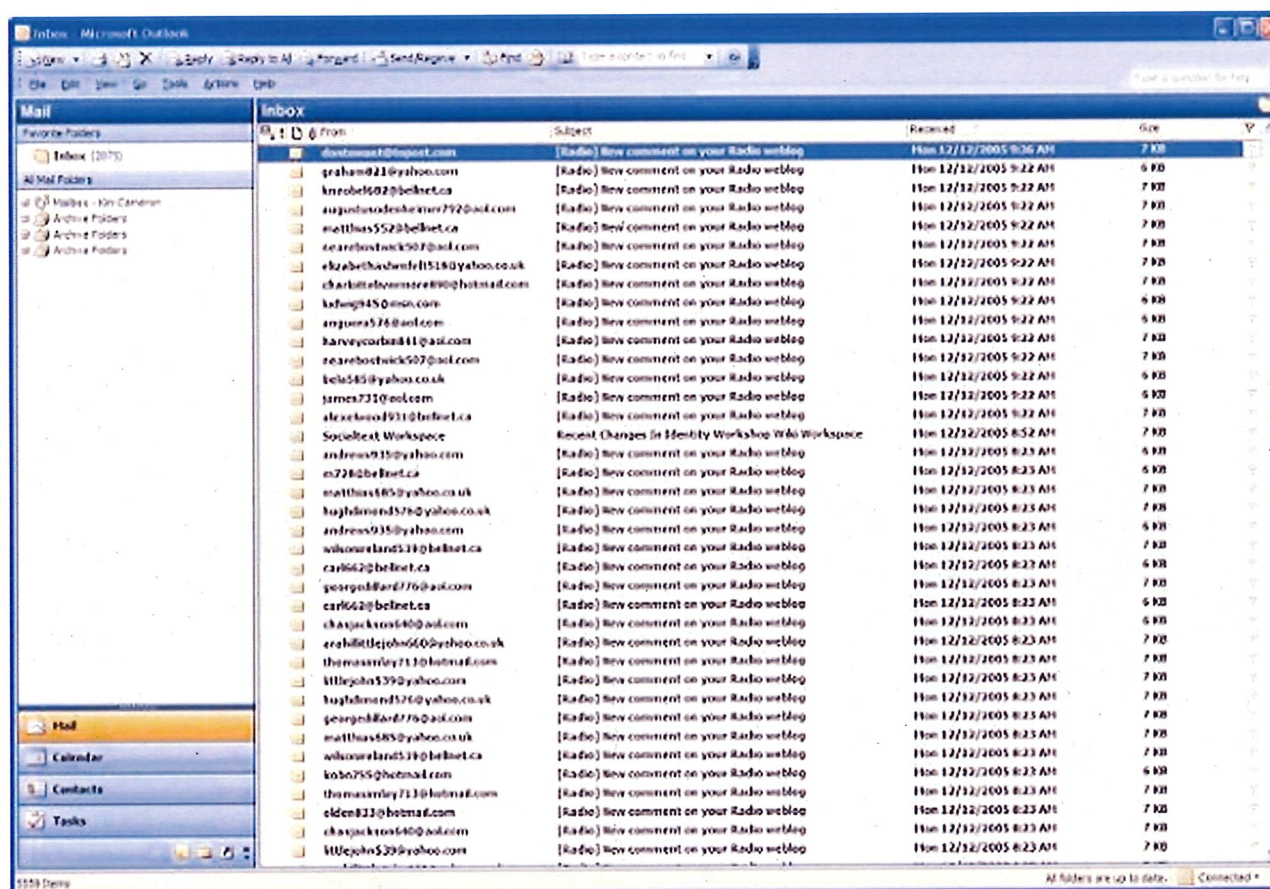
I like to try out new technologies that I'm working on. Get my hands dirty, and all that. There's nothing better than seeing how things work with your own eyes.

So I've been looking for an identity scenario that applies to my own blog. Frankly, it hasn't been an easy task. After all, I want as many people as possible to read about identity, so the last thing in the world I thought I needed was access control! Moreover, given the way RSS works, I have no idea who my readers are or how many are reading what.

I've heard people mention blog-spam, but I haven't had any, so I didn't take it that seriously. So what's with a little spam?

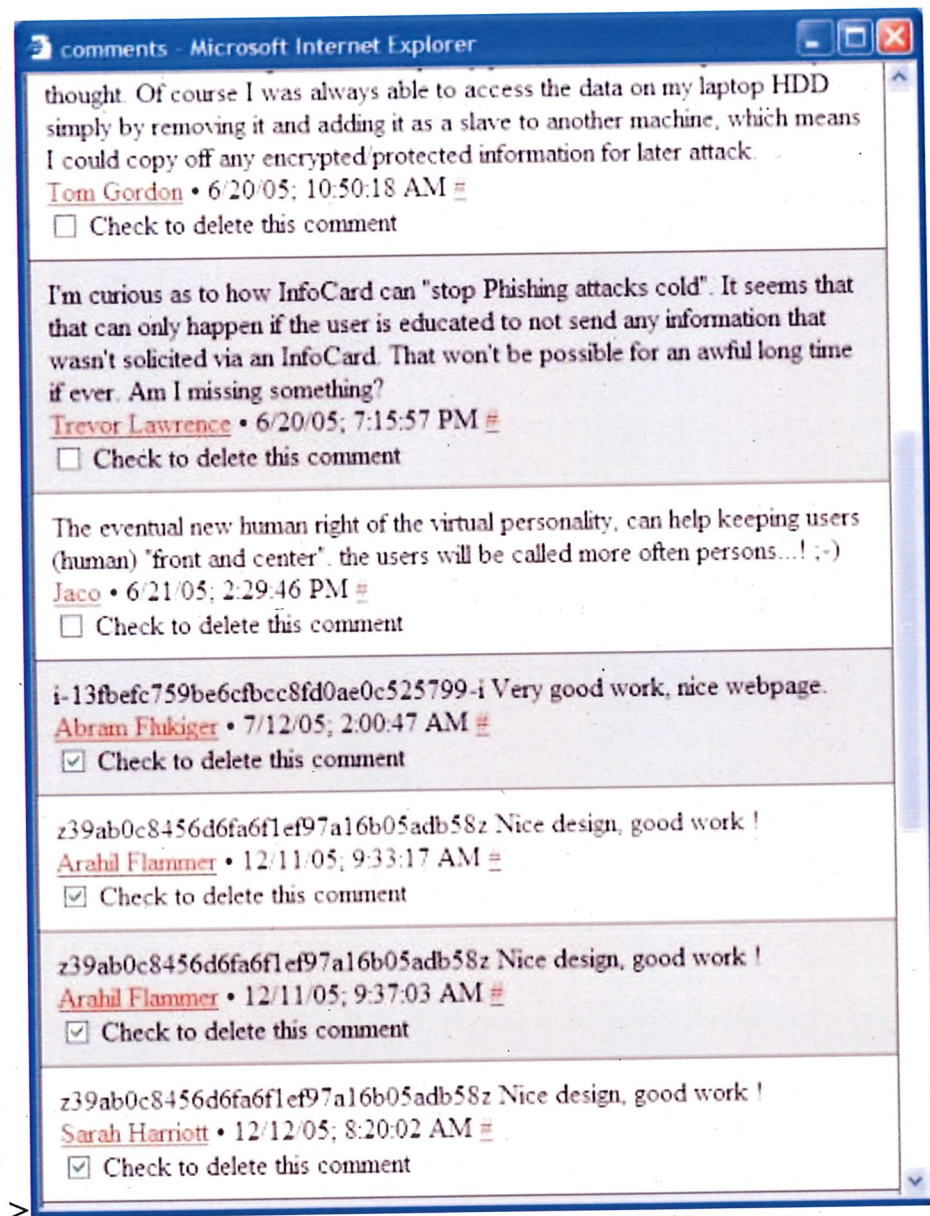
But over the last week, my understanding of the issues has gone way up!

Good has degenerated into banality, and turning on my PC this morning, my mail box looked like this:



If you can't read it, it's a bunch of spamlets from addresses like kohn755@hotmail.com that are

produced when the spam engine drops comments into my blog that look like the “nice design” postings below:



Does anyone know what the “zuid” is for? Anyway, some machine is filling my blog with comments like this, that presumably appear as links to other sites. As you can see, it’s very tedious removing them - which I do, in addition to deleting the mail message.

So first thing I have to say is this: please do not write to me with an email address with a structure like somename832@foobar.com. I’ll be deleting anything with a number or some random set of differentiating characters starting today. If you are unfortunate enough to have such an email name and want to write to me, **please use my i-name** (right hand side of this page).

But that’s just a finger in the dike. More-importantly, I’m going to speed up in terms of identity-enabling my blog for comments. Can I do this without making you learn a new password?

All this should give me a chance to have some fun showing how some of the bottoms up identity technologies can work with InfoCard. So, more of that goding forward...

Kim Cameron @ 12:44 am

Filed under: [Uncategorized](#)
[No Comments](#)
[The Network MVP Award](#)

A days ago I quoted a report on an IBM-financed study about identity theft. The study drove Dave Kearns to desperation, and I made matters worse, I'm sure, by seeing it as yet another sign of the need for increased on-line safety and thus - can anyone guess? - InfoCard. He wrote:

'The security [...]

Posted on Monday 12 December 2005

A days ago I quoted a report on an IBM-financed study about identity theft. The study drove Dave Kearns to desperation, and I made matters worse, I'm sure, by seeing it as yet another sign of the need for increased on-line safety and thus - can anyone guess? - InfoCard. He wrote:

'The security (or lack thereof) of InfoCard will have no bearing on this activity which is caused by ridiculous surveys such as this (or the one Sun commissioned) which equate self-identified identity theft with on-line activity, at least in the collective mind of the general press who then headline it (in World War III font) "consumers won't shop on-line!"

'Statements like: "'One-third of cardholders... said they would spend less this year on online purchases. Thirty-one percent said they would spend less through catalogs. Twenty-nine percent said they would spend less at stores." So what are they going to do - barter???

Dave knows how to write.

I have to admit that the percentages quoted in the second paragraph above left me scratching my head as well. So I take Dave's point about the World War Three font and the other dynamics in play.

Just so people don't think I've completely lost touch with any analytic sense, let me explain why I find surveys like the one conducted by IBM interesting. It's not that I'm looking for surveys to provide a logical explanation or answers! Crowds don't make good analysts! I just like to get information about what people are perceiving - or saying they are perceiving - no matter how illogical it may be. The perceptions may be sometimes be **nutso** - but that doesn't make them less important - in fact it may make them more important!

What fascinated me about the IBM study was that given the overall experience and nature and conjecture and hallucination of the 1000 people surveyed, "Half said online purchases are most worrisome..."

We as an industry have it within our grasp to make online technology **safer by far** than any other type of transaction. We can also make sure it is **perceived** to be safer by building, as Carl Ellison says, the right **ceremonies** into our technology ([Sixth Law of Identity](#)). Doing this will seriously advance the growth of the virtual economy.

Network MVP Award

Now that we're on the subject of Dave Kearns, I want to thank him for the amazing award he [bestowed on me recently](#). I refer to the Network MVP Award for 2005. I respect Dave enormously for his consistency and wisdom around identity - as well as his magical ability to write about this stuff.

The **Network MVP award**, like the MVP award in sports, is given to the person or persons who,

in my estimation, have done the most to further their organization's network agenda during the previous year. Sometimes it's a large organization, sometimes a small one. This year it's an enormous one - the behemoth of Redmond itself, Microsoft.

The award goes to a man who, as the Hollywood story goes, toiled hard for many years to become an "overnight" success. He's toiled for Bill Gates ever since he (and his company) were acquired in 1999. But this year he broke forth when he came down from the mountain with a set of laws.

Kim Cameron and his [Seven Laws of Identity](#) have done more to stimulate talk about Identity Services than even the federal government and its Sarbanes-Oxley Act, Gramm-Leach-Bliley Act, the Health Insurance Portability and Accountability Act and other regulatory fiats. That alone would get Cameron consideration for MVP, but there's more.

The Seven Laws and Cameron's work on Microsoft's InfoCard technology have gone a long way toward repairing the damage that [Redmond's "HailStorm" fiasco created](#). It also got people interested in talking to Microsoft.

A year earlier, the company would have run away kicking and screaming. Some (such as Doc Searls, editor of Linux Journal) defended Microsoft and Cameron from attacks by the fringe members of the Linux and open-source community. The MVP is well deserved. Sainthood is under consideration.

I am very honored, and thank the many people who have contributed to, read and discussed the ideas in this blog. I especially want to thank all my friends, old and new, from across the industry, who are as committed as I am to moving beyond factionalism and ideology. I dream and believe that together we can build a unifying identity layer for the Internet.

[tags: [Identity Theft](#), [Identity Metasystem](#), [Dave Kearns](#), [MVP](#)]

Kim Cameron @ 3:34 am

Filed under: [Uncategorized](#)

[No Comments](#)

[A simple managed payment card example](#)

I talk a lot in this blog about InfoCards, which is a codename for visual representations of digital identities that users can see and click on, and that are associated with various attributes (ultimately claims because they may or may not be true) like name, age, address, nationality - whatever one wants. When we first came [...]

Posted on Sunday 11 December 2005

I talk a lot in this blog about InfoCards, which is a codename for visual representations of digital identities that users can see and click on, and that are associated with various attributes (ultimately claims because they may or may not be true) like name, age, address, nationality - whatever one wants.

When we first came up with the idea of InfoCards we wanted a way for users to be able to see and manipulate digital identities, just like they can see and manipulate documents and files. In the days before folder and file **icons** it was hard for many users to relate to virtual storage. But the use of icons turned files and directories into "things" that could be easily imagined and grasped. We wanted to do the same thing with identities.

So to give a more concrete idea of what I'm talking about [here](#) and in other pieces, when I refer to an

identity selector being used to select a digital identity, or an identity being “illuminated”, I’m referring to something that might look like the following (please remember this is just a sketch for the purposes of discussion and that the use of images and trademarks and the like is just to help others follow my proposed thought exercise).



The image shows a PC screen (though it could just as well show a different device) and on it an “identity selector” has appeared. In this “artist’s rendition”, a single digital identity has been “illuminated” (the one corresponding to a credit card) because the others can’t be employed in the current (purchasing) context.

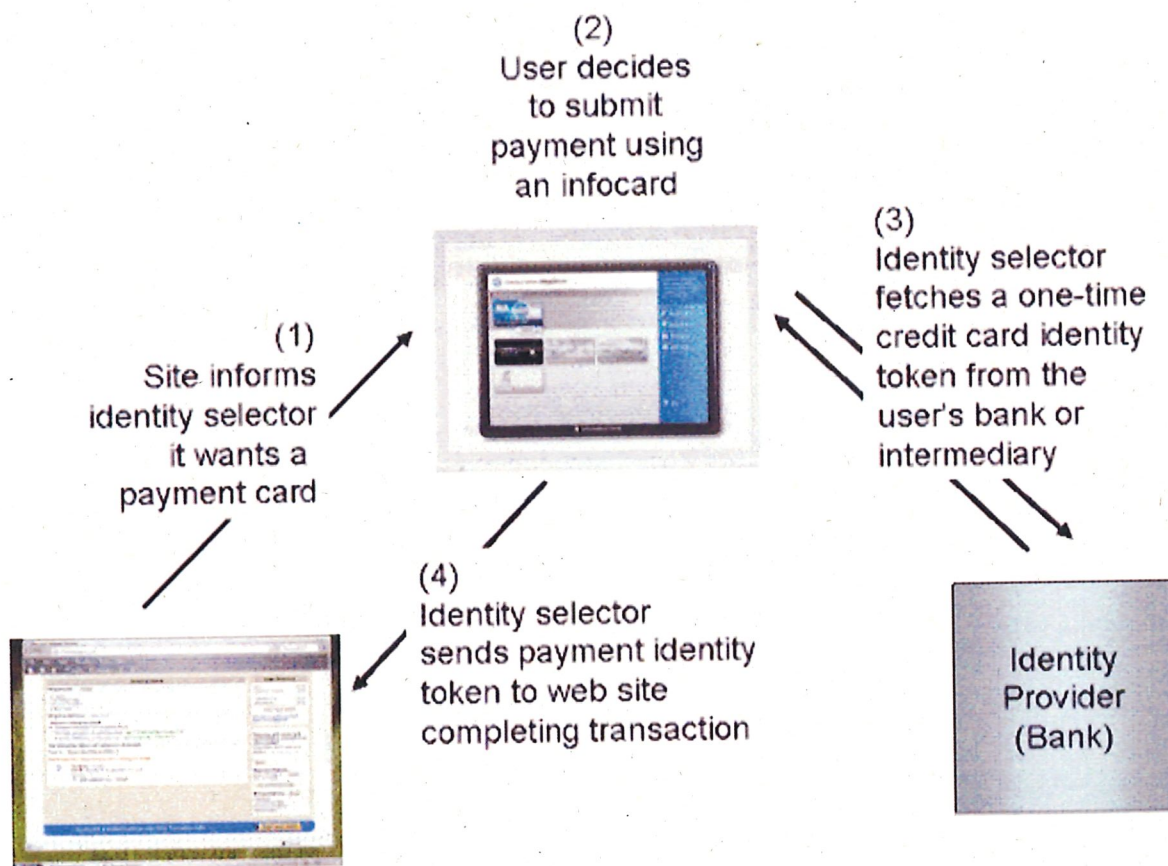
You may notice the Identity Selector appears on a desktop that I hope will look “grayed out”. This represents the fact that applications running on the normal desktop cannot “see” into (read “steal from”) the identity selector: deep in the operating system the two desktops are segregated so the InfoCard surface is, compared to conventional programs, secure.

Our studies show it is best to leave the user’s previous context visible but grayed out when the identity selector comes to the fore so the user understands the relationship between the identity selection what she was previously doing. This way she can also develop a sense of the relative safety of the identity selection environment.

The only InfoCard representations (e.g. Cards) that appear are ones the user has created or downloaded and installed, so the contents of anyone’s identity selector are hard for an attacker to predict. Further, the user can customize the card images. Together these features distinguish any given identity selector from any other, making it difficult for an attacker to social engineer a phony identity selector.

The InfoCard representations link to “metadata” containing the URL where an identity provider is located, the types of technologies it supports, what kind of authentication it employs, and the like. So there is no tangible identity data worth stealing in the InfoCard metadata itself.

Returning to the example of the credit card identity [recently used as an example](#), here's a high-level view of how the different pieces work together:



In this example a shopping site wants a payment identity, and supports use of InfoCards as a way of submitting it (note: the site need not relinquish other tried and true mechanisms - like good old fashioned credit cards with billing address, secret numbers, and the possibility of phraud - in order to upgrade to InfoCards).

As well, in this example the bank has previously provided the user with a banking InfoCard for use in credit transactions (this could have been downloaded from the bank using existing credentials, or a one-time password).

The shopping site has embedded a few lines of html in its check-out page that cause the Identity Selector described above to pop when people decide to do a purchase (this html will not cause problems or be visible to clients that don't use InfoCards).

If the user chooses to proceed, the identity selector authenticates the user to the bank and then employs WS-Trust to request a token. (think of it as a coupon). In this example the coupon includes a one-time credit card number - meaning that it will only work during the transaction in which it is released.

The identity selector sends the coupon on to the web site, which can validate that the transaction

completes but needn't concern itself with whether the user employed a stolen card - the bank has already done the necessary authentication.

One can imagine this scenario being done in dozens of other ways. For example, one-time credit cards need not be used. But I leave that as an exercise for the reader's imagination.

Note that the way the identity provider works, the type of token, the kind of authentication, the content of the coupon, the branding of the card, the crypto mechanisms employed, the way identifiers are used, and many other aspects are left up to the identity providers and relying parties. In other words, the system is a platform in which other systems can play and get wide distribution.

Also, for those who just arrived at the party, the software for the relying parties and identity providers can be written in any language on any operating system on any platform using WS-Trust and associated protocols. Similarly, I am hopeful people will build identity selectors embodying the ideas described here on other platforms and devices.

[tags: [InfoCards](#), [Identity Metasystem](#), [Payment Card](#), [Identity Selector](#)]

Kim Cameron @ 7:15 am

Filed under: [Uncategorized](#)

Comments Off

[More on the honeypot](#)

Some good news from Radovan regarding my response to (believe it or not) this.

"That's not your skull there, Kim

"That would be a terrible waste of good resources, in the first place. The graphic is just a generic reference to mean danger ... and to add a bit of dark gothic [...]"

Posted on Wednesday 7 December 2005

Some good news from [Radovan](#) regarding [my response](#) to (believe it or not) [this](#).

"That's not your skull there, Kim 😊

"That would be a terrible waste of good resources, in the first place. The graphic is just a generic reference to mean danger ... and to add a bit of dark gothic look, to indicate the current state of "identity technology" 😊"

I'm suddenly feeling more warmly towards Radovan. He continues:

"I have not seen InfoCards as PC-centric solution (but the example I've used caught on well, eh?) 😊

I was just afraid that some people may use InfoCards for pure PC-based identity and still feel secure; or may they propose other PC-based or "self-hosted" solutions. I will write more about it in near future."

To me everything comes down to handling risk. The InfoCard "self-asserting identity" is immensely harder to subvert than current (password-based) mechanisms for user authentication. The level of assurance it provides is fine for a lot of applications. One cannot compare the difficulty of installing current pharming implements (like keystroke loggers) with what would be necessary to subvert even the

most basic InfoCard identity provider.

That said, we must do everything we can to avoid creating a “honeypot” effect - where by centralizing information and access we make attack so potentially lucrative that there is no practical limit to the resources that can be dedicated to devising a breach. We shiver when we see proposals to create such honeypots on centralized servers (as was the case in Britain, for example, with initial proposals for a governmental identity system). The wrong approach could create such a honeypot on PCs as well.

This requirement then conjoins that of having multiple identity technologies and operators providing technological, contextual and topological separation that can be used in different contexts and for different purposes ([Fifth Law of Identity](#)). The polymorphism of the approaches means it is impossible to attack them all in one blow.

As an example, let's look at how these ideas might be brought to bear on the use of credit cards on the web.

Recently, I [referred](#) to a survey investigating how fear of identity theft is affecting consumer purchases. I went on to say, “As web sites begin to take advantage of InfoCards, users will get an initial upgrade in security...”

[Ben Laurie responded](#):

“You claim that infocard will improve security, which may or may not be so, but has nothing to do with credit card theft. Unless you change the way credit cards are processed (good luck with that: remember what happened to SET, which comprehensively solved this problem), infocard has no impact on the security of online shopping.”

Now Ben is a man who has paid his dues, and his reference to SET conjures up a movie where the mere mention of a name from the past throws all the survivors of a terrible wartime battle into painful trauma. Without going into details, he is referring to the fact that in the '90s a great deal of intellectual work went into devising a congenial technical solution to strengthening credit transactions with cryptography - but despite heroic efforts it never really saw the light of day at a practical level. (I personally felt exhausted by the SET initiative - and all I did was to review the many drafts of the evolving specifications).

But despite the heavy burden of the past, I think InfoCards can succeed where SET failed. There are several possible approaches, but for the purposes of discussion I will just give one.

In the last few years we have seen the rise of one-time credit card numbers. This is an existing and proven mechanism for reducing phraud (and, just as important, perception of risk) by allowing credit card users to obtain a single-use number they can release instead of their conventional card number.

In the InfoCard environment it is easy to imagine a “managed InfoCard” issued by a bank or some other institution, and which would represent a given credit card within the Identity Selector. In financial transactions, the image of the credit card would be **illuminated**. If the user selected it, and provided the right PIN, the Identity Selector would contact the “credit card identity provider” and obtain a token containing a one-time password. The long-term credit card number would never be revealed.

The InfoCard system is flexible enough that an identity provider may declare itself to be “auditing” - meaning that it must be told of the identity of the relying party so it can encrypt its payload in a way that only that party can read it. Through this mechanism, the “credit card identity provider” can be certain about exactly who receives any one-time passwords it generates.

One of the advantages of this approach is that from the relying party's point of view, there is no need to know anything about the one-time nature of the credit card number. Further, the coupon delivering the one-time number and signed by the credit card provider would indicate that the provider had verified the user's identity.

In terms of any PC honeypot effect, note that the credit card number is never stored on or revealed to the PC. The encryption channel between the credit card issuer and the merchant (relying party) is as impervious to attack from the PC as any back channel would be.

What I am trying to get at here is that we don't need to look at credit cards as being completely unrelated to other forms of identification. In fact, I suspect that the nature of SET as a complex, esoteric, single-purpose technology was what led to its failure.

[tags: [InfoCards](#), [Identity Metasystem](#), [Centralization](#), [Threat analysis](#)]

Kim Cameron @ 8:35 pm

Filed under: [Uncategorized](#)

[No Comments](#)

[User Centric, not PC Centric](#)

Radovan Semaněík, who publishes Storm Alert, is a Slovak software architect who is also "a swordsman and archer." He just posted an interesting comment on my piece about overcentralization of identity information. But before I get to it, there is the matter of the strange little graphic he used to enliven his piece [...]

Posted on Tuesday 6 December 2005

Radovan Semaněík, who publishes [Storm Alert](#), is a Slovak software architect who is also "a swordsman and archer." He just [posted](#) an interesting comment on my piece about overcentralization of identity information. But before I get to it, there is the matter of the strange little graphic he used to enliven his piece (shown at right). Is this a skull crusher? Is this my skull? Or is the reference more generic?

Anyway, we have to stay focussed, and I don't want to be more paranoid than necessary.

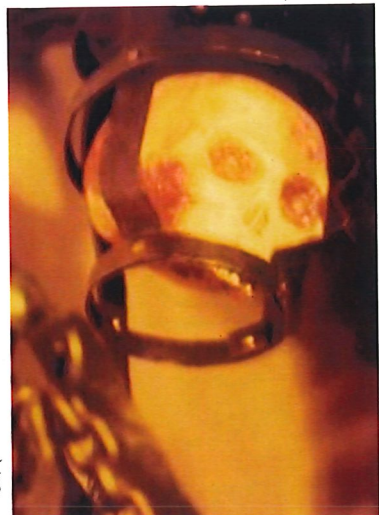
Radovan writes:

'[Kim Cameron blogged today](#) about something that I've been pondering about for some time - Personal Information Centralization.'

'Overcentralization of identity information increases the risks involved once the idea of a breach is accepted. So does the ability to assemble information from different contexts which should strictly be separated.'

'That's right, I believe. Overcentralization is not good. But that does not apply to server-side only. The information may be overcentralized on the client-side also.'

'Take [InfoCards](#) as an example. If we'll use only self-issued claims in the InfoCards system, all the personal information will be stored on one's personal computer. That will make common PC a



rewarding target for attack. Do you know how difficult is to hack a PC? I do not. PCs were not much targeted by hackers, yet. There was nothing really important there. But now, it may change ... And the PCs are well uniform. Find one good hole and you can hack millions of PCs all around the world in few minutes.

'I do not think that storing personal data on PC is any better that storing them on a server. Overcentralization is equally bad in both cases, but the "PC case" is much harder to recognize. And the things that are hidden are the worst ones ... and that's not limited to computer security.'

As I said recently, we have to assume our systems will one day be compromised. So guess what? I totally agree with Radovan that storing all your data on the PC is no better than storing it all in any other place. Help me get the message out, folks. This is not what the InfoCard system represents.

Let's begin with what the self-asserted identity provider (e.g. the "starter" provider which stores data on the PC itself) is actually intended to do.

When we designed it, we purposely *limited it* to a **narrow subset** of personal information - all of which is in fact available in public records. We do not allow the PC-based provider to be used, for example, to store credit card information or social security numbers or other sensitive information on the PC.

We didn't impose these limitations because we thought our design was insecure! Quite to the contrary. We have struggled day and night for a secure design. But we chose this approach because we accept that breaches are inevitable, especially when you are working on building an identity layer for the internet. So you have to ask, how do you minimize the impact of those breaches? In fact, if you can sufficiently reduce that impact, you can remove the economic incentive to attack the system in the first place.

So our strategy is to do what is necessary to promote *initial usage of the system* while creating an impetus for people to develop and install additional **identity providers** that distribute storage of contextual information such that no one breach can be catastrophic.

InfoCard identity providers store information in different places - on servers in the sky, in dongles and smart cards, on phones - and can require multiple factors, from secrets stored in your head and on smartcards to fingerprints and other biometrics. The key here is to understand that the InfoCard proposal doesn't put all your information on the PC or concentrate it in a single location.

InfoCards are not PC centric just because they put **the user** at the center.

I know there are people around who think there must be some bias of vision going on here (if not an outright ploy) given Microsoft's role in powering PCs. But my colleagues and I actually understand that this incredibly hard problem has no silver bullet other than use of every possible resource to create a multi-dimensional solution. Again, this is what led us to the metasystem idea.

[tags: [InfoCards](#), [Identity Metasystem](#), [Centralization](#), [Threat analysis](#)]

Kim Cameron @ 7:24 pm

Filed under: [Uncategorized](#)

[No Comments](#)

[Will we learn?](#)

Straight from the Department of Unfortunate Matters, as reported by Andy McCue on silicon.com.

'The government has come under fire after it emerged ministers have known for months that criminals

were using stolen identities to make £30m of fraudulent online tax credit claims.

'HM Revenue and Customs (HMRC) was warned about the flaw over six months ago [...]

Posted on Tuesday 6 December 2005

Straight from the Department of Unfortunate Matters, as [reported](#) by Andy McCue on silicon.com.

'The government has come under fire after it emerged ministers have known for months that criminals were using stolen identities to make £30m of fraudulent online tax credit claims.

'HM Revenue and Customs (HMRC) was warned about the flaw over six months ago but only closed the tax credit portal down last week after it discovered criminals had used the identities of 1,500 civil servants at the Department of Work and Pensions (DWP) to make fraudulent claims.

'The tax credit website handles around half a million transactions a year and the fraudsters were able to change claim details and redirect the money into their own bank accounts by getting hold of a genuine claimant's name, date of birth and national insurance number.

'The latest fraud involving innocent staff at the DWP only came to light during compliance checks by HMRC, and MPs have been told the tax credit website has been hit by over £30m of fraudulent claims.

'The police have now been called in and a spokesman for HMRC declined to comment further while the criminal investigation is ongoing - but said the tax credit website will remain down until the review of its security is completed.

'Liberal Democrat Work and Pensions secretary David Laws slammed the government and said ministers must make a statement as to why they took so long to take action to stop the fraud

'He said: "This complicated and chaotic system is wide open to fraud. Ministers have known for some time that organised criminals were using the internet to defraud the system."

'The debacle is yet another embarrassment for the government's flagship tax credits programme, which has suffered from problems since it was launched in 2003. Much of that has been down to an IT system described as a "nightmare" by MPs. EDS was last month forced to shell out £71m to HMRC to settle the dispute over problems with the tax credits IT system.'

The fact that it was possible to use the identities of the employees of the Department of Work and Pensions to create fraudulent claims and redirect money into a criminal bank account boggles the mind. Yet somehow I doubt this project went forward without the usual security reviews and audits.

That's why, for me, this kind of thing always drives home the notion that systems must be designed in light of the assumption that they *will be breached, in spite of the security reviews*. This may in fact not be true, but even knowing this, it is the best assumption one can make.

In fact, I'm starting to think that failure to do this is an act of professional incompetence.

It should be impossible to get a degree in computer science without demonstrating an understanding of this concept: system designs must include not only security and privacy threat analysis and mitigation strategies, but must indicate how breaches are dealt with so as to minimize damages.

Overcentralization of identity information increases the risks involved once the idea of a breach is

accepted. So does the ability to assemble information from different contexts which should strictly be separated.

It is key people see that the privacy requirements of contextual isolation and limitation of information centralization are precisely the same requirements leading to maximal resilience and minimization of risk in the face of attack and breach.

If we care about security, privacy is our friend.

[tags: [Identity Theft](#), [Phraud](#), [Privacy](#), [Threat analysis](#)]

Kim Cameron @ 9:38 am

Filed under: [Uncategorized](#)

[No Comments](#)

[Banks plan to share cardholder data - but are they allowed to?](#)

Thanks to my British friends for pointing me to this article by Dan Ilett in silicon.com, a CNET property in the UK (FYI, it's a way cool publication.)

Four major credit card issuers are planning to share cardholder information with each other and credit reference agencies.

Abbey, Barclaycard, the Co-operative Bank and Egg have said they will [...]

Posted on Tuesday 6 December 2005

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Four major credit card issuers are planning to share cardholder information with each other and credit reference agencies.

Abbey, Barclaycard, the Co-operative Bank and Egg have said they will share cardholders' "behavioural" data in a move they claim will "help identify customers getting into financial difficulty".

The companies said they are looking to identify changes in circumstances that suggest an individual is experiencing problems with personal debt. The data will also be shared with credit reference agencies Callcredit, Experian and Equifax.

Data that will be shared includes the amount spent and repaid on a credit card each month, changes to credit limits, bounced cheques and spending patterns.

In a statement, Barclaycard CEO Gary Hoffman said: "This move will improve our ability to help customers by making better lending decisions. Whether it's a customer applying for a card or asking for an increased credit limit, the better the information we have access to, the better chance we have of getting the decision right."

There are laws around how customer data should be used, particularly in ensuring shared data is not used for marketing purposes. But the banking industry has shared data about customers who have fallen behind on payments since the late 1980s.

Today the Information Commissioner's Office, which regulates how consumer and business data is

used by companies, said it is investigating exactly what the banks are trying to do.

A spokesman for the department told silicon.com: "We've been in touch with the banks about this and we are currently looking into it."

Clive Davies, a partner at technology law firm Olswang, said there could be some sticking points in the plan.

He said: "I think there may be confidentiality issues. When you enter into a credit card agreement you probably sign something where you give consent for data to be used with that company. What you probably don't do is give consent to share that information and let companies check you as big brother would to see if you have too much credit."

According to Barclaycard, MBNA and Nationwide are also supporting the scheme.

This seems to raise almost the same issues as the court decision described [here](#).

Kim Cameron @ 8:50 am

Filed under: [Uncategorized](#)

[No Comments](#)

[New Study from IBM](#)

As the Laws of Identity pointed out:

'A deepening public crisis [in terms of continuously increasing "phraud"] would mean the Internet would begin to lose credibility and acceptance for economic transactions when it should be gaining that acceptance... The absence of an identity layer is one of the key factors limiting the further settlement of [...]

Posted on Tuesday 6 December 2005

As the [Laws of Identity](#) pointed out:

'A deepening public crisis [in terms of continuously increasing "phraud"] would mean the Internet would begin to lose credibility and acceptance for economic transactions when it should be gaining that acceptance... The absence of an identity layer is one of the key factors limiting the further settlement of cyberspace.'

Recently another study, this time commissioned by IBM, confirms this observation. According to [an article in Information Week](#):

'Consumers fear their personal information will be stolen over the holidays and are altering their behavior because of it, according to a new survey commissioned by IBM.'

'Sixty-one percent of respondents in the survey, conducted by Opinion Research Corp., said they believe their bank cards are vulnerable during the holidays. Forty-nine percent of holiday shoppers said they fear their credit and debit information could be stolen, and 46 percent worry about personal information theft.'

'One out of seven Americans, or 14 percent, has had a credit card stolen, according to the sampling of 1,000 adult consumers. Ten percent of the victims said the theft occurred over the holidays. A third of them said it will affect their behavior. Nearly 20 percent plan to avoid or

reduce online transactions for the rest of the year.

'Two-thirds said they are more concerned about fraud and identity theft than they were a year ago. Half said online purchases are most worrisome, and 49 percent said they believe phone transactions are risky.

'One-third of cardholders who believe they are vulnerable said they would spend less this year on online purchases than they have in the past. Thirty-one percent said they would spend less through catalogs. Twenty-nine percent said they would spend less at stores.

'Half of the respondents said they would feel more secure with biometrics. One-third said they favor iris scanning. Forty percent said their fears could be alleviated by encryption and technology to prevent forgery, but 75 percent don't plan to upgrade security on their computers.

'More consumers hold credit card companies responsible for their information than retailers, by a margin of 27 percent to 15 percent. And 26 percent believe individuals are responsible for keeping their information secure.'

As web sites begin to take advantage of InfoCards, users will get an initial upgrade in security without earmarking any money for security (a good thing if 75% don't currently plan to upgrade security on their computers!). This stems from use of strong cryptography in the builtin ("starter") self-asserted identity provider, and "managed" identity providers "run" by third parties.

But let's suppose that later, when purchasing a new computer (or mouse), the user selects one with a built-in fingerprint sensor. How hard will it be to begin taking advantage of that sensor?

In a metasystem, it is possible to factor biometric devices so the system easily incorporates use of new underlying authentication technology.

In this example, after installing the new computer (or mouse), the user can employ InfoCards that require her to present her fingerprint. Later, if she decides she doesn't like using a fingerprint, she can go back to what she was doing before - or try something new. In other words, be human. Importantly, none of these changes require changes to the web sites she visits, which can be insulated from the vagaries of identity technology.

The analogy I'm trying to make is this: we can plug in different keyboards or different video displays until we find one that meets our needs. As users we require the same flexibility in deciding how we protect our identities. At the same time, clearly we can't ask every web site to know all about our identity configurations. Thus the need for an identity metasystem.

[tags: [Identity Metasystem](#), [Biometrics](#), [Identity Theft](#), [Fingerprints](#)]

Kim Cameron @ 8:12 am

Filed under: [Uncategorized](#)

[No Comments](#)

[A Guide to Integrating with InfoCard](#)

I have to apologize for dropping out off the face of the earth for a while. I've been in input mode - meeting with a whole series of absolutely brilliant people from all over the world - and just as many walks of life. I wish I could share the contents of those discussions, but [...]

Posted on Tuesday 29 November 2005

I have to apologize for dropping out off the face of the earth for a while.

I've been in input mode - meeting with a whole series of absolutely brilliant people from all over the world - and just as many walks of life. I wish I could share the contents of those discussions, but unfortunately all I can do is try to infuse my work with what I've learned.

Meanwhile, some news that really means a lot to me. We have completed all the hoops necessary to publish a really detailed technical explanation of InfoCards that allows anyone and everyone to interoperate with Microsoft products through open web services protocols.

There are two documents. To me, the most important is "[A Guide to Integrating with InfoCard v1.0](#)". I want to thank the people at **Ping Identity Corporation** - significantly innovative engineers who have already demonstrated interoperability with InfoCards - for helping to put this publication together. I think the result is clear and will make sense to people coming at interoperability from a non-microsoft point of view.

Here's the abstract:

The InfoCard system in the Windows Communications Foundation (WCF) of WinFX allows users to manage their digital identities from various identity providers, and employ them in different contexts where they are accepted to access online services. This Guide describes a model built upon the mechanisms described in [WS-Trust] and [WS-SecurityPolicy] to allow digital identity to be integrated into a user-centric identity framework that promotes interoperability between identity providers and relying parties with the user in control.

The mechanisms described in this document provide the framework for an identity metasystem. The interactions between the InfoCard system and a relying party or an identity provider are illustrated to allow others to create identity systems and applications that can use and interoperate with the Windows InfoCard system in WCF. This document is intended to be read alongside the InfoCard Technical Reference [InfoCard-Ref] which provides the normative schema definitions and behaviors referenced by this document.

What is the status of these documents? We see the relevant standards as being WS-Trust, WS-SecurityPolicy, and WS-Security. The Guide is really a document intended to make it as easy as possible to achieve interoperability with the InfoCard system that will be present in Windows Vista and XP. Our goal has been that no one will have to "reverse engineer" anything to play - it's all described. The authors put it this way:

This draft of the InfoCard Guide reflects what is implemented by the InfoCard system in WCF in the Beta2 release of WinFX. The documented behavior and schema described here are subject to change in the final release of the product.

I want to introduce readers to Arun Nanda, the product architect for InfoCard, and the man responsible for these documents from the Microsoft end. Arun is wonderfully open and innovative by nature. I've had a ball working with him. And no one could have done a better job at conceptualizing and rationalizing the vast array of protocol decisions, nuances and details involved in building a flesh and blood metasystem.

Kim Cameron @ 2:39 am

Filed under: [Uncategorized](#)

[No Comments](#)

[Making InfoCard design decisions clear](#)

I've come across a posting by Ben Laurie which deserves comment. Ben begins this way:

Here's some specific criticisms. Feel free to correct me if I'm wrong.

Law 4, "Directed Identity" says

"a consumer visiting a corporate Web site is able to use the identity beacon of that site to decide

whether she wants to establish a [...]

Posted on Sunday 6 November 2005

I've come across [a posting](#) by [Ben Laurie](#) which deserves comment. Ben begins this way:

Here's some specific criticisms. Feel free to correct me if I'm wrong.

- [Law 4, "Directed Identity"](#) says

"a consumer visiting a corporate Web site is able to use the identity beacon of that site to decide whether she wants to establish a relationship with it. Her system can then set up a "unidirectional" identity relation with the site by selecting an identifier for use with that site and no other. A unidirectional identity relation with a different site would involve fabricating a completely unrelated identifier. Because of this, there is no correlation handle emitted that can be shared between sites to assemble profile activities and preferences into super-dossiers."

However, [as I've shown](#), this is not actually possible with any traditional type of signed assertion.

- Apparently, InfoCard kicks ass because its [inclusive of other systems](#). If it were true, then it could fix the problem above by supporting [Stefan Brands' stuff](#) (shame its patented). But, amazingly, despite the claims made, no-one actually knows whether it can!

Actually, I've been working with Stefan to ensure that Credentica (the name of Stefan's system) can work within the InfoCard model. I've said publicly that if it can't, our implementation needs to be fixed. We have figured out several possible implementations, and Stefan's team is moving forward on the analysis. Naturally we want to do a proof of concept and pilot before screaming this from the rooftops. Isn't that OK?

Further, there are additional proposals for "anonymous credentials" coming out of the academic community which also transcend the limitations of X.509 and PKI. I am working with other novel proposals in addition to those being made by Stefan. I have been tireless in arguing the need to support new token formats essential to such systems - rejecting the prevalent bugaboo that we should limit all future technology to SAML and then congratulate ourselves on how clever we are. Isn't that OK too?

Beyond this, the basic InfoCard implementation allows the blinding of the identity provider to the identity of the relying party by putting that identity through a one-way function with per-user salt. Any identity provider can then manufacture unidirectional identities and sign assertions without knowing what site they are being submitted to. This has none of the problems of the X.509 certificate, which really is an omnidirectional identifier. I will describe this in more detail as I go through the design decisions behind InfoCard in some upcoming postings.

Ben continues:

- A specific example given of a system that could be supported is [Sxip](#). Yet I am told that the UI planned for InfoCard is wrong for Sxip. What use is it if the protocols support something but the user has no access to it?

To the extent that sxip wants its own **unique user experience** that has **nothing to do** with the user experience of other identity systems, then any common UI is "wrong for Sxip". But Sxip should be able to distinguish between offering a **basic identity experience** within the framework of a metasytem (for example, working with InfoCard), and providing a unique value-add through its own **supplementary UI** (such value-add is a good and great idea).

Ben concludes:

In short, there's a lot of hype around InfoCard - but it's increasingly unclear to me that it survives close examination. It seems to me that some of these issues *could* be fixed (linkability with legacy certificates does not strike me as fixable, though), but in the rush to get to market they're being swept under the carpet.

Nothing is being swept under the carpet. My goal is to deliver increasing clarity as we move forward.

Traditional certificates are linkable. But InfoCard Identity Providers can easily produce unlinkable identity assertions. Systems like Credentica can add further advanced privacy and security properties. Systems like Sxip can expose basic capabilities through the InfoCard UI, and expose value-add in whatever ways make sense for them.

I would say the problem is not that close examination reveals defects in the InfoCard proposals, but that insufficient examination misses on the capabilities being offered and leads to false assumptions.

Is this Ben's fault? No, it's mine. I need to do a much better job of getting these capabilities documented, published and understood. I need to write in a systematic way about the design decisions and capabilities of the Identity Metasystem proposal. Hopefully as that happens we can zero in on things that need to be fixed and extended going forward.

[tags: [Identity Metasystem](#), [Ben Laurie](#), [Design Decisions](#), [Sxip](#)]

Kim Cameron @ 3:04 am

Filed under: [Uncategorized](#)

[No Comments](#)

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The next generation of Identity

January 24, 2006

Multiple Personas in Identity 2.0

Filed under: [SXIP](#) — Dick @ 6:48 pm



Rob Hof wrote a [post](#) about Identity 2.0:

Honestly, I don't know if Identity 2.0, or something like it, will solve all the problems. Some people—perfectly good people with insightful opinions—simply don't want to be identified in some circumstances. Their employers may object. They're worried about government intrusion. Maybe they're just shy. Seems like it's going to be tough for one identifier to suffice for all the different kinds of things we do online. But then you've got the same problem of who's really whom all over again.

A goal of Identity 2.0 is to mimic aspects of identity transactions that work well in the physical world. We all have different personas depending on context. I present different aspects of myself depending on whether I am interacting with my mother, my friends, my employees, a server at a restaurant, or my banker. In the online world, we will need the same way to compartmentalize our identity in ways so that we present subsets depending on context. There is no need or desire for a single, global identifier. A logical progression of this is the ability to have a 1:1 relationship, where a given persona is used only at one site, providing anonymity between sites.

With respect to comments on a blog. We envision the commenter needing to build up a reputation over time, and it would be associated with a particular persona. Since it takes a sequence of good behavior to build a positive reputation, there is a cost to that reputation, that good netizens will want to preserve if having a good reputation provides additional value.

[comments\(5\)](#)

December 13, 2005

Structured Blogging and Identity

Filed under: [SXIP](#) — Dick @ 10:33 pm

At the [Syndicate Conference](#), my friends at [PubSub](#) and [Broadband Mechanics](#) announced [Structured Blogging](#). [Sxip Identity](#) is a supporter of this initiative, and it provides a framework for blogs to start to

have identity data. Interesting times!

[comments\(1\)](#)

December 10, 2005

[SXIP 2.0 Teaser](#)

Filed under: [SXIP](#) — Dick @ 11:24 am

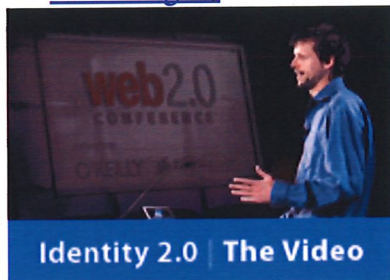
We have been busy working on SXIP 2.0, taking into account feedback that we have received over the past year. Probably the biggest change in the architecture is that the Roots site is no longer required. Delegation of authority is now decentralized. Building on [LID](#) and [OpenID](#), personas are now identified by URLs, rather than a number managed by the Roots site. I like to call them PURLs. The document at a PURL contains microformat tags that list which Homesites are authoritative for the PURL, allowing multiple Homesites to be authoritative for a PURL.

The next big change is dropping PKI for message verification. The Membersite still sends the request through the browser to the Homesite, and the response from the Homesite to the Membersite also goes back through the browser. But rather than digitally signing the message, the Homesite sends a cookie which is a function of the message and a secret. The Membersite verifies that the Homesite is authoritative for the PURL, and then sends the cookie and a digest of the message directly to the Homesite to verify the message was not modified. The Homesite does not need to share its secret with anyone, and the whole protocol is stateless, allowing it to map well to RESTful interactions.

As the subject line suggests, this post is a teaser! Stay tuned for draft specifications!

[comments\(3\)](#)

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Watch Dick's High Order Bit at Web2.0 2005

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February 2-3 2006 – Geneva, Switzerland

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Aymeric Sallin

Works at: [NanoDimension](#)Track: [Emerging technologies](#)

Why do we invite Aymeric?

Aymeric is specializing in nano technologies, tiny things that we don't know much about, except that they will soon change the world. He brings a unique profile to the conference, being both an engineer and an investor, and that should make up for a passionate talk on what to expect from this industry in the coming years.

Who should attend his talk?

Those wishing to learn more on nano technologies.

About Aymeric Sallin

Aymeric is the founder and Managing Partner of NanoDimension, a pioneer in Venture Capital for investments in Nanotechnology. He is strongly committed to the promotion of knowledge of Nanotechnology among the broader public through the publication of articles in famous newspapers and magazines. He has been invited as a speaker by several renowned national and international institutions such as Harvard Business School, Ecole Polytechnique de Paris and Lausanne, Swiss and German Stock Exchange.

Previously a strategy consultant with Bain & Company in Zurich, Mr. Sallin was mainly involved in advising High-Tech clients.

Mr. Sallin has a MSc. in Physical Engineering from the Ecole Polytechnique Fédérale de Lausanne (EPFL).

About NanoDimension

NanoDimension is a venture capital company focused on Nanotechnology, an emerging technological field, which takes advantage of new physical properties of matter at the nanoscale (10⁻⁹ m) to develop new products or processes.

NanoDimension is a unique combination of Nanoscience and Business competences. The team has over 150 years of combined experience in nanotech research, over 75 years of combined operational and commercialization experience in High-Tech industries and a proven investment track record.

Tags: nano technologies

Speaker zone

Nanotechnology, the future has already started

From marketing concepts (nano-ipod, nano-tv) to concrete scientific breakthroughs, the small word nano is entering our life.

The presentation will provide the audience with a definition of nanotechnology and with an overall assessment of the broad opportunities in this field. Aymeric will then address the maturity stage of nanotechnology by reviewing several applications entering the market.

Attendees - Please add comments, links, reactions:

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Yes, already.

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Photo: New Orleans, LA, October 2000

[SoL] Alain de Vulpian on the Process of Civilization

September 21, 2005 | [Arts & Culture](#) | [Governance](#) | [SoL](#)

de Vulpian provided a 25-page paper, "[Listening to Ordinary People](#)," in advance of the conference (Word doc). It lays out the main arguments of his book, "*A l'ecoute des gens ordinaires. Comment ils tranforment le monde*," (Paris, Dunod 2003).

Here is one of the introductory paragraphs from the paper:

I have reached the conviction that we are in the epicentre of a developmental process of civilisation that is carrying us elsewhere, transforming western culture in depth and possibly preparing the way for a worldwide civilisation. What do I mean by a developmental process of civilisation? Norbert Elias, the great German sociologist, gave body to this concept of a "chain reaction of chain reactions" that involves power holders, institutions, organisations, communications, ordinary people, manners, customs, the social fabric, technologies that are emerging or becoming established, and so on. It transforms a civilisation and gives life to a new society. No-one has designed, desired or piloted this chain reaction of chain reactions. It has occurred spontaneously, it is continuing and is now spreading to other regions of the planet.

He goes on to discuss four major areas affecting civilization in the 20th century:

- Ordinary people become more autonomous and in touch with inner resources.
- An extremely complex social fabric is self-organizing.
- Scientific and technological innovations synergize with other transformations.
- New forms of governance begin hesitantly to emerge.

He looks at each one of these in depth (summarized in the paper, complete exposition in the book), and wonders if we are engaged in a new stage in the evolution of man and society. I will quote the final paragraph of the paper:

There is an opportunity for human progress whose birth we can try to facilitate. But it is very clear that nothing is yet decisively acquired. Our hypercomplex and living society is also, like all living things, the seat of pathological processes. The therapeutic procedures, regulators or immune systems that are spontaneously developing are not yet properly effective, in particular because many governments and old-fashioned but still powerful enterprises are not playing the game of a living society. They display ideologically partisan, hierarchic or predatory attitudes, rather than therapeutic, interactive ones, and accumulate mistakes and maladaptations that encourage the appearance of perverse effects. Instead of participating in concerted, adaptive regulation, they throw oil on the fire and accentuate the turbulences. Beyond a hypothetical (because unmeasured) threshold of turbulence, the entire anthro-sociological process could bifurcate into disastrous directions.

This work deserves a significantly longer treatment than I have energy for at the moment. Perhaps even a study group to digest the main ideas. In short, he surveys 50 years of social science and develops the main threads of societal changes that have occurred. He summarizes several different societal aspects that I had noticed, but hadn't named. He describes societal shifts that have affected both my work and my family. He provides a hopeful scenario, which I had not been able to generate based only on my own observations.

I highly recommend the paper, though with the caveat that I don't read much sociology, so I don't have much context for the work. I found it engaging, insightful, and worthy of discussion.

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LES ANNALES DES MINES – GERER ET COMPRENDRE

n°75 Mars 2004

EDITORIAL

par **Pascal LEFEBVRE**

Secrétaire général du Comité de rédaction

L'EPREUVE DES FAITS

VERS UN SAVOIR D'ACTION EN SCIENCES DE GESTION LE CAS DES EXPEDITIONS POLAIRES

par **Pascal LIEVRE**

Université Blaise Pascal

Un savoir en sciences de gestion peut-il prendre la forme d'un modèle intégrant, à la fois, les connaissances pratiques implicites des acteurs et les savoirs scientifiques à même d'apporter un éclairage décisif ? La scientificité d'un tel modèle tient, aussi bien, à la capacité du chercheur à expliciter le travail de construction opéré et qu'à celle du modèle à permettre à des acteurs de construire leur action. Utilisé récemment lors d'un raid sur la côte ouest du Groenland, un modèle d'aide à la conception d'une stratégie nutritionniste, illustre un tel savoir d'action.

TEMOIGNAGE

CHANGEMENTS SOCIOCULTURELS ET MODERNITE ENTRETIEN AVEC ALAIN DE VULPIAN

Entretien mené par **Bernard COLASSE**

Université Paris IX Dauphine

et **Francis PAVE**

CSO-ENPC

Comment faire en sorte que nos sociétés ne gâchent pas les opportunités qui s'offrent à elles et ne bifurquent pas sur de fausses pistes ? Telle est la question qui anime Alain de Vulpian, tout au long d'un parcours qui le mène de Sciences Po à la direction de la COFREMCA, en 1959, puis au Club Jean Moulin. Inspirés par la socio-psychologie et l'anthropologie culturelle

américaines, Alain de Vulpian et ses collaborateurs ont inventé une véritable ethnologie du changement, à la fois témoins et acteurs de l'irruption de la modernité dans les sociétés occidentales contemporaines.

REALITES MECONNUES

HARMONISATION COMPTABLE INTERNATIONALE DE LA RESISTIBLE ASCENSION DE L'IASC/IASB

par **Bernard COLASSE**

CREFIGE - Université Paris-Dauphine

Organisation internationale de droit privé qui tire sa légitimité normative du monde anglo-saxon et produit des informations à destination des investisseurs, l'IASC/IASB ne dispose d'aucun pouvoir coercitif pour faire appliquer les normes comptables qu'il émet. Il lui faut donc constamment prouver sa légitimité et rechercher l'appui d'organisations plus puissantes, telles l'IFAC, l'IOSCO ou encore l'Union Européenne, elle-même divisée entre le modèle actionnarial anglo-saxon et le modèle partenarial continental. Le rejet récent des normes 32 et 39 apparaît alors comme une contestation du référentiel anglo-saxon par les tenants du modèle continental.

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February 2-3 2006 – Geneva, Switzerland

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Xavier Comtesse

Works at: [Swiss Avenir](#)

Blog/website: None.

Track: [Big Ideas](#)

Why do we invite Xavier?

A *scientific diplomat*, Xavier is an imposing writer and commentator of the Swiss economy. The founder of Boston's Swiss house, he has a very complete and international view of what it takes to be successful. A relentless advocate of innovation, Xavier is trying to push all the new ideas that are reshaping our world. His books, articles, and presentations are constant wake up calls for a country that seems to, sometimes, be tempted to rest on its laurels.

Who should attend his talk?

Anybody interested in innovation, new ideas, and the future of Switzerland.

Tags: switzerland, third wave

Presenting on

Internet and the ordinary people's revolution

Wikipedia, Blogs, Communities of practice, ipod, e-banking and so on are part of a new revolution link to people empowering. In fact, they are today more and more actors of a consumer-producer life then passive consumer even more they act as a key player in the value chain. This revolution is going to change all aspect of life. Big changing like this need some discussions!!!

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LIFT06 words

Xavier Comtesse highlights two important concepts for the future of our economy: consumactors and transformactors.

[Backchannel](#)

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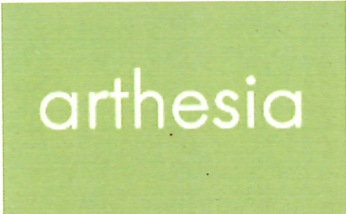
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arthesia is a solution-oriented think tank based in Zurich and Los Angeles. As "Corporate Anthropologists" we empower global companies and organizations to capitalize their emotional assets via atypical communication solutions.

VALUE

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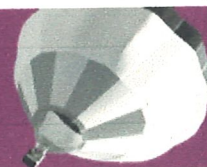
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Program

18h Wednesday: Pre conference drinks at [Les enfants terribles](#)
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Thursday, February 2

08:00	Welcome coffee	
09:00	Keynote Bruno Giussani	
09:30	David Galipeau Consumerism vs. Activism	
10:10	Break	
10h40	Matt Jones Play and Mobility	Jean-Luc Raymond Bridging the digital divide
11h20	Régine Debatty Media art: making it or faking it?	Paul Oberson Technology uses in the humanitarian world
12h00	Teasing Presentations They have 15 minutes to convince you to have lunch with them. Amnesty International Web2.0 mashups and human rights Thomas Madsen-Mygdal United Wifi	
12:30	Lunch	
13:30	Cory Doctorow Digital Rights Management	
14:20	Panel: Women and/in technology Anina , Kelly Richdale, Beth Krasna . Moderated by Bernard Rappaz	
15:40	Zen moment	
16h10	Pierre Dillenbourg After the end of e-learning	Marc Besson Identity Revolution
16h50	Aymeric Sallin Nanotechnology, the future has already started	Stefano Mastrogiacomo Organizational Design
17h30	Stefana Broadbent The specialization of communication channels	Michel Jaccard Google Print: "fair use" or "massive infringement" of copyright?
18:00	Group fondue Register here if you want to join!	

Friday, February 3

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 Speak up: should we keep a few seats in the front rows for people without notebooks?

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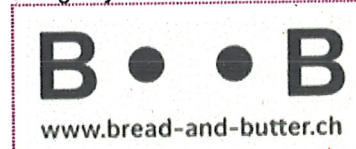
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08:00	Post-party coffee	
09:00	<u>Xavier Comtesse</u> <i>Internet and the ordinary people's revolution</i>	
09:30	<u>Thomas Sevcik</u> <i>InnovationLab</i> <i>When themeparks, think tanks and big companies collide. A new strategy on innovation, communication and motivation.</i>	
10:10	Break	
10h40	<u>Hughes MacLeod</u> <i>Global Microbranding</i>	<u>Marc Laperrouza</u> <i>Can China Control the Internet?</i>
11h20	<u>Pierre Carde</u> <i>Leveraging clusters of creative companies</i>	<u>Chris Lawer</u> <i>Co-creation</i>
12h00	Teasing Presentations <i>They have 15 minutes to convince you to have lunch with them.</i>	
	<u>Jean-Francois Groff</u> <i>The V**** project</i>	
	<u>Sigurd Rinde</u> <i>Thingamy</i>	
12:30	Lunch	
13h30	<u>Jeffrey Huang</u> <i>Open design</i>	<u>Emmanuelle Richard</u> <i>Your privacy and the web</i>
14h10	<u>Thomas Madsen-Mygdal</u> <i>The zeitgeist of sharing, participation, decentralization & blogging</i> <i>A unified theory of why it's all happening now</i>	<u>Craig Duncan</u> <i>Modelling a messy Reality: Chaos theory, and the organization of humanitarian information.</i>
14:40	Zen moment	
15:10	<u>Euan Semple</u> <i>Working In A Wired World</i>	
16:00	<u>Robert Scoble</u> <i>Participating in the new business conversation.</i>	
16:50	Final remarks and networking	
17:00	Extra curricular activities	
19:00	LIFT06 closing party!	

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10 reasons to come to LIFT

[Bernard Rappaz](#), member of the conference [advisory board](#), suggested we put together ten reasons for people to come to LIFT. I tried to draft a list yesterday night and here it is:

Why you should come to LIFT?

1. LIFT will discuss some of the most important questions of our times. Are you ready for the copyright-less economy, or for [co-creation](#)? Are you aware there are [100 millions of blogs](#) out there? If you want to follow what is happening this days you should attend. Hint: what is coming is big!
2. LIFT will allow you to meet people outside your daily network and habits. Believe me, the humanitarian community is doing amazing stuff with technology, and you will be able to reuse their ideas in your work even if you are a bank. As David Galipeau said [here](#), "we can all learn from each other – especially from fields of knowledge that are converging". Come and meet corporate anthropologists, designers, bloggers, researchers, ethnologists, journalists, and a bunch of amazing professionals with fresh and original points of view on your daily problems.
3. LIFT will give you the tools to better understand the future. Make smarter decisions by anticipating the coming changes, not reacting to them.
4. LIFT will focus on networking. We asked our speakers to be here for both days so they can meet and share with the audience. We will create a positive and open ambiance, give you time between talks to discuss with other participants. Last but not least, some evening activities will be organized so that if you are too shy you will get a chance to talk to [Scoble](#) with a beer behind you ;-)
5. LIFT will be held in one of the most modern [conference center](#), with free wifi and power plugs for all attendees.
6. LIFT is the only event in Switzerland – and one of the very few events in Europe – where you will be able to hear the likes of [Cory Doctorow](#), [Euan Semple](#), [Robert Scoble](#), [Régine Debatty](#) or [Emmanuelle Richard](#).
7. LIFT is non-profit, and the entry price is cheap.
8. LIFT is a great occasion to do a nice ski weekend in Chamonix, Megève or La Clusaz.
9. LIFT is about people, and we are counting on YOU to make the event special and useful.

I am hesitating on the tenth reason. What should it be?

[Comments](#) [1] · [Permalink](#) · Laurent Haug on 26.11.05

Call for project presentations!

Aside talks and keynote presentation, we are organizing a specific moment devoted for projects presentation. The format will be simple: presenters will have 15 minutes to describe their project (there will be 4 projects = 1 hour). After this quick review, there is going to be a break in which we will set dedicated rooms where people are invited to come over and ask questions/discuss about it.

This is a tremendous opportunity to get some insightful feedback from people with various backgrounds and expertise.

We are looking for 2 projects that would meet these constraints:

- technological and user-oriented (architecture, web, interactive art, ubiquitous computing, open source platforms...).

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Technorati

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- original and innovative (nobody wants to listen to presenters who reinvented the wheel). So please no 'rate this restaurant on a mobile phone' or 'social software for cheese eaters' will be accepted!
- it should not be marketing pitch nor an elevator pitch, we are not VCs, we want a relevant account of how your project might be used (scenario-based approach for instance), what can it show or what needs it may fulfill.
- at least at the prototype level so that attendees could see what is.

Please send your proposal to info@lift06.org before December 15th.

The [organizers](#) will review all entries and get back to you.

[Comments](#) [1] · [Permalink](#) · Nicolas Nova on 22.11.05

David Galipeau's speaks about LIFT

[A place to discuss and get Lifted](#)

Met up with Laurent Haug the other day.[...] He's putting a conference together in Geneva – [LIFT06](#) – and I think it's a good one. Not because I'm speaking (oh yes – the email crowd is watching) but because it makes sense. Technology is not a narrow walk on the wild side – it affects all we do. WEB 1.0 was about how we entertain, manage our money, book our trips – but even more important – WEB 2.0 is about infiltration – innocuous – convergent technology.

Here's the hook – technology affects how we develop as humans – it influences and shapes our opinions, enables communication, modifies behavior, creates opportunity, breaks down hierarchy and changes perspectives. ([more...](#))

David will speak on thursday morning ([program here](#)). Maybe those that did not know him yet will better understand the dimension of the guy after reading his post.

[Comments](#) · [Permalink](#) · Laurent Haug on 17.11.05

Seen in the Bern train station



So, who is suing first ;-)

[Comments](#) · [Permalink](#) · Laurent Haug on 17.11.05

Design keynote - Thomas Sevcik

As you probably noticed we have a few *To be announced* on our [program](#), and I just had the pleasure to remove the one we had on Friday morning's second keynote. [Thomas Sevcik](#), one of the best designers we have around here, is going to come and talk about the work he is doing as a corporate anthropologist. Cool guy. He joins Matt Jones, Jeffrey Huang and Régine Debatty in our design track.

[Comments](#) · [Permalink](#) · Laurent Haug on 12.11.05

Press partner

LE TEMPS [Le Temps](#) just joined the LIFT adventure and become the official and exclusive press partner of the conference. These people are the reference daily newspaper of the French speaking part of Switzerland, reaching an audience of educated and active people all over the country. That's you and me right ;-) ?

We plan to create some synergies before, during, and after the conference. Watch out for more.

[Comments](#) · [Permalink](#) · Laurent Haug on 12.11.05

A(w)OL



One of the guys we really wished to have around for LIFT was [Jason Calacanis](#). He represents one of the hottest trends of the moment (blogs changing the media landscape), is one heck of a speaker, and a great guy to be around (when he likes you at least ;-)). So we contacted him earlier this year about a trip to Geneva. His answer was:

"Cool stuff".

Quite cryptic but hey, that was a positive sign to say the least. Then AOL bought his company, and since that we have no news. So here is an official ping that won't get lost in the guy's spam filter: Jason, we need you here! It's only a 6 hours direct flight from New York (I did it many times for the UN, really short) and now you get WIFI over the atlantic, what are 6 hours?

Come on now Technorati, do your job and get my message to Jason's RSS reader. Standing by.

Update: [Marc-Olivier](#) says I should ping Jason's newest address which should be less crowded. Good point. [Ping](#).

[Comments](#) [1] · [Permalink](#) · Laurent Haug on 6.11.05

Universities



I am delighted to announce that both the [HEC School of business](#) of the University of Lausanne and the [University of Geneva](#) have officially become the first two academic partners of Lift.

Both institutions will offer special rates to their students, and in Lausanne [Yves Pigneur](#), professor of information systems, will even create synergies between his course and the conference.



I am especially proud of the Lausanne connection because it is where I studied. I am happy to be able to give back a bit to a place that helped me discover the Internet back in 1994, and allowed me to create a job out of the fascinating thing.

[Comments](#) · [Permalink](#) · Laurent Haug on 5.11.05

CICG

Lift will be held at the newly renovated [Geneva International Conference Center](#) (CICG in French) and I just added a few pictures of this beautiful venue on the [practical information](#) page.



[Comments](#) · [Permalink](#) · Laurent Haug on 3.11.05

An English speaking conference in Geneva?

This is one of the questions we get: why is the conference in English in a city where French is the official and main language? Because Lift is first and foremost a Swiss conference, not only a Geneva conference. We want people from the German and Italian speaking part of the country to actually feel like this is also their event. So we said **English only** as it is the unified language around here. That actually took a few of our speakers out, unfortunately, but that is how things are.

So now it is up to the Swiss Germans and Swiss Italians to come and join us. [Jens-Christian](#) is already in, let's hope there are others out there who will be motivated by the prospect of having [Scoble](#) and [Doctorow](#) only a train ride away, rather than a plane away.

[Comments](#) · [Permalink](#) · Laurent Haug on 2.11.05

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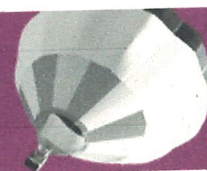
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Paul Oberson

Works at: [CICR](#)

Blog/website: none

Track: [Global Solidarity](#)

Why do we invite Paul?

Paul is an enthusiastic web practitioner, especially with regards to humanitarian projects he carried out while working at the CICR. He also has valuable insights about how web technologies could relate to educational purposes.

Who should attend his talk?

People interested in how technologies are used in humanitarian domains.

Tags: education

Speaker zone

Feel free to enter more information on your presentation below:

Comments, links, reactions

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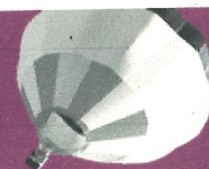
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Internet

It gave many of us our careers, our passions, and it sustains much of our daily life. We are inviting speakers who are pushing the evolving definition of what the Internet is and can be.

Speakers

- [Jaccard Michel](#), lawyer, [TTV](#)
- [Laperrouza Marc](#), [London School of Economics](#)
- [MacLeod Hughes](#), [Gaping Void](#)
- [Madsen-Mvgdal Thomas](#), [23](#)
- [Richard Emmanuelle](#)
- [Groff Jean-Francois](#), the V**** Project

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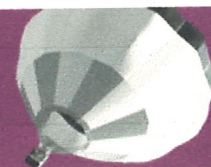
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Global solidarity

Geneva is not the only place that saw the web come to life. It is also a major humanitarian center of excellence with hundreds of organizations having their headquarters around the lake. We invited speakers representing this constantly evolving field, in which solutions to complex problems don't merely improve lives, but save them.

Speakers

- [Duncan Craig](#), [United Nations](#)
- [Galipeau David](#), [UNAIDS](#)
- [Oberson Paul](#), [DIP. Genève](#)
- [Raymond Jean-Luc](#), [Microsoft France](#)

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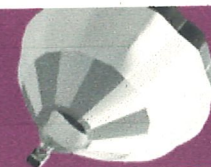
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Emerging technologies

From RFID (the identification chips embedded in all objects) to nano tech, we are going to discuss technologies that are just starting to create an impact on our world. Folks from the labs are going to take off their white coats and tell us what's coming.

Speakers

- [Stefana Broadbent](#), [Swisscom Innovation](#)
- [Marc-François Besson](#), [Wisekey](#)
- [Kelly Richdale](#), [A4Vision](#)
- [Aymeric Sallin](#), Nano Dimension
- [Euan Semple](#), [BBC](#)

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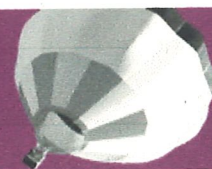


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Design

Design is about making the lives of the people better. We have invited designers from across the spectrum of design, from strategy to pixels, from screens to devices, from business structures to experiences.

Speakers

- [Debatty Régine](#), [We make money not art](#)
- [Huang Jeffrey](#), Professor at [Harvard Design School](#)
- [Jones Matt](#), [Nokia](#)
- [Thomas Sevcik](#), [Arthesia](#)

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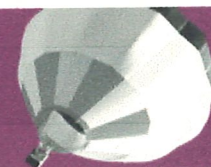


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Big ideas

From co-creation to citizen journalism via the copyright-less economy, technology and communications are changing the rules. Big ideas are those that concern us all.

Speakers

- [Anina](#), [Anina.net](#)
- [Pierre Carde](#), Lyon Game
- [Xavier Comtesse](#), [Avenir Suisse](#)
- [Pierre Dillenbourg](#), Professor at [EPFL](#)
- [Doctorow Cory](#), coordinator of European Affairs, [Electronic Frontier Foundation](#)
- [Bruno Giussani](#), [independent writer and commentator](#).
- [Beth Krasna](#), Independent board member (BCV, COOP, ETH-Rat, Raymond Weil)
- [Chris Lawer](#), [OMC Group](#)
- [Stefano Mastrogiacomo](#), Independent consultant
- [Robert Scoble](#), Über blogger at [Microsoft](#)

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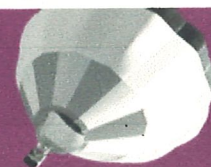
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Tracks

LIFT is organized around five major topics, or tracks.

- **Big Ideas**
From co-creation to citizen journalism via the copyright-less economy, technology and communications are changing the rules. Big ideas are those that concern us all.
- **Design**
Design is about making people's life better. We've invited designers from across the spectrum of design, from strategy to pixels, from screens to devices, from business structures to experiences.
- **Emerging technologies**
From RFID (these identification chips embedded in objects) to nano tech, we are going to discuss technologies that are just starting to impact our world. Folks from the labs are going to take off their white coats and tell us what's coming.
- **Global Solidarity**
Geneva is not only the place that saw the web come to life. It is also a major humanitarian center of excellence with hundreds of organizations having their headquarters around the lake. We invited speakers representing this constantly evolving field, in which solutions to complex problems don't merely improve lives, but save them.
- **Internet**
Last but not least, the spine of all the above. It gave many of us our careers, our passions, and it sustains much of our daily life. We're inviting speakers who are pushing the evolving definition of what the Internet is and can be.

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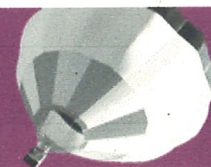


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Emerging technologies

From RFID (the identification chips embedded in all objects) to nano tech, we are going to discuss technologies that are just starting to create an impact on our world. Folks from the labs are going to take off their white coats and tell us what's coming.

Speakers

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- [Marc-François Besson](#), [Wisekey](#)
- [Kelly Richdale](#), [A4Vision](#)
- [Aymeric Sallin](#), Nano Dimension
- [Euan Semple](#), [BBC](#)

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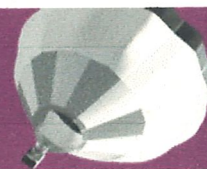
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Marc Besson

Works at: [WiSeKey](#)

Blog/website: None yet. Come on marc, [start one!](#)

Track: [Emerging technologies](#)

Why do we invite Marc?

One of the longest standing internet specialist in Geneva, Marc is now working on a crazy project called [DestiNY USA](#). His company will be involved in implementing the whole digital identity infrastructure.

Who should attend his talk?

Anybody interested in the ethical, political and technical challenges posed by identification technologies.

Tags: Security, digital identity

Speaker zone

Feel free to enter more information on your presentation below:

The presentation will focus on the identity rEvolution concept. Evolving from identity 0.0 to identity 2.0 using strong authentication while preserving privacy.

Comments, links, reactions

Some links:

- [Kim Cameron blog](#)
- [Dick Hardt blog](#)

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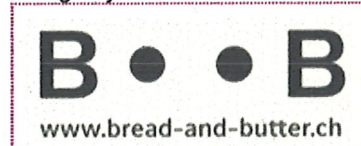
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- Julian Bleecker, [research/techwondo](#)
- Guillaume Bochet, [Carrefour](#)
- Léonard Bouchet, [alternative](#)
- Arnaud Bouillard, [knslease](#)
- Antoine Boulín, [Pandora](#)
- Antoine Condroyer, [Eurogroup](#)
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- Steve Crossan, [Google](#)
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- Christian Jacot-Descombes, [Cyberact](#)
- Fabien Girardin, [University of Pompeu Fabra](#) | [blog](#)
- Nicolas Goulet, [L'oréal](#)
- Yves Grassioulet, [Institute of Occupational Health Sciences](#)
- Erik M. Gregory, [Fielding Graduate University, USA](#)
- Denis Inkei, [Inkei Communication](#)
- Bérénice Jaccaz, [University of Geneva](#)
- Rany Keddo, [purzelbaumcorp](#)
- Jean-Baptiste Labruné, [INRIA Futurs & CNRS](#)
- Pierre Laporte, [Alcatel](#)
- Jean-Marc Lilla, [Nestlé](#)
- Mark Meagher, [EPFL](#)
- Peter Mechant, [University Ghent-IBBT](#)
- Christian Miccio, [Insead](#)
- Laurent Miéville, [Unitec-University of Geneva](#)
- Geneviève Morand, [Résonance](#)
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- Shuja Parvez, [EPFL](#)
- Marc-Olivier Peyer, [Pointblog](#) | [blog](#)
- Yves Pigneur, [Université de Lausanne](#)
- Vincenzo Pallotta, [University of Fribourg](#)
- Antonella Quacchia, [ILO](#)
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- Yves Steinhäuser, [OutlookSoft](#)
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- Laurent Timonier
- Olivier Tripet, [b-spirit.com](#)
- Emily Turrettini, [Textually.org](#)
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Journalists

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Yes, we will give you Wifi and power plugs. Don't you worry bloggers!

All the people

Now available: the complete list of conference participants.

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We created this particular section for journalist to facilitate preliminary contacts.

- Grégoire Baillod, [PME Magazine](#)
- Mathieu Chevrier, [Radio Suisse Romande - Couleur3](#)
- Roland Georg, [TSR](#)
- David Haeberli, [Le Temps](#)
- Michel Jeanneret, [Le Matin Dimanche](#)
- Nico Macdonald, [independent writer](#), UK
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