



# Personal Digital Convergence

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**Changes in Digital  
Information**

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**Changes in Our Lives**

# The Changing Web

- ❖ Is No Longer
  - ❖ “I Go Get Web”
- ❖ Is Now
  - ❖ “Come to Me Web”

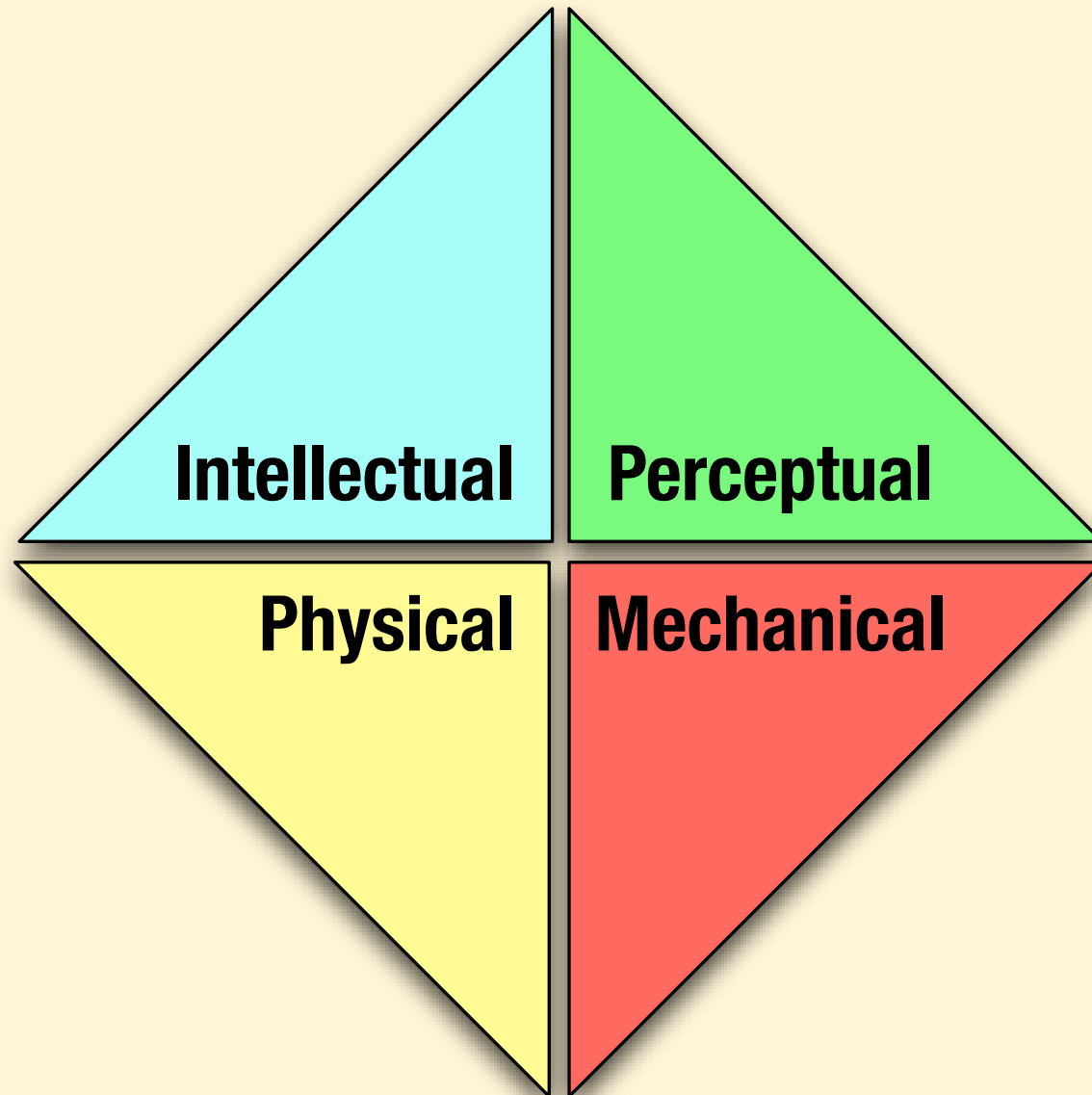
# Development Models

- ❖ Is No Longer
- ❖ Navigation
- ❖ Is Now
- ❖ ?

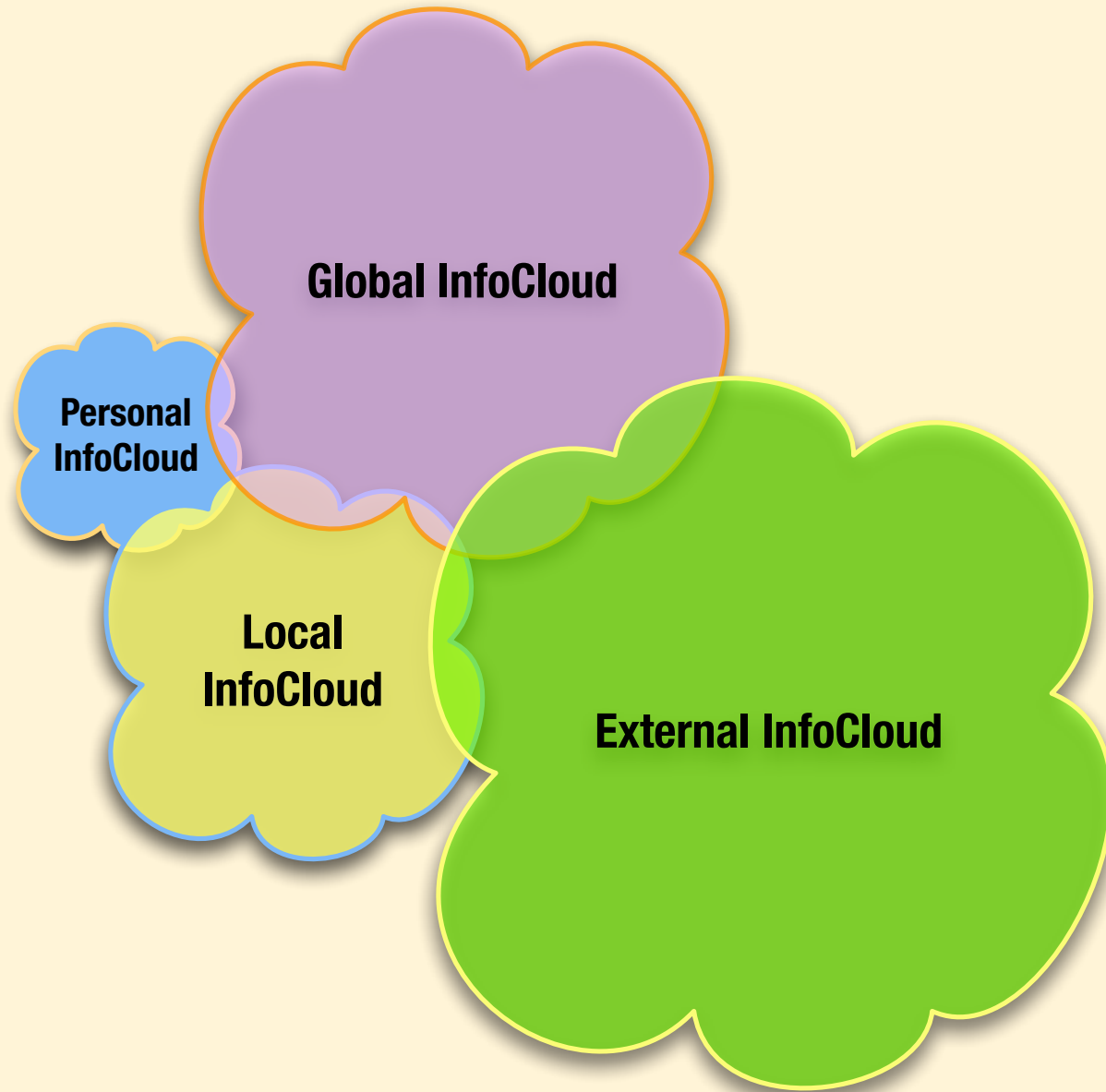


# Model of Attraction

# Model of Attraction - Receptors



# InfoClouds



# Come to Me

- ❖ Attention
- ❖ Push & aggregation
- ❖ Ubiquitous/Continuous access
- ❖ Context
- ❖ Access across devices
  - ❖ Trusted
  - ❖ Preferred



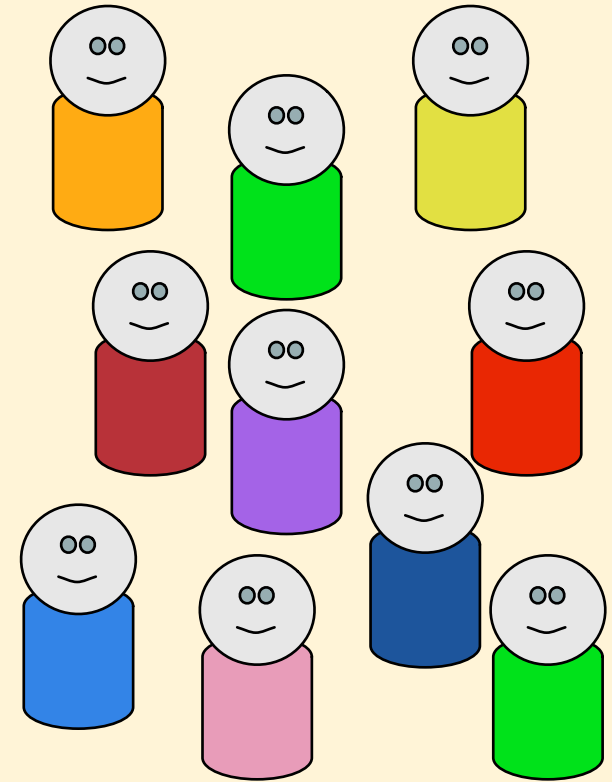
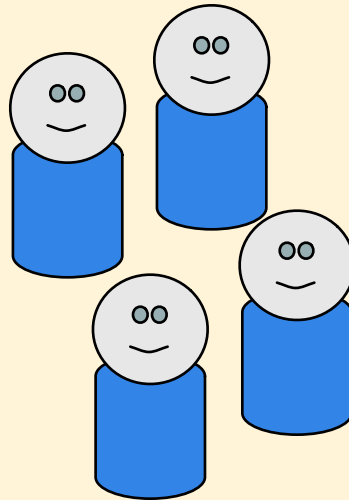
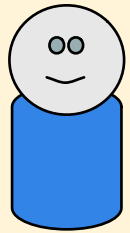
# Keep Attracted to Me

- ❖ Personal InfoCloud
  - ❖ Cross device
  - ❖ Cross platform
  - ❖ Continuous access (or when wanted or needed)
  - ❖ Use and reuse of information and media

# Key Properties of PIC

- ❖ Person-centered
- ❖ Access
- ❖ Organization
- ❖ Tasks, actions, context aware

# Me, Us, & Them



# Young and Old





# Here & There





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