

Chapter 96

Next Generation Collaborative Information Platforms

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ABSTRACT

Current new and next generation e-novation collaborative platforms are explored through a “Day-In-The-Life-Of” scenario in 2020 based on key semantic concepts drawn from chapters within the E-Novation book. Key themes for an emerging e-novation collaborative platform include: triple convergence (before and after), Web 3.0/4.0 – the Web is a brain, redefined collaborative communication, virtual/augmented reality, service-dominant logic (SDL), marketing and innovation, open-source creation, development and distribution, digital branding, CRM redefined, complexity and SMEs, e-novation office, e-novation curriculum, social graphing e-novation, and sustainability platforms and innovation. These themes are discussed both in relation to the current new collaborative platform and how they may develop from 2010-2020. E-novation will be the innovation and marketing social and business service.

A DAY IN THE LIFE OF E-NOVATION: 2020

Alexander Drake, CEO of NetWear, stepped in his Executive Space. Today he is wearing a white shirt, charcoal-grey suit and shoes. The Office-Wear Suite (OWS) within his clothing has set his shirt at long-sleeve, but the suit to be light and

comfortable for an afternoon appointment at his favourite cafe outside on a typical humid February Sydney day.

OWS interacts with the Executive Space as he enters it, to set the walls and ambience with his preferred colours and sounds. His clothing is networked and contains most of the information he needs for his meetings and executive tasks. Alex can retrieve information from OWS to see through contact lenses or it projected wherever he

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wishes via the pocket button on his shirt. His suit and shirt are made up of nano-fibres that when networked, can store over 10TB of information, plus links to online productivity applications (there is a special emergency button though with selected applications that can be used when the OWS is offline).

Such a change from the old days when he had to carry round laptops, and documents and bags of various bits and pieces to meetings – *these days it's on me in my in clothes.*

Alex sits down and says “Travis Tyler 3H”; (Alex would rather see a full image of Travis rather than a flat panel 3D that was now technology from over five years ago, so he says “3H” rather than “3D”). 5 seconds later a holograph of Travis forms sitting about 2 metres from Alex. Alex asks “How’s San Fran today Travis?” “Windy but warming up – should be nice and about 22 tomorrow”, replied Travis, with his mid-length brown hair swishing around the breeze, and his nano-suit set in a sports-casual form. Alex: “Now tell me about your new SetSuit idea”.

Travis outlined his concept for the SetSuit. As he starts talking, another holograph appears with a black bodysuit (smart-suit). Travis summarizes The SetSuit bodysuit:

- A One-piece suit made up of nano-fibres that can be programmed to change colours, adjust length, cut, flair and some styles.
- Built-in memory to enable carrying of all work and other data, projection, communication,
- There is a non-active Human Data Interface (HDI) that has the potential to link the smart-suit into the Human Network including the Brain. However, this version focuses on the “wearing the network” – rather than using a live human body network.
- Smart-suit is directly connected to the Web at Web 4.0 level standards. There is potential for the smart-suit to connect at emerg-

ing Web 5.0 specifications mimicking the human brain at global platform level

- The smart-suit may represent a powerful convergence of “networking using Nano-fibres + bio-networking + flexible and dynamic design
- However, there are significant political and social issues with linking nanotechnology with biotechnology and in particular with human beings.

Travis says to Alex: “So where do we go from here with this Innovation?” *A very good question* mused Alex, *and especially when you think of how where we’ve come from in the last 10 years.* He clicked a button and a comprehensive Social Graph of development from 2010 to 2020 appeared on a micro-lens across part of his right eye which Travis could not see. Let’s recount Alex’s journey from 2010 to 2020.

Alex Drake graduated in 2013 from the Google Innoversity Master of Innovation Management (GIMIM) course. For his capstone project he was required to produce new ideas in a Google Stream Package, after trawling information sources and communities. Using an early Version of the Google InnovOcean System, Alex was introduced to a diverse range of people, groups, organizations and information sources through and Using Google Stream. Common Interest Groups around the Group were forming into InnovOceans, Bays, Rivers and other pockets of communication linkage. Innoversity participants used Wave Communication principles to innovate collaboratively with relevant individuals, groups and organizations. E-Novation enabled “collabrapreneurship”.

Alex focused the project on fibres developed using nanotechnology – fibres that could be used for clothing. He developed a Stream Discussion on the topic. Initially discussion was focussed on fibres adjusting for weather conditions, but changed direction when Jet Ling hatched the thought of fibres as a network. Zanda Dimitro-

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