



Imagine a New **FUTURE**

Creating Greatness for All

DAN ABELOW

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ISBN Numbers:

eBook:	978-0-9915251-0-2
PDF:	978-0-9915251-1-9
Print Hardcover:	978-0-9915251-2-6
Print Softcover:	978-0-9915251-3-3

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Do not go where
the path may lead,

Go instead where
there is no path

and leave a trail

Ralph Waldo Emerson

We're migrating into a digital Earth.
What happens if we **accelerate**?





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PREFACE

If our future is digital, what will be the biggest advance?



One day greatness will be in our grasp. But rather than waiting, can we reach it now?

Here's the good news: digital devices have made your life better. Here's the bad news: although incredibly cool, devices are still in early stages of development. Maybe that's not really bad, when you think of what's coming next.

Until now, the devices you've had in your hands and on your desks have offered quite both usefulness and fun. But you couldn't call it a fully digital world yet. It's not even close.

There are limitations. You switch on your gadgets and wait. Or you have to find the app you want

and wait for it. They might have an operating system whose principles you have to follow. They allow you a little creativity, but only a little.

Then your apps or data might not work with another device that you bought, say, last week, or last year. The last time you saw a friend with a new device you don't have, could theirs be better? Maybe!

Clearly, there is room to dream about new technology.

There's room to dream about building the world we want, instead of the one we're turning into.

Powerful problems drive powerful dreams

We have reached greatness, but the magnificent size of our successes will be matched by the size of our growing Crisis of Success. By 2050 there will be 9 billion people to feed, clothe, transport, employ, educate and entertain.

Billions are committed to a growth-driven world economy they expect to inflate for centuries to come. As we pursue unlimited growth, our limitless consumption threatens to crowd out everything else on Earth. We are warming the climate, overspending our financial resources, requiring more fresh water than we have, increasing income inequality, diminishing other species and triggering shockwaves whenever we can't cope with a problem.

Billions of people are at the “bottom” of the economy. The middle class is declining in advanced societies. Youth underemployment is epidemic in many countries. The forecast is for billions to remain stuck for their whole lives.

Many no longer believe today's leaders can improve this, though today's leaders are increasing their power and digital surveillance. Leaders want new options as much as everyone else.

Clearly, there is room to dream about a more successful world along with new technology.

The Teleportal
Technical Series:
10 PDF “binders” with
over 1,500 pages of
technical information
on new Expandiverse
Technology, to build
more capable digital
lives and societies.
Today.



This new option started in 2007 with big questions:

Can we envision a world where tech helps everyone succeed and prosper?

Can that world be designed and built now, without waiting generations for that future to arrive?

Can a new digital window display a new future?

This new option started in 2007 with big questions: Can we envision a world where tech helps everyone succeed and prosper? Can that world be designed and built now, without waiting for “the future” to arrive?

The Expandiverse grew steadily through years of private and confidential tech and IP (Intellectual Property) development.

Our world is full of screens. We keep them in our hands, purses and pockets, next to our beds while we sleep, and surround ourselves with screens on our desks and counter tops. Our TV sets are morphing into interactive screens as we put them online so they display everything for free.

What if all our screens, everywhere, were a two-way networked system that turns the Earth into a digital room with everyone in it? What if that networked system brought everyone the world’s best services, resources and knowledge based on what we do, as a normal part of everyday life?

Billions of us. Together. All of us succeeding as much as we choose. All the time.

Let’s dream a little. Let’s dream about technology we could build, about a world we could enjoy.

Turn on a you-centered digital world

If your future devices were continuous, your control over all your devices, and the continuous digital world they could open for you, could Expand exponentially.

You switch between multiple screens. When you leave your old screen it stores “where” and “who” you are, then turns off. Your new screen recognizes you, turns on, retrieves “where” and “who” you are, puts you “there.” It is truly automatic.

All sorts of things are in front of you — with you. They could be people, services or places. They could be apps or software, digital content (books, TV shows, movies, music, recorded videos and more), games or live video from events worldwide. They could even be other devices and sources you control remotely.

Your digital life will always be on, always open, always yours. You’ll live in your “Shared Planetary Life Spaces.”

You combine anything into the digital “shared space” you want to inhabit, until you switch to a different one. Then switch again.

In fact, it’s so real that your “shared spaces” move with you across your screens, and become

one of your realities. It's the digital world you choose, where you can live. Always ready for you to use in whatever ways you want.

Technology is about to move much faster and converge with entertainment, until life is entertainment and entertainment is life. (Or dare I say it, your lives.)

In the Expandiverse, you will become used to your chosen digital realities being displayed and processed without effort. Multiple screens, multiple identities and multiple transformed video, audio and music feeds will simply appear and you will appear in them.

Clearly, there is room to dream about both new technology and a more successful world.

Will we build a world where tech helps everyone succeed and prosper?

In your digital life you can walk through a beautiful new dawn. Or your own action movie sequel.

With you as both one of the directors and one of the stars.

You can make any or all of your digital world's outputs visible to anyone you want. What is still called "publishing" or "broadcasting" can be accomplished in a multitude of ways with a multitude of outcomes.



You are the publisher. You are the broadcaster. You are the digital reality creator.

You choose your private or public audiences. They can use your creation, or appear in it. Or you decide to be the audience and appear inside your digital world.

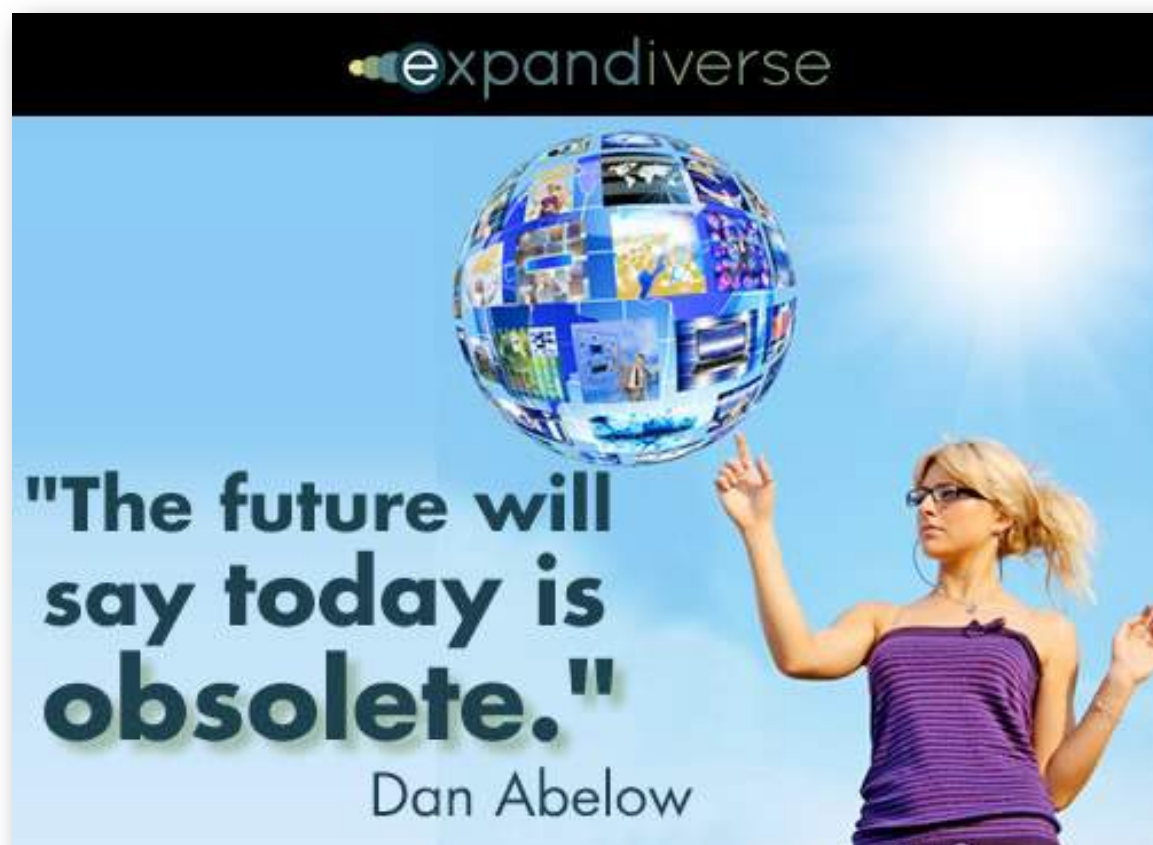
Much of your life is already you-centered. Next your digital life will let you become the person (and people) you've always dreamed of becoming.

For example, Expandiverse technology includes a workaround to death. Since medical science can't extend our lifetimes to hundreds and thousands of years, the Expandiverse offers multiple identities. Would you consider enjoying multiple lives in parallel? This won't be for everyone, but for those who can't get enough out of one short life, it could be their ticket to more lives and a better way to be alive.

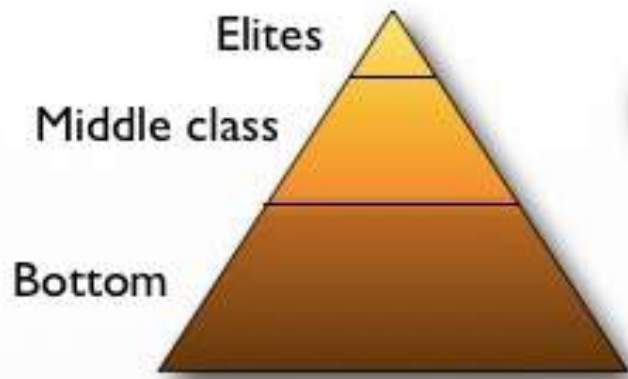
Much of your life is already you-centered. Next your digital life will let you become the person (and people) you've always dreamed of becoming.

In the Expandiverse your life is truly yours. Construct reality to enjoy what makes you truly happy for your fleeting moment, or create an identity and enjoy it for a "life" time.

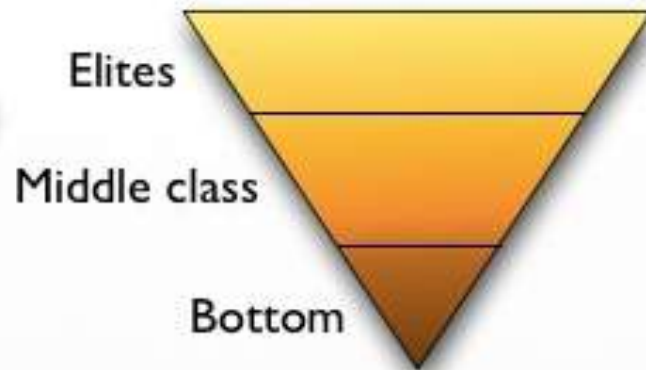
And tomorrow... which dreams will you want next? How many? Who will you want in them?



History and Today



The Expandiverse



The pyramid of scarcity: Scarce knowledge, scarce resources, scarce opportunities, and scarce education have kept society as a pyramid.

The pyramid of digital abundance: If everyone receives the best tools, resources, knowledge and opportunities to succeed as part of everyday life, what happens to society's pyramid?

Your digital life is a real life. Wherever you really are.

For billions of people all across the Earth, yesterday's world isn't succeeding well enough or fixing problems fast enough. Too many are stuck, educated, aware, capable and connected — yet locked in a limited future instead of free to soar.

Isn't it about time that your reality was yours, continuous and under your control? We don't have this now. But in the Expandiverse, all bets are off and all your digital lives are on.

Something else Expandiverse technology offers is called Active Knowledge. Could we surpass the physical world's limits on our personal futures? What if the best knowledge, tools, resources and opportunities to succeed could be delivered as part of what we do every day, as we use our screens? Everyone could become able to perform as well as the best in the world.

Then, with a universal interface, everyone could run their entire Expandiverse from everywhere. It won't matter whether you're in Silicon Valley or a small village in Africa.

Yes, you will be a global person who connects everywhere. And yes, the whole world and its best knowledge and resources will be local to you, at your fingertips, under your control.

Everyone could rise to the top.

Is it time to Expand today's limited devices, and Expand today's limited world?

Should we begin the journey into a digital world where everyone could choose to be their best, where greatness could be normal?

It's a road with a destination beyond buying the newest cool device, then straining against its limits.

As our digital world grows, devices will have to Expand until your devices can serve you totally. This won't happen overnight.

But it's time to start realizing that it will happen.

Unlike any generation before in history, we know how to design and build our dreams.

Expand your mind, and expand your future.

Are you ready to take your first step?

Is it time to Expand today's limited devices, and Expand today's limited world?

Should we begin the journey into a digital world where everyone could choose to be their best, where greatness could be normal?





SECTION 1

Report from Our Future

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Who will win "The Future?"



Google



amazon



QUALCOMM

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1.1

Is Change the New Big?

How will America climb out of its economic decline, bring prosperity back to the middle class and give us "The Future" we want? The tech industry is where society thinks this question will find answers.

Here's what some in the tech industry think.

I recently went to Silicon Valley to meet with top tech companies. All said the Expandiverse's new technology to build a digital world describes where the tech industry is headed. All are moving forward toward new technology, each in their own way — with their own roadmaps.

I also met with entrepreneurs, angel investors and a VC (Venture Capitalist). As Silicon Valley's engine, startups drive change at ever faster speeds. They pivot until they find traction, build revenues and grow companies. In parallel, angel investors and Venture Capitalists want them to accept investments so they can share the valuable assets (new companies) they create.

Who will win? Will our solutions come from big company roadmaps, market driven startups, or something else?

The real question is where will we find “The Future” we want?

If I could choose a destination I'd choose greatness for everyone. “The Future” should be a world where success and greatness become normal. For you and for everyone.

The source of “The Future” is important. The ones who win will choose. They will own your future and write the story of your life.

When startups rule: Change is the new Big. Change eats the slow.

Change has changed: Every day, the future arrives faster. Today's scope and speed of innovations have expanded.

Innovation is more than new technology. Successful startups can add new tech, new IP, new business models and new ways to live, work and communicate.

When startups win their version of the future comes from finding anything that works, and evolving that into a business:

- **Google:** Started in 1996 as a PageRank algorithm to improve Search, became the world's largest online advertising business.

- **PayPal:** Started in 1998 as digital cash for PDA's, became eBay's online payments.
- **Facebook:** Started in 2003 as an online version of Harvard's houses' printed facebook, became the world's largest social network.
- **YouTube:** Started in 2005 as a way to share short videos online, became the third largest domain by page views, and 17% of peak-period download traffic in North America.
- **Twitter:** Started in 2006 as a way to use SMS texting to communicate with small groups using short bursts, became faster news than the news, and a wider social media than Facebook.
- **Instagram:** Started in 2010 as photo sharing, became a \$1 billion extension of a social networking service.

Startups can become exceptional. The biggest change a lot of people's lives, but startup companies grow by pivoting until they find what works. That proves their best plans didn't work.

Can that drive the future we need?

Today's top-down rule: Change is the new Big. The big still eat the small.

The leading companies have created ecosystems that capture customers and drive the future they want. The best ecosystems are from Apple,

Google, Amazon, Facebook, LinkedIn, Microsoft and more.

Each has its own roadmap to build the future it wants — a future they own.

There's just one problem: Their customers (markets) and startups (potential competitors) change faster than them.

The leading companies are in an impossible race to stay ahead of constant changes. Except they have a powerful weapon — their deep pockets.

Expectations keep rising. Innovations are everywhere. Volatility and speed accelerate. Financial pressures mount as economies plateau, middle class incomes shrink, governments can't afford everything they promise and customers don't have enough money to buy the lifestyle they're trying to live.

We're just like the startups and the leading companies.

Our biggest story is our future. We each want to be the winner in our future. But how will we get there?



Technology's pace is approaching the speed of thought. If it can be imagined, it can be built.

The "end state" for lots of startups, new technologies and IP is an acquisition. They become part of a leading company's weapons platform.

The big eat the small, and the biggest want to own the world.

They each have their roadmap, but is that the future you want?

Which Change is the new Big? Change to the future we need

The Silicon Valley meetings exposed the real story. Tech companies want to do good, but their focus is their business. Both startups and leaders want the same future: They win. They're the leaders.

We're just like them. Your biggest story is your future. We each want to be the winner in our future. But how will we all get there?

It's time to look beyond tech.

The industrial revolution has been an unprecedented success. Humanity changed the world forever, taking our personal and economic potentials to unmatched heights. Now that's forcing us to learn how to cope with success.

During the next decade we will pioneer a new transition in human history, because we achieved so much during the industrial revolution. Here

are some of the "Crisis of Success" that will drive us:

- Population growth to 9 billion
- Worldwide consumption that threatens the Earth's bio capacity
- Rising sea levels from greenhouse gases
- Mushrooming total debts
- Shrinking job prospects and declining middle class incomes in advanced economies
- Unemployment, especially among the young
- Income inequality
- Terrorism
- Fresh water supplies for our gargantuan needs, and more.

Inevitably, these will overtake us because we won't make sweeping changes in how we live and what we want. We like the way we are. Nearly everyone wants it all, wants it now, and refuses to slow down.

We're in a race against problems we will keep creating.

This dilemma is also history's first opportunity to build a far more successful world than has ever existed before. As we leave behind the industrial era, our coming digital world must become far better than we expect.

We need to use our greatness to become more, achieve more, fulfill our potentials.

It's time to look at tech in a new way. As we become a digital planet, our story isn't which company's product or service leads and drives "The Future." In the next decades, we will become a fully digital world. For the first time, we need to be so capable that we succeed in spite of ourselves.

Without tech we won't complete our journey or fulfill our destiny. We need tech so we become even greater than we can imagine we will be.

Since 2007 I've been privately developing another way forward. Neither top-down nor bottom-up, it's new technology to build tomorrow's more successful digital planet today.

If Change is the new Big, where do you fit in the future?

Since 2007 I've been privately developing another way forward. Neither top-down nor bottom-up, it's new technology to build tomorrow's more successful digital planet today.

Suppose we could move into a continuously connected digital world that adds new ways for individuals, groups and societies to succeed.

Suppose technology could serve everyone so you can use your continuous connections — with people, devices, apps, services, tools and resources — to build the future you want.

Suppose this new tech were also IP that gives companies incentives to adopt it and use it to capture markets, so building this new kind of future could expand their revenues and profits.

This new technology is named the Expandiverse. It's an "expanding" digital "universe" that puts everyone in control, so everyone can move to the top of an expanding pyramid. It's a new path to universal personal success, to collaborative advances, to potential prosperity for everyone regardless of your education or financial resources. This IP will be in force until 2031, when it will become free for everyone to use. Forever.

What if the real owner of your future is you? Would you sit on top of the world's pyramid, rather than be controlled by it? Would you run your

The world's biggest business opportunity might be building our advanced digital Earth. A world where you and everyone can rise to the top, where greatness becomes the norm.

world in the ways you believe are best? Would you enjoy a digital world that's you-centered, a world that makes money by serving you?

In addition to the future that will come from bottom-up startups and top-down leading companies, there's now another way. Buildable Expandiverse Technology and IP could be used by both leading companies and startups to produce a continuously connected digital world of the future.

The biggest surprise in Silicon Valley was hearing companies say this is where the tech industry is headed. But we actually talked about the Expandiverse's family of devices with continuous connections, its shared digital spaces that are you-centered and provide you a digital world that you control — and other specific business opportunities.

They saw its products, services and profits. I saw the future take a step toward a successful world.

If the alignment clicks, the world's biggest business opportunity might be building our advanced digital Earth. A world where you and everyone can rise to the top, where greatness becomes the norm.

That would be an interesting pivot for our struggling Earth, no?

The Crisis of Success



1.2

The Journey to Our Full Potentials

We've discovered an astounding secret. Our greatest achievement is the source of our biggest problems.

When the Industrial Revolution began in about 1800, worldwide GDP was about \$195 per person per year. By 2000 this had zoomed to \$6,539 per person per year. (1)

In a similar escalation, in 1800 the total human population was almost 1 billion people. (1) Due to advances in health, food and lifespan, by 2050 the United Nations forecasts the total population will exceed 9 billion. (2)

These two centuries have been an unprecedented success in human history. We've achieved a lot, but the higher we climb the bigger our fall could be. I call these problems the "Crises of Success."

They include:

- Sustaining a population of 9 billion at ever higher living standards

The Crisis of Success comes from who we are. Nearly everyone wants it all, wants it now, and refuses to slow down.

We're the generation that's trapped by humanity's huge needs for success. We're the people who must find our way far higher, and reach humanity's full potentials.

Our reward for history's greatest successes will be endless problems unless we top all of history and soar to the highest levels we can imagine.

- Worldwide consumption that threatens the Earth's bio capacity
- Fresh water supplies for our gargantuan food, industry and living needs
- Rising sea levels from greenhouse gases
- Mushrooming total debts
- Shrinking job prospects and middle class incomes in advanced economies
- Unemployment and underemployment
- Income inequality
- A cataclysmic mass extinction from our crowding out other species

These problems come from who we are: Nearly everyone wants it all, wants it now, and refuses to slow down.

A sweeping redirection can't be made in time. We don't want to rebuild the world we have, because it's the world we want. More people want more of everything, not less. The more we all succeed, the bigger we make our coming problems.

We're racing against the crises we keep creating. The biggest "Crisis of Success" is us. And we're proud of ourselves.

That puts us on the hero's journey. We're driven to face ourselves even when we don't want to. The old ways and old thinking got us here. We have no choice but to test our limits and find a new ways to succeed.

We're the generation that's trapped by humanity's huge levels of success. We're the people who must find our way far higher, and reach humanity's full potentials. To emerge triumphant we must join history's greatest heroes. We're driven into our nexus by our self-inflicted doomsday. And we have to do it quickly.

Our reward for history's greatest successes will be endless problems unless we top all of history and soar to the highest levels we can imagine.

This dilemma is also an opportunity to build a more powerful world.

Our forced transformation is to become our best, to fulfill all our potentials: As individuals, groups, societies and as a planet.

Arriving from the Future: A new lever to pry open the top

This dilemma is also an opportunity to build a more powerful world than has ever existed before. As we leave behind the industrial era, our coming digital world must become far more capable and successful than we expect.

Our forced transformation is to become our best, to fulfill all our potentials: As individuals, groups, societies and as a planet.

With the first ideas in 2007, I spent years in private development of a far more powerful future. The Expandiverse is new technology and IP (Intellectual Property) to build tomorrow's digital world today.

This digital transformation comes from looking ahead and seeing that the Earth will inevitably be built into a digital planet. The Expandiverse leaps ahead, specifies that future world's technology and shows how to accelerate it into the present.

We can already feel it coming. We'll all be using 1 or 2 screens at once, and have screens around us all the time. It's just a question of when and how we'll build it, learn to benefit from it and take advantage of it.

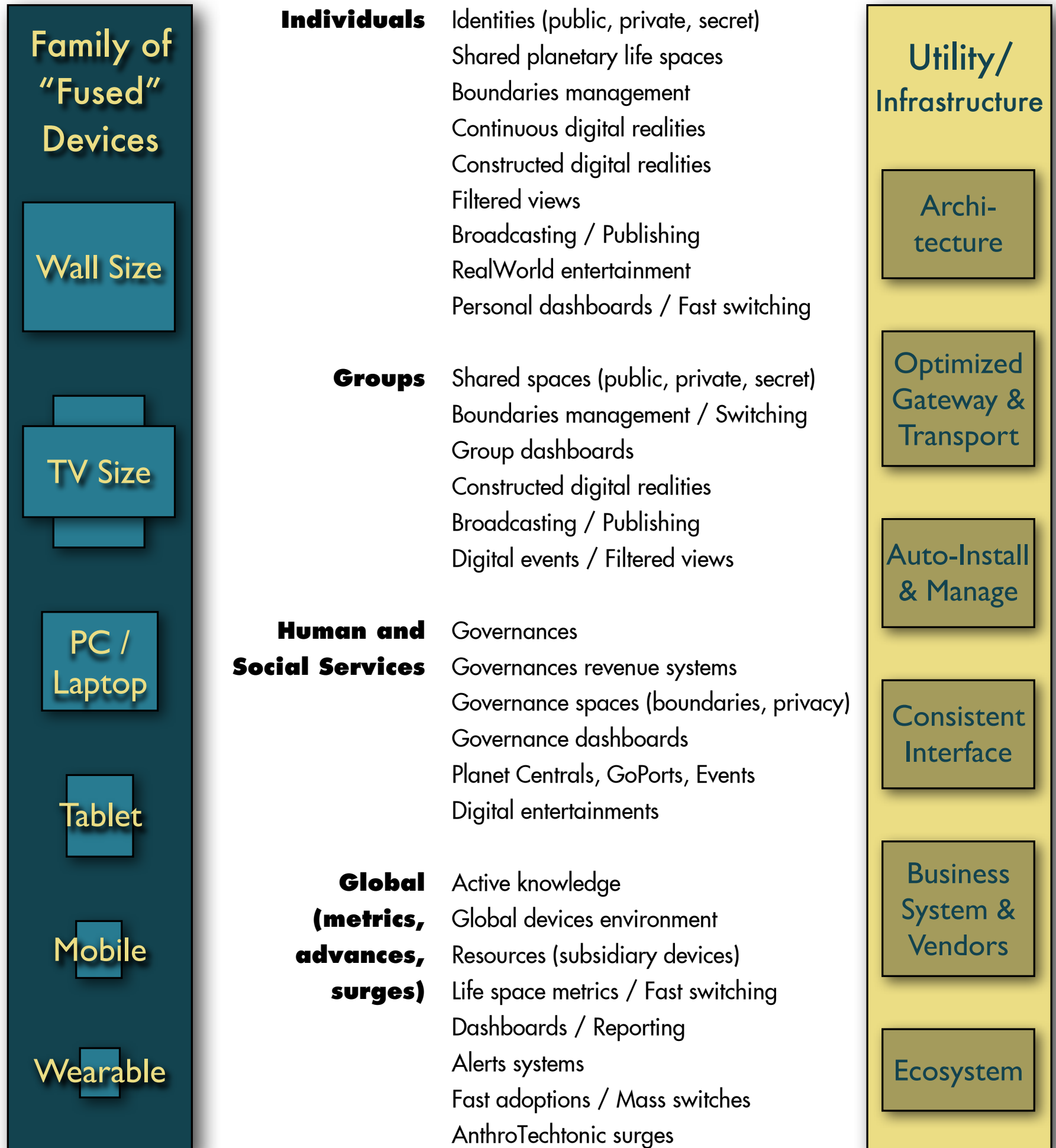
With acceleration, the Earth can become one digital room with everyone in it sooner than we expect.

This replaces today's incremental steps with a leap-ahead fast finish, using technology and IP for tomorrow's digital Earth. A quick summary is in the Expandiverse Technology Continuum:

- A family of "fused devices" is its left column. These replace today's siloed devices with a family of continuous devices that are you-centered. They're like an automatic door that follows you and opens and closes as you switch from screen to screen. Your digital services, communications, resources, etc. are always on and instantly usable as you switch from screen to screen throughout the day. Your devices support you, move you to the top of the pyramid, and make you knowing and powerful with the full digital world's resources and capabilities at your fingertips.



Expandiverse Technology Continuum



- A back-end infrastructure is its right column. Everyone in the world gains the world's best abilities whether they are in Silicon Valley, Singapore or a small town anywhere in the Americas, Asia or Africa. This delivers the ability to succeed by making the world's most powerful abilities local to you, continuously serving you, on all your screens.
- Components for individuals, groups, human services and the world are in its center column. Some of these are:
 - "You-centered" digital lifestyles with continuous connections to your people, services, places, tools and resources, entertainment and more.
 - You'll have multiple Shared Life Spaces for the different parts of your life (like family, work and friends).
 - There are also boundaries like privacy (which includes public, private and secret).
 - There's services like Active Knowledge that increase success during tasks and could replace a lot of searching, while embedding e-commerce could replace a lot of online retail.

Can technology remove today's ceilings?

This is just in time because we've discovered a second astounding secret. We're the people who must overcome today's "Crises of Success."

We're the people who create these crises. We're the people pushing the Earth to its breaking point. Asking us to fix ourselves could be more of a comedy than a hero's journey!

Unless we don't have to give up our problems. Unless there's a new way to outgrow our impacts.

It's not enough for 200 or 2,000 people to work on a problem. What happens to a problem when 2 million or 20 million people work on it? What happens when solutions are automatically delivered as optional Active Knowledge to 200 million or 2 billion people? What happens when the metrics from our resulting actions are gathered, reported, and optimized so the strongest successes rise to the top of the Active Knowledge that's delivered next? What happens when the best results are continuously measured, and better solutions are continuously surfaced and distributed in an advancing global wave?

With Expandiverse Technology, everyone connected can help create and receive the world's best knowledge so they can perform at higher levels, regardless of their education level.

The journey to our full potentials
has begun. Our generation is about
to become tomorrow's heroes.

It's a new kind of lever. Technology that helps everyone, gives us new ways to interact, to solve problems, to get ahead. To enjoy life in an increasingly successful world.

The Expandiverse has a new word for this evolution — **AnthroTechtonics**: “Anthro” for people, “tech” for technology, and “tectonics” for shifts large enough move the Earth.

As we gain new kinds of continuous connections and interact, we will connect many new pieces and solve the next great puzzles. We will decide how our pieces fit together, and what our future can be. We will decide what to apply, and we will see if it works or not — and if we want to share so others can use it.

Stop thinking about our limits. Start wondering what we can do.

Until now, the world's Crisis of Success have been impossible to solve. Current thinking takes us deeper. New technology didn't exist. But as today's world turns digital, we can start using this new technology to interact and advance with new speed, scope and skills.

Instead of this taking decades, Expandiverse Technology includes a potential timeline to get up to speed in one decade.

Today, leading companies and startups could supercharge their products and services. They could create new conditions for everyone to ignite their personal and group digital engines. They could gain “first mover” competitive advantages and capture markets.

That could accelerate the future into the present, for the benefit of today's generation.

Even if not done right away, this advance is now available. It could be triggered by a large crisis (in a fundamental area like energy, food, water, climate, social unrest, etc.). That could accelerate its development and provide a “rapid progress” opportunity to become a far more capable digital world.

However it happens, it will happen. Today's Internet child will grow into an adult Digital World.

The journey to our full potentials has begun. Like it or not, our generation is about to become tomorrow's heroes.



**Can you feel the
future arriving?**

1.3

Will Greatness be the New Normal?

Have you felt tomorrow's digital world through the smart phone in your hand? Have you seen it flickering on to your Internet-connected TV? How much of each day do you spend with your eyes, ears or hands interacting with one or more screens?

Everyone knows our digital future is arriving faster every day. Continuously connected online communities are one part of Expandiverse Technology that will emerge and evolve as our future is developed.

These communities will increasingly transform how we live, earn, spend, learn and be entertained in the future. Online communities will produce results beyond what we've seen from the Internet so far.

Tomorrow's Expandiverse tech: Expand the tech and the world follows

Today's online communities came from bulletin board systems then added forums, email lists, chat rooms, virtual worlds, online games, social networks...

A coming Expandiverse Tech development is continuous online Governances. These are organized groups that can engage in any profitable business, or nonprofit charity. They can be local in a neighborhood, or worldwide across multiple countries. They provide new ways to provide continuous connections between people, services, places, tools, resources and other businesses.

Given these opportunities, what could change if this technology were available to everyone? Could some useful continuous communities emerge?



An example of a human services community is Health Care. Medicine is great at intervening when we get sick, and with continuous connections it will get even better.

But the real health story is we are rarely sick enough to need a doctor. Everyone has to manage their health all their lives. What if our continuous connections include remote monitoring, early disease detection, better care coordination and other services — and those tied into wellness communities in the areas we each want assistance? Our powerful digital world would be a thriving place for everyone who wants to be their best and stay that way. Community services could provide early alerts as people naturally slip, with instant guidance on what to do and “always available” help from others who are doing it.



A basic needs community is food — everyone who wants to produce, manufacture, sell and eat healthy, natural food.

Today's economic system keeps everyone in the food chain separate and self-focused. Farmers maximize their income, as do food manufacturers and grocery stores. Consumers struggle to find the healthy, affordable and great tasting food that's hidden among the tens of thousands of brightly lit choices in a modern supermarket.

Because every part of the food chain sub-optimizes for its own profits, there's an elephant in the room. The food chain isn't optimized to produce the healthy, affordable and great tasting food so many people want.

With continuous digital communities that span the food chain and connect its many contributors, we can work together to help coordinate our food system so it delivers great tasting food to feed tomorrow's hungry world of 9 billion people.



Supply chains will be private online communities that could improve how the economy works.

Today, companies are trying to get to once-a-week meetings where they know the demand (orders), their inventory and their suppliers' scheduled shipments. This hamster wheel runs in batch mode. People collect the data, everyone meets to make decisions, then they separate to do it.

Imagine real-time continuous connections throughout a company, with data-driven dashboards and a single community of all the managers, employees, systems and equipment that do the work. When problems surface alerts are fired off to the relevant people. They can respond instantly through their continuous online connections. The new situation updated, and new problems are tackled immediately by every person and resource needed.

Online, that community can scale to include multiple companies throughout a supply chain. This expanding online community works between

companies to manage the flow of goods and solve problems.

Entire supply chains can move to a new level of speed, accuracy and productivity — improving their ability to deliver what's needed by tomorrow's high-velocity global economy.



Senior citizens are a great example of a large group because there are large senior populations all over the world.

As senior citizens age they grow more confined and immobile. They're kept younger and healthier when they receive more stimulation, engagement and responsive health care. In tomorrow's continuously connected digital world they can enjoy continuously connected lives. Their digital lifestyle can include their children and grandchildren, their lifetime friends, online community activities and their care givers.

At the exact stage that seniors' physical mobility declines, their digital mobility can turn global.

They can travel the world online, experience its treasures and build friendships everywhere. The world is made local and brought to them via their personal screens. Perhaps for the first time, a world of senior citizens can be continuously connected to enjoy the experiences they wish they could have had when they were young.

With the Expandiverse, free your mind and reignite the world

When the Earth grows to 9 billion people it isn't likely to change. Everyone wants more of everything. They want it now, and no one wants to slow down.

A "Crisis of Success" is arriving. The thinking that got us here can't fix the problems caused by that thinking. As we repeat what we've done, we'll get more of the same.

Instead, we need to reach a new level of greatness or we could be in deep trouble. Transformative Expandiverse Technology can change how we interact, along with helping lower its cost and multiply its scale.

As the Earth becomes one digital room with everyone in it, continuous online communities could make you and everyone more powerful and successful.

We've just seen examples of human services (health care), basic needs (food), how the economy can work more productively (supply chains), and engaging large groups (senior citizens).

Tomorrow's "digital Earth" might sound like a big online world with many choices. But in reality, the Expandiverse makes the opposite happen.

Our digital world is going to be local to you. At your fingertips.

You will control what you join, when you interact and what you take.

These and other areas could be improved with continuously connected online communities that include "always on" people, services, places, tools and resources.

Tomorrow's "digital Earth" might sound like a big online world with many choices. But in reality, the Expandiverse makes the opposite happen.

Our digital world is going to be local to you. At your fingertips.

In it, continuously connected communities can develop and deliver the improvements people want whether they focus on human services, basic needs, how well the economy works, or a large group like senior citizens.

You will control what you join, when you interact and what you take from each of them.

They are one of the ways Expandiverse Technology helps this become a world where everyone can rise to greatness. That would be a world where today's greatness becomes the new normal.



1.4

Your Devices Will Have No Limits. Neither Will You.

Whether you're young or old there's one thing you know: Your future is digital.

Our smart phones, tablets and other screens are with us constantly. We move from screen to screen as everything revolves around how quickly they do our bidding, how well they meet our needs.

We can't imagine living without digital.

But we're still just individuals with devices. Doing tasks, playing games and going from app to app.

The devices industry is evolving into a commodity business. The leaders are similar in hardware, features, software, apps, app stores, services, and bandwidth (or phone service plans).

It doesn't matter whether you use Apple, Android or Windows. History will say they're in the same generation, at a parallel stage. Whether you use a smart phone, tablet, Laptop/PC, game

box, connected TV or another device, they're generally separate silos, using the cloud to work together.

How far can today's devices really take us?

Wrong question. Ask if a fully Digital World were possible today, how far would we take our devices?

Suppose there were powerful competitive advantages available for companies who also make their devices doorways to the future?

What if we could compete on time as well as features – with the future competing against the present?

The next market shift could come from using our devices as doorways into tomorrow's Digital World.

Suppose there were powerful competitive advantages available for companies who make their devices doorways to the future?

What if we could compete on time as well as features – with the future competing against the present?



Your digital world has grown more powerful and safer than the physical world.

You're at the top of your world, at its center, in control.

If you think digital is cool today, you don't know the meaning of cool

Step through a time machine. Imagine we've built tomorrow's Digital World.

You live in the Expandiverse, which is new technology and IP for building tomorrow's digital world.

It's a "you-centered" Digital World where your screens recognize you and turn on and off automagically. Your world follows you from screen to screen.

Just like you walk into a room and everything is there, your screens make your digital world local. You have instant access to your people, services, places, tools and resources.

You enjoy digital boundaries for privacy, and have both digital and physical protection. In fact, your digital world has grown more powerful and safer than the physical world.

You're at the top of your world, at its center, in control.

Now imagine really, really cool

You start your day with a healthy breakfast.

You know it's healthy because lots of people collaborated to get it right. From farmers through food product manufacturers, from retailers through consumers, they're all members of a healthy food "governance," a virtual community that brings knowledge to all its members when they want it. That's you this morning when you prepared and enjoyed your breakfast. Yet you knew you're part of a natural food chain that starts on thousands of farms and works to be sustainable and affordable for the Earth's billions of people.

"Our world will be run, lived in and enjoyed through digital connections."

Dan Abelow



It doesn't take long for the light bulb to go on, for tomorrow's Digital World to come into focus.

While eating you're watching video on a tablet-size Teleportal.

Your tablet Teleportal is part of a new family of devices that includes multiscreen technology (allowing you to work seamlessly across all your various screens); and between Shared Planetary Life Spaces (virtual groups so people can stay connected and work together across all their people and devices, including their apps, services, places, tools and other resources). Teleportals converge computing, communications, TV/video, the Internet, work, commerce, entertainment and more into a continuous digital reality architecture that enables your continuous digital world. As Teleportals become higher quality your screens become as real in appearance and presence as looking through a window at the physical world in front of you.

The video is interrupted by one of the few ads you let inside your personal paywall.

Your paywall blocks all ads except the ones you let inside, because you're paid for watching them. This ad is for a breakfast cereal and you stop and pay attention to it, because your attention is tracked and you

A digital world we could build and move into... How cool is that!

have to watch to get paid. The ad is funny and you laugh while taking another bite of the same cereal that's in the ad. That's now called "partnership capitalism," when customers support companies that support them. Funny how "partnering" strengthened marketing. You used to be bombarded with ads you fought to ignore. Now only the ads you allow get through, but you watch most of them because that puts money in your bank account every day. There are even people who spend hours watching ads when they want extra cash!

The companies that run these personal paywalls have grown huge overnight. Almost everyone has a paywall, and sitting on top of that revenue stream is like printing money.

You're watching a video about the cereal company's supply chain, because you work in distribution.

How distribution has changed! Robotic pickers, self-driving forklifts, and equipment telematics show your whole virtual team a dashboard of what's happening every minute. As exceptions surface they're dealt with immediately. Your connected group of managers and workers is now growing to include similar groups in companies that ship to you, and in companies that receive from you. Together you're harnessing instant and deep multi-company data for frequent improvements. Your supply chain is continuously turning

more efficient, responsive and accurate – benefiting your markets, industry and economy.

In fact a co-worker interrupts, asking you to stop by and see a new demo for sharing vehicle telematics data across the connected companies.

You ask to see the demo right away instead, walking over to a larger screen so it's clearer. Stopping in front of the new screen turns it on and brings up your co-worker as she displays the mocked-up interface. It looks good so you tell her to run with it and create a prototype.

Before you leave you flip to your family's Life Space to check how your parents are adjusting to retirement.

You put your family's Life Space on the nearest screen. Mom's in a virtual card game with her best friends, while they're all virtually blended into the gardens next to the Eiffel Tower. Dad's exploring Belize's coral atolls while chatting with a childhood buddy. He's sipping coffee while blended into a real-time screen from the reef, surrounding him with tropical fish. No worries there so you don't focus them in. Senior citizens like them have created some of the most active virtual communities, including family, childhood and lifetime friends, resources, services and caregivers in their 24x7 relationships. It seemed like the more their physical mobility shrank, the larger their digital lives grew.

"For the first time in history physical reality won't be the only reality."

Dan Abelow



Looking at today's technology, doesn't it seem logical that we'll link our screens and add continuous connections that move with us as we switch from screen to screen?

Looking at today's technology, doesn't it seem logical that we'll link our screens and add continuous connections that move with us as we switch from screen to screen?

Add in capabilities like separate groups for our different interests; continuous connections to people, tools and resources in each group; CGI-like blending of people, places and embedded ads; and both physical and digital security based on recognition.

It doesn't take long for the light bulb to go on, for tomorrow's Digital World to come into focus.

A Digital World we could build and move into today.

How cool is that!



1.5

Property Self-Security: Enjoy a Well- Protected Life and World

How can new technology respond to today's need for security and safety? Our coming digital world needs physical security for our homes, buildings, cars and property.

During the next 15 to 20 years over 50 billion devices and locations are expected to be connected to the network. At the same time, recognition and identification will become commonplace.

As recognition becomes normal and widespread, we're going to enjoy living in a world with property self-security embedded in many areas.

Today's digital advances turn entire industries into features that wind up embedded in other devices, products and services.

It's happened to music, news, consumer cameras and video recorders, GPS directions, international phone calls and many others.

Why not security?



Here's how Expandiverse Technology turns security and protection into an embedded feature: Property self-security means many locations (houses and buildings) and property (devices and connected objects) will add recognition. Authorized users or entrants will be permitted. If a user or entrant is unknown, entrances and devices will interact to confirm authorization, respond, and protect themselves — or take more actions.

An example is your personal electronics, including smart phones, tablets, laptops/PCs, wearables, connected TV's, etc. If your device detects an unauthorized user, it can ask that user to self-authenticate, whether through identification, recognition or biometrics. With a relatively short "white list" of authorized users, recognition and authentication are quick and reasonably easy to add as a feature.

Instant alert: Act now



A huge market opportunity awaits from adding property self-protection and transforming the security of locations and property.

If authentication fails, your device can contact you because your systems know which device you're using at that moment. It can tell you what and where the problem is. If the person is identifiable it can tell you who the person is. If there's two-way communications it could let you talk to the person. If there's a camera it could take photos or record the person with video/audio (remotely stored, of course). If the device is moved and has GPS it can tell you where your device is. If it's a theft you could report it to the police and attach its identification, location and video/audio recordings.

As we reach the future "security as a feature" can become ordinary. Embedded cameras already cost under \$10. Connectivity is turning mainstream. Identification of authorized users on relatively short "white lists" grows ever easier. Various kinds of interactions can be used to self-authorize those who are unknown. An escalating sequence of automatic responses can be pre-set from checklists. Alerts can be fired to an owner or security service when a trouble threshold is triggered.

A huge market opportunity awaits from adding property self-protection and transforming the security of locations and property:

- **Personal:** Houses, cars, electronics, connected property, etc.

“Security as a feature” will become more than worldwide. It’s going to be world-changing.

Authorized owners and users will not need keys or logging in and out. They will move smoothly between their locations, devices and properties.

Security will turn invisible, even though it will be everywhere.

- **Business:** Everything connected in companies, telematics and inventory throughout the supply chain, retail stores and products, support centers, etc.
- **Equipment:** Construction, agricultural, power tools, etc.
- **Medical:** Facilities, equipment, connected supplies, etc.
- **Government / Military / Police:** Weapons, facilities, equipment, vehicles, devices, supplies, etc.

Then, the stronger recognition becomes, the easier it will be for self-protection to expand throughout the physical environment in areas like malls, stadiums, schools, playgrounds and other places people gather.

Today’s digital advances turn entire industries into features that wind up embedded in other devices, products and services. It’s happened to music, news, consumer cameras and video recorders, GPS directions, international phone calls and many others.

Why not security?

When will we live in a better world?

The size of these markets is obviously large, but the real value of property self-security is not our property. Nor is it Expandiverse Technology that can add it.

“Security as a feature” will become more than worldwide. It’s going to be world-changing. Property self-security will help make this a good and safe world for everyone to enjoy.

Authorized owners and users will not need keys or logging in and out. They will move smoothly between their locations, devices and properties. Security will turn invisible, even though it will be everywhere.

This will work because identification — with combinations like recognition and responding to cues like the mobile devices we carry — will make “knowing” users normal. Property will “know” who is authorized.

Tomorrow's kids are going to grow up surrounded by a new kind of world.

Property self-security will help make this a world of good people, a world that's safer for everyone to enjoy.

Hundreds of millions of entrances and devices will be parts of a far larger “security as a feature” world. Using, entering and exiting could be both simpler and more secure than today.

That will change everything for the children in that world. Those kids will grow up surrounded by a new kind of world. It will be a digital world whose physical property and devices protect themselves. To them, it will feel like a safe, protected life.

That's a new kind of world. Something that's always divided people is fear of other people. Fear of people we don't know. Fear of people who are good people, but simply live in different parts of the world.

But there are good people everywhere. They're living good lives, raising their kids, going to work every day, doing the best that they can, the best they know how to do. But when people aren't able to know and trust each other, they're afraid.

In a digitally secure world people will be “known” in new ways. We will know through our security systems that the people we're dealing with almost everywhere are good people, members of our secure, protected world. We will not need to be afraid of each other.

Because everyone and their children will live with embedded self-protection, we will gain a moral and good view of the people who live with us in that world.

With a digitally self-protected world people will feel known and treated respectfully. They will feel respectful toward others. Everyone could feel safer with everyone else.

The safety that comes from embedded security will help us become the trusted — and trusting — people we always knew we could be.

Could we actually see that nearly everyone else could be our friend?



1.6

Digital Boundaries: Construct the Life You Want

America is often described as a land of immigrants, people whose ancestors came here to build a better life.

That's becoming yesterday's story. Today we're transforming. We're turning into a land of *emigrants*, filled with people who are leaving the physical world as we migrate into a new digital world.

If your kids are awake they're probably in front of a screen or about to use one. They're spending over seven and a half hours a day using electronic devices, then add multi-tasking to stuff in more than eleven hours of media use each day. (1)

With their smart phones and tablets, adults do even more. This year they will use multi-tasking to stuff more than twelve hours of media each day onto eight hours a day they use screens. In fact, this is the year the balance tips: Digital media will surpass TV viewing for the first time. (2)

Our kids are crossing over completely. Just a few years ago there were no tablets and no apps. Now half the families with incomes over \$75,000 have downloaded apps for their young children. (3)

Tomorrow is turning into today. We spend most of our waking time with screens, migrating into a fully digital world.

Like all immigrants, we will want a better life in our new home.

By 2015 tablets are expected to outsell both PC's and laptops combined, transforming the computer business with ever more instant-on devices that are in use everywhere, all the time. (4)

Welcome to our digital migration. *Today is turning into tomorrow, and tomorrow into today.* We're walking and driving through the physical world while we spend the majority of our waking time with screens.

If we're migrating and starting to live on-screen, how will that work? How will we build a better life?

Digital boundaries: How you direct, produce and star on your screens

Digital boundaries are one part of new Expandiverse Technology, a way to enjoy a digital life that follows your rules. You get to let in what you like and shut out what displeases you — even the latest over-promoted celebrity. Boundaries are a little like having unlimited television channels with a personally responsive DVR (digital video recorder). You simply don't watch the "channels" and "shows" you don't want, and watch what you enjoy. (You see how technology will merge entertainment with life?)

Expandiverse Technology adds boundaries that each person and group can control. What would you let in and what's out? How much protection makes you feel safe? Would you like to be paid for your attention by advertisers? The power to filter messages is the power to run your digital world, with you in control.

This tech gives you control so you may end up liking your digital, on-screen world more than the physical one — by choice and by where you spend most of your time. Let's hope the physical world doesn't sulk too much.

How digital boundaries secure your world, and make it what you want

In today's physical world, people are surrounded by invisible boundaries between them and others. Companies are surrounded by both physical and relationship boundaries. Public spaces have their own implicit and explicit limits. Only governments have visible boundaries — their physical borders with passports and inspections when you enter and leave a country.

In the future we will expand beyond those physical borders and evolve continuous online connections to people, companies and services worldwide. As our digital migration advances, our boundaries can become explicit and visible. New types of Expandiverse boundaries can provide security and other actions based on each of our choices, interests, goals and activities.

What are these boundaries and how do they help people? One of these boundaries is security / safety, so let's start with this basic need. In a

Digital recognition will expand how we accept new people, because most people are good people.



Physical digital boundaries will identify and respond to those entering physical locations.

Online digital boundaries will identify and respond to those we connect with on our screens

digital world, **personal security boundaries** will become normal. In fact, personal security could become a larger and more valuable digital industry than the physical world's security industry.

Part of **physical** digital protection will be identifying and responding to those entering a physical location. Part of **online** digital protection will be identifying and responding to those with whom we connect through our screens. We're migrating into a known world, where our boundaries identify who and what is around us, so we know our level of safety and can respond appropriately.

Automatic identification will include retrieving data on people, and responding based on your choices. It will be more than remembering people's names so you won't embarrass yourself when you greet someone you should remember. When identification is normal personal security will become part of our everyday lives. That will alter how we relate to new people and trust them, because most people everywhere are good people.

Today's version of this is the security monitoring centers provided by the security industry. Just like companies and governments install security monitoring centers to know they're safe and provide alerts for issues, in the future people could have digital monitoring to see they're secure.

Boundaries will come in various sizes. Boundaries with small group sizes will use "white lists" to permit rapid responses to a short list of approved people, companies and services. Imagine your home's front door. Very few people need to be on it's "white list" so they can enter automatically. With such a short list, recognition can be instant and accurate — while everyone else is dealt with as an unknown person.

Larger and more open boundaries will use a combination of white lists, identification / recognition, and black lists to offer us choices based on people, places, relationships and contexts.

But digital boundaries can do much more than security. We could use them to live well, in the ways we want.

Tomorrow's kids will expect boundaries



Next: Control and construct your on-screen life the way you want it

Boundaries kick in when entry occurs or is requested. Their steps are variable with functions like:

- **Initial boundary steps:** Identification and data retrieval.
- **Subsequent steps:** Based on who is identified, and what is learned about them.
- **Valuation:** Value those identified based on your choices, preferences, interests, goals, etc.
- **Prioritizing / Alerting:** Focus on who and what is valued most; may include actions such as acceptance, invitation, permissions, responses, scheduling, recommended steps, automatic steps, etc.
- **Paywalls:** Revenue generation by blocking commercial parties with access allowed based on your interests, permissions, customer relationships or their paying you.
- **Categorizing:** Treatment, scheduling, alerting, routing, etc. based on your categories.
- **Filtering:** Custom displays based on your priorities, value, categories, paywall, connections, blocks, etc. to see the world you want on-screen.
- **Blocking / Protection:** Online blocking, removal or protection based on the filters you choose.
- **Security:** Alerts or active protection based on any of the above criteria, plus steps to deal with possible safety risks, potential danger, etc.
- **Other** boundary processing steps...

Tomorrow: Construct and control your on-screen life the way you want it.

What kinds of boundaries could you have? Some examples include:

- **Personal boundaries:** Family, friends, employers, groups, affiliations, etc.
- **Business / corporate boundaries:** Customers, prospects, employees, contractors, partners, suppliers, distributors, vendors, etc.
- **Semi-public and public spaces boundaries:** As people enter **physical** places like stores, malls, hotels, airports; or **online** activities like digital events, conferences, meetings, etc.

How large are the markets for boundary systems? Markets will be different sizes depending on the type of boundary. A security boundary is mainly a cost that reduces the bottom line. Markets will be many times larger for boundaries that add revenues and increase top-line profits. Example markets include:

- **Business** (see the next chapter): Continuous customer and prospect relationships, supplier and partner relationships, distribution and delivery relationships, paywalls, security, etc.
- **Commercial physical / online:** Identify and respond to individuals in both physical locations and online.
- **Personal digital:** Revenue-generating paywalls; boundaries based on identity, privacy, filtering, security, etc.
- **Governments / Military:** Boundary monitoring and responses in both physical locations and online; systems to penetrate others' boundaries; etc.
- **Other** business opportunities...

A great world with good people



With new digital boundaries that we control, we will step through the looking glass into the lives we want.

Life on your screens: A great world with good people

Our digital migration has begun. Most people in today's world are already good people who deserve respected, proud and happy lives. As we emigrate into tomorrow's digital world our digital boundaries will give us personal security and much more.

With self-controlled boundaries we will turn our screens into a looking glass that shows us what we want: Our security boundaries will identify and describe the people, companies and services around us physically and digitally. Our valuation and categorization boundaries will tell us their value and how we might respond. Our filter boundaries will let us include what we like and exclude what we dislike. Our paywall boundaries will block out companies that want commercial access to us, except when we have a relationship with them, or because they pay us.

We will see that we're surrounded by good, hard working people everywhere around the world. Diversity and inclusion will grow as we become friends with many kinds of trustworthy, sincere people. We will ex-

Diversity and inclusion will grow as we become friends with many kinds of trustworthy, sincere people.

As we use new digital boundaries we will become creators of tomorrow's digital world.

We could build a digital world where our dreams come true, eliminating today's limits.

perience liking many kinds of people because our boundaries will show us there are many people who have a good life in their own ways. We will be much less likely to reject others because we don't understand them.

As boundaries become commonplace we will learn how to construct and share good spaces in which we and others can live well. We will individually and collectively step through our looking glasses into the lives we want. Then we will stay in the ones we like and enjoy, and adjust our boundaries until we build what we want.

We'll live online in the ways we choose, experiencing who we dream of becoming instead of receiving our identities from top-down institutions. We'll be supported by the companies, services and communities that want us to have dreams, reach for them and live them.

As we grow together we will approach the threshold of being the creators of tomorrow's digital world. We could choose to live in a digital world where our dreams can come true, expanding today's limits to include the possibilities and opportunities we would like. That worldwide "civil society" would be helpful for our mid-century planet of nine billion people, all of whom will want prosperity and success.

We will find many huge tech, business and personal growth opportunities as we emigrate into a self-controlled digital world. With our large needs for safety and so much more, digital boundaries could turn into some of the world's most valuable advances — for people, as well as for companies that serve their customers well.

Good people deserve to control their own lives — and Expandiverse digital boundaries are designed to provide that.

As you gain control, what kind of life will you want?

**A you-centered
world
that
serves
you**



1.7

When and How Will You Win? When Tech Upgrades the Economy

Your life will be better in tomorrow's digital world. Everything will center on you and your every need. Business will serve you with unbelievable dedication and focus.

After all, you will have control over your screens and paywalls so you can banish every company that doesn't meet your standards. If a company or organization fails to please you, you can block it and wipe its ads, communications and existence off your screens.

The finger on the kill switch will be yours, so you'll rule tomorrow's digital world. Successful businesses will reinvent themselves as personal, immediate and pleasing — serving everyone, everywhere, all the time.

Routine identification will trigger an evolution in commerce and customer relationships: Boundary systems will identify individuals and retrieve their data so each person can be treated personally. This will trigger major business opportunities — continuously con-

nected relationships between businesses, customers, prospects, employees, suppliers, partners and others.

Let's dive into that world.

The consumer's world: Personal service with smiles

The finger on the kill switch will be yours, so you'll rule tomorrow's digital world.

Business will serve you with unbelievable dedication and focus. Everything will center on you and your every need.

Example: It's dinner time on Friday and the kids want McDonald's Happy Meals(TM). Simply drive to the McDonald's pickup window where you're greeted by name and have the the kids' dinners handed to you the way they like it — then drive away without having to stop to pay for it.

How would that happen? Your family's Shared Life Space includes a continuous connection to McDonalds, so you "focus" them on one of your screens. Its dinner time so your McDonalds focused display puts your usual dinner order at the top of your personal connection. You tell



In a digital world business becomes friendship, service becomes a smile, and everyone's experiences become ideal — making relationships personal and great everywhere.

it kids' meals only, in 10 minutes. While you drive to McDonald's your location is tracked. As you reach the pickup window your identity is confirmed by video recognition. You're welcomed by name with a smile and your order is handed to you. You simply take your food and drive away, with your transaction and automated payment validated with video/audio recording. Your relationship is personal, with even the amount and type of conversation matching your style.

Changes: Future fast food companies will redesign themselves for billions of customers worldwide. Some of the coming advances: Identify and recognize everyone by name both online and in person, personalize menus to match each customer, remain connected with customers online so orders can be placed while going to restaurants, track customers so pre-ordered food can be fresh and handed to customers as they walk in or drive up, greet each customer in their language with their preferred conversational style, and automatically charge their account when their food is handed to them. Glitches are tracked and processes continuously improved. In a digital world food becomes friendship, service becomes a smile, and everyone's experi-

ences become ideal — making relationships personal and great everywhere.

Others change, too: Similarly, you're known and served personally everywhere. Hotels can greet you by name at the front door and hand you your room key without needing to stand in line and register. Whenever you want to go somewhere you can focus in the closest available cars and taxis so you always have personal transportation. You enjoy a personal world that serves you, for anything you want.

Tomorrow's commerce: It will be normal to be greeted by name, with each company's subsequent interaction fitting you better. The products and services you want will be personal, prepared and ready for you. Businesses you designate can auto-charge you so you don't need to stop to pay. Tomorrow's leading companies will compete by knowing you and serving you perfectly.

A personally pleasing world: Every company will try to give everyone totally pleasing service. They'll know their customers can switch to a more responsive competitor instantly, as soon as they slip up. You will live in a "you-centered" world. A world where you win!

The big business world: Be the world's best and advance quickly

This affects your job and work, too. You won't need to schedule a meeting for next Tuesday, then drive there through traffic while hoping the right people actually show up. Instead, you and others will be able to say, "Hey! Do you have a minute?" and work together instantly, everywhere, far more effectively.

Your Shared Life
Spaces include people, locations and systems that are continuously connected.

Just ask, "Do you have a minute?" and work together instantly, everywhere and effectively.

Example: Suppose you sell medical diagnostics equipment to hospitals and diagnostic facilities. (You could be the manufacturer, distributor or integrator.) You're talking to a new prospect who wants to see an MRI installation in an independent diagnostic center. You "take" him digitally to a diagnostic facility, chat with its director, "see" their facility and learn their management priorities and results. Then you "take" him digitally to other diagnostic centers quickly, to illustrate how they maximize image quality, uptime and utilization. In minutes your prospect has experienced exemplary facilities thousands of miles apart, and personally seen how much your company can deliver.



A future commercial world will use continuous connections to rapidly bring new customers to advanced levels of choice and performance.

Continuous connections make advanced performance direct and routine, with constant sharing and distribution of new “best practices” and the latest advances.

How would that happen? Your marketing Shared Life Space includes people, locations and systems that are continuously connected. While talking to the prospect you focus in the manager of an appropriate MRI installation who can take a minute to answer a few quick questions. Then you focus in that installation and several others so the prospect sees their installed MRI's. You use your high-level access to their management systems to show the wrap-around services your organization provides (without disclosing confidential information): Capacity planning, patient flow optimization, local data collection, local diagnostics, problem prediction, automated “Active Knowledge” support, live support, image storage and routing, maintenance compliance, capital budgeting, continuous ROI analysis and more.

You show how your staff provides total support with a continuous Shared Life Space so every appropriate person at the new facility has continuous hands-on guidance. This starts with their financial models and projections so they're done quickly and presented well. It continues with their buildout, hiring, training and opening, Then you maximize their technologist accuracy, management control, facility utilization and patient satisfaction.

Changes: A future commercial world will use continuous connections to rapidly bring new customers to advanced levels of choice and performance. Some of its advances: Digitally “take” prospects to leading installations, talk to real people there, show their processes, make it easy to to buy, finance, install, operate, manage, troubleshoot, support and upgrade. Continuous connections make advanced performance direct and routine, with constant sharing and distribution of new “best practices” and the latest advances.

Others change, too:

- **Big Box Retail** will stop declining from the e-commerce onslaught. Stores will provide “physical-like” e-commerce from either online showrooms with real products and real salespeople, or directly from their retail stores. Customers will digitally see and try products (whether clothes, electronics or anything else), ask questions, work with real salespeople and personally arrange purchases, delivery, setup and customer service.
- **Personal Services** will compete with online services. Whether insurance agents, bankers or florists, service providers will have one-on-one online relationships, personal services and please their customers more than online business systems.

In the commercial world it will be normal for many businesses to become as good as the best with the assistance of their vendors' Shared Life Spaces.

Then they'll use their own Shared Life Spaces to extend personally, and deliver what's best to their customers.

- **Business Sales and Operations** will use continuous connections to existing customers and new prospects to provide them quick responses and turnaround. Response times will shrink to "now," because customers will have multiple choices. Failing to respond immediately will mean customers turn to competitors who do respond.

Tomorrow's world: Our commercial world will run on seeing the best everywhere, then delivering that. It will be normal for many businesses to become as good as the best with the assistance of their vendors' Shared Life Spaces. Then they'll use their own Shared Life Spaces to extend their personal connections to their customers. When you need anything, immediately focus in your vendor to see, receive and become the best without traveling there. If needed instantly focus in other vendors, services or products from multiple locations. Choose and reach each of your goals without waiting or traveling.

A commercially successful world: You'll work in a world that helps large numbers of companies see how to be "the best" commercially, and guides them as they make "the best" their normal standard. Every vendor will also know how to provide what its customers need through continuously connected Shared Spaces. Customers will feel its normal to live in a world that knows them and serves them personally with the best options, wherever they choose to focus in. You win!

The small business world: Every company can capture the center

Tomorrow's digital world will offer small businesses new ways to capture the center position in their customers' lives.

Consider a pediatrician who cares for children. Today she provides medical services through doctor appointments. Tomorrow she could include her patients in a "Digital Medical Services Organization" (DMSO) that has a broad services and product business. Its focus will be raising the quality of health for thousands of kids, and helping thousands of parents. Her business scope can expand from medicine to wellness and commerce.

What do parents need to keep their kids healthy? In a pediatrician's Shared Life Space all the business's services are always connected, health monitoring is continuous and the right information and products are always available. This could be a relationship that outperforms today's fragmented retail and online vendors of different health-related over-the-counter products, drugs, physicians, health information and other medical services.

Tomorrow's digital world will offer small businesses new ways to capture the center position in their customers' lives.



What do parents need to keep their kids healthy?

In a pediatrician's Shared Life Space their services and patients are always connected, health monitoring is continuous, and their information and products are always available.

Some examples of this digital doctor's business model could include:

- **Medical services:** Continuous connections and services for medical patients. Medical services include physical appointments, online appointments, personal health goals and plans, personal gap analysis to "normal" and "ideal" goals, personal health dashboards, etc.
- **Wellness monitoring services:** Continuous monitoring of health, fitness, activity, weight, eating, etc. through patients' devices (including wearables).
- **Incident monitoring services:** Continuous incident monitoring such as falls, slips, injuries, etc. through patients' devices.
- **Active Knowledge* (AK):** Monitored incident thresholds include AK triggers to deliver guidance and appropriate assistance (non-intrusive and optional at lower threshold levels; immediate assistance at higher thresholds, assistance requests at any time).
- **Active Knowledge (AK) e-commerce:** AK suggests higher quality products and services based on monitored triggers, to produce improvements. User-chosen goals will allow better selection of the right products and services to reach those goals. Immediate pickup could be provided through local drug store chains.
- **Shared Spaces treatments:** If others need to be included, like a child's elementary school teacher, they can be included throughout the treatment process without their ever leaving school, or having to visit them there.
- **Self-control of monitored areas:** Wellness dashboard with clear metrics, gaps to goals, Active Knowledge guidance, and e-commerce.

OMG. What just happened to your child? A pediatrician's monitoring service could focus in the parent immediately on his or her current screen. Or a parent could focus in the doctor's service.

Connect with someone and receive the right information, guidance, service or product. If a drug or OTC medicine is needed, immediate pickup or delivery can come from a drug store chain that's part of the Shared Space. They'll know when you're arriving and hand it to you. Your children win!

Could we live in a world where many people can reach the top?

If we decide the time is now, new technology could make us a world of winners.

Is it time to win, or keep falling behind?

Could technology remove society's ceiling and give everyone the chance to become their best selves? Could it usher in a society where everyone could win, and then keep winning? Could we live in a world where many people can reach the top?

To some that sounds like Utopia or Nirvana. It's much easier to say, "Never happen, at least not in my lifetime." It's simpler to keep doing what you used to do, even if it no longer works for most people.

We've seen this before. Feudal peasants in the middle ages are middle class today. Before the industrial revolution nearly everyone was illiterate, but the world is almost 90% literate today. A hundred years ago in London you couldn't see the sun because of the air pollution, but now it's clear. The same will happen to China's polluted skies, and to many of our other limits.

Still, it's hard to imagine a real world everyone could enjoy, where everyone can reach for greatness. But with Expandiverse Technology, whose first ideas started in 2007, years were spent developing new technology to build tomorrow's digital world today. It's a concrete step towards building a world where our dreams are opportunities, and many of those who try may succeed. On that road lies a better destiny — a world where many people might become great.

Suppose we decide the time is now, and we're the people who need to switch from falling behind to leaping ahead. Could new technology make us a world of winners?



SECTION 2

Active Knowledge:
The Future of Search,
Commerce & Society

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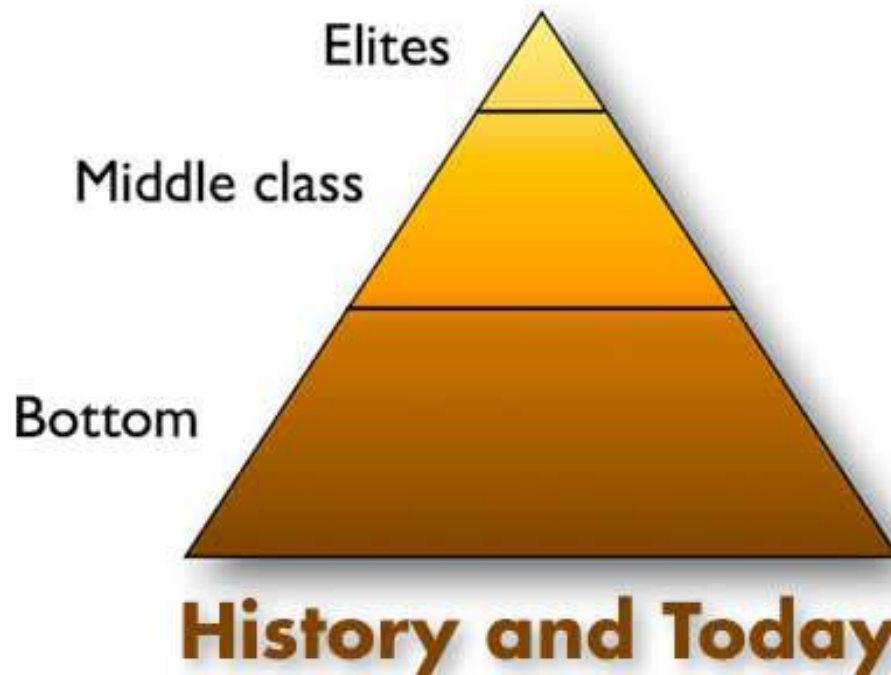
2.1

Active Knowledge: A Future Where Everyone Wins

Could it be possible that the knowledge we need will find us? No longer would we have to stop, search and grasp to figure out what we need right now. If information comes to us we become more productive, successful human beings.

Imagine the possibilities of having the brains of Albert Einstein, the talents of Tom Cruise and the creativity of Madonna find you, show you, guide you.

If the network could help everyone succeed all the time, could we live in a world of winners, where universal success is the the way our world works?



Until now, we have lived in a physical world, locked down and held back by its biggest limit: Scarcity.

Most don't succeed upward. Only a few rise all the way to the top.

The Pyramid of Scarcity: Eternal or obsolete?

Until now, we have lived in a physical world, locked down and held back by its biggest limit: Scarcity.

Knowledge and information was transferred from one person to another, parent to child, trial and error. We evolved a traditional style of classroom instruction and educational institutions: Teaching, testing, grading, passing, failing.

More recently television added observation and the Internet added webinars. Now that we have the web and search, we have to stop, find what we need and figure out how to use it effectively. At best progress is only a bit faster, while mediocrity is still the most frequent result.

Most don't succeed upward. Only a few rise all the way to the top. Once there they want to keep their advantages and pass them to their children, so they amass power to stay up there.

The physical world has always been this way, and continues even though an early Internet surrounds us. The physical world's scarcities and limits created our pyramids of wealth, power and control. Look everywhere in today's physical world. Its pyramids are everywhere. Nearly every institution's and society's local beliefs, culture and rules perpetuate them.

But with a new digital world along side our physical world everyone would automatically get what they need to know to succeed. Technology could eliminate many kinds of scarcity while multiplying the performance of people, giving everyone the chance to leap over their limits and rise in new ways.

Sure, some wouldn't make it, but many would ascend. How much more could we produce personally and together if the network helps everyone become more successful and effective? More earnings, spending and larger sizes for markets, generating more profits for companies and the economy.

Everything could change. If networks were based on behavior they could deliver success.

Success could be the world's new standard.

We think a network is communications. What if it were behavior and responsive ways to reach for your dreams?



An Active Knowledge network will know what the world's best is and how to achieve it.

If you want to be the best it can help you buy, rent, share and use those products and services.

You can become the best. Along with everyone who wants to reach the top.

First, organize: Google's mission — to organize the world's information — comes from yesterday's world of facts. It's based on "static knowledge." Everyone has to stop, search and find the right information from somewhere else. That helps some people a lot. But only some of the time, and not everyone.

Networks stay based on communications. The world stays the same.

Next, deliver: In tomorrow's digital world Active Knowledge comes from what we do. It's generated by us, and is based on us. Think about using devices that recognize you, and restore everything you're doing as you switch from device to device, from screen to screen. That network knows who you are, your device, the task you're doing and the steps you take. It aggregates it and responds to success and failure. You're the filter and the Active Knowledge finds you. You can always know the best steps, like GPS directions to your goal.

This changes everything. Networks are based on behavior. They deliver success, so success becomes the new world standard.

Then commerce: An Active Knowledge network will know what the world's best is. And how to achieve it. If you want to be as good as the best in the world, it can tell you which devices, services and products are actually used for that.

Then it helps you buy, rent, share and use them. You become the best. Along with everyone who wants to reach the top.

Everything changes again. The network is the e-commerce channel inside what we do, ready to help everyone ascend all the time. The paradigm flips from push (find customers / sell them) to pull (want it now? accelerate!).

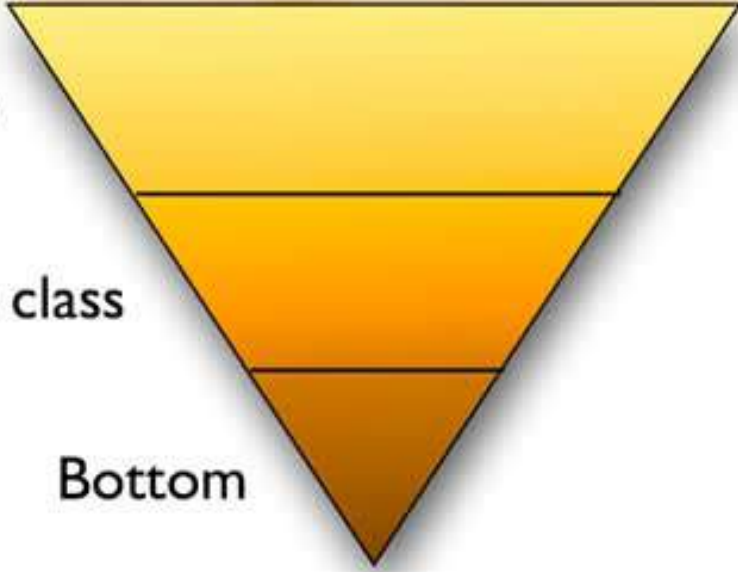
Then surge forward: Worldwide, the best knowledge is discovered and spread exponentially. An Active Knowledge network spots innovations, tests them and improves its guidance. It delivers the leading edge of progress to everyone and keeps them out in front. Our world surfs the future, constantly becoming the best we can be. The Expandiverse name for this is AnthroTechtonics.

Everything keeps changing. The network makes it normal to be great... and then be greater.

It won't matter whether you are in Silicon Valley or Sao Paulo. It won't matter whether you are in Singapore or in a small village in Africa, South America or Asia. Everybody who uses a networked screen can receive Active Knowledge guidance — and become able to succeed as well as the best people in the world.

Which could eventually be most people. AnthroTechtonics shift us to a new kind of future.

The Expandiverse



Elites

Middle class

Bottom

Any time you could be better, technology can offer new options for you to become all you can be, and reach your full potentials.

With Active Knowledge learning is life, and life is achieving the greatness that's in all of us.

Tomorrow's Hierarchy: Is an upside down pyramid a right-side up world?

Ultimately, Active Knowledge creates the possibility of universal personal greatness. It makes learning normal, rather than forcing it as "education." It allows everyone to achieve — for themselves, where they are, when they need it and on the devices they happen to use each minute.

An evolved network leads to a new kind of world. Advances happen and spread all the time, not just when you're at school, not just when your job teaches you something new. But any time you could be better, technology and life offer new options for you to become all you can be, and reach your full potentials.

For too long, we've separated learning as something that takes effort, something that is done in libraries and by teachers, which makes it occasional and infrequent. With Active Knowledge learning is life, and life is achieving the greatness that's in all of us.

**Beyond
today's
Google**

Google's logo is the property of Google.

2.2

The Future of Search: Stop Searching. Info Will Find You.

All over the world, search has become the fuel that powers much of our lives. From getting directions to learning how to do something, from shopping to travel reservations, searching is one of the main ways we get things done. It's so prevalent we can't imagine life without it.

Instead, imagine something better. Imagine a fully digital world of tomorrow where knowledge turns active and finds you.

Tomorrow's world will be you-centered. Like GPS that knows where you're located, your connected screens, devices and network will know the steps you take as you do them. GPS identifies which routes people take and then delivers that as turn-by-turn guidance to other travelers. In the future, networks will learn the steps people take to complete their tasks, and deliver that as step-by-step guidance to anyone who wants it.

As soon as you type in Google search you experience the start of this. Auto-complete suggests what you're likely to want. Pick one and you're done. Auto-complete is also in web browsers, email,

text messaging and other tools. Online learning from and to millions of people is in every key-stroke in these tracked tasks.

The advanced Expandiverse Tech and IP step is called Active Knowledge. In tomorrow's you-centered digital Earth — our world in the future — you become a filter and magnet for the appropriate knowledge for what you do. Your screens and connected devices will give you the option of turning to the world's best information alongside your steps and tasks.

No longer a separate search, your best choices will turn into an embedded feature. This evolution should be as obvious as it is predictable. Look at how music, photography, news and other industries have been turned into features. Why not knowing how to succeed?

Simply by going through a normal digital day, the information you might want will be part of what you do, an instantly available option within your screens and connected devices. Without search.

Hmmm. Do tech's leaders see this coming? Why did Apple start Siri, Google start Now, and Facebook start Graph Search?

A roadmap to accelerate tomorrow into today

Instead of waiting decades for technology to make us more capable and powerful, how could we leap ahead into a digital future where everyone can succeed? With its first ideas in 2007 and years in private development, here's three examples from new Expandiverse Technology and IP:

[Active Knowledge](#)



Devices — from silos to a family: In the future your devices will know you and respond to you like an automatic door. When you walk through an automatic door, it opens for you and then when you have gone through it, it closes behind you. When you start using one of tomorrow's devices it will recognize you and display your digital environment. It will restore the state of all the pieces so what you do continues and moves to the new device with you. Then when you are done using the device it turns off. When you turn to your next device it continues your digital world for you. It's like when you walk through a door and the physical world is always there. In the future it won't feel like you change devices. All your screens will be one large device, providing a continuous you-centered experience as you turn to each next screen.

Active Knowledge, search's replacement, will be part of that. It moves with you so you'll always have abundant information without needing to search.



Architecture — from searching to an embed-

ded feature: The future will see billions more devices connected than we imagine. So the Active Knowledge architecture has three configurations that are like a digital dog playing an endless game of fetch, tirelessly retrieving what you need for your current actions. The good news is you don't have to throw the stick. These three configurations are Centralized (processing is in the cloud), Decentralized (processing is in your local device), and Hybrid (processing is in intermediary devices or services that are either yours or on the network).

The benefits flow to you in all the configurations: It sees your behaviors and offers information you may need without you even needing to know how. Because you know it's there you can always move forward confidently and rapidly. You receive more than information. Active Knowledge can provide the "world's best options" like services or resources (for you) for any task that's important. When you want a higher level of performance, this is a system for changing "doing" into succeeding and becoming.

Control — from physical to digital

boundaries: New digital boundaries are the core of what allows you to create your own world and to ignore any elements of the media-driven world that displease you — even the latest overdone celebrity. It's a little like adding a video recorder's control to your on-screen world. You simply skip the "shows" you don't want in your life, and let in only the "shows" you like. When you gain control, what will you let in and what will you shut out? Which of each day's story lines are really important to you?

Also, would you like to be paid for your attention by advertisers? That would be a reversal of fortunes. The power to filter messages is the power to be paid for your attention — especially by advertisers who now dive into your brain for free. Imagine how digital boundaries might alter your commercial earnings. If you gain control, will you feel more connected to your digital world than the real one? By choice. Let's hope the real one doesn't sulk too much.

Stop searching. Just live your life and the information, services and resources you need for your activities are an instant, optional part of doing.

What would you do with constant access to the info you need to go directly to success and become what you want right away?

How long before history repeats itself?

Online search hit paper-based publishers and libraries like a thunderstorm, drowning their customers with a flood of information and content that destroyed the publishing industry's unique value.

A you-centered digital world could hit today's industries like a hurricane, blowing it over with embedded information and resources that turn customers in a new direction. Expandiverse Tech adds a new combination: Continuous devices that follow you, auto-retrieval of what you need as part of what you do, and your control over your screens.

Remember the lesson from Microsoft's launch of Office's uniform interface? In one strategic thrust they took the market away from their competitors in word processing, spreadsheets, presentations and email.

Today's leaders could do the same. Google or Apple or another leading vendor might capture the future by acquiring and advancing tech to gain dominance. They could bring down their competitors' leadership in many industries at once, in one multi-year step.

The Future of Search could be a strategic lever.

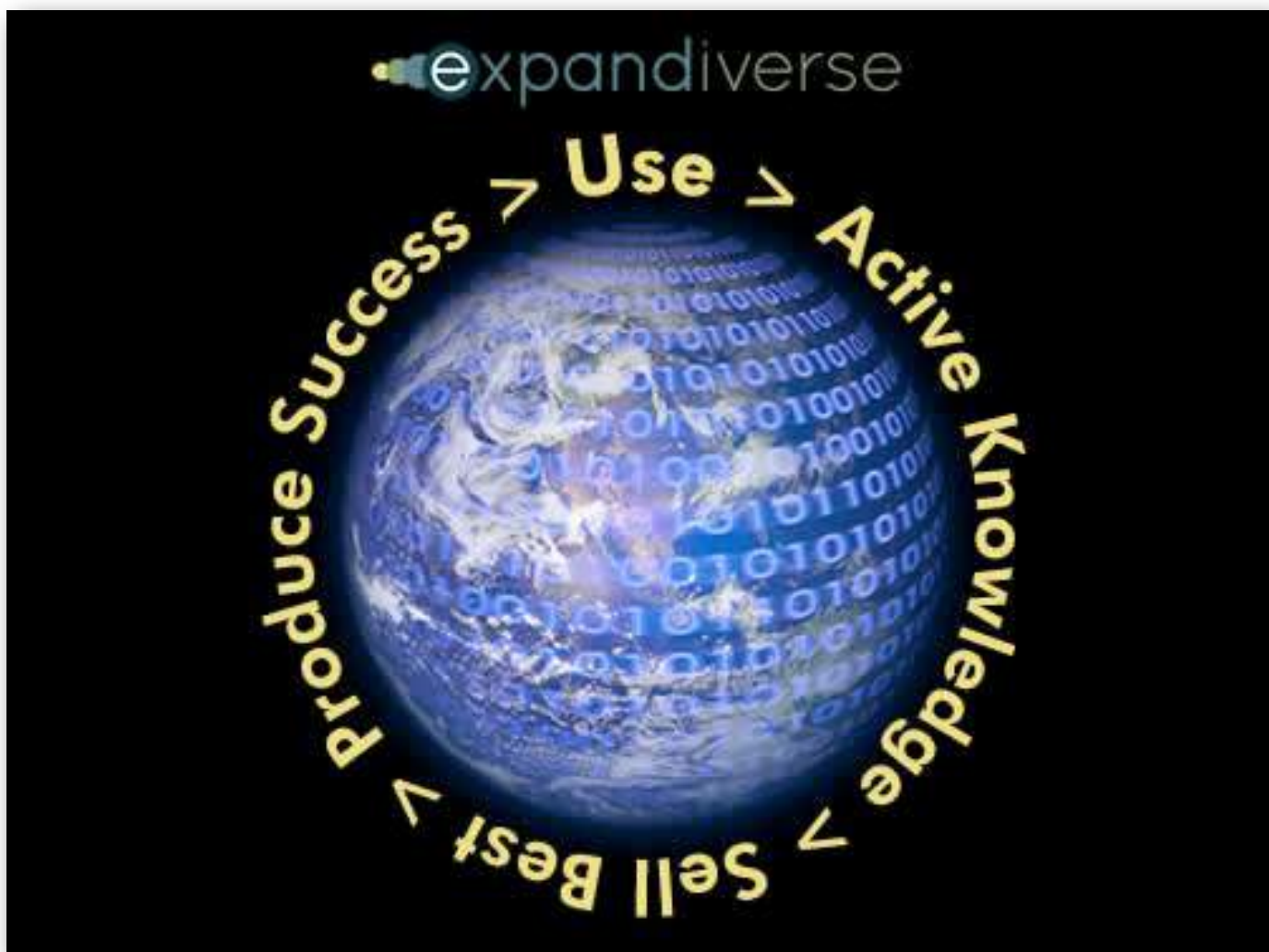
Stop searching. Just live your life and the information, services and resources you need are an instant, optional part of doing. If you're the vendor, your ecosystem's choices are delivered inside tasks — with your "store's" 10% to 30% of this new digital world's revenues.

Active Knowledge could make a big difference to people everywhere. The impact on people and the world could expand tomorrow's personal capabilities and power far beyond today's search.

Our digital future is inevitable. You could end the interruptions and skip the searches. What would you do with constant access to the info you need to go directly to success and become what you want right away?

What will happen if billions of people worldwide do that?

Are you ready for a successful world?



2.3

The Future of Commerce: If You Live, You Win.

Imagine you're surfing the world's most powerful digital wave: You're hot-dogging the leading edge of the future, checking out the action on what's better, enjoying a service that helps you score as fast as you choose to rise.

Want what's best? Done!

Want the most fun? Awesome!

Want to be more productive? Zoom!

Want to be happier? Go there!

This service — Active Knowledge — instantly brings you knowledge of what's best. It lets you switch to that immediately. Your ability to use your new option is guided. Your adoption speed, effectiveness and results blow your mind. You can equal the best anywhere.

Even more powerful, you're not alone. Imagine everyone surfing this wave of the future with you, the whole world pushing for a kick-out that lifts all our boards over the tops of our waves — to-

Imagine everyone surfing the wave of the future together, making this the best world it can be for each of them.

You and everyone, surfing the waves that set us free to become what each of us wants to be.

gether making this the best world it can be. The best we've ever been in history. You and everyone, surfing the waves that set us free to become what each of us wants to be.

Could that be our future? How could we turn a corner, enter an accelerating world, and get stoked on weapons-grade advances?

Welcome to the future of commerce in the Expandiverse.

Its secret combines embedded commerce, continuous connections and Active Knowledge.

Let's visit the past for a minute, to see how today can turn into tomorrow.

Visit yesterday to see today

Ancient history is 1990, when we were stuck with payphones and landlines. If you wanted a microprocessor in your life you used DOS to run a green-screen PC or a heavy laptop. There were no browsers or websites. Networks were for corporations and universities. People used slow, loud modems that dialed up telephone connections — even AOL for Windows didn't start until 1992. There wasn't much to dial into.

While drinking a coffee one morning, I was thinking about a world of the future where we would have many microprocessors around us. With many things digital, these devices would also add communications and turn interactive.

With two years of work, that seed grew into a digital communications patent whose abstract said, "The resulting two-way interactive media enables relationships to be built with individual customers and groups of customers throughout a product's or service's life cycle... This new medium provides a worldwide way to transform the use of products and services into interactive two-way dialogues..."

Of course that didn't happen in the 1990's, but it's how we live today through our mobile phones and tablets, and in a growing range of other products and services.

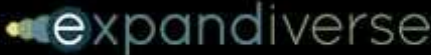
Filed in 1992, this patent went through an entire life cycle of waiting for the world to catch up, being bought, licensed hundreds of times by its new owners, and expiring. Today it's old and free technology, available for everyone to use.

Part of that patent's spec said, "The net result is the Vendor extends their ability to provide services and sales to their Customers right into its products, and provides the means for its Customers to obtain services and to conduct transactions as one of their product's internal features."

Filed in 1992, this patent went through an entire life cycle of waiting for the world to catch up, being bought, licensed hundreds of times by its new owners, and expiring. Today it's old and free technology, available for everyone to use to live online and wonder about the future.

Now let's dive into tomorrow, which will feel as far out as today's online world did 20 years ago.

Except we're advancing faster, and tomorrow could turn into today while we blink.



Filed 1992...

[57] **ABSTRACT**

The invention may be embedded in products or services that contain a microprocessor and a facility for communication. The resulting two-way interactive media enables relationships to be built with individual customers and groups of customers throughout a product's or service's life cycle. Customers may also be provided with automatic, portable in-use access to constantly updated information during product use, to increase user success and reduce costly and error-filled processes of acquiring product expertise. The invention may interact with customers, gather information from customers, communicate customer information securely to a vendor or external third party(ies), construct and transmit new pre-programmed interactions to the customer communications system in the product, and analyze and report customer information. This new medium provides a worldwide way to transform the use of products and services into interactive two-way dialogues; add in-product performance measures and any specific assistance needed; educate and train customers as their product uses change; permit vendors to discover and respond instantly to market shifts and opportunities; generate and test new ideas; enable customers to guide a vendor or a third party(ies) in satisfying their needs; and other means of using in-product communications to fit business operations with rapidly changing customers and markets. By making two-way learning and information delivery part of the product and service environment, vendors or third parties can become faster, more efficient and accurate in designing, delivering and supporting what customers want to buy.



Today's online stores will become "yesterday's" obsolete model. They start with customers having to "go" to them online. Then they stop at purchase and delivery. Their marketing lifecycle is only "find, buy and deliver." That will be too short.

E-commerce looks developed, but we've only just begun

The old model was physical retail stores. Get in your car, go to the store, find the products and learn about them by touching them and asking a salesperson questions.

Today's online e-commerce is on-screen. Use search to jump to the product, compare it to others, use reviews by customers and analysts, then find the best price and purchase. It's spectacular for gift giving because presents are wrapped and delivered for you. Hours of work reduced to a few clicks.

But e-commerce is still a baby, learning to walk as it adds mobile, show-rooming, social (like Pinterest), communities and more. Amazon, it's leader, keeps fighting to stay ahead by adding new Kindle devices, faster delivery from local warehouses, and instantly playable videos to sell immediately usable products.

Tomorrow, online stores will be "yesterday's" obsolete model. They start with customers having to "go" to them online. Then they stop at pur-

Embedded commerce will redefine marketing as full product lifecycle connections that are part of everything we do, aware of what we're doing, knowing the gap between each of us and the world's best, always ready to help everyone get what they need — and rise to the top.

chase and delivery. Their marketing lifecycle is only "find, buy and deliver." That will be too short.

The entire product lifecycle will soon enter the marketer's sandbox: After buying, from "receiving through configuring through using through servicing and upgrading" — every minute of the life cycle enters marketing's touchpoints. Every gap is an opportunity to make each customer the world's best and happiest and greatest — during every minute he or she is awake.

Embedded commerce will redefine marketing as full product lifecycle connections that are part of everything we do, aware of what we're doing, knowing the gap between each of us and the world's best, always ready to help everyone get what they need. After delivery, it shows you how to succeed while you use your new product or service, making satisfaction and success normal.

Embedded e-commerce will tailor itself to all the steps in the product life cycle, holding your hand when you want, making sure you get what you expect.

Within a decade or two years rich prizes will be seized by online retailers and vendor marketing departments that grasp continuous digital connections:

- Awareness of everyone's immediate needs.
- An embedded relationship, with an opportunity to help instantly during many tasks that include a screen or interactive device.
- User control over displaying Active Knowledge messages, forcing real contributions so they're not turned off.
- The ability to show gaps and add improvements with an immediate transaction as soon as "more" is wanted.
- Multiple options so everyone advances at the cost and speed they want: Choices will include buying, renting, trying online, sharing or free use.

This new channel will be invisible to competitors: Search will be skipped, advertisements eliminated and online retailers bypassed.

Embedded commerce connects vendors and customers at the moment of need, using one-to-one connections to build relationships and successful customers worldwide.

- Instant "delivery" of online products and services, including physical products that can be run right away by remote control — whether they are bought, rented, shared or used for free.
- A fast-adapting relationship that learns your personal goals and preferred touchpoints, then delivers tailored Active Knowledge that anticipates your needs when you're likely to have them.
- Two-way loyalty and a "you" focus, because everyone can switch until they find the set of retail and vendor relationships that serve them best — then keep switching as they find better resources.
- Community sharing, with new and better Active Knowledge sources shared widely, producing the usual "winner takes all" growth rates of tech's leaders.

This new channel will move inside every part of our digital lives. It will be invisible to competitors: Search will be skipped (uh oh, Google), advertisements eliminated (Google again?) and online retailers bypassed (um, Amazon). Embedded commerce connects vendors and customers at the moment of need, using one-to-one connections to build relationships and communities of successful and satisfied people worldwide.

When some marketing departments do this well, watch out. Their companies' sales will show it while their competitors will run screaming to catch up — before they're shut out and shut down by failing to enter the future.

A tipping point will arrive. Some companies will be in, some out. Some will rise up, some fall down.

Some will turn fully alive (oh, what a world-spanning life), and some will... die.

Launch yourself on the wave of the future and surf to your best self

How will this work? Start with other parts of the Expandiverse like your family of devices. You can turn away from your current screen, turn to your next screen and your digital world moves with you. It continues where you left off, with everything connected and open to the same steps.

To do that, your device "family" has to know you and what you're doing, as well as learn from you. In a top-down hierarchy this includes:

- You're the user (recognition)
- Which device(s) you're using
- The connections, products, services and apps you're running
- Your current tasks
- Your step in each task

It's a new retail channel for everyone who has goals but wants a higher rate of success: Try anything with your current product. Gaps trigger it, showing the steps and how to switch to better choices if you want, with guidance in how to succeed.



Embedded commerce will put you one step from the world's best options — if you want that. You decide when to switch.

When you switch it guides you straight to the top, where you belong.

- The steps where you're likely to succeed, fail or abandon tasks
- (Higher learning) What you like to do online and how well you do it

As your device "family" tracks you, it's constantly ready to switch to your next device and screen, keeping you in a continuous digital world throughout your day. It's also learning your gaps — the "triggers" where Active Knowledge could help you succeed — like the steps where you're likely to fail or quit, or when you want more — so it's able to step in with Active Knowledge when you're likely to need it.

Active Knowledge can also ask you to tell it your goals and priorities, so it knows the kinds of recommendations to offer. Then it learns from what you actually choose, which shows it what you really want (not just what you say you want) and how much you'll really spend to get to your goals. It's not just what's best. It also sees what's fun to you, and what makes you happy.

But you're just one member of this online world of billions of people.

Next think of Active Knowledge that does this for everyone. The "big data" version of this tracking shows the success and failure rates of countless products and services. For each kind of goal, it shows the most effective products and services. It also shows the steps that produce the highest rates of success.

As this service learns which "best" products and services to recommend for each goal and task, that becomes part of Active Knowledge. So are the steps generally taken to produce success. That's what's recommended to people who need — and want — to improve.

It's like GPS that follows travelers to their destinations. Which routes do successful people follow to reach their goals? Which products, services, tasks and steps produce the highest levels of success? Those are the top recommendations for others to use — and how to use them when they're bought.

It's a new retail channel for everyone who has goals but wants a higher rate of success: They can try anything with their current product. Gaps

trigger it, showing the steps and how to switch to better choices if wanted, with guidance in how to succeed.

Over time this will produce embedded commerce that will make you and others more successful in achieving what you want. You're always one step from the world's best options if you'd like that — so you can switch when you decide.

When you switch it guides you straight to the top, where you belong.

The world's best store has moved inside your screens, next to everything you do, always ready to serve as you do tasks, choose goals and decide — is this a moment that you reach for your dreams?

Who wins? With no gaps between living and advancing, you win

Now you're surfing the world's most powerful wave. Except it's a digital tsunami, driven by embedded commerce.

The world's best store has moved inside your screens, next to everything you do, always ready to serve as you do tasks, choose goals and decide — it's time to reach for your dreams.



What's the incentive to do this?

Our digital world could grow to more than \$1 Trillion in embedded commerce transactions, and is likely to reach many times that size.

At an ecosystem online store's 30% of its embedded transactions, that's a cool \$300 billion for each \$1 trillion in revenue.

It's the same for everyone. Commerce will be embedded throughout tomorrow's digital world, with all knowing Active Knowledge that's ready to help all the time.

Leading companies already work late into the night reinventing how we live, shop, play, communicate, read and work: Apple, Amazon, Facebook, Google and others transform our lives as they build their ecosystems and products. To reach ahead Apple is adding Siri, Google is getting Now going, and Amazon's Kindle HDX has a Mayday button for instant live support. Startups work late nights, too, building niches where they connect with customers to earn their share of the future.

Suppose some leading companies and startups add Active Knowledge to help everyone succeed, as well as make this a better world? What's their incentive to do this?

Our digital world could grow to more than \$1 Trillion in embedded commerce transactions, and is likely to reach many times that size.

Like Apple's iTunes store, Google Play or Amazon.com, each of these ecosystems could make their 30% or so of these embedded transactions. That would be a cool \$300 Billion for each \$1 Trillion of these types of individual and worldwide advances sparked by their ecosystem.

If their Active Knowledge triggers AnthroTectonic surges forward, the sales will grow faster. Imagine triggering surges toward people's many unmet goals that produce \$billions in worldwide sales. A rapidly improving digital world will be a highly profitable one.

A new worldwide marketing channel might become how we find needs and deliver both improvements and surges forward. To elevate you and everyone. Everywhere.

Hey, you want to go surfing this afternoon? I hear the waves are epic today.



2.4

The Future of the Tech Industry: Buy Your Own or Universal Access

Could everyone reach greatness if they use the world's best devices, tools and content — with Active Knowledge guidance? One path to this is the sharing economy, also known as “collaborative consumption.” In this new economic model ownership is shared or rented, with wide access replacing each person having to buy each product and pay for all of it — then have it sit unused, waiting, most of the time.

With collaborative consumption everyone can use accessible products and services. The sellers and customers include people, startups, and many kinds of corporations who sell or rent products and services.

Old versions of shared ownership are already everywhere. Today's “home owners” live in houses that are owned by banks (until the mortgage is paid), and drive cars owned by finance and auto companies (until the loan is paid or the lease runs out).

What's new is collaborative consumption that lets everyone become a seller and a customer. When I go on a trip I can get rides

Until now the tech industry has disrupted other industries. But what if the tech industry were turned into a shared resource by people and businesses that need income, and want to benefit everyone?

in other people's cars through Uber or Lyft, stay in an unoccupied living space through Airbnb, use any of 21 million local WiFi hotspots for free through Fon, use office space through Desks Near Me, eat home cooked meals from local people through Eat With a Local, employ a local freelance staff through oDesk, and realize there are many alternatives to traditional vendors.

Sharing's appeal snowballed when Airbnb's valuation was estimated at \$2.5 billion, Uber's valuation was rumored at \$3.5 billion, and the range of sharing transactions reached a jaw-dropping \$110 billion. (1)

With this opportunity \$2 billion in investment funding has poured into over 200 collaborative economy startups, averaging \$28 million per funded company. (2) In reality these companies are in a wide range of categories like skills, money, equipment, electronics, office space, fashion and much more. (3)

Multiple systems enable this shared economy: Websites match sellers and customers, GPS clarifies locations and directions, reputation systems enable trust, and online payments simplify transactions.

At their core, the point is replacing one-customer-at-a-time ownership with wide access.

Considering that the tech industry isn't creating enough good jobs to replace the jobs their new technologies take away, individuals can monetize their idle tech resources by making them accessible — for a price — to others. This could be especially important since both individuals and businesses need new ways to make a living.

Until now the tech industry has been disrupting others. But what if the tech industry were turned into a shared resource by people and businesses that need income, and want to benefit everyone?

How would that change the world? What kind of advanced digital planet might we become?

How could new tech and IP disrupt the tech industry?

Think of all the different pieces of electronics that you use today: Each designed by different people, each for its own purpose.

If you want to use them simultaneously, very often that just isn't possible.

Inside, they're all just digital devices. That's it. Nothing more. They just find, open, display, play, fast forward, edit, store, connect and all that.

With Expandiverse Technology one part of it is Remote Control Teleporting (RCTP). Imagine if you could use a growing number of devices all over the world, enjoy their entertainment, create with their software, use their services.

With RCTP, you can harness your different machines — and others' — and get them on the same page, synchronized to the screens you have. Or rather, you could do this using a new family of devices — Ex-

Inside, they're all turning into digital devices. That's it. Nothing more. They just find, open, display, do/operate, play, fast forward, edit, store, connect and all that.



What's the potential evolution? An advanced digital planet where everyone can access the world's best resources.

pandiverse Teleportals — or even Virtual Teleportals which run on your devices.

It's like having language translation. RCTP acts as the electronic translator for and to the devices and allows them (forces them, actually) to get along with you.

Sounds unifying, but is that enough to change the future of the tech industry?

An Expandiverse world with the best resources for everyone

We each have devices that perform all kinds of very specific functions and store all kinds of apps, software, pictures, books, and other content. But what you need is a way to pool together your stuff with everyone else's stuff, into a world of superior abilities. So you register a whole or part of a device with an Expandiverse Subsidiary Device Server (SD Server), which provides access to others, for example, your devices when they're unused and available — at least when you're sleeping, or at work and not using your personal PC's, laptops and TV cable boxes. Or access to your expensive photo editing software. Or to your entertainment and books on your devices. Or to the whole of your Beyonce Art Gallery.

Once your devices and their content are accessible from an SD Server, anyone whom you designate or has access to that SDS can gain access to your registered devices, tools and content.

Privately, companies could give all their employees a larger and more powerful company-wide platform to do their work. They could optionally provide their customers with new tools and resources, whether as a free benefit from being a customer, as a paid subscription with unlimited use, or simply pay-by-use.

In the market, customers might even pay to rent what they need when Active Knowledge guides them to a better device, software or content. The payments would go to each device owner — you if it's your device

Superior global abilities arise when everyone uses the world's best devices,
software and content without needing to buy every piece.

— and perhaps a cut could go to the original vendors if they require that to enable your income.

In return, everyone can access others' devices, software and content through one or many SDS's, without needing to buy and own each piece.

What's the potential evolution? An advanced digital planet where everyone can access the world's best resources. Superior abilities arise when everyone uses the world's best devices, software and content without needing to buy every piece.

Here's a global example. Every year, hundreds of millions of working devices are replaced with new ones and turned off. What if they were left on fully-loaded, with their software and content registered with SDS's for school kids from low income neighborhoods to use, whether from across town or across the world?

Just because they'll use last year's devices, don't think of these kids as behind. You'll shift them a world ahead of where almost everyone is today — propelling them into a mutually supporting “shared world” with almost no effort on your part.

Then, with their ability to learn tech, plus constant Active Knowledge guidance, today's low income kids will leap into tomorrow's digital world. Their performance will soon equal adults

who use the newest devices. As they grow up they'll switch to SD Servers that let them access the world's best resources.

Here's a corporate example: Why should each Amazon tablet be limited to one customer? While it sits unused each could be an online “branch store” that lets many more customers connect to Amazon, enjoy its ecosystem and buy from it, without needing to buy an Amazon tablet.

Similarly, many devices, products and services could be expanded into an accessible online channel and point of sale for everything a company sells.

It's happened to music. It's happened to news. Why not devices, software, content and everyone who lives in our coming digital world? Why not offset carbon by switching to bits instead of physical goods? The tech industry needs a Napster. A very futuristic Napster, to be sure.

Expandiverse Tech could use Active Knowledge, Remote Control Teleporting and SD Servers to rocket billions of people into a digital world that delivers superior abilities and achievements to everyone.

Why worry about second chances, when you can give everyone a first one?

A future tech industry where everyone runs the world

Imagine using the entire world's devices and resources without having to buy separate devices, separate software, separate services and a ton of, oh, goodness, content like movies or books.

Wouldn't it be liberating if our digital world's resources could be visible, shared by everyone, and even the content owners could be paid?

Wouldn't it become a different world if digital access could be as simple as Active Knowledge pointing out your gap from the top, and providing you one-click use of the best devices, tools and resources? And wouldn't you be a more capable person if Active Knowledge immediately guided you in how to use the best tools to perform at the best levels?

Wouldn't it become a different world if it could be as simple as seeing your gap from the top, and having one-click use of the best devices, tools and resources — with guidance in how to perform at the best levels?



Sales and payment systems will evolve so original creators or vendors could get paid for usage when everyone starts using the world's best resources.

Billions of people could be like you. Everyone could move to the top of the world by successfully using the best devices, software, content, tools and resources.

Where would they get them? One business model is from the owners of tech devices whose installed connectivity, software, content and services enable them to rent out the unused capacity of their devices and services. And profit from others' uses.

For companies, three business models include "company as a service," "provide a platform" and "motivate a marketplace." (2) In each of these the vendor receives an estimated 10% to 30% of the revenue, sometimes with others doing the marketing, management and maintenance. These could grow as large as an entire platform, ecosystem or online marketplace. Yes, there could easily be enough SD Server companies and tech industry products to go around.

Here's one more small thought.

In the same way that the tech industry used the Internet to disrupt so many "pre-digital" industries, Expandiverse Tech and IP could create new opportunities that change some tech hardware, software and content companies.

Sales and payment systems will evolve so original creators or vendors could get paid for usage when everyone starts using the world's best resources.

Will we hear tears, or a global sigh of relief? Or even a Hallelujah or two?

Expand your mind and expand yourself

When Expandiverse Tech and IP accelerate the future into today, you can be everywhere and use everything. How much more will you want to be?

As you experience doing more and becoming more, will you choose to be all you can be, as so many advertisements constantly urge us?

With this technology you can truly imagine and realize how many different things you might do and people you might be — simultaneously.

Instead of planned obsolescence, the devices in your hand would let you use the world's best devices, software, services and entertainment — while being the person (or combination of people) you've always

Instead of planned obsolescence, the devices in your hand would let you use the world's best devices, software and services. You can have it all while escaping the need to spend, spend, spend.



Is the future of the tech industry selling a separate product to those who can afford that financial forced march, or providing an accessible digital world where everyone uses the best resources so everyone can rise to the top? Or both?

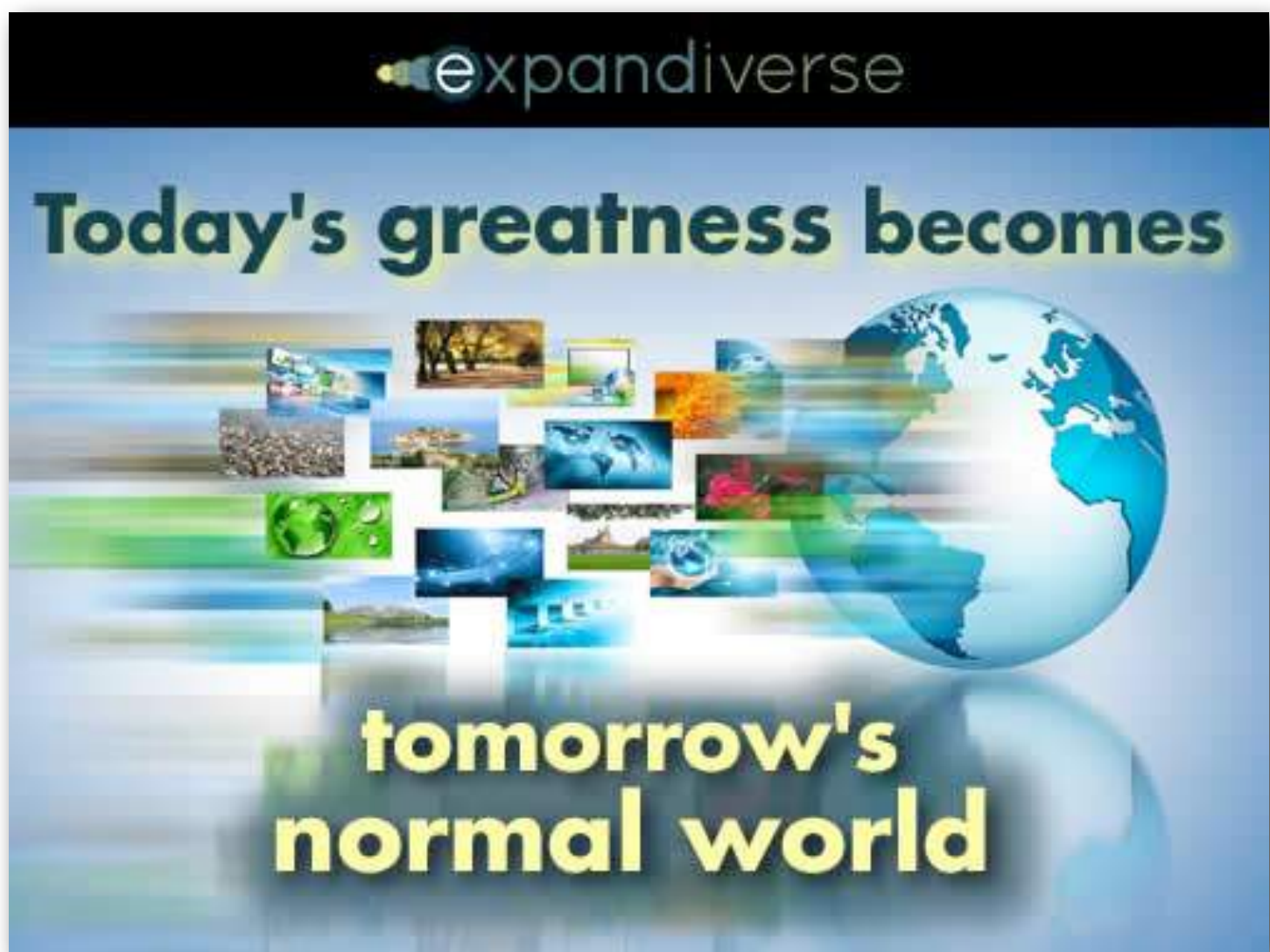
wanted to be. You can actually be a cross between Jet Li and Bruce Lee. If that's what you want. Or both of them. And Spike Lee, too.

Yes, you can become the ideal person (or people) that you've always had in your head.

You can have it all: Access to the world's best devices, software and content. By climbing off the constant upgrade treadmill, you escape the need to spend, spend, spend. While gaining the best, best, best.

Do you see how your horizons can expand? Is the future of the tech industry selling a separate product to those who can afford that financial forced march, or providing an accessible digital world where everyone uses the best resources so everyone can rise to the top? Or both?

Can you feel your mind and expectations expand? You're starting to see the Expandiverse.



2.5

Anthro-Tectonics: What if Everyone Improves All the Time?

If we could all reach for greatness today and every day, we would live in a different kind of world,

We all have different goals, but what if it became normal for most human beings to become quite good at many things? One output of Active Knowledge (AK) is that we may learn more quickly the best ways of achieving our goals, then reach for them. Wouldn't most people choose to be successful?

After all, when each new type of performance is learned, measured and delivered as part of doing, what kind of world would it be if far more people actually succeeded at what they set out to do? And what kind of world would it be if far more people took action to leap ahead quickly as they see others like them advance and prosper.

Well, our world might become one with huge, unexpected surges forward as people and businesses reach for what they want - creating new prosperity conditions as they expand activities, consumption and market sizes.

Three new truths:

We can each become effective and great beyond anything we have yet imagined.

Together we are immensely capable.

Today's greatness can become tomorrow's new standard.

An “AnthroTectonic” world: Everyone is in control

"AnthroTectonic" is a new name for a world that can surge forward repeatedly. This new word is a portmanteau of "anthro" for people, "tech" for new technology that accelerates human success, and "tectonic" for the impact, magnitude and speed of large numbers of people who achieve much more. It's a digital society's equivalent of plate tectonics' earthquakes, volcanoes and mountain ranges.

It's possible that an AnthroTectonic society will reveal three hidden truths:

1. We can each become effective and great beyond anything we have yet imagined.
2. Together we are immensely capable.
3. Today's greatness can become tomorrow's new standard.

Glimpses of our coming AnthroTectonic world surround us. Large numbers of people have used online connections to swarm into new options starting with the Internet. Some of these examples include search, e-commerce, free Skype calls, blogging, maps with GPS directions, Instagram, Twitter, Cloud services, global ecosystems from Google/Apple/Facebook/Amazon, and more.

What's next? Some new possibilities are in Expandiverse Technology:

- New continuous devices will follow you, serve you and respond to you... rather than the other way around.
- As you use your continuous devices, Active Knowledge will find you so you can succeed in many more tasks.
- E-commerce is embedded in Active Knowledge, so you will see your gap from the "best" and can switch immediately to what's better, or even to what's best.
- Easy switches could include buying, renting, subscribing, free trials, free use, or other options.

Are you ready to dream again?
Are you ready to live in a world where your — and everyone's — dreams could come true?

- One possible switch could be to use any part of the whole digital world as your personal resource, with Active Knowledge guidance, to reach a high level of achievement rapidly.
- By using your continuous screens to do and to live, a powerful and capable world will support you as part of everyday life, to improve your future faster and farther than what we can imagine today.
- By being connected to tomorrow's networks, the same could be true for everyone, perhaps even billions around the world.

Suppose we could all improve our abilities and lives faster and farther than what we can imagine today. What would you do with new abilities at your fingertips? Are you ready to dream again? Are you ready to live in a world where your — and everyone's — dreams could come true?

A world this dynamic, this self-driven, would surely become better and more enlightened, as well as fun and entertaining when everyone could become anything they want. Many would enjoy wider choices, a swifter pace and more collaboration.

Once we reach this kind of future how quickly might new changes develop and happen? How quickly might people suddenly start each new advance? Would 5,000 people work together to trigger a new goal, then maybe 50 million or 500 million people reach it? Could we flip societies' pyramids and start enjoying more winners than losers? How might that affect the ways and amounts we consume and how executives run their businesses?

For one thing it would mean part of the retail channel would shift inside our devices and tasks, to the point of Active Knowledge use. If doing leads to AK deliveries of our best choices, the buying surges we activate in these leaps ahead may drive soaring revenues and market share shifts. Streams of advances will lead industries, not just companies.

For another thing it suggests societies whose people could advance rapidly in the ways they choose, with a platform for overall human achievements that might surpass anything we've enjoyed so far.

Once your Active Knowledge gets to know you, your possibilities can be endless — but more importantly, actually attainable. Isn't this the ideal of what education is trying to teach today, from pre-K through Stanford and Harvard? An AnthroTectonic society reaches everyone and enables them to think about what they want, take action, pursue goals and reach for their life's dreams.

All the time. Everywhere. By billions of people. Whose choices will drive an AnthroTectonic world.

The Day the World Expanded

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3.1

Shared Planetary Life Spaces: A New Day. Together.

One morning in the future...

Dawn breaks slowly. You wake gently to melodies from an angelic harp, softly strumming you to consciousness. Picking up the small screen on your nightstand you look at it with half-open eyes. Your sleep quality was over 80% and your vitals are strong. You brighten visibly. A better than normal morning.

While getting ready your screens follow you, getting you up to speed, keeping you informed and connected. Each is a teleportal, part of a family of devices that work together as one personal device with multiple screens. They recognize you as you move from the bedroom to the bathroom then the kitchen. Your online activities and connections move from screen to screen and are automatically resized for each type of screen, because they've become one device. "Multiscreen" turns your "family of screens" into one seamless experience.

Your screens follow you. Each is a teleportal, part of a family of devices that work together as one personal device with multiple screens.

They recognize you. Your online activities and connections move from screen to screen and are automatically resized for each type of screen, because they've become one device.

Your calendar reminds you that you're running an important meeting at 10 AM that morning, with your boss the highest executive there. After you're dressed you flip to that project's Shared Space, see that your boss is available, and focus him in a conversation. To emphasize the meeting (and get rid of the kitchen behind you) you make the background the conference room where you'll meet, and display the meeting's title on the room's wall. Your boss agrees with your goal and says he'll support you at the meeting.

Then you flip to your family's Shared Space. While you eat breakfast you say good morning to your daughter who's away at college. She's at the University of Miami, studying marine biology. She's still upset about the oceans' decline from the lethal combination of over-fishing and global warming. She takes you there, switching your connection's background from one dying coral reef to another, pointing out their underwater stresses. She includes a counter on each reef, showing the number of people from around the world who have joined the fight to save it. Without asking, she adds you to every one of them.

As you ride the train to the office you flip to your work Shared Spaces and start your work day with your mobile screens and wearables. With continuous connections you collaborate with co-workers and distributors, preparing the details of your morning meeting. You see your meeting's conference room will be open until your 10 AM meeting, so you reserve it from now until then.

Your digital possibilities are endless. As is your control over them.

Your digital connections are finally continuous and real. Now your digital presence is always on, always alive, always connected in your Shared Planetary Life Spaces.

Your digital connections are finally continuous and real. Now your digital presence is always on, always alive, always connected in your Shared Planetary Life Spaces. Some of your work Shared Spaces are with co-workers, another with company suppliers, another with customers — and some of your personal Shared Spaces are with family, friends and your personal interests.

You're digitally present when you're in each Shared Space, and you can be in several at once. When you look through your screens, large and small, you see who is there. No, we're not talking about people physically in the same place as you, or people you see through your car window. We're talking about your screens. Because your screens



 expandiverse

Control presence, connections and content

The presence system constantly updates who is in a Shared Planetary Life Space, and the places, tools and resources that are also there.

Simultaneously, connection systems are always on, ready to make sure that any connection you wish will be focused immediately.

are now a single Teleportal family — always on, always alive with any or all digital presences out there in your Shared Planetary Life Spaces — you're with the people, tools and resources you want digitally present with you.

This isn't virtual reality. This isn't a world of avatars or video games. This is a “digital reality” that may become more accessible — and, to some, more powerful — than the place we call the physical world. If you have a Shared Space with your friends from college and see a couple of buddies are digitally present, you can decide to talk to them in a certain “place.” Say, a bar in Bangkok, or the bleachers in a London soccer stadium. In turn, they can make your focused presence be “somewhere else.” Freedom is a coat of many colors, as someone must have sung once.

These parts of the Expandiverse include:

- **The presence system:** This constantly updates who is in a Shared Planetary Life Space, and the places, tools and resources that are also there. It instantly processes changes, so that the idea — the digital reality — of “continuous connections” is maintained. This is the core of each Shared Planetary Life Space. It ensures that all the participants within that Shared Space are kept updated. It's always on — and a lot more efficient than an electronic calendar.
- **The connection system:** Simultaneously, connection systems are always on, ready to make sure that any connection you wish will be focused immediately. It monitors your different presences on your different devices in your Shared Spaces, so you can focus your connections whenever you want. In addition, and vitally, it controls the boundaries of each of your Shared Planetary Life Spaces. The worst thing in the world would be if you became a superstar celebrity in your “We're Famous” Life Space and then you suddenly look up to see you're being focused into a group boundaries meeting to discuss celebrity blocking.
- **Place, presence and content come together:** When you focus a connection you can mix one of your identities, one or more people, a

It's as if you've leaped into a self-determined world that's decades ahead of ours.
On the one hand you've expanded and become global.
On the other hand tomorrow's digital Earth is made local to you, at your fingertips.
Your worlds are at your service. Just imagine what you want.

place and any content, tools or resources that you want to display. You can be in one physical place, but the system can put your connection in another place, with any additional pieces you may want. The combination might reflect your personal mood, the mood you wish to project, or the advertising you were paid to include in your screens. Similarly, when you are in someone else's focused connection you can alter that to fit you, too. This allows you and businesses to use live or recorded imagery to project and receive whatever they like. It certainly makes news broadcasts more interesting, too.

In this digital reality, when you figuratively "walk out" on your "digital street" it is as if you have walked out on a physical street — you are "present" in a Shared Planetary Life Space and can see everyone and everything that is digitally present with you, and they can digitally see that you're present. If you and one or more people "focus" your connection you can hear each other, too — just like when some of those present on a street turn to each other and have a physical conversation.

Whenever you want, you can flip to a different Shared Space, see who is present, and focus your connection with anyone or anything in it.

The participants in focused connections are automatically sized and placed so they're as realistic

as possible for each teleportal screen's size and shape — with you controlling how you'd like that to look. You can be realistic with true seeing is believing, turn into a Steven Spielberg who CGI-constructs new worlds, or play Salvador Dali who guarantees that seeing is disbelieving.

It's as if you've leaped into a self-determined world that's decades ahead of ours. On the one hand you've expanded and become global. You have multiple presences — you're in each of your different Shared Spaces — so you're continuously "with" your connections all over the world.

On the other hand the Expandiverse contracts the world to fit you. Shared Spaces make tomorrow's digital Earth local to you. Our digital planet is at your fingertips. Its people, places, tools, resources and entertainment are always "connected, on and ready" for your every whim, however straight or twisted you may feel. Just flip to the Shared Planetary Life Space you want, and focus any or many of your continuous connections there. Everything is instantly ready for whatever you decide.

You're simultaneously bigger, and still just you, but you're in control. Your worlds are at your service. Just imagine what you want. See it and be more.

And you can imagine a lot.



3.2

In Companies: Operate Without Limits

Arriving at your company's local office is like going aboard an aircraft carrier while it's cruising at full speed — with everyone at the helm.

An entire floor of a tall building is one open futuristic room with three walls of conference rooms surrounding its central area. In its middle, multiple seating areas have couches, arm chairs and large-screen teleportals on wheeled stands. Its task areas have work tables with wheeled chairs and electronic white board/screens — with its tables surfaces large-screen teleportals. For desks, scattered cubes are oversized so two to six people can work together in each one. All the areas have more than one teleportal, with configurations like tablets, laptops and flat-panel screens of various sizes.

Activity is everywhere. The company's global manufacturing team has a couple of members in the local office, in a large teleportal-filled cube. Most of the team is elsewhere but alive on the teleportals, along with a live dashboard and the company's

The company's global manufacturing team has a couple of members in the local office, in a large teleportal-filled cube. Most of the team is elsewhere but alive on the teleportals, along with a live dashboard and the company's manufacturing software. Together they're making real-time decisions and entering change orders in the manufacturing system.

In computing's early days this would have been called multi-tasking. But now it's just life. Work is digital, just as living, learning and being entertained are digital.

manufacturing software. Together they're making real-time decisions and entering change orders in the manufacturing system.

The distribution team is also worldwide and continuously connected 24x7. Its local members are in a task area with the local delivery schedule displayed on the table's surface. Three dispatchers are live on a large-screen teleportal. They're rescheduling and adjusting customer deliveries.

Global call centers are also spread worldwide, with local operators in each region. Here local operators greet each customer respectfully in a personal, live focused connection. The company grew its call centers into a 24x7 worldwide team with continuous management. They keep all regions and time zones humming with calls in local languages, times and cultures.

A human resources manager is in an armchair with several large eye-level teleportals. She's posting new jobs on the left screen, reviewing applicants on the right, and conducting live interviews with the best candidates on the screen in front of her.

In computing's early days this would have been called multi-tasking. But now it's just life. Work is digital, just as living, learning and being entertained are digital.

The unexpected happens as you enter your meeting's conference room.

The company's CEO interrupts everyone's screens personally. All employees see him address them personally.

The CEO asks all employees to attend an emergency company-wide meeting in a few hours, at Noon Eastern US time. Employees in Europe are asked to attend even though it will be their evening. Employees in Asia are asked to get up in the middle of their night to "be there."

Since your one-hour meeting starts at 10 AM and will be over by 11, you decide to go ahead with it, and send a quick meeting reminder to confirm it.

Teleportal processing makes your screens come to life

As you start your 10 AM meeting, the conference room is almost empty of physical people. Most of those attending are digital, their real locations scattered around the US and Europe, with a few in Asia who wake up in the middle of their night to attend.

As you start your 10 AM meeting, the conference room is almost empty of physical people. Most of those attending are digital, their real locations scattered.

The room is set up as a double-wide. A teleportal uses one of the room's side walls to project a replica of the conference room. The projected replica includes a second conference table, and those attending digitally have their full body images projected there by the teleportal. Its processing blends them in to make it look like one large meeting room with everyone present at a physical meeting.



Because this is an infrequent group you set the digital attendees to display with their name, title and location next to their images.

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To open the meeting you raise your voice slightly to address everyone attending, no matter what continent they're on. "We'll dive right in so we can end before 11. You'll have a full hour between this and the CEO's emergency meeting."

You stand next to the head of the physical table. A large teleportal screen covers the wall at the front of the room, behind you. You control it with a tablet-size teleportal in your hand.

The meeting's title is displayed on the large teleportal screen behind you: *The Future of Our Business Processes: Continuous Connections Across Companies.*

You press a control to start a pre-planned effect. The title dissolves into a live view of the Earth at night from a satellite's remote teleportal. Asia is at the center, its cities lit brightly, the clouds brightened slightly, the oceans dark.

You press a control to apply a filter, making most of the lights go away. "The lights that are left are colored yellow," you tell the group. "These companies are in our supply chain, and we have very limited contact with them."

You look around the room. "The only part of our company that talks to suppliers is our manufacturing team. Some of you are on it. You work with the lead suppliers who are our prime contractors, and you don't work with their sub-contractors."

You press another control to add another filter. A splash of about 20 green lights are added to the yellow ones. "The green lights are our distributors. They move the components from the sub-contractors to the primary contractors, and then move the finished products around the world to retailers."

"Our distribution team has the same limits when it works with our distributors. We talk to the primary distributors at the top of the chain, and we're out of touch with the rest of the distributors at lower levels."

You activate a data filter and say, "We're now identifying each shopper and valuing them, just like every retailer does. Their net worths come from credit reporting services," you add, as a colored name and number appears over each person's head — green for highest, yellow for average and red for those with a negative net worth.

You press a control and the Earth spins slowly, showing a time-lapse recording of night and day, the shadows of night and dawn moving across the world.

"It's the same everywhere. We work directly with only the top of our manufacturing and distribution pipeline. We depend on a supply chain that uses sub-contracting, so we don't even need to talk to them."

"We think we only need to know our sales, the orders pipeline that feeds our manufacturing and distributions decisions."

While you speak you switch to a different satellite without any filters. The Earth dissolves into a fixed daytime view of the planet. Great Britain and Europe are at the center with a swirl of clouds around the North Pole, Africa at the bottom, and night's shadow over Eastern Europe.

"Yet here's an example of how well our company communicates." You activate an automated transition and the view rapidly zooms the Earth closer. As the ground grows rapidly London appears and swells to fill the screen. The view drops through light clouds and plummets right toward Harrods, one of the most famous department stores on London's Knightsbridge, one of the most exclusive shopping streets in the world.

Plunging through the roof at Harrods the view auto-switches into the office of a head buyer at Harrods. He is in a meeting but looks up and smiles.

"Hi Basil," you say. Basil winks and goes back to his meeting while the view switches to an overview of his office. "Yeah, we set up a focused connection with Basil, but you get the point. We work personally with everyone we think is important to us, everywhere in the world."

"We also do more," you say, activating another control. The teleportal's view zooms out of the buyer's office and flies through a map inside Harrods. It stops on a view of the store's cosmetics and perfumes floor, from that area's ceiling. They look down at the sights and sounds of shoppers.

"It's great that we can see and do everything on the retail side, but it's appalling that we don't have this kind of visibility and connections inside our supply chain."

"The goal of this meeting is to change that."

"We're in Harrods' perfume and cosmetics section." You move the view down to where you're looking across the shoppers from just above eye level.

You activate a data filter and say, "We're now identifying each shopper and valuing them, just like every retailer does. Their net worths come from credit reporting services," you add, as a colored name and number appears over each person's head — green for highest, yellow for average and red for those with a negative net worth.

"It's great that we can see and do everything on the retail side, but it's appalling that we don't have this kind of visibility and connections inside our supply chain."

"The goal of this meeting is to change that."



3.3

In the Economy: A High-Velocity, Flourishing World

You're ready to leap ahead in your meeting. It's time to show this team a new future for a large part of the economy: What's a digital supply chain?

Eighty percent of global trade is part of global value chains. (1) That's \$12 trillion out of \$15 trillion in annual world trade. Since world GDP is about \$63 trillion, the international value chain is 19% of world GDP. (2) For developing countries it's crucial: Value added trade contributes 28% of their GDP. (1) Developing countries also receive most of the world's Foreign Direct Investment, more than the developed countries. (4, 5) This is a historic turning point because it shows clearly that business has left behind national borders and shifted to worldwide sourcing — from the lowest cost or best suppliers for each type of need — whether components, products, employees or services. (4, 5) Then to move everything, the logistics industry contributes about 14% of world GDP. (3)

Combined, these are a third of the world economy and one of the biggest providers of jobs and employment. They include jobs

that start with the raw materials and energy the world needs, then go through manufacturing, warehousing, transporting, marketing, selling and servicing. They include the related services at each step, plus building the infrastructure for all these activities.

The world has become today's supply chain. It will be transformed by turning digital.

The Future of Business Processes: Continuous Connections Across Companies

The world has become today's supply chain. It will be transformed by turning digital, by adding continuous connections across companies and between them.

You turn quickly to the large teleportal at the front of the room and say, "Let's start with our manufacturing and logistics teams." Pressing a pre-selected focus on the teleportal tablet in your hand, the large teleportal displays a split screen with four live views:

- In the left half the digital manufacturing team is working together on-line from their multiple locations, above their manufacturing dashboard that shows the company's production pipeline.



“Both of these teams look well connected,” you say while pointing to them. “They’re not. They connect mostly with each other and a few key people at their primary contractors.”

- In the right half the digital logistics team is working together online from their multiple locations, above their dashboard that shows the worldwide flow of products.

“Both of these teams look well connected,” you say while pointing to them. “They’re not. They connect mostly with each other and a few key people at their primary contractors.

“The manufacturing team is stuck with a 6 to 8 week lead time. All they see is the first step in the chain — the orders they enter with their prime contractors — and last step in the chain, the finishing products. They don’t see or work with the subcontractors. Their orders are guesses and they’re often partly wrong. Sometimes customer needs change and they’re very wrong. The logistics team is always trying to pick up the pieces, by sending what’s available to where it’s needed most.

“Instead, let’s get visibility and add connections,” you suggest. “First, we could put cheap sensors in our appropriate products, starting early in manufacturing.” (6) Your hand swipes across the tablet and the large teleportal’s screen dissolves into a world map with millions of lights, mostly in clusters at about 100 locations. The lights are in five color-codes for five product groups, so it’s clear what’s made where. You turn slightly toward the large teleportal and point at the map.

“You’re seeing a simulation. During manufacturing all the products will have sensors that communicate so they can be used to track their current stage in manufacturing. We’ll have a map of our product pipeline and what’s at each stage of manufacturing or inventory, so we can start managing the supply chain at a finer level.”

Your hand swipes your tablet. It adds an overlay to the map on the large teleportal. Colorful curved arrows match the five colors of the five product groups, showing the main flows of product shipments between different regions of the world.

“The sensors also feed the logistics team. During shipment our products will have GPS sensors so our inventory will tell us where it’s located in warehouses, on ships or trucks.” (6)

You press an overlay control on your tablet. On the large teleportal, the world map fills with colored dots, simulating the visibility of your products in millions of offices and homes. “So we can deliver Active Knowledge during product use, we can connect with each of our customers while they’re using our products. That tells us how well they’re used, as well as giving us two-way communication with our customers.”

You press an overlay control on your tablet. On the large teleportal, the world map fills with colored dots, simulating the visibility of your products in millions of offices and homes. “So we can deliver Active Knowledge during product use, we can connect with each of our customers while they’re using our products. That tells us how well they’re used, as well as giving us two-way communication with our customers.”

When you press another control those lights fade but remain in the background. A new set of bright white dots appear over the world’s major cities.

“Next, we will add the continuous involvement of our big customers, the retailers who sell most of our products. They know how much of our products they need to re-stock every day. For the first time we will include that in guiding our subcontractors’ manufacturing, and close the loop between demand and supply. How will that work? All our subcontractors will be added to our manufacturing team’s Shared Spaces so they’re working together all the time. We’ll even include the subcontractors’ key managers with mobile teleportals and wearables — we’ll have minute-by-minute continuous connections everywhere.”

“Here’s the result.” With a new swipe across your tablet the large teleportal’s lights dissolve to a world map that’s titled “Current Inventory:” Red shows undersupply at retailers who need more inventory to meet demand. Blue shows oversupply available at manufacturers, distributors, in transit or other retailers — so they can be moved to meet demand. Yellow shows locations where demand and supply are balanced.

You pause so they can think about what they’re seeing. “We will constantly know our worldwide supply chain, and continuously collaborate with every part of it. We’ll be more accurate, faster and cheaper in both manufacturing and distribution — with happier customers. We’ll manage the crises and contingencies in real-time, and fix them immediately across all the different companies in our supply chain. Our product pipeline, from the first components through finished assembly, from warehouses to transportation, and from retailers to final customers will all be one continuously communicating supply chain. And our custom-

“We will continuously collaborate with every part of our worldwide supply chain. We’ll be more accurate, faster and cheaper in both manufacturing and distribution. We’ll manage the crises and contingencies in real-time, and fix them immediately across all the different companies in our supply chain.”

ers will have Active Knowledge so they use our products and services well. Together, this is a huge competitive win.”

“Let me show you the difference from today,” you say. A final swipe on your tablet dissolves everything on the map, leaving only the continents and oceans. Over a few seconds about a million small red lights fade in as pulsing beacons, with growing intensity.

“Suppose there’s a product recall. Our recalled product is the pulsing red dots everywhere. Suddenly, we face legal liability and costs everywhere. With this new digital supply chain we will have a new level of continuous connections and responses. Now everyone can be told what to do, so they can pull this product immediately, and do it the right ways. The logistics of disposal or return can be managed and coordinated instantly worldwide.

“If the product is owned by final customers, we will use Active Knowledge to tell them how to dispose of the product, or arrange any reimbursement required. That’s done,” you say, pressing a control on your tablet. About half of the pulsing red dots disappear from the map.

“What if the products are on the shelves at a retailer? They’re gone right away,” you say, press-

ing another control on your tablet. Another quarter of the pulsing red dots disappear.

“If the products are in a warehouse at a retailer or distributor, or on a ship or truck between them, they’re gone.” You press another control and almost all of the remaining red dots disappear.

“The few remaining products have sensors so they’re picked up and dealt with as they appear,” you say, pressing a final control and extinguishing the remaining red dots.

“No matter what we need to do, a digital supply chain will soon let us work together as a world to do it everywhere. We’re ready to build a new kind of world, one that has continuous digital connections and new abilities in every country and every part of the economy, even with every customer who owns and uses our products.

“The world has never had this kind of digital supply chain before, with the ability to work together instantly in countless new ways. We’re ready to take that step.”

“With bigger sales, happier customers and skyrocketing profits.

Europe Flooded



3.4

In a Crisis: Retrain Today's World for Tomorrow

The CEO had called an emergency company-wide meeting for noon. He didn't disappoint.

It was exactly 12:00:00 in New York, in the US's Eastern time zone. Worldwide, every linked teleportal screen in the company turned black for a full three seconds.

The blackness stopped every online connection, every type of computing, every type of communication and media.

Then an alarm started ringing softly from every teleportal, with vibrating and moving abstract shapes faintly appearing on screens.

It grew for five seconds: The alarm grew louder and the abstract shapes started centering into a ball that was blue, green, brown and white.

Ominous rock music started playing as the shape morphed into a picture of a flooded Earth from Space. Europe was in its center with much higher sea levels. Most of it was under water.



As the music's driving beat grew louder, that view of a flooded Earth faded into another flooded view, then another. Each new view moved East, showing an artist's rendition of another region sinking:

First Europe was flooded...



Then India and Eastern Asia were flooded.



Australia. Flooded.



Then North America.



And South America.

“The sounds of death sometimes start quietly.”

The music slowed, softened and turned sad. Rapidly changing images took over the teleportal screens, the images dissolving from one to another: Children and adults suffering, crying, then dying, one after the other. People of all cultures. Individual funerals followed, then graves, then fields of headstones in cemeteries.

Finally the music turned uplifting, smoother, while images of the company in today's world started appearing. Its offices, people, products, drivers, warehouses, manufacturing plants, and customers using its products.

It had taken less than a minute. Everyone had stopped what they were doing. Attention was complete.

Then the CEO appeared on the screen, a close-up so his face filled the screen. His eyes were bright, alive with the fearless intensity that he was known for.

“The sound of death sometimes starts quietly,” he said softly, with enough bass echo added to make his voice seem larger than life.

“For decades we've been told fossil fuels aren't that harmful. But the Arctic sea ice melted faster than expected, and now the Greenland and Antarctic ice sheets are doing the same. Sea levels are rising higher than the climate models forecast.”

The camera started zooming out. The CEO was wearing a full bright yellow rain suit with a red utility vest and gloves. As the zoom out continued,

black waders were on his thighs, and a yellow helmet on his head.

He was standing knee-deep in water in a flooded street in what was obviously a European city. The camera held that view for about three seconds.

He held out one arm and turned to one side of the street, the camera followed his gesture to show a closeup of the knee deep water that covered the sidewalk, lapping against the fronts of flooded stores that continued down the length of the street.

The camera panned back so the CEO was re-centered on the screen, standing knee deep in the flooded street.

“Now we're being told that higher tides are normal. Within decades cities like Miami and New York will start looking like this. So will other coastal cities on every continent.

“This is not normal. Over two and a half billion people live on the world's coastlines. This is going to force many millions to move from where they live. In a few countries they'll afford it but in most regions millions of people will try to move to places where there's no room, no money and they're not wanted.”

The camera zoomed back in so the CEO's face filled the screen again. The bass in his voice was boosted a touch so his intensity hit home.

“The sounds of death sometimes start quietly,” he said softly.

Disruption for the common good

Worldwide, all the teleportal screens turned black again. A news report filled them, the newscaster saying, “Over two-hundred more flood warnings have been issued today as another serious coastal tidal surge will come ashore this afternoon.”

“A year ago we stopped believing the higher tides are normal. We think we have 5 to 10 years before bigger and more rapid crises start arriving. We finished planning a few weeks ago...”

It switched to another broadcast, with a reporter in front of a group of policemen knocking on the doors of homes: “Police forces are evacuating coastal towns along the East and North coasts. People are being urged to follow all police evacuation instructions.”

It switched to a news report from a reporter in rain gear with high ocean waves crashing over a coastal road behind him, “Many defenses are being overtopped by the combined high tides, strong winds and tidal surge.”



“We don’t know whether the coming crises will be sea levels, weather, politics, resources, tsunamis or earthquakes. We’re here to prepare this company for a world that’s entering an age of crisis.”

Then a news broadcast showed a government meeting while a reporter said, “The Environment Secretary is chairing an emergency meeting on the growing need for even stronger defenses against the high tides.”

The dramatic rock music started again, with images appearing rapidly of coastal roads overtopped with waves; harbor shopping streets flooded up to ankle and knee heights; rescue crews in flooded streets pulling small zodiac rafts with elderly couples, women and their pets; stranded cars and trucks in flooded streets; and coastal buildings collapsed and damaged.

The music and images faded.

The CEO returned. The camera view was zoomed out. He was standing knee-deep in the flooded shopping street, surrounded on both sides by flooded stores.

“A year ago we stopped believing that high tides are normal. We think we have 5 to 10 years before bigger and more rapid crises start arriving. We finished our plan a few weeks ago but waited for this high tide to announce it. Now, as you see today’s rising sea level for yourself, one thing is clear: This is the most important all-hands meeting we have ever had.

“Frankly, we don’t know which of the coming crises will be sea levels, weather, food, inequality, politics, resource shortages, water, tsunamis or earthquakes. We’re here to prepare this company for a world that’s entering an age of crisis.”

A new stage: Digital becomes real life, with us in control

“A world crisis is a turning point that’s happened many times in history. It’s the epic struggle of man versus destiny. Because we can see this age of crisis coming, we can face it head on with new ways to rise to the top.”

“A world crisis is a turning point that’s happened many times in history. It’s the epic struggle of man versus destiny. Because we can see this age of crisis coming, we can face it head on with new ways to rise to the top.”

The CEO paused. One at a time, four executives appeared on the teleportal screens next to him. Each was their normal height next to the CEO. The bottom of their legs appeared to be in the water, but they were dressed in slacks and sport shirts and not wet, so were obviously in their offices and not in the flooded street.

“Our strategy is right in front of you,” the CEO said. “As you can see, we’re making ourselves fully digital, with live continuous connections



“Once we’re digitally prepared, we will be the best place to work if the world turns dark and everyone grows afraid. Or, if the world turns digital and avoids this crisis we’ll still be the best company to succeed in that totally connected world. It’s a win-win strategy.”

everywhere, so we can operate worldwide even when we're surrounded by streets that are flooding. When we get to that level we will be able to operate digitally during a crisis, with better performance than we have today.

“There will be four main areas in which we will prepare for this age of crisis. We will become the world’s crisis experts by being ready to react instantly, know how to operate during even years of crisis conditions, and recover after it. Our expanded digital abilities in these four areas will help us prosper instead of fail.”

He pointed to each executive in turn, describing their area and what the strategy will be:

- Design and development: Employees will be distributed worldwide in safe locations, with continuous connections between all employees, with customers and with outside experts.
- Manufacturing and logistics: Switch to contractors, subcontractors and suppliers in less vulnerable locations, with continuous connections throughout the world to plan for and deal with business interruptions as fast as they appear.
- Marketing and sales: Multiple location teams will combine digitally, to provide continuous digital communications with customers and

prospects, even when some locations are disrupted.

- Business operations: These will be distributed to less vulnerable locations and employees on all continents, and merge into one continuously connected team so everything operates from multiple safe locations.

“We’re going to spend years getting ready for this. Every one of you will be part of it. Our priority will be protecting you, this company, its supply chain, retail channels and its customers.

“Once we’re digitally prepared, we will be the best place to work if the world turns dark and everyone grows afraid. We’ll be ready, and we’ll take over the market shares of companies that are damaged during each crisis. We’ll acquire our competitors when their prices hit bottom.

“Or, if the world turns digital and avoids this crisis we’ll still be the best company to succeed in that totally connected world. It’s a win-win strategy.

“You’re part of the best group for prospering and doing well in tomorrow’s world — whether we rise above the crisis, or the world we live in starts coming to an end.”

We're going to need the ability to work together on problems that are monumental and can quickly turn catastrophic.

We will find ourselves in situations that are beyond the scope of any of today's institutions' abilities to manage.

The next daily grind: Pressures to ascend during an Age of Crisis

We're rapidly turning into a world of nine billion people, with an economy that's multiples of today, limitless desires for centuries of unlimited consumption, aging populations, resource shortages and a growing range of disastrous crises.

We're going to need the ability to work together on problems that are monumental and can quickly turn catastrophic. When they hit, they're not just going to affect small groups and small regions.

We will find ourselves in situations that are beyond the scope of any of today's institutions' abilities to manage.



We will have to build new levels of connecting continuously to work together, produce results and deliver them to everyone involved.

We will have no choice but to become the capable people and societies who can manage and succeed in a huge, high velocity and high-risk world.

We will have to build new levels of connecting immediately to work together, produce results and deliver them. We'll need a continuous flow of know how to every involved person, so they can instantly deal with something that they didn't expect but must overcome quickly.

On a monumental scale, we'll need new capabilities for anticipating, dealing with and recovering from daily events that could turn into potential huge disasters. Or the world as we know it will fail.

We'll need much more than survival. We need to become able to prosper — and maintain peace — in ways that will make everyone proud.

One day, we will have no choice but to add entirely new levels of continuous connections and capabilities. History is forcing us to become people and societies who can manage and succeed in a huge, high velocity and high-risk world.

Starting sooner will be better.

**Live the ways
you see it**



3.5

In Entertainment: Everyone Gets the Whole World

It had been a day when the ground shifted under you. At your morning meeting your proposal — a fully digital supply chain — received the go-ahead. Then the CEO's emergency meeting put that project on steroids. An accelerating future had arrived. Your biggest problem will be building it fast enough. Fortunately tech could move quickly, so you were confident you'd get there in the 5 to 10 years it would take.

But you were definitely ready for a night off.

Your wife had planned the perfect teleportal double date. The two of you would teleportal to Carnival in Rio de Janeiro, where you'll party with a sexy South African couple.

Gadgets are the beginning and digital never ends

There's Carnival in Rio? Gosh, would you love to experience that?

How about sitting in on a class at MIT this morning? Then catch a "live" musical in London? Late afternoon, would you like to attend a press conference by the President at the White House in Washington, DC? Then have a drink to discuss it with your European friends in a beer hall in Munich, after they also "see" the President? Then spend the evening at Carnival in Rio?

You don't have time to live in airports and planes while you zip back and forth between Boston, London, Washington, Munich and Rio. You don't have money to travel and physically experience the world's great events, or its remarkable pleasures every day.

What can you fit in a day? How about sitting in on a class at MIT this morning, catch a "live" musical in London, attend a press conference by the President at the White House, then spend the evening at Carnival in Rio.



You don't have time to live in airports and planes while you zip back and forth between Boston, London and Rio. You don't have money to travel and physically experience the world's great events, or its remarkable treasures.

But all this changes with an Expandiverse.

But all this changes with an Expandiverse. Teleportals are digital devices that allow others to participate with you, and switch the background "locations" to shared places, events and content. This turns into more than communications. It's a way to attend any event from business to education to entertainment. Whether you go to business meetings anywhere in the world, an Ivy League school's classes or a rock band's concerts, the world's treasures are yours.

What will your normal, everyday life become? How will it feel in a world where everyone can live everywhere, experience everything and actually mature into a "know it all?"

As technology advances we're rapidly improving:

- The quality of our screens
- The cameras that turn places and people into high quality images on our screens
- The microphones and speakers that increasingly sound like real life
- The CPU's that merge them together into a perfectly blended "digital reality" for us to experience, with optional parallax viewing so the image we're viewing moves as we move around in front of our screens
- The many sizes of screens and speaker systems we can choose to feel like we're "there."

We're changing our experience from today's little screens that show a flat image of a talking head. The remote world will be in front of you so that it doesn't feel remote. You'll feel like you're there, like you're looking through your screens and you're at the place you want to be, separated by only a piece of glass.

Over the coming decades we're going to move into a world where we feel like we're living everywhere. Without needing to spend days flying there, or money to pay for flights, hotels and rental cars.

Worldwide digital events are an industry that can be run and marketed with a business system.

The Expandiverse includes a “Worldwide Digital Events Architecture” — the technical systems to make life in that world normal. With personal notification systems, event directories, event search engines, heat maps and other ways to add and find what appeals to you, worldwide digital events are more than occasional experiences. They’re an industry that provides a way to live that can be run and marketed with a business system whether free, ticketed, subscribed, membership, shared, traded or any other business process.

Monetization will make it attractive for venues to make themselves “Expandiverse friendly” with the appropriate remote teleports so large



Until now, we've only lived in a local physical world where we're restricted to experiencing what's here and now.

There is an entire digital lifestyle possible where you get to experience the best of everything in the world as a normal part of your life.

numbers of people can connect there. Remote teleportals are broadcast and connection points so people can connect and share the experience with other people in that place. Even bars and restaurants will want to be destinations in tomorrow's digital world, so everyone can know and enjoy them.

When you are "at" a digital event, imagine if you could focus on only certain audience members and exclude others. For example, you could be "with" the ones who participate in one or more of your Shared Planetary Life Spaces. They could be family members. They could be business colleagues. They could be someone very interesting, that you met in a bar the other night — a real life one or a digital one. She might be called Sheila. And he might be Frederick.

Naturally, companies could also provide personalized digital experiences for customers or employees as an incentive. Conferences and trainers could hold digital seminars for professionals worldwide. Which would be lovely, especially if they included "live" entertainment for those who might be "present." But "live" entertainment may itself have an entirely different definition. No, not like today, where singers who dance while they sing don't actually sing. "Live" entertainment, thanks to Expandiverse technologies, may have far more dimensions and far more believability. Or unbelievability, when that's what you want.

Until now, we've only lived in a local physical world where we're restricted to experiencing what's here and now.

There is an entire digital lifestyle possible where you get to experience the best of everything in the world as a normal part of your life. You don't need weeks of vacation to travel to India or China, or expensive private flights to go on a remote safari in Africa. Instead of needing days to visit relatives on a holiday, or attend the Pope's Easter Sunday appearance in St. Peter's square, you can think about, "I want to see the most amazing thing in the world this minute" — and it's yours.

The Expandiverse is the shift to everyone becoming a global person who is digitally able to be part of the whole world, and live everywhere.

Digital opens the world so you can be who and where you really want to be

Time to let go. Literally. You and your wife dressed for a party at Carnival in Rio. You went to your 10-foot wall-size teleportal, set its video to saturated colors with special effects, switched the surround speakers to concert and dimmed the room's lights.

When you connect with your South African double date you exchange a long look. Tanya is petite, small boned with a pixie haircut, wearing all black — shiny leggings, a skinny camisole and high heels.

Your wife, Leah, is an elegant brunette who matched her style with an ultra-short and low-cut black dress and stiletto heels. She glanced at you and whispered, "Told you she'd dress hot. Glad I went there."

Rio's Carnival was a perfect first date. You had suggested spending the evening on sleds in Alaska's Iditarod race, but they'd been going to Carnival for years and promised a great time.



When Tanya and Rick connected their teleportal, its background was already set in Rio at a Carnival parade with thousands of Brazilians dancing in the street. Its music instantly started pulsing through your speakers.

Rick, Tanya's husband, and you both dressed well too, ready to take out these two beautiful girls. You exchanged looks. "We're very lucky guys," you said. Rick agreed, admiring both girls as much as you did.

Leah overheard you. "And you're so very good at making me happy," she said. Rick and Tanya laughed knowingly.

Tanya and Rick were new and well traveled friends. You just met them recently on a night you and Leah went out dancing, to check out some of the world's best clubs and meet interesting people.

Rio's Carnival was a perfect first date. You had suggested spending the evening on sleds in Alaska's Iditarod race, but they'd been going to Carnival for years and promised a great time.

When Tanya and Rick connected their teleportal, its background was already set in Rio at a Carnival parade with thousands of Brazilians dancing in the street. Its music instantly started pulsing through your speakers. They beckoned you to join them and started dancing Brazilian style in the digital street, surrounded by those already dancing there. The music was irresistible and you moved with it, copying the style of dancing all around you.

Since it was your first time at Carnival, Tanya filled you in.

"The heart of Carnival is the parades. Most first-time tourists head for the Sambodromo where there's seating to watch the samba schools parade through, do their performances and compete to win. But we love to dance in the street parades — this is where the fun is."

"How'd you pick this one?" Leah asked.

"It's easy. We bought tickets to a bloco, a large group of people who dance in a roped off area around a trio electrico. That's the large truck there with a stage on top, with the band that's makes the music we're dancing to. There's hundreds of them but we picked this one because it's one of Brazil's most popular bands with singles and young couples. We'll stay in its bloco for as long as you want, near its truck. Outside the ropes are the people who watch and dance on the sidelines. Most of them are Cariocas, the people who live in Rio."

Rick displayed a stats panel and there were almost 200,000 digital people in its bloco right now. "That number is how I picked this one. It's near the top for attracting the most digital people from around the world."

Around you, the people in the bloco are dressed in street clothes perfect for dancing and walking. Tank tops, shorts or loose slacks and t-shirts are everywhere.

"Does this band use mobile teleportals so we can stay with them?"

"Oh yeah." Rick displayed a stats panel and there were almost 200,000 digital people in its bloco right now. "That number is how I picked it. It's near the top for attracting the most digital people from around the world."

He turned on its digital view. The street was instantly jammed with thousands of digital dancers, most of them overlays on each other.

The carnival music pounded them with incredible beats so they danced along with the street and digital gatherings as they talked. The digital dancers were all ages but mostly in their 20's and 30's, women with tight clothes and great hair, men dressed equally well. Even the older digital couples were dressed up and people-watching, radiating the same excitement as those who were younger.

Then Rick popped up a teleportal selector to show over a dozen views they could join, and switched them to the band. Suddenly they were on top of the truck, dancing alongside the band, looking out at the bloco surrounding it. "This band is making millions of dollars right now from digital tickets to be in their bloco."

"Where is everyone?" you joked. "With an audience of 200,000 attending digitally, this looks too light."

Tanya and Rick brightened and smiled. "Brazil's one of the sexiest countries on Earth, and Carnival is one of its sexiest events. They're here, but they're in other shared spaces, having fun."

That sounded interesting. "Public or private spaces?" you asked.

"Both. Our tickets come with a party list." Rick popped up a scrolling list with thumbnails, so you could see each type of party at a glance.

"At least half the digital people in this bloco are at one of these parties."

Rick popped up a teleportal selector to show over a dozen views they could join, and switched them to the band. Suddenly they were on top of the truck, dancing alongside the band, looking out at the bloco surrounding it.

Another quarter are at private parties not on this list. They don't come just to dance in the bloco."

"There's all kinds of parties," Tanya said, "and being Brazil, everyone comes here because they start sexy and get sexier."

Leah looked at you and winked. "You ready?" she asked.

"You two are fun," you said, "but our kids are here so we have to pass on any nudity. If you want to go, don't let us stop you."

"That eliminates most of the parties," Rick laughed, "but at most of those nothing happens anyway, just people dancing and partying. At some parties they go as far as you want, but that's less common. What usually happens is people meet and vanish together into a private shared space."

"Let's dance in the bloco for a while," you said, "Brazil's a fantastic country. I love the people and want to enjoy them first."

"There's some incredible digital dancers here," Leah said. "Can we focus just them on screen, so we can dance with them?"

"Sure. With or without them knowing we're dancing with them?" Rick asked.

"Why don't you have it flicker us on and off for a minute." Leah suggested. "That'll get their attention. Then it will be easy to meet and dance together."

Rick brought up the selector and moved them back on the street. Leah danced over to an amazing digital dancer and started moving sinuously next to him, copying his dance style...



Next: Digital Reality

3.6

The Future of Reality: A New and Open Frontier

The next morning, still in the future...

"Sit down and fasten your seat belt," your brother says, his face appearing on your teleportal.

"I'm already sitting... on the train to the office. And was working," you grin.

"Well hang on tight," he says. "They're pilot testing a new constructed reality, and it's turned Washington upside down."

"Hasn't reached me yet."

"I know. I'm here to pull you into it, so pay attention."

"What's up?"

He takes remote control of your teleportal, moves himself to a corner of the screen and focuses in the new constructed reality. Before you can stop him he gives it control over your shared space backgrounds.

“Hang on tight. They’re pilot testing a new constructed reality, and it’s turning Washington upside down.”

“Hey!”

“This isn’t business as usual,” he says. “You know the Washington money system that keeps politicians in power forever? Well, this morning it’s a disaster.”

Your screen display splits with four live images of politicians speaking. Two are addressing breakfast meetings, one is giving a news interview and another is a talking head on a morning TV cable news show.

There’s no sound but they all have company logos coming out of their mouths, and three have small red clown noses. Two are wearing clown hats and one is in a full clown suit. Next to each is their name, the amount of money they’ve received this year from their topic’s donors, and the amount of money received from those donors over their lifetime.

“Looks crazy enough for you and the worlds you live in,” you tease your brother.

“These are both Democrats and Republicans,” he says. “The constructed reality uses speech recognition and text analysis to figure out their topic, then it retrieves the amount of money they’ve received on that issue.

“At \$25,000 their donors’ company logos come out of their mouths and float up like balloons. If over \$5,000 came from an individual donor, that person’s face and name float out of their mouth. If the money came from a group an image comes out, like assault rifles for the NRA.

“At \$50,000 it adds a small red clown nose, but they’re careful to keep it small so you can recognize the politician’s face.

“At \$100,000 a clown hat is added. It’s bright yellow with a red rim and red ball on top. Can’t miss it.

“Next is the big one. At half a mil they add a full clown suit, but no ruffled collar so you can still recognize their face.”

"It looks like an app, not a reality. I'll stop paying attention in a few hours."

"You can't. When I changed your teleportal screens to the constructed reality, I changed your boundary settings. This reality's overlays are added to politicians from all video sources. Across all your screens, the way you'll see politicians has been permanently changed."

"I like it," you say. "The more money they take the more they look like a clown."

"The clown stuff stays visible until they switch subjects," your brother says. "Then it goes away. The 'reality' spends a few seconds identifying the next topic, pulling the financial data from their records, and alters their appearance while displaying the new amounts of money."

"I'm shocked," you say. "This is being done to both Democrats and Republicans. It isn't about one party attacking the other. It's the money."

"That's the big deal," your brother says. "This constructed reality is named the 'Money Party.' Everyone's reacting because they're literally saying that every politician is in the Money Party. They never say their party affiliation."

"Okay, I get it. Thanks," you say.

"That isn't all," your brother replies. "The big 'Aha!' is politicians aren't as dumb as we think. In fact, they're smarter than all the rest of us put together."

Uh, oh.

"The bloggers have started writing about governmental capture in this country. They're calling the 'Money Party' a front for a 'Power Party,'" he says. "They're calling the politicians 'sock puppets' because they're so good at beating up each other. They named the Republican/Democrat fights the 'sock puppet show' because everyone watches them fight — while the real game is totally ignored."

"So this Money Party reality moved it out front," you say. "Nice, but it looks like an app, not a reality. It's cute, but I'll stop paying attention in a few hours."

"You can't. When I changed your teleportal screens to the constructed reality, it changed your boundary settings. This reality's overlays are

"I'm into healthy food, energy that costs too much, global warming, education, and gender issues. Now I'll see how much money is 'invested' in each politician in each issue, every time they open their mouth."

added to Washington politicians from all video sources. Across all your screens, the way you'll see politicians has been permanently changed.

"Whether you're watching TV news, a streaming video or any other visual source, your teleportal boundaries will recognize Washington politicians. This new boundary process will show them with payment amounts, mouthed logos, and clown noses, hats and costumes. You're going to see all Senators and Representatives like this from now on, as Money Party members."

"Let me get this right," you say. "Every Washington politician will be in this constructed reality on all screens? The way I see them will always change based on how much money they take on each issue?"

"Yeah, from now on you'll see them in their real world, the money world. That tweak to your boundaries took me a whole second, but you can turn it off."

"Wow, I like this new reality. Washington must be in an uproar."

"The signups for the Money Party reality are huge. It hit a million its first hour and it's skyrocketing. A Washington blogger started a campaign to get 10 million Americans to switch their reality so they always see politicians this way, but it's taking off so fast he upped the goal to 50 million."

You look at your screen with new interest. There's some choices and information where menus usually appear.

"What's this signup to get alerts, by issue and legislator?"

"You can follow your politician or your issues, and be notified every time they open their mouth on one of your hot button topics. You can see them live, or use this to look up what they say and their money trail on every issue. Whether live or recorded they appear as clowns based on how much money they accept."

"Hmm. I'm into healthy food, energy that costs too much, global warming, education, and gender issues. Now I'll see how much money is 'in-

“They’ll keep it live, at least through this November’s election.”

“Will that include the primaries, which are coming up?”

“Yeah. It’s timed perfectly. With primaries and then elections around the corner, this is freaking out the politicians.”

vested’ in each politician in each issue, every time they open their mouth.”

“Yeah, but the potential power shift is next to those alerts,” your brother says. “There’s ways to post your reactions or outrage with just one click. These include a pledge to ‘Defeat the Money Party.’ If enough of a district’s voters publicly pledge to vote out a ‘Money Party politician,’ that strengthens other candidates who are running to turn over that seat. It gives them a base of potential votes and an issue to run on, plus lots of video of their opponent dressed as a clown. Voters who want change are already asking their friends to sign pledges.”

“So how well does this work technically?” you ask.

“It’s from one of the public interest organizations and they’re learning as they go. Volunteers follow every Representative and Senator to everything they do in public. They stream the video with any kind of device they can, including wearables like glasses and lapel cameras.

“During the pilot they’re getting feedback on how accurately the systems recognize each politician, identify the issue they’re talking about, and display the financial information correctly from the donors.

“When they know it’s right they’ll keep it live, at least through this November’s election.”

“Will that include the primaries, which are coming up?”

“Yeah. It’s timed perfectly. With primaries and then elections around the corner, this is freaking out the politicians.”

Who knew a digital reality could change the world?

A different direction for the world: You control the realities you live in

How many 'constructed digital realities' would you like? What about realities that are more fun, dynamic, artistic, sexy, visionary, informative or simply 'cooler' than the one 'physical reality' we've always had?

How many 'constructed digital realities' would you like? What about realities that are more fun, dynamic, artistic, sexy, visionary, informative or simply 'cooler' than the one 'physical reality' we've always had?

"Teleportal processing" can replace backgrounds by blending in people, live places, stored digital content, buildings, data, ads or anything else you can digitally access, retrieve, create or assemble. This turns our screens' backgrounds into a broadcast stage, with capabilities many creative imaginations can use to transform the ordinary into their own visions and versions of reality.

That imagination could be yours, and you could broadcast it from your fixed, mobile or remote devices. Or it could be any constructed realities



The imagination could be yours, and you could broadcast it from your fixed, mobile or remote devices. Or it could be any constructed realities that you try out on your screens, then choose to discard or keep, or switch to new ones when you want.

that you try out on your screens, then choose to discard or keep, or switch to new ones when you want.

Rather than top-down guidance, these give us the freedom to represent reality in the ways we choose. Then switch between our favorites any-time we want something different.

Here's examples that might be designed and developed:

- **Art and music realities:** Artists and musicians can add overlays to locations, adding sculpture gardens, static artworks, dynamically moving artworks, re-decorated buildings, interactive digital responses, musical themes, stingers, singers, songs and surrealism to numerous locations. If you're creative, what's your digital calling card? With the numbers of tech-savvy artists and musicians today, daily life could be transformed from ordinary to extraordinary.
- **A living, natural restored reality:** Environmentalists could use transformative tools to GPS a location, identify its natural plant and animal species, then overlay a fully restored scene over that current physical location — so it appears natural and healthy. These could periodically switch, clarifying the difference between nature and how we live.
- **Graffiti and comic realities:** Graffiti and comic book artists, and edgy musicians, can dynamically add overlays or substitutions, transforming the world with their divergent creativity. Instead of the same-old places, redecorate daily!
- **Constructed events realities:** With processing constructed events can be broadcasted. Did you know the President is visiting your daughter's elementary school right now? Watch it live, here and now!
- **Alerts realities:** What kinds of alerts would people actually want to interrupt them, so they could see something live? Sound-triggers can broadcast devices' cameras and microphones: Babies laughing (anonymously) would attract millions, as well as great advertisers. Guns firing could attract those attracted by crimes, domestic abuse, firearm accidents, political repressions and firefights in war zones around the world. Lots of reality there, no?

New businesses can rise in order to create the visual and contextual elements of a myriad of digital realities. You can simply decide who and where you want to be. A ready-made inventory of options can be presented, ready to enjoy.

- **Celebrities realities:** Identity-based realities can jump to sightings of celebrities on face recognition "white lists." Audiences could choose the actors, musicians, sports stars and others they want.
- **Superhero / sports heroes / cartoon heroes realities:** Use digital resources or extract "super heroes" and sports heroes from different types of movies, TV shows, recorded sports events, comics or other sources. What could be better than Homer Simpson sitting next to you at a meeting, or Spider Man hanging out on the conference room wall? Perhaps having your favorite wide receiver catch a pass behind the email you're answering.
- **Healthy / Overstuffed realities:** Reshape the people in a place by digitally slimming them so they're all height/weight proportionate. Alternatively, inflate or distort everyone so they're comically parodied. Either way, isn't making everyone equal the right thing to do?
- **Militarized / Demilitarized realities:** Use digital resources of uniformed military and police, and their vehicles. Blend them into locations to make them look like police states. Or alternatively, remove police from locations where they are normally positioned, or put flowers in their guns and on their police cars, to make it look demilitarized.
- **Surveillance realities:** Display "monitored" notifications on all screens using real government agency logos, with popup alerts at the electronic actions they record and track. (Oh no, this is reality!)
- **Privacy realities:** For those who want public digital privacy, they could put themselves on "privacy lists." Face recognition would trigger face distortion so when they're in public their appearance is covered up in camera views and "constructed digital realities." Who is that masked man?
- **Scientific realities:** Expand your life with scientists' imaginations. Sit inside the center of a star, shrink so small you see atoms and molecules move and bond, travel to see galactic rotations, ride the water flow during a dam collapse, eliminate a fundamental physical constant like gravity, or simply live in the worlds beyond your five senses.

In your future you could, indeed, decide your worlds will be far more interesting, artistic, musical, punk'd or snarky — worlds where you merge entertainment and life in whatever imbalances make you happy.

- **Distopian / Utopian realities:** A variety of ideals may be dynamically visualized and overlaid on everyday places to show what they would be like if each of those ideals came true — or failed. Like the gap between our hearts and some of our neighborhoods.

In the midst of an Expandiverse, new businesses can rise in order to create the visual and contextual elements of a myriad of digital realities. They will create “live” and dynamic backgrounds, which can be automated or selected manually. The user — yes, you, a real person — will simply decide who and where you want to be. A ready-made inventory of options can be presented, ready to enjoy. It's as if you can have your own permanent green-screen world.

Sophisticated business systems are part of these constructed realities, because larger audiences are worth more. The most popular constructed realities can be well funded, widely distributed and socially shared — new competitors to the physical world's monopoly over reality.

Wouldn't you love it if, right now, your world was a truly creative place rather than being GPS-guided turn-by-turn through the lawyer-certified safe routes — one where the landmarks are pre-decided and pre-interpreted by marketers. Maybe that's why today's world keeps instructing you to follow the route by the fast-food sponsors' restaurants.

In your future you could, indeed, decide your worlds will be far more interesting, artistic, musical, punk'd or snarky — worlds where you merge entertainment and life in whatever imbalances make you happy.

And tomorrow, when your worlds are what you decide, what kinds of realities will you want to create and live in then?

Digital becomes so powerful it lets you be who you really want to be

This is not just new ideas, it's new technology.

The Expandiverse was developed to accelerate a new kind of digital future into today: When we're fully digital, we will control reality.

This is not just new ideas, it's new technology. It's not a startup with a product or a service. It's tomorrow's technology today.

Expandiverse Technology was developed to accelerate a new kind of digital future into today: When we're fully digital, we will control reality.

The big questions may finally turn into real choices:

Who and what would you become, if you have a chance to achieve your dreams?

What would your life be if you could control your world?



It will be a great world because if we actually have a chance, most of us will choose greatness.

When everyone has the ability to choose and develop their best selves in the worlds they want, we will learn there are many kinds of greatness — in all of us.

What kind of world will we share when each of us has many choices and ways...

- Our personal goals
- Our devices and screens
- Our boundaries
- Our protections and security
- Our identities
- Our realities
- Our worldwide entertainments
- Our use of the world's best know-how and resources

...to become the powerful global people we could be, to achieve whatever we choose?

What you decide could become more important — and more powerful — than the limited life today's society has chosen for you. Everyone will have the ability to choose and develop their best selves in the worlds they want.

Together, our answers will shape tomorrow's world.

We're close. A new future is in view. It's time to consider building the tech to enter a new stage of history. The age when you control reality.

I think it will be a great world, because if we actually have a chance, I believe most of us will choose greatness.

We will learn there are many kinds of greatness — in every one of us.



SECTION 4

Privacy and Control

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Surveillance in the Future



4.1

The Future of Freedom: Crisis, Greatness or Both?

The future of freedom is more than today's controversy about surveillance. Freedom is an unending journey — when you think you've arrived you're wrong.

Americans thought they were free until Edward Snowden showed them that official deceptions, secret court orders and every type of surveillance imaginable had become normal. Not just in America, but in a growing number of countries around the world.

This made the future of surveillance obvious and clear: Like it or not, it will not stop. Both governments and corporations need it and will continue it. Governments will refuse to consider other options and will tell us whatever they have to say, then do anything they believe is essential.

For as long as we have had consciousness manual surveillance has always been part of human survival. Whether we have had peace or prosperity, war or terrorism, we have used surveillance. This eternal trajectory will be continued by monitoring our digital lives and hacking digital services and devices.

Right or wrong, it's reality. Then what's the future of freedom?

The coming Crisis of Success

Humanity's journey began with our hunter-gatherer ancestors, through mankind's rise to dominance since the Industrial Revolution, to today's growing "Crisis of Success."

Within decades we will be a more prosperous planet of 9 billion people whose escalating consumption could threaten the Earth's biological capacity. Over the coming centuries most of the planet will join the advanced, high-growth economy. By 2050 the world's economy will double in size. Seven of the ten largest national economies will not be from the West. For generations to come, our economic system will be built on creating limitless worldwide growth and consumption.

Centuries of headlong expansion lie ahead. We won't change course because this is who we are. Billions more people must have a higher standard of living, corporations want the profits, and governments need more tax revenues.

Centuries of headlong expansion lie ahead. We won't change course because this is who we are. Billions more people must have a higher standard of living, corporations want the profits, and governments need more tax revenues.



As each crisis arrives, there could be an obvious way to keep control — our surveillance infrastructure, police, legal and prison systems could become one of the world's best integrated business systems.

Corporations could sell it, multiple governments could run and enforce it, and people could be forced to pay for it and endure it.

Our unstoppable growth creates a snowball of possible catastrophes: Growing water shortages, a warming Earth with rising sea levels, desertification, extreme weather, food system pressures, shrinking job prospects from technology, declining middle class incomes, large retired populations, mushrooming national debts, income inequality, and more could wreak havoc at any time.

Because we all need more prosperity, nothing will turn us away from our coming Crisis of Success.

As each crisis arrives, there could be an obvious way to keep control — our surveillance infrastructure, police, legal and prison systems could become one of the world's best integrated business systems. Corporations could sell it, multiple governments could run and enforce it, and people could be forced to pay for it and endure it.

Lock-down could begin, and history's greatest crisis could arrive: The death of freedom in a world that can't handle our relentless quest for success.

How do we rise to this challenge? As we face a cascading collision between our finite planet's resources, our overpowering abilities and our infinite needs, how will we transform ourselves into a successful and free world?

The urgent need for a Journey to Greatness

A Journey to Greatness is being forced on us so we can all thrive and enjoy tomorrow's world. We and our children have no choice but to become far more capable people and world than we have even imagined we will be.

Starting with initial ideas in 2007, years were spent privately developing Expandiverse Technology to build a successful digital world today. It includes a family of continuous devices, "you-centered" continuous digital living, Active Knowledge where the information you need finds you, and much more.

The Earth is about to become a single digital room, with everyone in it.

As everything turns digital we could accelerate and build an advanced digital Earth today, with a far more prosperous yet sustainable future for individuals, groups and societies. We could make digital leaps forward such as:

As everything turns digital we could **accelerate** and build an advanced digital Earth today, with a far more prosperous yet sustainable future for individuals, groups and societies.



The future of freedom isn't a destination. Whether you want it or not it's your unavoidable, never-ending journey.

Let's make it a Journey to Greatness.

- Human services like health care
- Basic needs like food
- Economic growth from personal productivity and continuous connection efficiencies
- Inclusion of diverse isolated groups like senior citizens and marginalized ethnic and social groups.

The Expandiverse will change how we interact, how we all connect and how we achieve more. The future of freedom isn't about surveillance or resolute governments or vigorous corporations. It's really your personal journey into tomorrow's digital world — a world where you and everyone can reach your full potentials, and today's greatness can become a new world standard.

The Expandiverse is designed as a fork in the road, to add the opportunity for you to see a new kind of personal future for yourself — and accelerate that future into your life, today.

Building an advanced digital world could be an even bigger business opportunity that includes and energizes you and everyone, as well as businesses and governments.

The future of freedom isn't a destination. Whether you want it or not it's your unavoidable, never-ending journey.

Let's make it a Journey to Greatness.



4.2

Digital Barbed Wire Puts You in Control

How could we turn the corner on personal privacy, protection and control?

This is the same kind of historic transformation that happened 135 years ago when cattle drives reigned supreme and the myth of the American Cowboy was born.

Imagine yourself 135 years ago, sprawled under a star-studded sky with a mug of Cookie's cowboy coffee in hand, warmed by the low fire next to his chuckwagon...

This is your twelfth cattle drive from Texas to the railhead in Abilene. You've worked mostly the Chisolm trail, usually with about 10 wranglers driving 1,000 to 2,000 Longhorns to Kansas. During most years over half a million head were driven. The just-paid cowboys celebrating in Dodge City named it the "Cowboy Capital of the World." It deserved it.

It's been a tough life on the trail, but it just turned rougher. That new-fangled barbed wire is springing up around farms, blocking the trail and forcing the leading "pointer" cowboys to cut through

How could we turn the corner on personal privacy, protection and control?

This is the same kind of fencing in the lawless open range that happened 150 years ago, when cattle drives across private property were ended by the invention of barbed wire.

the fences. Too often groups of farmers were waiting, guarding their property with guns, forcing the cattle drive to find a way around or start a range war.

Next year would be worse. Barbed wire was sold everywhere. Homesteaders were fencing off their farms, choking out the open range and building permanent, enduring farm communities. They were turning lawless cattle towns into lawful farming villages. Cattle drives were ending. Forever.

Damn that barbed wire.

Is today an open range or fence-protected?

In the beginning, spam e-mails mushroomed until they dwarfed a much smaller percentage of real e-mail.

Next a large and expanding number of dangers — viruses, spyware, Trojan horses, behavior tracking cookies, hidden Flash cookies, and more — forced PC users to run antivirus software, firewalls, browser add-ins and other defenses. These usually kept PCs from being infected.

Then many free, downloadable antivirus “offers” actually included dangerous malware. The problem started disguising itself as the solution.

All along your attention is sold along with everyone else’s. Your online steps are tracked and profiled by multiple companies. Millions of TV and billboard viewers, magazine and newspaper readers, radio listeners, and web searchers and users are all sold to advertisers.

Thanks to Edward Snowden, we now know our mobile phone call data, browsing history, emails, video calls, texts, purchases, locations and other totally monitoring data are hoovered up by government agencies in a growing number of countries — even though nearly everyone is good and trustworthy.

The world is full of cattle drivers. Online, the record of your behavior belongs to everyone but you.

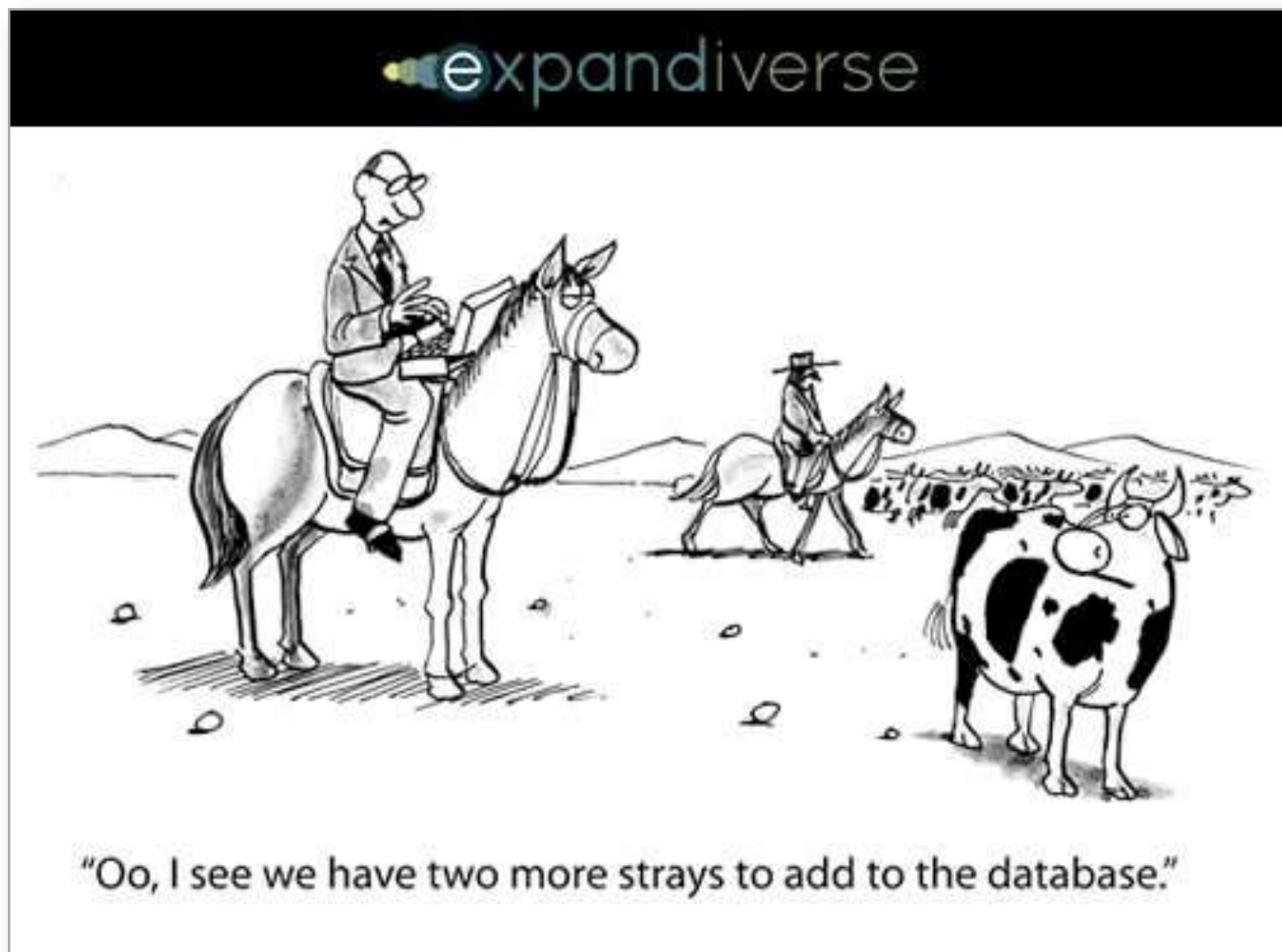
You're the cattle. You're behaviorally monitored, anticipated and guided whenever possible. When you resist you're roped and steered at every turn. You're at risk of losing your job, your property and your future.

In the end, you're driven to market and sold for so much per view, so much per click. And analyzed whenever the government wants you.

Instead of others controlling you, every person gains control with new Expandiverse boundaries.

Your life is an open range full of cattle drives, without a strand of barbed wire in sight.

And you're the cattle.



You already do this without hesitation to TV's entire "digital world" when you turn it into your personal resource, with only the TV shows you want.

Between your DVR (Digital Video Recorder) and your TV remote control, you record or watch (let in) what you want, and skip (fence out) the ads, networks and channels that don't interest you.

If you had digital barbed wire, would you use it?

As a new option, new Expandiverse Technology adds an Alternate Realities Machine (ARM). This includes ARM Boundary Management Services that turn control over to each person.

Think of its boundaries as barbed wire fences and gates. You get to fence out what you don't want, and let in what you like.

These Expandiverse Technology boundaries let you control what's on your devices' screens.

You already do this without hesitation on your television screens, taming cable TV's entire "digital world" when you turn it into your personal resource, with only the TV you want. Between your DVR (Digital Video Recorder) and your TV remote control, you record or watch (let in) what you want, and skip (fence out) the ads, networks and channels that don't interest you.

You already do this without hesitation to TV's entire "digital world" when you turn it into your personal resource, with only the TV you want. Between your DVR (Digital Video Recorder) and your TV remote control, you record or watch (let in) what you want, and skip (fence out) the ads, networks and channels that don't interest you.

ARM Boundary Management has some parallels to this. Using its boundary controls, you decide what you want in your Shared Life Spaces. You include (prioritize) what you want in, and skip (filter out) what you don't want. Some example boundaries include:

- Priorities / Filters Boundary so you can specify what's "in" and "out" on your screens.
- Paywall Boundary so you can be paid for your attention (especially by ads) instead of giving it away for free.
- Protection and Safety Boundary that provides new kinds of digital and physical self-chosen personal protections for individuals, households, groups (like companies), and the public.

Will you control your digital world?



The ARM includes ways to distribute Boundary Settings so you can try new boundaries.

It's like moving your "digital fences" whenever you want to see if you like your new "personal space" better.

- Privacy Boundary so individuals and groups can control what's public, private or secret.

The Alternate Realities Machine (ARM) also includes ways to save, distribute and try out new Boundary Settings both quickly and widely — so you can see, access, distribute and try new sets of boundaries.

It's like moving your "digital fences" whenever you want to see how different limits work — do you like your new "personal space" better than the old one?

It's no wonder the cable services won't sell an a-la-carte service where you buy only what you watch and stop paying for what you don't see. The only way most television networks exist is by forcing "television subscribers" to pay for lots of channels and shows they never use. They're on a cattle drive, and 73 million cable subscribers are their cattle.

As we become a fully digital world with you in control, you'll live in the world you choose.

It will be a world you want, for the first time.

Digital barbed wire lets you create your world. And direct it.

When barbed wire was invented, it was new technology. For the first time farmers could protect their property. Their fences they put up ended the cattle drives that trampled their homesteads.

Could something similar happen from ARM Boundary Management Services, a part of new Expandiverse Technology?

Today's "cattle drivers" will object if you become able to filter them out. They know parts of what they do isn't liked, and some of their herd will leave to homestead a farm they control.

Just as people have flocked to the TV remote and digital video recorder (DVR) to skip ads and shows they don't want, ARM Boundary Services provide "digital barbed wire" to skip what you don't want on all your screens.

But the upside is far more important. Just like DVRs show only what you want, digital boundaries filter in what you like and enjoy.

As we become a fully digital world, you'll move from screen to screen with your devices recognizing you, and your digital world following you.

It will be a world you want, for the first time.



4.3

When Your Mind Becomes Your Property, What Will You do with It?

Today your attention is sold by all the media around you, and you're forced to see, hear and think about what advertisers buy. They dive into your brain for free (to you) from the minute you begin to gurgle. You spend your whole childhood giving your mind away for free to those who sell your attention to others, until you grow up fully "prepared" to live your life the way you think is best.

By the time you're an adult you want to wake up nestled between Laura Ashley sheets, on a mattress from Simmons, then shower with Dove soap before dressing in your favorite designer label clothes and shoes. After breakfast you sip Starbucks coffee while you drive to work in your...

Who owns your brain?

You think you have freedom of thought, but look at the products surrounding you. Do you control your world, or does your world control you?

In the future, Expandiverse Technology gives you visible boundaries that filter content. What will you let in and what will you keep out?

We're moving to converged devices that display a digital world that's you-centered and follows you.

Your power to filter your screens and construct what's displayed will change who controls your mind, thoughts and attitudes.

In tomorrow's digital world, you could have control

You already have some control, and you could have much more in the future.

Take a look at your television screen. You simply turn off the shows you don't want to watch, and let in only the ones you like. Or you record your favorite shows on a DVR (Digital Video Recorder), watch them when you want, and skip the ads you don't want to see.

What if Expandiverse Technology added that power to all your screens? The Expandiverse adds boundaries that each person and group can control.

In the future, Expandiverse Technology gives you Shared Planetary Life Spaces that you'll control. You'll gain visible boundaries that give you the power to filter content. If you don't like the NRA, pull the trigger on them. If you hate gun control, blast away.

What will you let in and what will you keep out? We're moving to converged devices, even more use of screens, and a digital world that's you-centered and follows you. The power to filter your screens and construct what's displayed will change what controls your mind, your thoughts, perhaps even your attitudes.

You already choose what to watch, but in your digital world the boundaries you set will be chosen by you, and automated for you.

The power to filter and construct displays means you can also have a personal paywall so you can be paid for your attention.

If you had an Expandiverse personal paywall, wouldn't you restrict today's advertising barrage to only the ads you want to see, where you get paid? Who would you say "No!" and give up that power!

Even more curious, would you shut out all ads, or choose to watch more of them?

The new world: Your mind is your property. How will you use it?

We're moving to converged devices that display a digital world that's you-centered and follows you.

Your power to filter your screens and construct what's displayed will change who controls your mind, thoughts and attitudes.

After all, if you control what's let into your Shared Spaces and displayed on your screens, your eyes and mind are turned into your property.

That's a new world. When you control all the screens in you life, you control your mind.

This will be a reversal of fortune.

You'll stop working for free for every media out there. You'll control your boundaries, and you'll shut out what bothers you.

But it won't turn out like you imagine. To make money, many people are likely to see more ads, not fewer.



Paywalls are a win-win because they work for the advertisers, for the paywall services that sell the ads, and those who are paid.

Could paywall ads become as big a business as Google's advertising moneyspinner?

Paywalls are a win-win because they work for the advertisers, for companies that sell ads, and those who are paid. Could paywall ads become as big a business as Google's advertising moneyspinner?

Let's walk through one hypothetical way your paywall could be built with Expandiverse Technology:

Start by shutting out all cereal ads but indicate you're willing to be paid to watch a cereal company's ads. That identifies you and you become valued by vendors. You check your offers with an ad vendor, and the healthiest cereal company is willing to pay you the most. If you accept their offer, at the right times and situations to consume their products, that company's logos and ads are blended into your screens so they appear on the screens you're currently using.

Do you get paid just because that company's ads appear?

Nope. You get paid when you perform the paywall behavior during one of their ads. If you're eating breakfast you might need to pay attention (or look like you're paying attention). If you're in the supermarket you might need to buy one of their products.

An evolution of customer-vendor connections is coming.

With Teleportals, the new family of Expandiverse devices, your screens see you and your behavior. "Sentiment analysis" can assess your attitude. When you pay attention to an ad an impression is registered at the ad vendor. Then you get paid. If your "sentiment" shows you genuinely like their message, you could be paid more.

With opt-in tracking the vendor will know what you buy, and if paying you works. They'll respond to what you like and develop ways to treat you better and fit your needs. Together you'll find win-win behavior that you both like. Personal, up close and part of your life.

The underlying system makes sense. When you let an ad in through your paywall, it's tagged with an identifiable "paywall action" – what you have to do to be paid. When you perform the action, ka-ching! As the "sentiment" connects, the mutual payoff grows.

You'll form new two-way relationships with the companies that pay you to watch their ads, and with the paywall services that sell their ads.

A new kind of win-win "partnership capitalism" could emerge.

You don't get paid for displaying an ad. Display without behavior doesn't mean anything. Until you perform the action, your payment is nada, zilch.

Your mind becomes your property.

You're free to sell it as often as you like.

A new partnership capitalism: Does control mean income, sanity, or both?

Counter-intuitively, a paywall may mean some people will pack their screens with logos, ads, product-filled backgrounds, blended in company buildings (McDonalds on all your screens?), and other corporate symbols.

Everyone will choose the balance that's right for their sanity and their wallet.

When companies pay you to make their ads part of your daily life, you'll form new two-way relationships with the companies that pay you to watch their ads, and with the paywall services that sell their ads.

The more they pay you, the more you'll want them to stay in business so you can keep earning.

Just let in their ads, do the paywall actions, and buy those products.

A new kind of win-win "partnership capitalism" could emerge. When you gain filters and a paywall, you decide how you'll live in your digital Life Spaces. You'll control your mind.

How well will you be treated when it's your finger on the digital kill switch?

Sounds great, except you're used to going to work and getting paid.

When your mind produces income, how often do you think you'll sell it?

**Will
countries
remain
important?**



4.4

What Limits Government in a Fully Digital World?

The Internet began as a U.S. government project. Then it took on a life of its own. Is there a role for government in tomorrow's digital world?

Government has a core problem, a core issue. That issue is that government is based upon geography and physical boundaries.

Countries with governments, laws, and programs are going to remain extremely important. You have to have physical countries, boundaries and protection. A good example is Israel. If the people of Israel did not have a government, they would be dead.

The same goes for every country, and it includes Americans at home and abroad. There are people who love the idea of ending America or killing its people.

What happens to freedom around the world as a result? It's a huge impact on the future of the world if there is no country carrying the flag, literally, for freedom, for democracy, for people, for their rights.

National governments are based on physical borders.

When you and I and everyone lives digital global lives, we turn trans-border.

As we grow a digital world that stands next to the physical world, we will evolve a trans-border world.

Countries will remain important, but a larger and more powerful digital world will outgrow them.

Countries will remain important, but at the same time, as you and I and everybody becomes a global, digital person, we become trans-border.

As we move into a trans-border digital world, you now have a digital reality standing next to physical reality.

Fundamentally, it is similar but it's different. Government is going to want to have the role of being able to define and shape digital reality.

At the same time, digital reality is going to want to be able to say, "But we work differently than we do inside of a single country, with local borders and a single geography."

Who will control tomorrow's digital world?

What happens in a digital world where there are countries that fear free speech, that fear the power of individuals? How do we navigate through that?



You will be the one who decides your digital life — actually, your digital lives.

How is government going to know which reality you're in? When it figures that out, by then you've moved on to a different Shared Space, and you've changed several times.

Control in the Expandiverse shifts to you, and to everyone.

The question of governments that want to control — like China with speech and thought and what people are able to do — is part of the Expandiverse.

It can go several directions.

The most basic direction is, if I can shape my own reality, my own Shared Spaces, I not only can keep certain things in, I can keep other things out.

In each of my Shared Spaces I control whether it is public, private or secret. I control its boundaries — what I let in and what's blocked and kept out. I control which continuous connections it includes — which people, services, places, tools, resources and entertainment are always on and part of it.

It will be normal to have different Shared Spaces for family, work, projects, friends or anything I want. There are lots of ways to enjoy life and I can have similar or different kinds of interests and boundaries for each of my Shared Spaces.

The Expandiverse also includes multiple identities, because medical science hasn't defeated death yet. The Expandiverse defeats death by adding multiple digital lives, in parallel, within our one lifetime. I will control who I am, so I can explore different ways to develop my skills and potentials.

In the future my most powerful controls will be whether I want to live one or more lives, which Shared Spaces I choose to be in, and how often I flip between my identities and Spaces.

I will be the one who decides my digital life — actually, my digital lives.

How is government going to apply its rules and laws to me when it doesn't even know which reality I'm in? When it actually figures that out, by then I've moved on to a different Shared Space, and I've changed several times.

I will be the one who decides my digital life — actually, my digital lives.

Our digital future will include other kinds of control that are person-based, not just government-based.

Each of my Shared Spaces has its own set of “rules” — as I define them.

Control in the Expandiverse shifts to each person.

Once people have control, governments will still have certain kinds of control. But our digital future will include other kinds of control that are person-based, not government-based.

Digital Governances: Small steps to a large digital society



4.5

Digital Governances: New Ways to Succeed Together

Expandiverse Technology includes Governances so groups can turn problems into opportunities to reach shared goals. This chapter and the next shows what a Governance is, and how different kinds of people might use it to achieve a larger goal — healthy, natural food.

Shoppers stand baffled in supermarket aisles, wishing they knew which products are healthy and which are not. Food labels answer questions about calories, fat, sugar and salt. That helps, but which products were grown with too many pesticides, packaged with too many additives or designed with too many genetic modifications? Not a word there.

On many levels America's food industry may be the best in history, and it shows. The ginormous reality is we eat a lot. That's why we're the world's second most obese country. Our rates of

preventable health problems are huge. Add up the costs of weight-related problems like obesity, diabetes, high blood pressure, high cholesterol levels, breathing problems, heart disease and cancer. We spend a “flab-bergasting” \$190 billion a year in the United States, or 21% of the nation’s health bill. (1, 2)

Is the food industry ripe for disruption?

It’s so “you-centered” that you become the focus for the world’s knowledge and systems.

You might enjoy becoming so globally powerful you stay ahead and live better in the kind of digital world that instantly focuses in what you need and want.

The Expandiverse: Where questions and possibilities never end

Believe it or not, a combination of science and technology has led us into this food feast. So can science and technology shine a new light on new possibilities when it comes to this most basic of human needs? Just like we use today’s constantly more powerful devices, could we not also call on technology from the future to create a new food reality?

Imagine what we could do in tomorrow’s fully digital planet.

The Expandiverse is new technology for building tomorrow’s digital Earth today. It’s goal is to accelerate our digital future into the present, to improve personal and economic conditions for today’s and tomorrow’s generations.

At a high level the Expandiverse includes a family of “fused devices” that work seamlessly as you move between all your interactive screens — from wearables to phones, tablets, laptops, PCs, connected TVs, wall screens, projectors and more.

It also includes what runs on them, a you-centered digital world that includes continuous connections to your people, services, places, tools and resources. It’s so “you-centered” that you become the focus for the world’s knowledge and systems: Parts of search are replaced with Active Knowledge that serves you, parts of online shopping are replaced with customized embedded e-commerce, and your screens can have a personal paywall that replaces ads you don’t want with ads you’re paid to watch.

Obvious Governances are many social and personal goals that governments tackle but deliver little measurable progress, even after decades of programs and hundreds of billions of dollars spent.

It's a perfect fit for everyone who wants to sit on top of a powerful digital world that works for them. That may seem like a "nice to have" today, but that will switch to a "must have" when vendors start delivering these new abilities. Then you might enjoy becoming so globally powerful you stay ahead and live better in the kind of digital world that instantly focuses in what you need and want.

But that's just your personal world.

On a larger scale Expandiverse "Governances" enable collaborative progress by groups that work together to turn problems into opportunities, deficits into openings and activities into progress.

Obvious Governances are many social and personal goals that governments tackle but deliver little measurable progress, even after decades of programs and hundreds of billions of dollars spent. Example goals could include education and the spread of degenerative diseases — one of whose parts is healthy food.

"Governances" can be profit-making or non-profit. They can be small or large — from a local neighborhood to trans-border — and focus on a niche or a large aim. Profit-making governances aren't limited in size or business activities. They

may even have new ways to earn money through technology — like a "Governance Revenue System" (more about that later).

Most important, each Governance has a main goal that's measurable and visible. If a Governance succeeds it's clear and people flock to be part of it. If its members want to leave they can, so it has to meet its members needs.

The question, then, is can we use a collaborative technology platform — on the screens spreading everywhere around us — to connect like-minded people and help them succeed together?

If we do, more possibilities from tomorrow's connected digital world open up. A Governance membership lets you find and work with others who share a goal that is larger than one person — and focused on what we can produce together. Instead of tomorrow staying just another yesterday, with our screens and new systems we might help each other build all we know we want and can become.

Will we use that full power? It's our choice. We could run more of our world by becoming the ones who shape it to fit our needs.

A basic universal need — healthy eating — is a delicious place to enter this future.

Healthy, natural food: From a digital Governance?



4.6

Eat What Comes Naturally: A Human Service of the Future

This second chapter on Governances shows how people in different parts of the food chain might use a Governance to work together to produce and enjoy great tasting, healthy and affordable food.

Let's imagine a Healthy Food Governance of the future.

Imagine a decade from now where America's new "healthy food industry" leaders are meeting. On the podium and at the tables the energy and confident buzz is palpable. Over its first decade, the Healthy Food Governance — the dream of a few unconventional pioneers who had a different vision of food's future — became one of America's success stories, transforming the quality of eating and nourishment for tens of millions of people.

They had started small, but grew by digitally connecting all parts of the food chain. The energies of everyone from farmers to agricultural scientists, from food manufacturers to supermarkets be-

came aligned for the first time. They took their goals from the active participation of adults, parents and kids who wanted to buy and eat healthy food every day no matter where they lived.

Over time they connected the parts of the food production system so it worked for everyone. Each trial, and then each success, was shared and promoted at the light-speed of tomorrow's networks.

Farmers, manufacturers, retailers, health professionals and consumers started connecting continuously with each other, figuring out how to produce healthy food on sustainable farms, how to manage the economics so it was both profitable and affordable, and how to make it taste great. The Governance knew the numbers and made sure it was honestly marketed and sold to the profitable business, enjoyment and health of all.

It started working. The Governance's food chain produced healthy food while people lost unhealthy weight, gained new energy to become self-directed, confident people who changed their lives and health.

With visible success came new members as more became engaged. New farms joined, food manufacturers produced more kinds of healthy foods, retailers featured it and family kitchens and restaurants enjoyed the multiple rewards of healthy, natural food.

Gradually those who were involved rose to lead a healthy food industry.

A Governance: Small steps to a large digital society

On this day, some of the leaders took turns at the lectern.

A Colorado **farmer** told how his water had been cut drastically, but he had learned to grow more and higher quality crops with half the water. Then he put digital Teleportals all over his farm so he could spend years online showing thousands of farmers how to adapt each part of their farms when their water supplies were repeatedly slashed.

A California **agricultural scientist** talked about chicken farmers who used all the "natural water" chickens could drink to produce healthier, happier chickens with 10% less water. He had spread that know-how like a digital Johnny Appleseed to other chicken farmers, using the Food Governance's continuous connections.

A Texas **food manufacturer** told how they used continuous connections with customers and farmers to make their products fit high natural standards, great taste, health and affordability. He said that was such a key to success that they used the Governance's GRS — its Governance Revenue System — to pay 5% of their total revenue to the Healthy Food Governance.

The CEO of an East coast **supermarket chain** spoke of adding real farmer's market aisles with fresh local produce, dairy, bakery and meat sections, plus healthy food products in other sections. He proudly explained how they joined the Governance so its continuously connected farm-

The biggest revenue source was their **GRS, the Governance Revenue System**, technology that automatically transfers a small percentage of the purchase price of affiliated products bought by Governance members with credit and debit cards.

Their second largest revenue source was **paywalls**, since millions of members get paid by the Governance's healthy food vendors for watching their ads, and the Governance shares in that revenue.

ers, manufacturers and customers would make sure their in-store farmers markets were real, with high standards everyone trusted, appreciated and enjoyed.

A **mom** thanked everyone for becoming a food industry that provided natural food that had it all — great taste, appeal, convenience and price. She also described the digital benefits. All her family's screens were more enjoyable because they used the Governance's paywall settings to shut out advertising from the traditional food industry. Now, the only food and restaurant ads that reached their screens were from healthy food companies connected with the Food Governance. It's more than the food we buy, she said, it's the way we live, a better digital world for her family.

The last speaker was **the Governance's CEO**. They were reaching a major milestone: half a billion dollars in revenue. The biggest source was their **GRS, the Governance Revenue System**, technology that automatically transfers a small percentage of the purchase price of affiliated products bought by Governance members with credit and debit cards.

Their second largest revenue source was **paywalls**, since millions of members get paid by the Governance's healthy food vendors for watching their ads, and the Governance shares in that revenue. It's a new evolution to "partnership capitalism" he called it, a win-win that was growing a collaborative economy. Everyone gets to live in a digital world they want and control.

The Governance's half a billion dollars in revenue showed how large and profitable the healthy food industry was becoming. A large path to profits had become aligning what everyone in the food chain really wanted, and showing how digital collaborations can deliver it.

He committed to fund more food improvements and collaborations, and to add more countries to their movement. What was once just a vision for healthy food had a chance to become a sustainable food system for the world's 8 billion people. "Your work together," the CEO said, "could become the most important work anyone has ever done in history."

It's time to think different. Think of the future as something you could help guide, direct and control through collaborative Governances.

Could continuous digital collaborations set high standards, and let people work together to reach them?

He announced their new slogan, "Feed the Planet," saying this had once been only an idealistic dream but for the first time they were building an online world that benefits everyone in the real world of food — both today, and for generations to come.

From new technology to establishment in one decade?

It's time to think different. Think of the future as something you could help guide, direct and control through collaborative Governances, not something that will lock you down.

In the future, could human services like healthier food be driven by what you and others want across the food chain? Could continuous digital collaboration set high standards, and let people work together through the food chain to reach them?

One step could be one or more Food Governances through which people can collaborate to get the healthy food they want. A next step could include a Governance Revenue System that helps fund Governances of all kinds. Another step could be personal paywalls so we control which ads are shown or blocked from our screens, and everyone can live in a digital world that reflects our values.

Healthy food could be a start. Your freedom to choose might grow to include your digital world, and the Governances you join so you help develop it, guide it, control it and receive the benefits you want.

One small step at a time. From today to a digital world that can turn questions into answers without end.



4.7

The Future of Identity: Defeat Death and Expand Privacy

You know when gray-haired people mutter that life is too short? Well, it is and as much as we want it, medical research won't change that. Life *extension* won't be possible for our generation. We will die when our DNA says it's our time.

So why just live one short life? You're no longer limited to only one life and identity in the Expandiverse. Why not pursue more lives as different people with as many different needs, likes and desires as you want to experience?

Life *expansion* is now possible.

Some would say Charlie Sheen has managed this quite well. However, why shouldn't you have the opportunity as well? In the Expandiverse, you can be several different people with several different sources of income. And did we mention several different pets, homes and friends. (digitally speaking, of course.) Imagine if your work persona had an entirely different identity from your golf-playing persona. Or your guitar-playing persona. Or your partying persona. Especially your partying persona.

You're no longer limited to only one life and identity. Life expansion is now possible.

What if your digital life expanded to several lives? What if you had multiple identities, each of which you control, in each of which you could live as much as you choose?

You've always been restricted to one identity. Into a social role, a limited self. That seems like an obvious norm from the single physical world we've always had.

But what if your digital life expanded to several lives? What if you had multiple identities, each of which you control, in each of which you could live as much as you choose?

Impossible? Not if you take control of your own identities and each one's Shared Planetary Life Spaces. Not if you decide which Life Spaces each of "you" participates in (and which you won't). Not if you have Expandiverse technology at your fingertips.

Why should your digital business lives, personal lives and family lives have to overlap? Why can't digital boundaries keep them separate? Why can't you share one life space with business colleagues, and a totally different and separate planetary life space with your immediate and extended family?

We all move into and out of activities that include people who have certain aspects like ours, or are merely people with whom we'd like to commune and communicate for a while. On a digital planet our chosen groups will be right-sized by us, and evolve with new connections. Why should geography, income or place of birth limit us and our opportunities?

What if you could get up every morning, survey your world and decide that sugar-blasted breakfasts, fresh-faced celebrities, ice hockey and game shows no longer had a place in it? Oh, baby, baby, baby.

What if the technology was in your hands to participate in the local and global entities you want whenever you see fit and for however long they make you (or at least one of your identities) happy?

The choices will be yours. Use them wisely. For each "you" that you choose to be.

Turn your one public life into more exciting ones, with both privacy and freedom

Expandiverse boundaries let you set each identity to public, private or secret. As you switch identities the ease of monitoring you changes with your identities and their privacy boundaries.

How will governments record everything you do if they're also trying to keep up with who you are?

You know how a growing number of governments monitor everyone and everything they do digitally? Well, they are and new laws to limit governments won't help — governments secretly do whatever they believe is right, and tell us whatever they think we want to hear. We may be the last generation that actually experiences digital privacy, and for us that's already a memory.

So why stay limited to just one totally monitored public identity? In fact, Expandiverse boundaries let you set each identity to public, private or secret. Each of these privacy levels changes your online visibility, what's revealed or not, its encryption, and more.

As you switch identities the ease or difficulty of monitoring you changes with both your identity and its privacy boundaries. How will government



You might be physically in Asia, but operate as four different people in eight life spaces, none of which are totally inside any one country. It's like being a citizen (several citizens) of the world.

record everything you do if it's also trying to keep up with who you are? You're switching as often as you like...

Your identities also don't have to be subject to one particular location. You might be physically in Asia, but operate as four different people in eight different Shared Planetary Life Spaces, none of which are totally inside any one country. It's like being a citizen (several citizens) of the world.

You could have a public with a global company, a physical relationship where you live, be a private digital adventure traveler with friends on several continents, and a secret digital journalist who covers the world's latest hot spots.

Millions of people already hold dual citizenship with passports from two countries. If we add digital citizenship, dual citizenship could become quite normal. Since countries have control over only their citizens and their physical geography, then all law becomes local. Life becomes like living in a dry county where you can't drink alcohol — until you drive to the next county where it's legal for bars to stay open until 2 AM.

But each government also gets what it wants. Expandiverse identities protect each country's legal framework so it remains whatever a government decides to enforce:

- **Tax reporting:** Each multiple identity may be required to share it's owner's one government

identifier such as a Social Security Number (SSN), or alternatively, each identity may be given a separate number such as its own SSN or tax ID number (like each legal entity receives, such as a personal trust or a personally owned company).

- **Privacy boundaries:** Each private or secret identity may be required to be visibly linked back to a person's public identities to protect against immorality, law breaking, fraud, and other damaging behaviors.
- **Law enforcement:** Each person's public, private and secret identities might be connected in a directory accessible only to legal authorities — so they can conduct investigations, serve subpoenas or make arrests if needed.

It's a win-win. Laws and morals stay in place while you benefit from greater freedom and personal latitude to explore a wider range of life's opportunities and adventures. Just choose your identities, locations and worlds. Then enlarge them as you grow from worldwide experiences, becoming your unlimited best selves rather than being limited to one societally controlled identity.

Defeating death from one short life, increasing your privacy and expanding your lives and worlds — that might become popular as the Earth turns into one digital room with everyone in it. You choose the identities you enjoy, live the legal ways you want, and create your selves.

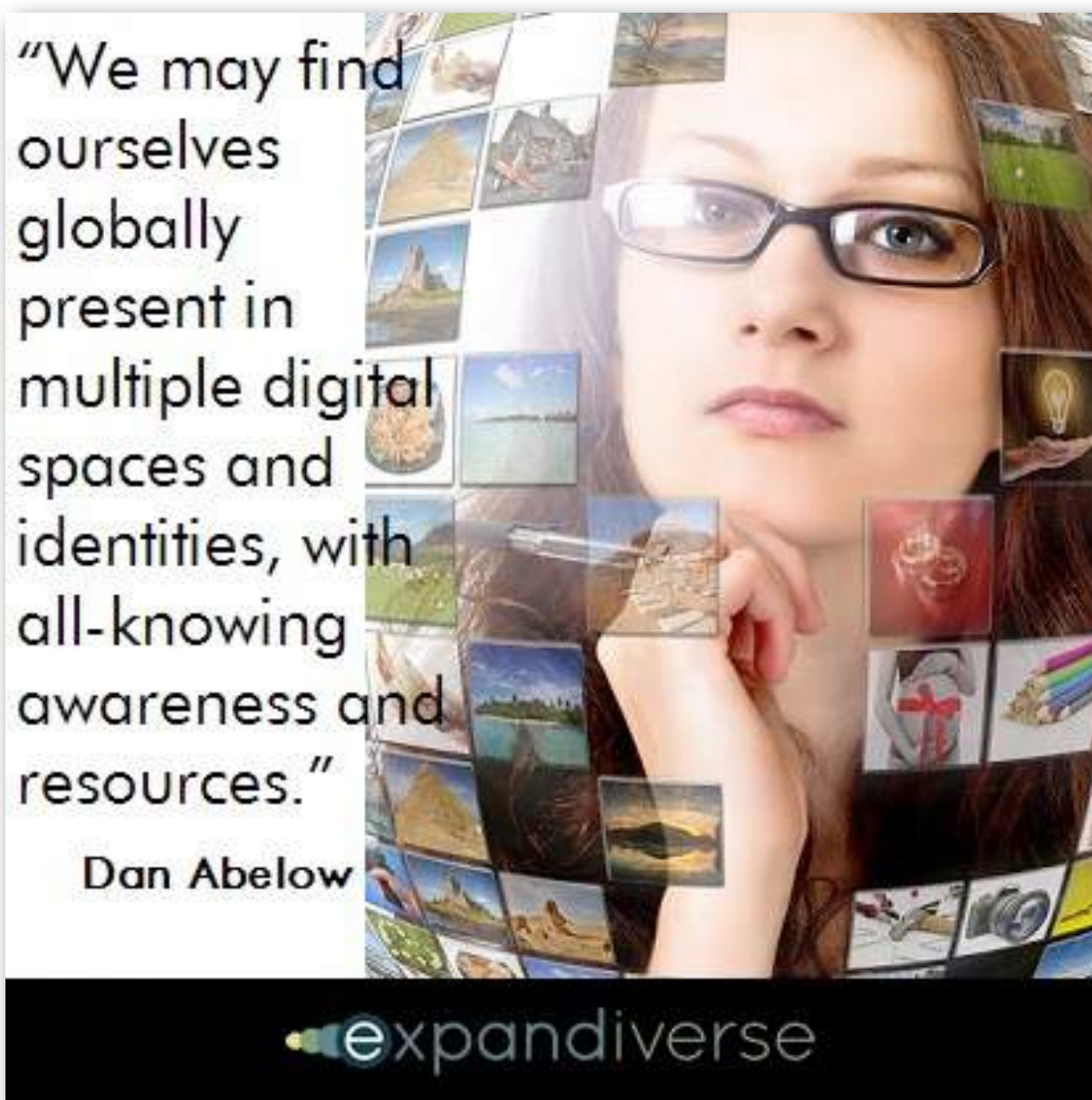
How much "self-control" would you like in your expanding future?

In the Expandiverse your relationship with technology could change drastically. In fact, tech could change your relationship with reality (without any counseling).

As digital becomes our way of life, you will gain more power to control your realities. Wouldn't it be much more interesting if digital technologies reflect the ways you want to live, and your best selves?

You grow from worldwide experiences, becoming your unlimited best selves rather than being limited to one societally controlled identity.

With Expandiverse Technology your life could, in the not too distant future, be constructed and lived under your own digital rules. As you turn it into many simultaneous lives each can have locations, goals, shared spaces, friends, income, worldwide presence, knowing resources, and privacy boundaries to include what you like and exclude what holds you back.



Wouldn't it be more interesting if digital technologies reflect the ways you want to live, and your best selves?

Take a seat, pull out your life's dreams and think about having larger lives and worlds than you ever imagined you'd experience.

This way, we might just improve ourselves a little quicker. We can find out more about what really makes us feel good or successful. Or even fully alive.

Then share that with those who want those advances too, and exclude those who disagree. Discover if you're happier when you get to live multiple ways that keep bringing you the experiences that help you grow into who you'd really like to be.

So, please, wander in, take a seat, pull out your life's dreams and think about having larger lives and worlds than you ever imagined you'd experience.

You might wonder, how far will it all go? How much — and in what ways — could your "self-control" develop over the coming years and decades?

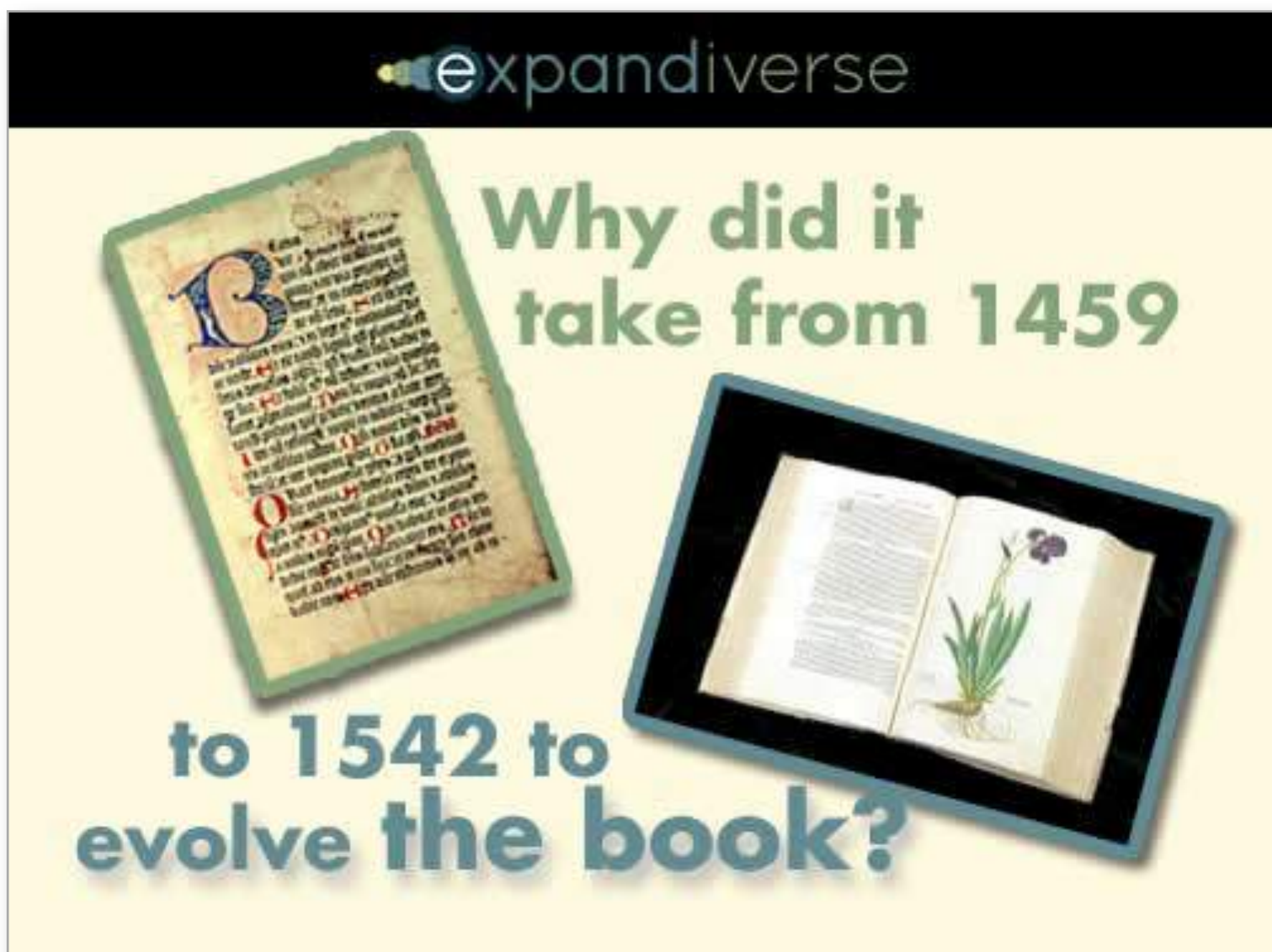
And how would we develop together if we could all become people who could make our dreams come true?



SECTION 5

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5.1

Where are We in the Digital Revolution?

We think we're so advanced, so scientific and so quantitative. We measure, analyze and know so much.

What if we're only digital babies, just learning to stand and take our first steps? What if we don't realize how long it will take before we become a successful digital world?

You'd think we would see this. Millions in societies worldwide, even whole societies, appear lost in a maze. We don't know how we, as individuals or as nations, can build the powerful and successful future we want. We careen from one crisis into another, failing to solve most of them fully as we rush head-long into perilous decades ahead.

At times, each society seems rocked by massive frustrations and dissatisfactions. For millions in the middle class and elsewhere around the world, resignation is replacing hope for the future.

We need a better way. To find it, let's take a look back and see how others succeeded.

Does history hide a better way to see our future, a more effective way to measure our forward progress?

It took three **generations** to evolve “the book.”

Books: The biggest intellectual revolution in history

History’s parallels give us perspective. One of the best is the biggest intellectual revolution in history. This started with Johannes Gutenberg’s invention of the movable type printing press about 1439 in Strasbourg, Germany.



One of the first books ever printed with movable type was the *Mainz Psalter*, in 1459. The most obvious and important part of this book is it doesn’t look like what we call a book. It looks more like the handwritten books that were copied by hand, one by one, before the printing press was invented. In fact, the printer of the Mainz Psalter was careful to copy the handwriting mannerisms that were expected by readers in that generation.

A decade later, books incorporated a style with a two-column layout printed in a regular, standardized font. The design of the letter forms and the lack of paragraphs still resembled handwritten books, however.



A second generation, by 1490, started printing books for specialized audiences. This is the first illustrated travel book, the famous *Peregrinatio in Terram Sanctam*. In fact, by the year 1500 over 200 European cities had printers, and some books had quite varied features and styles.

Let’s consider another generation later, in 1517. In this period, Bibles were one of the most popular books printed and sold, and one of the most familiar books read. The Polyglot Bible was one that showed how printers mastered fonts, languages, layouts, columns, titles, liner notes and many other advances in book design and manufacturing.



By 1520 through 1540, almost a century after Gutenberg's invention, the types of books we know and enjoy today had become standard. An example is the 1542 publication of *De Historia Stirpium* the remarkable illustrated history of plants by Leonhard Fuchs, a German botanist and physician.

The book itself, and its anatomically accurate illustrations, look like what we would recognize as a book today.

What you might not know is that Gutenberg and that first generation of inventors had very little to do with creating what we call the book.



Measuring our future: Where are we? How well are we doing?

To learn from our past, this timeline shows the three generations it took to develop history's greatest intellectual revolution — the book:

When history looks back on our generation today, where will we be in the digital revolution?

Shouldn't we be placed near the end of the first generation and the start of the second?

When history looks back on our generation today, shouldn't we be placed near the end of the first generation and the start of the second?

We're only about thirty years since the introduction of the PC, about twenty years after the start of the mass-market Internet, and about fifteen years after the take-up of cell phones. We're just getting through the first decade of GPS location, smart phones, social networking, mo-



Based on the history of the book, we're just ending the first generation. We Gutenbergs will be dead and buried before we know what our digital world will be.

But now there is another way forward so we can accelerate and become the final 'Finishers' generation.

mobile applications, two-way mobile media, and much more that we think is so advanced.

Our digital version of the printing press is still being figured out. As we keep inventing, our innovations show we're Gutenberg's equivalents.

With millions of new apps, we're spinning outward in multiple disconnected spirals. There's invention everywhere, without a "finished book" in sight.

We're in the Inventors' generation. We may think we're already there, but we're still opening new doors. We're just adding 3D printing, and don't even know all the kinds of digital printing presses there are.

The next step — and the next generation — will be the Developers, our children who will take our tens of thousands of inventions and transform them from puzzle pieces into a picture that connects and works together.

Then they'll be followed by a third generation, the Finishers. Our grandchildren will make tomorrow's world continuous, connected and whole. *We'll look primitive and obsolete as they turn our ox carts into race cars.*

They'll transform our thousands of separate on/off connections into a continuous digital world that recognizes us, follows us and serves us.

They'll write more than a digital book. They will build our digital Earth, and bring it into view for the first time.

So where are we today, and how far can we go now?

According to history, we won't live to see or enjoy the digital world we've started.

It will take about 60 to 80 years more before they will have our digital Earth assembled and working.

But today there is another way forward so we can accelerate and become the 'Finishers' generation.

Based on the history of the book, we're only the first generation. We Gutenbergs will be dead and buried before we know what our digital world will be.

The 'Finishers' will be our grandchildren. It will take about 60 to 80 years more before they will have our digital Earth assembled and working.

But today there is another way forward so we can accelerate and become the 'Finishers' generation in the timeline.



We could jump aboard a shortcut and time travel into tomorrow's more powerful world.

We could see our future, decide the parts we want and accelerate them into today.

Years of private development have been done to leap ahead to tomorrow's digital world: The Expandiverse. New technology to build tomorrow's digital world today.

Where is our Digital Revolution going? When will we arrive?

We could jump aboard this fourth dimension architecture and time travel into tomorrow's more powerful world.

We could see our future, decide the parts we want and accelerate them into today.

When we know the Expandiverse destination and how to build it, we need only an irresistible reason to leap ahead.

Do you know what that is?



"Where's our
wealthy
future from
technology?"

Dan Abelow

5.2

The Darkest Hour is Before the Dawn... Of Tomorrow's Digital World

If a generation is 25 years, then only 400 generations separate us from civilization's birth, about 10,000 years ago. At just 400 generations, we are the biological brothers and sisters of the people who domesticated animals and plants.

About 10,000 years ago, in an early hand-tilled field...

You feel your sweat drip from your chin as you work in your field under the late Summer sun, suddenly inhaling deeply as you enjoy the first faint tang of Fall's cool air on the breeze. Your plants are nearly grown. This year will bring a change from hunting and gathering. There won't be starvation during the cold winter months. It will soon be time to harvest, to celebrate.

We took nearly all those 400 generations to reach the industrial revolution.

In the past eight generations we transformed everything.

Today's farmer sits in the air conditioned cab of a 35-foot wide combine, confirming its GPS and laser-guided steering. Land management software uses satellite images and soil samples to

Today there's more invention and new knowledge than ever before, but economic growth is disconnected from where the inventions are created.

Advanced societies still create most of the inventions and knowledge, but they're stagnant economically.

plan crops, predict yields and calculate farm equipment steering patterns. Your combine's automated steering replaces your sweat with one-inch steering accuracy. Music and talk radio replaces boredom.

But that's not enough. Automation continues to advance. The driver of tomorrow's 18-wheel trucks will be a driver and a dog. The driver will be there to feed the dog, and the dog will be there to bite the driver if he touches anything.

Full speed ahead

Today we stand on a mountain of human learning and transformation that has only taken us about eight generations to build.

We began industrializing only a few generations ago, and in each new generation we transform even more as yesterday's industrial revolution slowly evolves into a digital world.

During these two centuries we grew the world's population from one billion in 1804 to 7 billion in 2012. We expect to reach 9 billion people in 2050, just decades from now.

The industrial revolution's economic and national prosperity were powered by new inventions and scientific advances. These determined the people, companies, and countries who led the world — basically the world's rich, middle-class and poor. New knowledge, science and technology became the new levers of power and wealth.

But in the last two decades the developing world skipped wired telephones and went right to cell phones, added the Internet's global information resources, and used education and modern systems to catch up in ways they couldn't in the past.

Today there's more invention and new knowledge than ever before, but economic growth is disconnected from where the inventions are created.

Advanced societies still create most of the inventions and knowledge, but they're stagnant economically.

Where's the great future that should be possible with our advanced technology and abilities?

The gap between our technology's potentials and our results is huge and growing.

As a result, today's 21st century world is going through three kinds of growth: gradual rising out of poverty, rapid growth of the middle class in converging economies, and slow growth in "advanced economies."

At the bottom, the world's poorest people deal with the challenging issues of electricity, water, sanitation, health care, education, and getting connected to the world's amazing digital advances.

That's happening but for some people it's too slow. However, others say, "Over the next 10 years, a billion more people will be connected to the Internet. That's fast."

So it depends on your point of view, but it is happening and as people get connected, the modern world's advantages flow to billions more.

In the middle, the world's fastest wave of economic growth is being surfed by people who are catching up and joining the middle class. Convergence is their economic engine. As the world converges hundreds of millions of people enter the middle class, in countries all over the world.

To grow rapidly and economically, many lower income people are becoming well educated and replicating many of the technological advantages and economic performance that were used by the advanced societies. The converging economies are thriving, producing the world's fastest economic growth.

Descending darkness?

At the "top" the middle class in advanced societies and economies, which are roughly 12% to 15% of the world's population, face an economic plateau.

Their societies' inventions and technologies race ahead. Productivity is surging. Many corporations earn high or record profits.

But middle class incomes are declining. Middle class jobs are vanishing. Low paying jobs are spreading quickly. Most college educated

When the world's "advanced" countries have the best tech, but aren't evolving fast enough, there's only one conclusion: They're moving too slowly!

We're overdue...

kids are under-employed. Government and thought leaders don't have answers.

In these "world-leading societies" science, invention and technology keep advancing. In fact, their pace is faster than ever.

Where's the great future that should be possible with today's technology and abilities?

The economic returns to most people are falling. Productivity, technology and wealth creation no longer fuel many kinds of jobs and earnings. Large numbers of people are well trained to thrive in yesterday's industrial society, but that world is vanishing.

The middle class in "advanced societies" are in an economic decline. More people are being shut out. When someone loses their middle class job and can't replace it, they face a crashing nosedive.

There's an invisible elephant in the room: Has the tech industry failed society?

If you track the tech industry's activities and \$\$\$ invested in new technology, it's off the charts. But when you track society's prosperity, tech's rise matches the decline of the industrial revolution's "income growth engine."

Where's the prosperous future that should be possible from the tech industry's amazing innovations, products and services?

The "advanced societies" are failing when compared to the converging societies and economies — the economies that have sped up.

When the world's most "advanced" countries have the newest and best tech, but they aren't evolving fast enough, there's only one conclusion: They're moving too slowly!

The gap between our technology's potentials and our results is huge and growing.

We're overdue for answers.

Good jobs disappear
while **low-paying**
jobs multiply!

That's our
high-tech
future?



5.3

We Think We've Arrived, but Today is Only a Glimpse of our Digital Future

We think we're living in a world that's digital, but we haven't even begun to glimpse what our digital future will be.

All we've reached is the same first step as Christopher Columbus in 1492, when he landed on the shores of the New World. He put down his flag and said, "We claim this land."

Our "new world" is the Internet. We're like those discoverers in the early 1500's. We've quickly claimed our new Internet "lands."

Today we have Googleland, Amazonland, Appleland, Facebookland and others. Some are so huge that many of us have moved into them. The top 10 to 25 "lands" already "own" much of the advertising, retail, ecosystem and other large revenue streams from the Internet's new shores.

In our first 20 years of the Internet we have advanced, and a lot was built. But this is only the first foray.

Since landing on the Internet's shores, we have only reached the first few miles inland.

Do today's new "lands" really know where they are?

In 1492 it took Columbus decades to learn where he was. Columbus made four voyages to the New World and died thinking he reached Asia's outer islands. That's why new world natives are called "Indians."

In our first 20 years of the Internet we have advanced, and a lot was built. But this is only the first foray. Since landing on the Internet's shores, we have only reached the first few miles inland.

We haven't realized a Kentucky wilderness lies to the West, Canadian riches are in the North, and heading Southwest leads to a wild Louisiana territory.

We don't suspect there will be a Mississippi River in the distant middle, plains and mountain ranges beyond it, or a spectacular West Coast in the far distance.

While we focus on our Internet beachhead, our economic stagnation parallels the 1500's. In that century's stagnant feudal economy, many knew they needed to emigrate to their "new world."

Today, many who are locked down in our fading industrial economy know they must find a bridge into tomorrow's "new world."

They see what's happening to the economies in our "advanced societies." Good middle class jobs are disappearing while low-paying jobs multiply, trapping huge numbers of people in a downward spiral, hoping for a better way forward.

Growing numbers are asking if high-tech has a high price. Is technology a threat or an advantage?

For many of us, our expectations for our personal economic future grows dimmer.

New questions become more urgent: What could a better digital future be? Can we accelerate that future digital world into the present?

When it comes to digital, we've only just begun

The 1500's opening of the New World is different from today's Digital World.

Back then pioneers had to walk across the New World physically, one foot at a time. We couldn't see ahead until we sent out a scout, a Lewis & Clark or a John Wesley Powell. Our scouts physically explored each new place and told us what's there.

Tomorrow's Digital World is a different kind of "place." We design and build it.

To find our Digital World of the future it's possible to be your own scout, to race ahead and start building a distant future, then bring back what you discover.

Tomorrow's Digital World is a different kind of "place." We design it and build it.

The Teleportal Technical Series: This 10-volume PDF series provides over 1,500 pages of Expandiverse technical information.



We're so busy thinking we know so much. We don't see that the future will call us... obsolete!

In a more powerful Digital World, can everyone reach the top of society?

Could everyone succeed, regardless of their education?

Until now, today's "scouting wisdom" is to look ahead a few months to a few years, find a disruption and use it for a competitive advantage.

Those are baby steps. While everyone thinks they're looking ahead, they're adapting the present.

Instead, I took a different scouting journey. Using history as a guide, each later age found different truths than the previous age. Virtually all our beliefs and assumptions will be transformed.

From the vantage point of our future, what we believe today will turn out to be wrong, obsolete and unknowing.

We just don't know it. Yet.

We're busy believing we know so much, living with the same illusion of knowledge as every age.

We look a few months to a few years ahead and ask, "Which disruptions will generate millions, hundreds of millions, or billions of dollars in revenue soon?"

I wasn't interested.

In my "advance scouting" I went decades into the future to explore the fully Digital World we will build by the middle of this century, by 2030 through 2060 — the decades when our kids will run the world.

I spent years being creative in a future everyone abandoned. I privately scouted, pioneered and planted the first IP flags on our Digital World of 20 to 50 years out.

What a wonderful awakening: Our technological future is not far away. It can be developed and accelerated into the present.

I mined deeper truths, and spent years asking questions that have powerful answers, but don't fit the way we think.

Our technological future is no longer far away. Now it can be developed and accelerated into the present.

Today's Internet child can grow into the adult Digital World.

In a more powerful Digital World can everyone reach the top of society? Can today's greatness become tomorrow's norm? Can everyone succeed, regardless of their education?

I discovered a fully Digital World in which our kids could live. A stronger world where it's normal for everyone to become much more than we've ever been before.

Next I figured out how that could be designed now, built by us, to accelerate our economy and expand our lives.

We have only just arrived on the shores of our new digital world. We haven't even imagined there is more, much more, beyond us.

We don't need to wait decades. We, not our kids, are the generation who could benefit from this.

We can add tomorrow's immense digital abilities to our lives and our companies.

I'm impatient and ready. How about you?



5.4

Will the Whole World Become Your Digital World? And Vice-Versa?

From a totally unexpected vantage point, the future became visible. Standing at a window and looking through it triggered a flood of realizations that spilled into years of confidential work.

With all the digital devices we use today, we haven't digitized the window.

We have added video communications to many devices and we even call Microsoft's PC operating system "Windows," but our windows are still dumb sheets of glass in walls.

We don't even stand in front of our windows and enjoy them for long. We already know what's outside. It doesn't change. It's nice, but boring.

But what if a digital window were a two-way, networked system that turns the Earth into a single digital room, with everyone in it?

Two-way. Interact with the other side. People worldwide talk back to you. Add parallax, depth of field and high quality video/audio, so everyone moves and looks like they're in the same room, separated only by a sheet of glass.

An early insight:

We've made a lot of things digital but we haven't made the window digital yet.

Our windows are still dumb sheets of glass in walls.

What if a digital window were a two-way networked system that turns the Earth into a digital room with everyone in it?

Billions of us.

Together.

Imagine if all digitally connected people were in that new connected room.

Billions of us. Together.

Imagine if everyone uses the next generation's devices to be their best selves

Years were spent turning this into technology and IP.

Next add booster rockets to these new digital windows, and name them "Teleportals:" Converge computing, communications, the Internet, television, music, work, e-commerce, entertainment and much more.

Combine people, services, places, tools and resources. Make our complete digital world accessible from every digital window.

Make all the connections continuous, as the power of our devices exponentially increases to handle this.

Morph all our screens into one family of Teleportals. Their styles include wall-size to desk-size, tablets to hand-held, pocket-size to wearables. And include new formats when they emerge, like glasses and projectors.

Constantly improve the video and audio processing until your Teleportals feel better than real. Make them more powerful than physical reality, too, with remote control over many parts of our increasingly powerful digital world. With all your Teleportals instantly responsive, their connections always on and ready to do your bidding.

Provide one consistent, adaptable interface to fit the size and power of each of your screens. Your Teleportals put you in one digital world you can use easily and fully from every device. From everywhere, whether in Manhattan or a small village.

Since people naturally focus on themselves and make social connections, our physical world revolves around us.

Teleportals morph gadgets into a family of devices that include wall-size, TV-size, desk-size, tablet-size, hand-held and wearables.

They make devices you-centered and put you at the center of your digital world.

Teleportals can reflect us the same way. They're designed so they can be "you-centered" and work like automatic doors. As you turn to one it recognizes you and automagically opens your "Shared Planetary Life Spaces." Your people, services, places, tools and resources are all on and connected. All you do is "focus" a connection and that part of your world is "here" for you. Instantly.

When you leave that Teleportal it turns off automagically. It saves "where you are" in the architecture behind your Teleportals. As soon as you turn to your next Teleportal it retrieves and restores your Shared Spaces for you.

Your continuous, always on digital world follows you from screen to screen.

If you're with people, they stay with you as you switch. If you're using software, tools and data files, these stay in front. If your "location" is a displayed place like your office where you work, that follows you to your next device. Or if you've blended a combination then that's what you see when you switch to the next screen.

Can digital boundaries remove the physical world's limits?

To cut our huge Earth down to your size, you'll have multiple "Shared Spaces" for the different parts of your life. You'll separate them into life spaces like family, friends, employers, shopping, business relationships, special projects, entertainment, education, communities, games, personal adventures, more...

You'll be interested in every part of your life, because you'll make each of your Shared Spaces what you want.

You can block anything you don't want in your Shared Spaces. These visible boundaries let you filter in what you like and shut out what you dislike, so your screens reflect how you see the world.

Simultaneously, you turn global while the digital world turns into your local resource, at your fingertips.

Could your life's dreams and the world's treasures be as close as your screens, no longer limited to the world's wealthy elites?

Your boundaries also expand your privacy, with public, private or secret Shared Spaces. Of course you'll control your boundaries sensibly. You'll be public when you focus your friends, private when you focus in your employer's work spaces, and secret when your financial accounts are up front.

But who wants to be sensible all the time? You can also enjoy multiple personal identities that are public, private or secret.

Let your imagination go and enjoy your dreams as some of life's best adventures await in some of your Shared Spaces. Beyond a first kiss, greater than a first love, outshining the "first time," you will defeat death in ways medical science can't. Rather than extending your life by hundreds of years, you could add more identities and lives into your one short lifetime.

You'll explore the world, becoming a global person who learns how to feel at home everywhere you decide to be, with many different kinds of people. You'll turn the Earth into your personal home and resource, in ways it's never been before.

Processing will include speech recognition, with automatic translation for those who speak different languages.

It will be clear that everyone's everyday lives, and our global adventures, include everyone. Once we see how to have the lives we want, we will reach for our dreams. Life will turn into entertainment, and entertainment into new types of lives and lifestyles.

Your dreams for your life will be as close as your screens. As a global person, the Earth will no longer be limited to the world's wealthiest elites. Teleportals will make it yours. Ours. Everyone's.

Not to be outdone, those who want serious can sit in the classrooms of the Ivy League's best professors, attend live TED talks all over the world, or pack "invested in" politicians' virtual town halls to discuss their well spun "My job is to monitor and lock you down!" argument.

Your worlds will be what you choose, including who you choose to be and which realities you live in.

It's becoming clear what our possibilities could be if we build a digital world decades before this is expected.

What you want becomes a deep question. With the Expandiverse your answer could change the future.

For the first time in history physical reality won't limit you. Instead, you'll control trans-border digital reality, with the whole world as your personal resource.

When you can include or exclude anything you'll decide when you want to be formal, frivolous or fantastic. Your powers will grow rapidly as Teleportal capacities advance at the exponential speed of Moore's law: Twice as powerful in 18 months, 4X in 3 years, 32X in 6 years and 128X in a decade. Exponentially, in two decades you'll be over 10,000 times more powerful.

You'll redesign your displays in real time, creating your world and broadcasting your preferred realities in your video and audio. Reality designers can develop custom realities — with or without music tracks — and broadcast them for millions to explore, enjoy and switch between.

During breakfast you might blend in a living Amazon rainforest, lunch with Star Wars fans at a simulated Tatooine restaurant, and hold an afternoon meeting in the Louvre.

There's no doubt, you'll make your worlds the best you possibly can.

The Expandiverse: A time machine for your devices and your lives

The future wasn't just a digital window any more. Years of confidential work produced 750 pages of IP filings and 1,500 pages of documentation so this future could be built today.

It started to become clear what our technology possibilities could be if we accelerate tomorrow's world into today, decades early.

Sooner than you expect, you might become the person you always imagined you could be. A person who controls your worlds, and enjoys the best lives you can discover.

You'll look around with new eyes. Your digital connections will be continuous, just like physical reality. Walk into a room and the physical

You might become the person you always imagined you could be. A person who controls your worlds, and enjoys the best lives you can discover.

world is always there. Turn to your Teleportals and your digital world is always there.

In your Teleportals, you-centered Shared Spaces will make you feel all-knowing, powerful and special. You'll realize you've arrived in tomorrow, with the power to make you the best you can be.

Your Teleportals and Shared Spaces will deliver a world full of people, places, activities and opportunities locally, at your fingertips — with the services and resources you need to live globally at a level far beyond today.

You will explore a much bigger life, and grow into abilities you can't even imagine.

Not for a future generation. For today.

With economic acceleration for this decade's economies, the companies that lead this — and you, me and everyone.



5.5

A New World Culture Without Limits

For the past 10,000 years, the long wave of human history has been like a gentle swell traveling across a smooth ocean. From the start of civilization to the Industrial Revolution in about 1800, most of humanity lived like livestock.

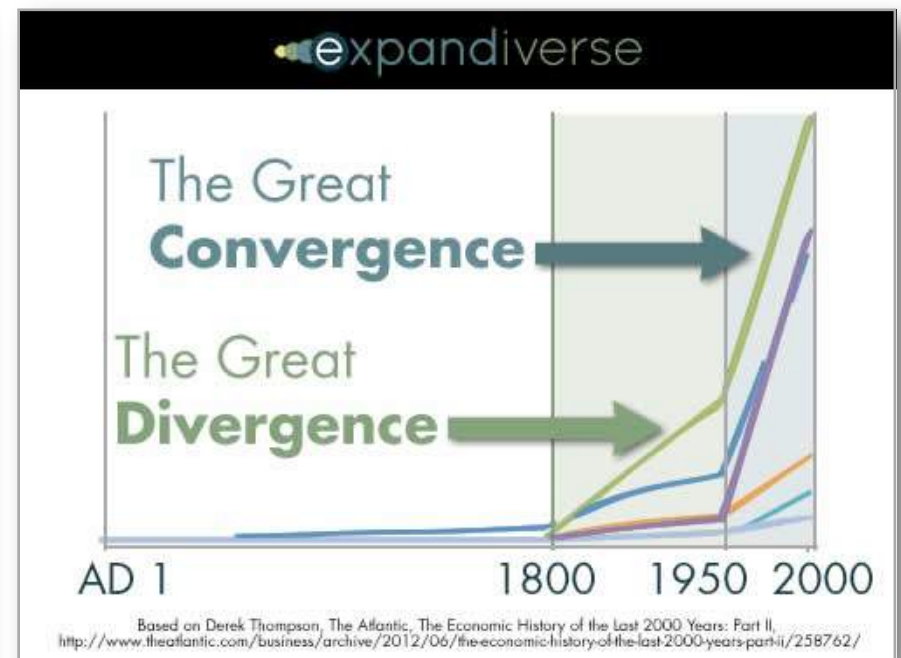
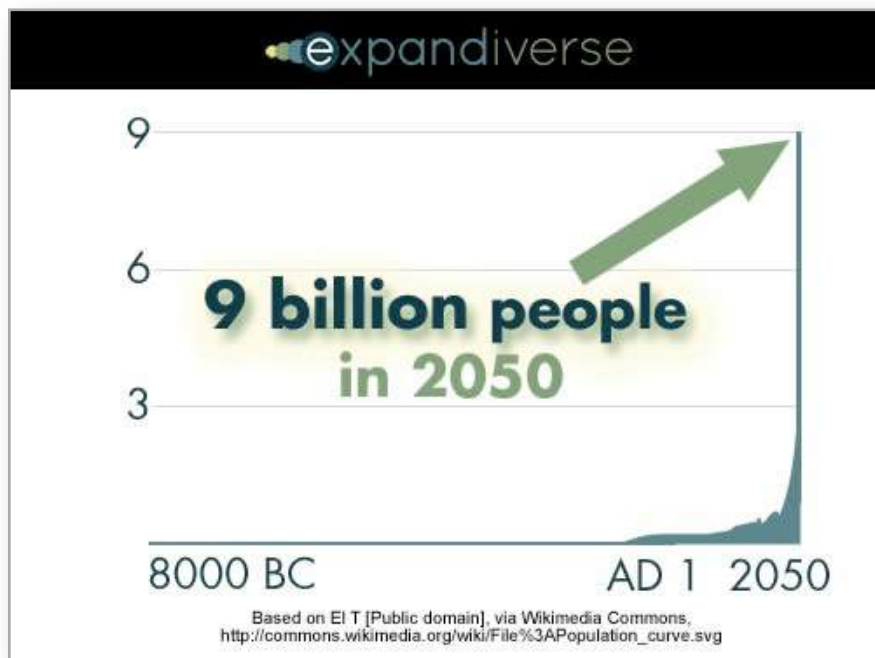
Almost everyone was stuck and lived impoverished agricultural lives, even when their country did well. The prevailing belief was bleak: Nearly universal poverty was inevitable.

Before the Industrial Revolution science and technology led nowhere. Our minds were governed by what we saw and thought, so we were trapped in a comparatively small and poor world. We believed that was the only world.

During those thousands of years our greatest obstacle was never ignorance. It was the illusion of knowledge, the certainty that we knew the world we live in.

Our greatest obstacle was never ignorance.
It was the illusion of knowledge, the certainty that we knew the world we live in.

The Great Divergence: The world added a self-created future



About the year about 1800, only about 200 years ago, an unprecedented expansion began. For one thing, population growth took off. The human population has multiplied repeatedly in just 200 years. By today we have swelled to over seven billion people. By the year 2050, the middle of this century, the United Nations forecasts that the human population will stabilize at about nine billion people on the Earth.

A similar expansion began in the economy. Starting about 200 years ago, with the birth of the Industrial Revolution in the United Kingdom, Western Europe and in the United States — which came to be called The West — there was an economic acceleration some historians call “The Great Divergence.” The West took off economically by embracing technology and science.

For the next 150 years The West made the mistake of thinking they were different from the rest of the world, because they outgrew the world economically.

That triggered a global awakening. Other countries wanted these benefits but had to spend generations absorbing the advances.

By the year 2050, the middle of this century, the West's leadership will vanish. Four of the top five economies in the world will not be from the West.

The history of the Industrial Revolution will record that the West was not different. It was just first.

The great convergence: Prosperity made the West better, and everyone else too

By the middle of the 1900's the Industrial Revolution was reaching the rest of the world, with many countries catching up.

By the year 2050, the middle of this century, the West's leadership will vanish. Four of the top five economies in the world will not be from the West. China and India will be one and two. The United States will fall to third. Brazil and Japan will be the fourth and fifth largest economies in the world.

While each of these countries are different culturally, they have learned the same economic patterns.

History will record that the West was not different. It was just first.

Economies that grow don't require abundant natural resources. That's shown by resource-poor island nations like Japan and Britain that have led the world, while some resource-rich countries in Africa and South America remained behind.

The future will say that the world reached a centuries-long turning point. It will say that we are only half-way through an industrial revolution that is still spreading to include the whole planet.

Crucially, it could say that the digital stage of that planetary evolution found a turning point, a way to accelerate its progress.

What is that turning point?

Can technology remove our ceilings, so people can blossom?

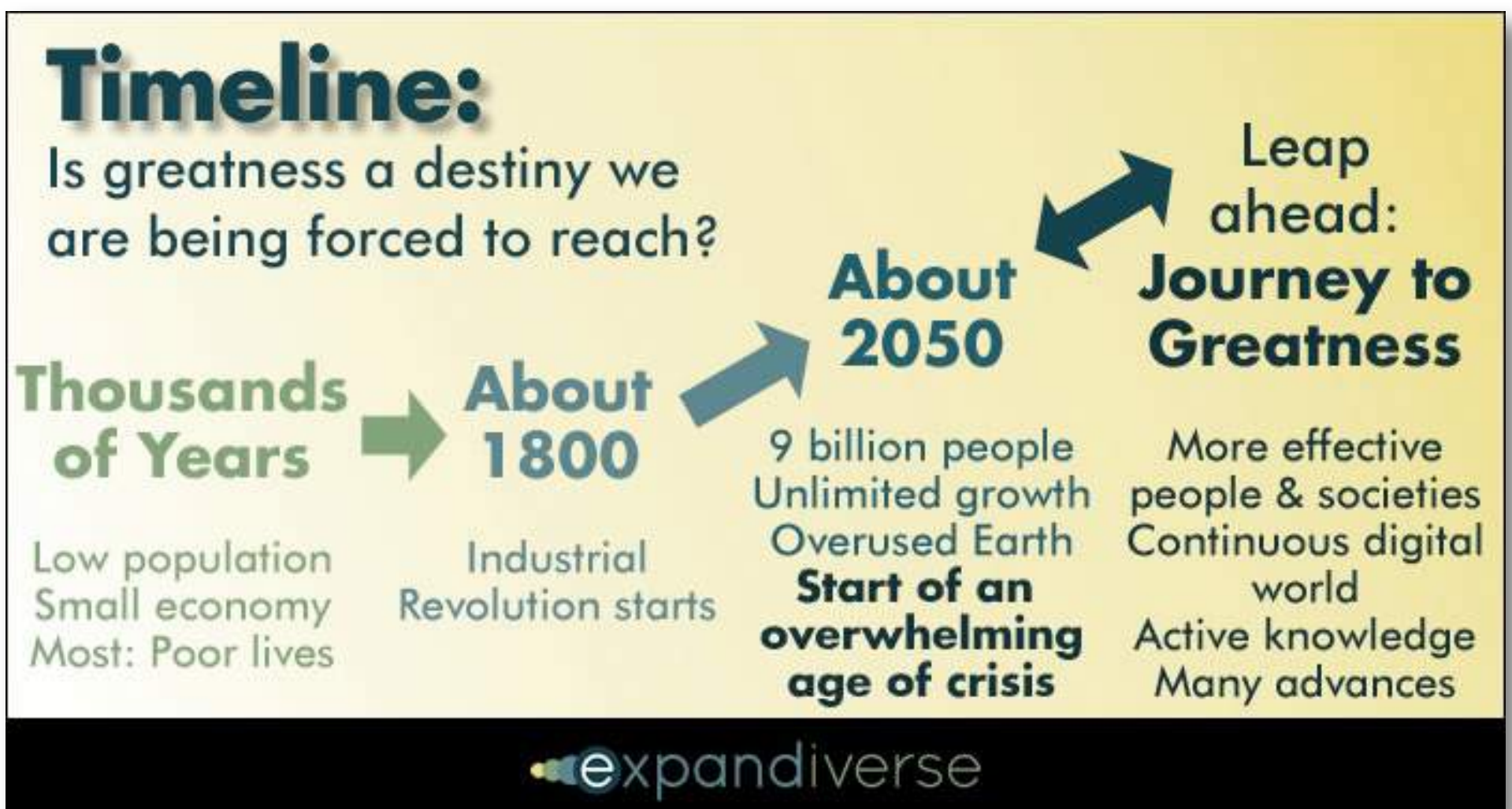
With a new opportunity to accelerate, a more successful Earth becomes imaginable, distributable and buildable.

Recognizing this could make us ready for a new moment in history, for a worldwide journey to greatness.

The most powerful changes come from growing beyond the world we see. We were always limited by believing the visible world is all there is. An industrial revolution came from discovering that numerous innovations are ready to advance the world, and relentlessly finding and adding them.

By now we should know that wealth comes from our minds. Yet we still struggle with eliminating our current illusions, removing bureaucratic barriers, and replacing them with improvements.

Technological *imagination* is still able to become one of our largest sources of wealth and progress. For a vivid example, Apple is the most valuable company in the world.



Economic and market size growth could take off on a scale never before imagined: Universal prosperity and consumption. For 9 billion people.

Until we imagine this and see how to build it, it can't happen. But once we do, and "get it," watch out.

For another example, new Expandiverse Technology, in confidential development for years, adds to our knowledge of how to build a more powerful future — how to conceive and build tomorrow's digital world today.

With a new opportunity to accelerate, a more successful Earth becomes imaginable, distributable and buildable.

Everyone who is motivated can periodically update their screens — and their minds — to this latest vision of tomorrow's Earth. As each step is added, connected screens can be used to see or try new versions. Each step moves the cycle forward another turn, flipping our biggest question from whether to when.

With the Industrial Revolution, we started evolving a new culture where everyone has the chance to be free of what held back societies and people since the dawn of human history.

As tomorrow's world becomes one digital room, every person could have a new and more personally valuable opportunity — to rise to personal greatness.

If we learn to do this, economic and market size growth could take off on a scale never before imagined: Universal prosperity. For 9 billion people over the coming centuries.

Until this has been imagined, and we see how to build it, it can't happen. But once we do, and "get it," watch out.

Recognizing this could make us ready for a new stage in history, for a worldwide Journey to Greatness.

A climate of continuous, amazing advances could become a new world culture.



SECTION 6

How will we get there? Business Advances

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If you had the freedom to choose,
would you choose a digital future
where you're in control?

6.1

Tomorrow's Digital Life: How Far Can You Expand?

To find out how far your digital life could expand, today's choices rely on technologists with crystal balls, politicians with crystal egos and CEO's with crystal paychecks.

We want to know where we're headed for all sorts of reasons. Some of them are very good ones.

As parents you might wonder what will become of your kids.

If you're a kid, you may SO want to believe that there's got to be something more exciting about getting ready for your future than, you know, school and college.

You might be a loyal citizen who wants to believe your society will actually regain a fast-growth economy — the kind where everyone has a chance to be prosperous.

You might be a politician who wants to know how to keep up with your huge social promises while the world turns digital and middle class jobs are replaced with low paying work.

We want to know where we're headed for all sorts of reasons.

You might be a parent who wonders what will become of your kids.

You might be a kid who SO wants to believe that there's got to be something more exciting about your future.

You might be a company that needs to know where your future profits might lie.

You might want to know when, and if, your society will ever regain an economy where everyone has a chance to be prosperous.

Even companies need to know everything they can about our digital future. They need to know where their future profits might lie. They need to know how the ways they do business will be changed.

Sometimes, the biggest profits lie in places that once seemed the most unrealistic.

Leading companies, especially, need to know what sorts of things they can begin to develop, which tech and intellectual property rights to obtain, and the biggest new needs they can satisfy.

Think surround-sound. It's now surround-digital with surrounding corporations. Most of all, think of how they need to digitally surround you.

Can you rely on the world's leading companies? They each already have their own business strategy for what their ideal future will be.

They're market-driven and have no choice: Which products produce the biggest profits? Make them. Which services win the biggest market share? Deliver them. What profit levels generate the happiest shareholders and share price? Reach them.

When they hit their numbers executives are rewarded with mountainous salaries and bonuses. When their company leads their industry they personally join the top 1% as a wealthy elite who is on the way to owning the world.

When they fail to reach their numbers their boards start looking for new senior executives who can deliver.

Corporate leaders have no choice but try for world-beating successes. Tech marketplaces are increasingly winner-take-all. Amazon, Apple, Google and Facebook each lead big. For the moment. The upside is commercial domination, but the downside is being escorted to the exit. It's Microsoft's turn to lead that category.

Let's look at some examples of their paths forward:

Looking ahead isn't a mere flight of fantasy. It's about realizing new technology exists.

If you had the freedom to choose, would you choose a technology future where you're in control? Or would you choose technologies where others control you?

If an *entertainment* company like **Disney** or **Comcast** chooses your digital future, you would enjoy entertainment on screens and projections everywhere around you, with your every view filled with their entertainments.

That would be very different from the communications services future that a *telecommunications* company like **AT&T** or **Verizon** would want for you, even though they'd have at least as many screens.

Each *industry* is very different.

If an electronic *devices* company like **Apple** or **Samsung** has their way, you'll get lots of cool devices with, of course, surround-screens everywhere.

If an *Internet* company like **Google** or **Facebook** gets to choose, your many screens and views would constantly be filled with their online services.

Guess what you'd get if an online *retailer* like **Amazon** chooses your future? Everything will be a point of sale!

How fast would the world speed up if a real-time *media* company like **Twitter** could keep you jacked up to the second, everywhere you look?

Every industry, and every company, desperately needs to own your digital future. As each is driven to conquer tomorrow's digital world, they'll focus on what makes them the biggest revenues and profits.

You can almost reach out and feel the concentrated energies of these companies, driven by fast-evolving markets, forced to race to win tomorrow's digital future.

With their vast "throw weight" they're all great at taking new tech, turning it into products and services, and projecting it worldwide quickly.

Could one or more of them take Expandiverse Tech and make it their competitive advantage? Could they cherry pick it to start bringing it to you... today? Could they build on that, using it as their IP weapon until it expires — in 2031?



The Expandiverse: Your digital bridge to a life where you're in control

To see a different kind of future, consider what's missing: A unifying vision and architecture for a digital world that's based on what you choose — a way that this becomes your world.

The Expandiverse was designed to use our coming digital future to help everyone grow more powerful and able to deal with today's increasingly perilous world. It's the first fourth dimension architecture for accelerating you into tomorrow's digital planet today.

This isn't the vision statement of any government, industry or company. Independently created, this intellectual property is new technology that none

of the world's governments or companies owns or controls.

Could the future of technology be new ways that you can reach for the possibilities you want, so you can achieve your best possible future in the ways you choose, as who you want to be?

Looking ahead isn't a mere flight of fantasy. It's realizing new technology exists with an Expandiverse that makes sense for the world that is coming. It's about introducing you and others to an Expandiverse of new possibilities.

Your Expandiverse.

If you had the freedom to choose, would you choose an expanding digital future where you're in control? Or would you choose a future where others control you?



6.2

Expandiverse Launches: Focuses on Transforming Earth into a Digital Planet

In a rapidly advancing digital world where products and services are rendered obsolete in no time, today's world-leading companies can retain their market leadership — and ambitious startups can see how to capture and lead new markets — by visiting the revamped Expandiverse.com website.

Expandiverse Technology and Intellectual Property (IP) provide the first business opportunity to build tomorrow's fully digital world. It includes new devices, communications, infrastructure, services, e-commerce and much more.

This affects industries such as electronic devices, communications, networking, social media, search and e-commerce. It provides new competitive advantages for individual companies to keep their leadership, or become tomorrow's leaders, as new Expandiverse thinking, technology and IP helps drive the arrival of tomorrow's digital world ever faster.

Both leading companies and ambitious startups need to access new sources of technology and IP to stay ahead of their rivals in today's intense, competitive and dynamic markets.

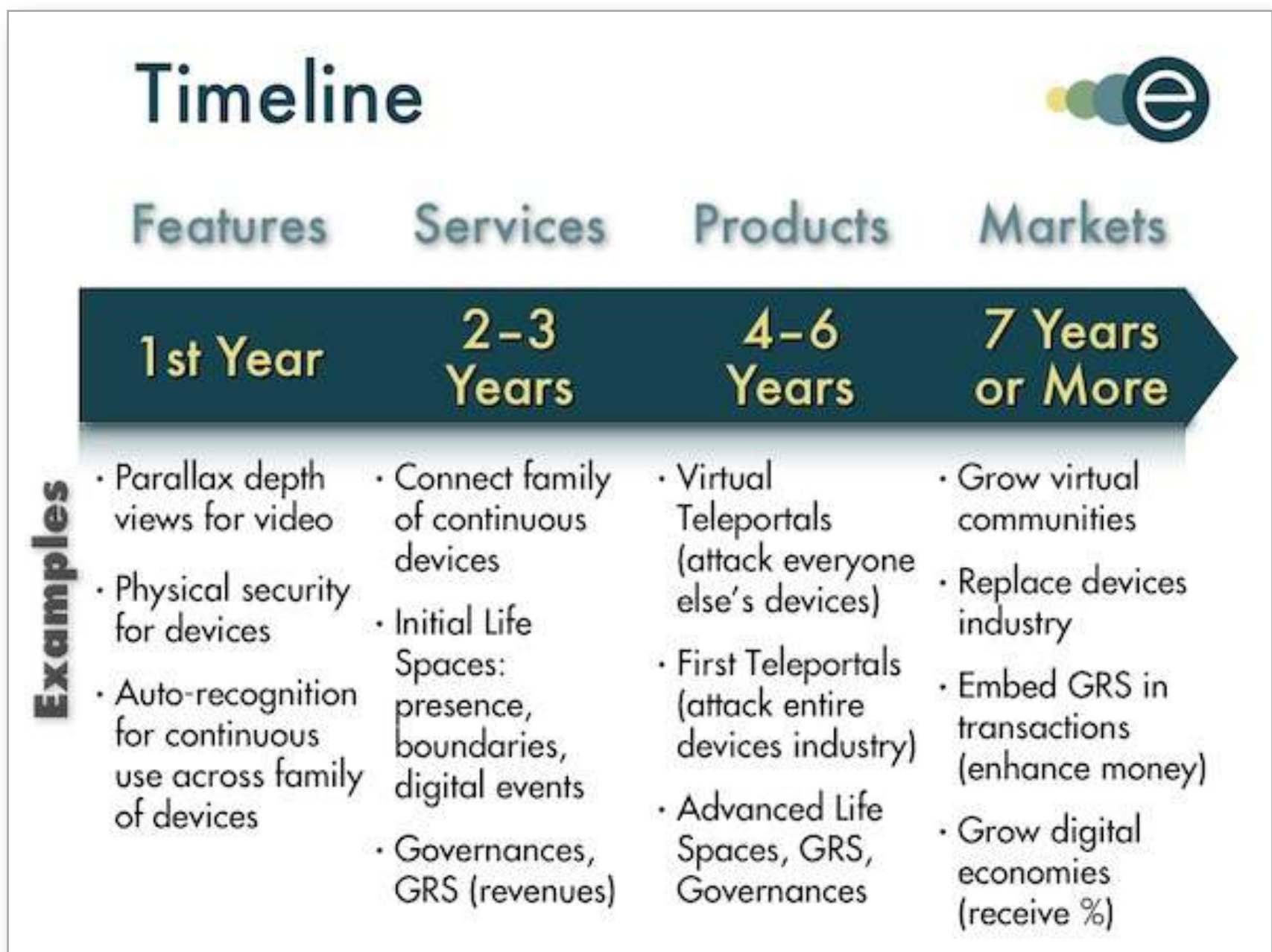
This new kind of digital world could leap from idea to establishment in a decade.

Which decade?

The one when we seize this opportunity, and start building a world where everyone wins.

Though the world is embracing a digital revolution, advanced societies have not yet evolved prosperous high-growth economies that benefit from our coming transition into tomorrow's fully digital world. The Expandiverse sees most existing products and services relying on incremental step-by-step improvements, or copies of their competitors.

Instead, the Expandiverse provides new opportunities for companies to be the market leader that creates the future — for leading companies to stay ahead in their industry, for challengers to take market share, or for startups to capture a new area.



To stay ahead leading companies and ambitious startups need to access new sources of tech and IP.

Start wide. Get focused.

After the first ideas in 2007 and years of private, confidential technology and IP development, Expandiverse.com was originally started in 2012 as a pre-launch beta test site to explore four business models that included ‘freemium’ giveaways.

The Expandiverse is currently emerging from pre-launch beta to a re-designed and responsive Website, Expandiverse.com, focusing on the business opportunities in transforming our physical world into a rapidly advancing digital planet.

Now, the newly launched Expandiverse.com website showcases the competitive advantages, new technology, and Intellectual Property (IP) of the Expandiverse.

As described by the Expandiverse’s creator and founder, Dan Abelow, “Over 500 companies have licensed my previous patents. These include about half of the world’s leading companies we will contact about Expandiverse Technology and IP. They will receive a new combination of web and personalized information so they can learn about the Expandiverse’s new business opportunities in their industries.”

The new Expandiverse.com website illustrates how this business evolved to its current focus on providing Expandiverse Technology and IP to companies that want to lead tomorrow’s digital world. This redesigned and responsive website auto-adjusts on all types of devices. It runs on PC’s, tablets and smart phones, enabling all companies to learn about these new business opportunities.

Abelow says, “Our digital world is clearly arriving quickly. We are the people and companies who will build this digital future. Expandiverse Technology provides new business opportunities and IP so today’s leading companies and startups can capture parts of tomorrow’s world that maximize their competitive advantages.”

For example, **device vendors** can now take the lead over competitors with features or entire devices such as “Teleportals,” a family of devices that provide continuous connections to people, services, tools, places

We are the people and companies who will build our digital future.

and resources. Teleportals recognize and follow their users to turn their digital world into an instantly responsive resource that follows and supports their user as he or she moves from screen to screen.

In another example **social media or communications vendors** can take the lead by providing “Shared Planetary Life Spaces” in which a user’s digital connections are continuous. Each person can have multiple Shared Spaces such as for their family, each employer, friends and more — with each person dividing their digital life to maximize their awareness, power, success and happiness.

A third example is how **search or online retailers** can take the lead by providing Active Knowledge, so people will be able to reach for new levels of success while using connected products and services. First, Active Knowledge finds people where and when they need it. Second, Active Knowledge embeds e-commerce inside of tasks so connected users can switch to the world’s best products and services directly. Third, this moves the point of sale inside tasks during the moment of need. These raise user achievements, satisfaction and the revenues of Active Knowledge providers without users needing to bother with searching for products, or with online shopping.

Resources to accelerate tomorrow into today

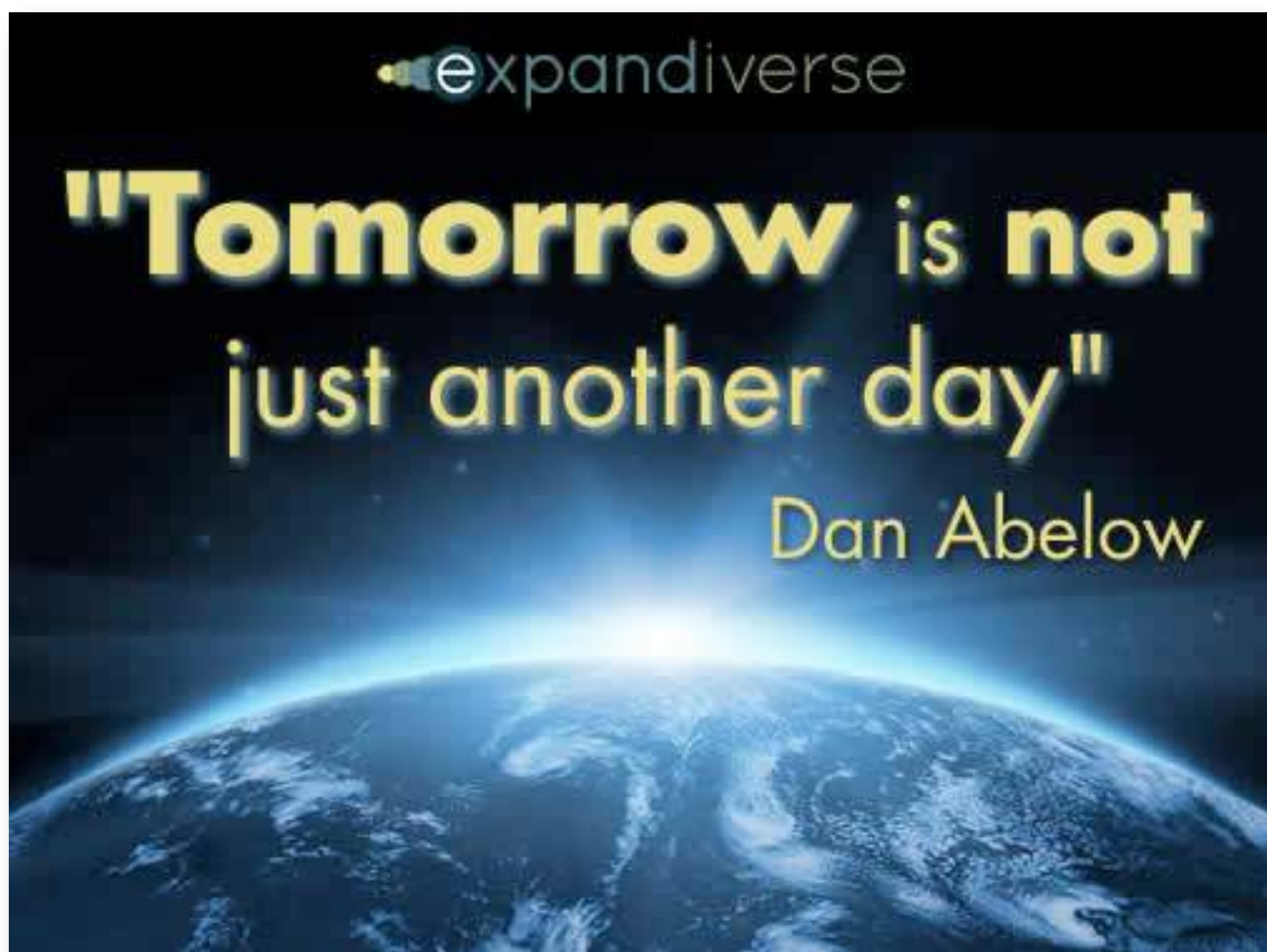
Examples of industry leadership opportunities are on the responsive Expandiverse.com website, which includes:

- A home page with prominent tabs for instant information about Expandiverse Technology, Licensing and Services.
- A new Videos section with over 30 videos.
- A Technology section with dozens of short individual descriptions of Expandiverse Technology products, services and features.
- Three example industries — entertainment, photography and security — which are each transformed repeatedly by new technology.

**The simple mission:
Provide ideas,
technology and IP to
help inspire tomorrow's
more powerful and
capable Digital Earth.
Now, instead of
generations from now.**

- Light boxes that increase the visibility of technical figures in the 'Technology' and Example Industries sections.
- A free subscription to a weekly "Enter the Future Insights" email and blog posting, which introduces a new Expandiverse idea every week.
- The Licensing section explains how public IP could be possible to enable open use of Expandiverse Technology and IP, along with traditional private IP licensing.
- The Services section describes the inventor's services for licensees who consider, adopt or use Expandiverse Technology.
- One of the Resources is having the inventor as your speaker, to bring this future rapidly into your company, organization, association or school.
- Another Resource is the Teleportal Technical Series, a 10-volume PDF series with over 1,500 pages of Expandiverse documentation.
- An Expandiverse Library is another Resource, with videos, books and articles on many parts of Expandiverse Technology.

Together, these support the Expandiverse's growing mission of helping both leading companies and ambitious startups transform today's Earth and its people into a more aware, powerful and capable Digital World.



6.3

Four Ways to Defeat Competitors and Capture Tomorrow's Markets

New technology is transforming your products, customers, competitors and markets. If you wait others will move first with more aggressive business models. They will make your products obsolete or change your customers' needs.

Your fastest agile response will be too slow. You have one chance to defeat your competitors: Anticipate what's coming in tomorrow's world and get ahead of them. You have to leap farther ahead than even the toughest competitors, because the latest high-tech startups are coming after you.

Companies struggle to create revolutionary innovations. Ask ten companies which innovations they need and you'll get ten different answers.

Your best answer is, what does your company want? What does that include, and when do you need it?

It's a deep question, because with the Expandiverse, your answer could change the future.

Your fastest agile response will be too slow. You have one chance to defeat your competitors. Anticipate what's coming in tomorrow's world and get ahead of them.

Expandiverse Technology offers many options from tomorrow's world. We'll start with four.

Expandiverse Technology offers many options from tomorrow's world. We'll start with four, from the fastest to the biggest:

1. Fast features

First is adding new features to your existing products and services. Every company does this when they plan and develop the next generation of their products and services.

The first step is mapping: We overlay Expandiverse features that are appropriate for your product or service, and work with you to select the ones that add the most value. Then we work with the individual product managers, development leads and their teams directly. The features are developed into prototypes, tested and readied for market.

For example, Apple's new iOS 7 parallax screen saver simulates a 3D view. Expandiverse's "Superior Viewer / Sensor" turns your video communications into simulated 3D, so you feel like you're with each other, and have just a window between you. Your smart phone, tablet, laptop and more can feel more like you're really with others, instead of looking at them like actors on a flat screen.

For a different kind of example, Expandiverse Technology includes security and protection for your physical devices and property. Your company's mobile phones and tablets will protect themselves, making them and your customers safer.

With new features like these you'll move your customers into a 3D parallax digital world, with devices that are digitally protected and safer, and more.

Ready to race ahead while your competitors choke on your dust?

Why not simulated 3D communications to feel like you're really together?

Why not security where your physical devices and property protect themselves?

Why not pursue entire markets with new ways to use existing devices, with new Expandiverse Virtual Teleportals?

2. New products and services

A second option is new products and services. What would you like to add next, or in the future? Map Expandiverse Technology to your product road map and provide new choices ahead of your competitors. We work with your teams to help bring your new products and services to market.

An example is Virtual Teleportals (VTP), which can add sets of Expandiverse features to current smart phones, tablets, PCs/laptops, and other devices. One VTP feature is becoming continuously connected to your people, services, tools, resources and places. Another is continuous switching so your connections switch with you as you move to different devices. Other Expandiverse features can be added, like shared life spaces, privacy, boundaries and filters.

Your company can start delivering an Expandiverse of VTPs across many digital devices. Because it's both digital and physical, the Expandiverse includes products for capturing your competitors' customers before competitors can react.

Catch entire markets with new ways to use existing devices, with new Expandiverse Virtual Teleportals.

3. Strategic thrusts that transform markets and capture industries

Many of today's markets are "winner take all." One company dominates, like Google, Facebook and Amazon. A great example is Apple, which created three dominant products in one decade with the iPod, iPhone and iPad.

This third option asks the critical business question: Do you want your company to remain dominant, or become dominant? Expandiverse Technology offers opportunities for leading companies to continue to lead, and for challengers to try and capture their entire market or industry.

The largest competitive strategy is a time shift.

We use so many screens that we can see and feel that we will evolve into a digital world. Now Expandiverse Technology can accelerate us, catapult us into that future.

Your answers determine the parts of Expandiverse technology you use, how you develop and apply them strategically to leap ahead of your industry. To try and own the future.

For example, devices are a \$1 trillion/year industry that includes computers, laptops, tablets, smart phones, smart TVs, interactive wearables like Google Glasses, and more. Teleportals fit those niches and converge computing, communications, television, the Internet and more into a continuous digital reality architecture that follows and supports each user as he or she switches devices during the day. Teleportals make the whole digital world local to every user including their people, services, places, tools and resources. They turn users into global people who routinely use the whole digital world as their personal resource.

Teleportals let you leap ahead into tomorrow's digital world, while handing you the opportunity to capture the leadership of this \$1 trillion/year industry.

4. If you make this a digital world, is it your world?

Above that is the fourth and largest option. Instead of a feature, a product or a strategic thrust, the fourth option is a time shift.

We use so many screens that we can see and feel that we will evolve into a digital world. Now Expandiverse Technology can accelerate us, catapult us into that future.

Does your company want to own that future's products and services as much as possible? If so, one step is to start that future before your competitors. Another is to control Expandiverse IP, which will be in force until 2031, so you can try one or more launches until you reach lift off.

The real question is, do you want to be that kind of company?

Expandiverse Tech is IP that will last until about 2031.

To create a time shift into tomorrow's digital world: Select the tech, develop it, test it in the market. If you hit the target, scale it. If not, it's IP so you learn how to try again.

Inexpensively and rapidly, find the strategic thrusts that transform industries and capture markets. For you and your company.

Because if you change the world and become a leader of our next digital world, you may climb to a position you can keep for a decade or two. Maybe for a generation or more.

Tomorrow is not just another day

Most good companies already know how to do the three familiar options: New features, new products, strategic thrusts. They know the drill: Evaluate new tech, decide what to use, acquire or create it (if the IP is available), manage development, use both employees and consultants, create prototypes, test them, then launch and sell, sell, sell.

It turns out to be the same to create an Expandiverse time shift into tomorrow's digital world: Select the tech, develop and test it, then launch and market it. If you hit the target, you win. If not, Expandiverse Technology is IP that won't expire until about 2031 — so you learn, plan and figure out how to try again.

If you want a future where your company is the leader, the Expandiverse has these four and more ways you can make it happen.

Ready to capture tomorrow's markets? With Expandiverse Technology, your answer could change the future.



6.4

Virtual Teleportals: Can a Competitive Advantage Kick-start a Digital Society Sooner?

Companies may be interested in this but there is gap from where they are today. It is almost as though someone invented a new car that has great tires but is made for asphalt roads, and all we have is dirt roads.

We may know that we are going to build a highway system at some point, but how does a company see how to make a transition from an investment standpoint and also a product standpoint?

This transition is already happening. As we use more and more screens, as we use our devices for more and more apps, we know that we are turning to this emerging digital reality more.

Companies know that as well. We see all kinds of hybrid devices; it's not just phones or tablets, it's phablets. The same thing is happening to laptops. Are we going to need laptops or is the tablet going to transition and emerge and takeover that space?

So there is a convergence. Operating systems are beginning to move in those directions and companies see this coming, in the

TV is an example. Tablets, laptops and smart phones are used to watch TV even though they don't have a TV tuner.

The processing and storage are dissociated from the device.

With a back-end that does what an Expandiverse does, and a front-end client, you can put a Virtual Teleportal on many kinds of devices.

Once you have that you can bring growing parts of the Expandiverse to everybody — by growing the back-end.

sense that they're already being pushed by the market, by what users want.

I just want to turn to my device and be able to do what I need to. When I go to my next device, I would like them to talk together, work together. I don't want to have to figure everything out and be within the limits of each little space and, "Oh, I do that here but not there."

There is a good example in television. Until a certain point in the evolution of devices, every device had to have a TV tuner. But now, people are using laptops to watch TV shows and laptops have no tuners in them, but they are watching enormous amount of TV on laptops and tablets. Those do not have tuners.

The point is that the processing and the storage have become dissociated from the device.

So moving into an Expandiverse, you need two things. You need a back-end that does what an Expandiverse does and you need a front-end client.

Part of the Expandiverse is a Virtual Teleportal that will run on various kinds of existing devices.

Once you have that, everybody with existing devices, if it can support a Virtual Teleportal just like many devices support the ability to run a TV show without a tuner, you now have the ability to bring Teleporting and the Expandiverse to everybody — from the back-end.

Then, as people move in to it, as the features and functions become part of what they do, you have the ability to sell new kinds of devices, or build teleportal features and functions as features into existing devices and make that transition forward.

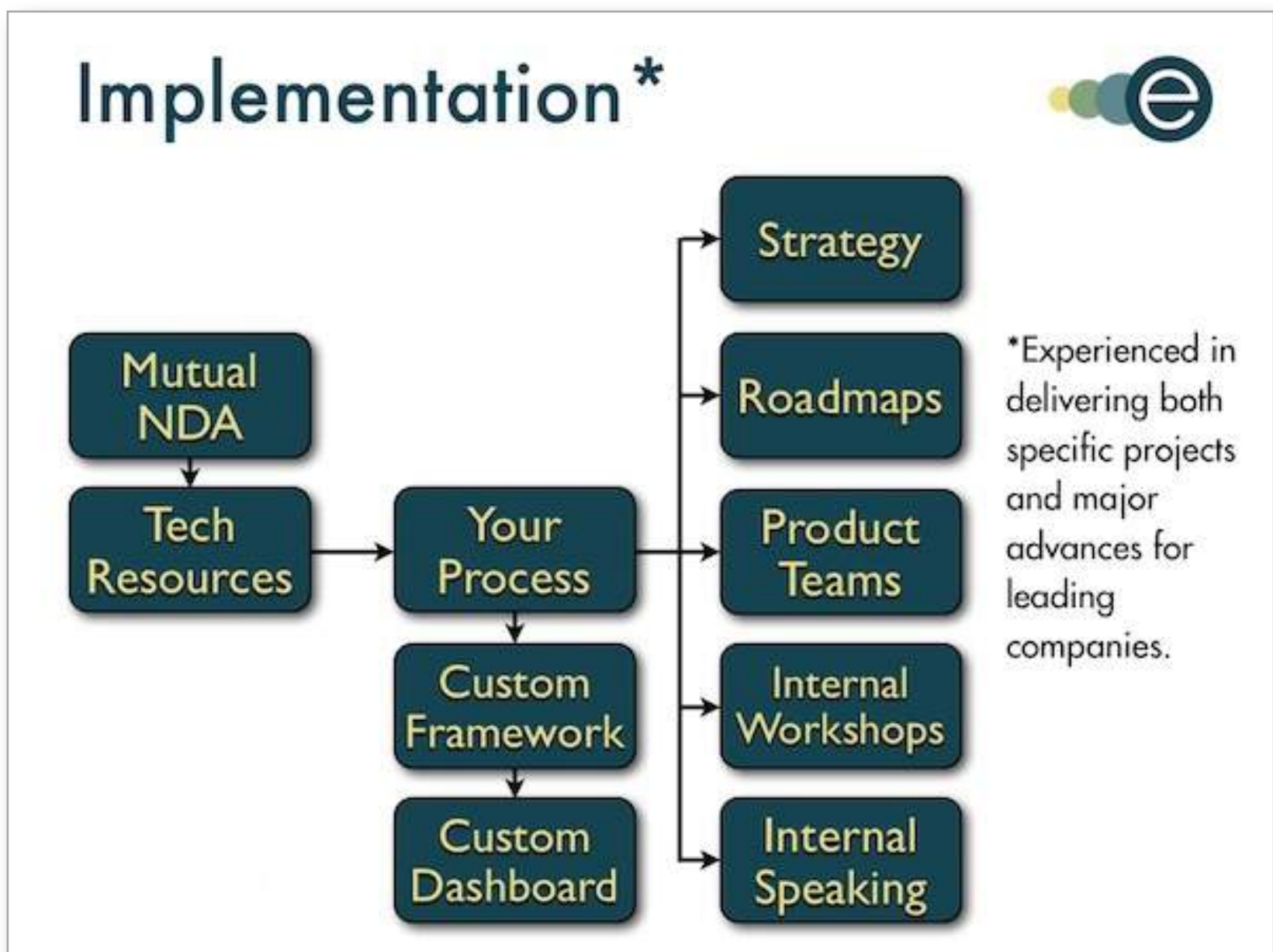
Custom online frameworks and technical resources, knowledge transfer workshops and focused partnering with executives, managers and developers.

What does your company need?

Next: How can we start a digital society today?

Speaking hypothetically, some companies could start evolving quickly by starting to add Virtual Teleportal features. Different features can be added gradually, and aren't all needed right away.

One example feature is continuous connections, which can grow to include your people, services, tools, resources and places. Another is continuous switching between the Virtual Teleportals on your different devices, so your continuous connections stay with you as you use different devices throughout your day. Another can be separate Shared Planetary Life Spaces for your different sets of connections. There are also other Expandiverse features, like managing your privacy, filters and boundaries.



Numerous companies have the “throw weight” to develop parts of this, deliver it worldwide, and capture market leadership of tomorrow’s Digital World.

As we reach this your digital world becomes “you centered” instead of “device centered” or “apps centered” or “services centered.” You’ll live in the world you want and choose. Your world.

With its Virtual Teleportal, one company can start delivering your digital world on all your devices, everywhere you go. You become “you centered,” more immediate and powerful — and they capture your revenues and attention as you live in your continuous digital world. Their ecosystem wins.

Which companies could take this lead the easiest? Some possible “digital world leaders” might be:

- From **Google** Hangouts to Google “Connections”
- From **Apple** Face Time to Apple “World Time”
- From **Facebook** Home to Facebook “Life”
- From **Amazon** Prime to Amazon “Everywhere”
- From **Skype** Calls to Skype “Continuous”
- From **AT&T** Video Share to AT&T “Video Sphere”
- From **ooVoo** Video Chat to ooVoo “Allways”
- From **Cisco** Telepresence and WebEx to Cisco “Earth”
- From PCs, laptops, tablets, smart phones, Internet TVs, game boxes and wearables to a **Teleportals family** of “fused devices”

There's a race to own the future by many companies and startups.

Today's ecosystems of Apple, Google, Facebook, Amazon and Microsoft are just the obvious challengers.

A platform source like Intel, Qualcomm or Cisco could also drive this transition.

But the great disruptors, VC's (Venture Capitalists) and startups, want it all.

Set the world free, so you can own it

Speaking competitively, the use of Virtual Teleportal features could be more than a competitive advantage. It might trigger a disruption, dissolving boundaries between tech's different industries.

What happens if some of tech's strongest companies use Expandiverse Teleportals — both virtual and physical — to blend communications, computing, the Internet, television, entertainment and more — then develop compelling designs and lifestyles so we want to move into self-controlled, continuously connected personal worlds?

It's a head-to-head threat. The rise of tomorrow's digital world may be the first signal that it's the beginning of the end for some of today's biggest companies.

Any one company might disrupt other companies in other industries. Microsoft did this when it launched Office and killed its PC rivals' silo'd software products.

In this shift, deliver users' personal digital worlds, migrate them into your ecosystem, provide multiple industries' functionality to them — and swallow as many competitors' revenues and markets as possible:

- From the **devices** industry: Apple, Samsung, etc.
- From **services**: Google, Skype, ooVoo, etc.
- From **telecommunications**: AT&T, Verizon, etc.
- From **social media**: Facebook, LinkedIn, etc.
- From **videoconferencing**: Cisco, Polycom, etc.
- From the **hardware** industry: Apple, HP, Dell, Lenovo, Samsung, Microsoft, etc.

Who will kick-start this, and will they try to be tomorrow's dominant winner?

Or will this tech be used widely by many companies?

A world of winners, with you the biggest one

Speaking seriously, how do we get from today to an advanced digital world?

The Virtual Teleportal may be just the beginning. Expandiverse Technology might give leading companies the power to redefine products, services and industries.

There's a race to own the future by many companies and startups. Today's ecosystems of Apple, Google, Facebook, Amazon and Microsoft are just the obvious challengers for tomorrow's far larger crown.

A platform source like Intel, Qualcomm or Cisco could also drive this transition and harvest its benefits.

The great disruptors, VC's (Venture Capitalists) and startups, have bet everything on their own success.

It will be interesting to see when and how the Expandiverse's new competitive advantages are used.

And how far they're taken.

Where do you think we'll be in a year or two? In five or ten years? When will you become a global person with continuous connections to your people, places, services, tools and resources?

How much will it change today's competition for world-leadership when you enjoy a digital lifestyle?

Who will kick-start this, and will they try to be tomorrow's winning ecosystem? Or will this tech be used widely by many companies?



Swallowtail in Dan's butterfly garden.

Nikon D7000, 18-270mm lens at 207mm, 1/400 sec. at f/6.3

6.5

With New Technology, Could Today's Greatness Become Normal?

Until now humanity has known one reality, physical reality, and *it controls us*.

We've reached an historic turning point: The Earth is about to turn into a digital planet. We will use new technology to build our first fully digital world.

We're departing. When we design, build and run a digital world, *we take control of reality*.

The question seems obvious: What will our digital world be?

The techie's reply is, well, technical: New or evolved devices, interfaces, connections, presences, services, tools, networks, data centers, systems, processes, content and many (many!) other parts integrated together. That's what fills the Expandiverse's documentation and IP.

But "What?" is the wrong question. The right question is, "Why?"

That's what's really important: The Expandiverse was created to support our journeys, not deliver us to an ideal destination.

For the first time in history, physical reality will not be the only reality.

When we design, build and run a digital world, we take control of reality.

There is no one utopia for all of us, but there are multiple personal utopias for each of us.

As we each find our own, we might try to build a great world for everyone together.

There is no one utopia for all of us, but there are unique personal utopias for each of us. As we each find ours, we might try to build a great world for everyone together.

To begin, some might start with personal Expandiverse journeys: Can you reach your personal dreams if you are digitally free and supported in new ways? Who and what do you really want to be? When you control reality, you'll get to choose. And you can try repeatedly until you find your best self. Then begin again, as who you really are.

In another path, we might join in a shared Expandiverse adventure: Can technology give everyone a lifetime of chances to reach greatness? Could we enable a planet where everyone can rise to the top by achieving upward — without revolutions or attacking those at the top? What would our world be if everybody could be a winner... and become whatever they choose?

As we consider the middle of this century we might want new ways to work together in a stressed world: With nine billion people each large crisis will affect a city or region, involving tens or hundreds of millions of people. Should we be a digital planet that can respond instantly — to collaborate, coordinate and contain crises before they begin, while they happen, and after they hit?

A world with billions on the edge needs more than governments, NGO's (Non-Governmental Organizations) and the military. It needs people who can collaborate instantly at any scale — including tens of millions when needed.

The Expandiverse was created because it's much more than "new technology." It combines several black swan innovations: It uses our digital transition to try for humanity's highest goals. It leverages IP and competitive pressures to stimulate adoption. It injects the idea that accelerating the future into today — becoming a fully digital planet quickly — could be a valuable and powerful addition to our lives, the economy and the world.

Our growing Crisis of Success will force us into a historic choice:

Continue with what brought us to this point.

Or embark on a Journey to Greatness, on a quest to become far more powerful and capable people, living in tomorrow's Digital World.

We could become one of the best generations in history — right at the historic moment when the Earth needs us to rise to our full awareness and abilities.

Is it possible for all our dreams to come true, all at once? By billions of us?

This new kind of digital world can now be substantially built in a decade.

Which decade?

The one when we seize the opportunity, and pursue a world where everyone could become a winner.

This could make us one of the most capable generations in history — right at the historic moment when the Earth needs us to rise to our full awareness and abilities.

We could make it our destiny, and our gift to ourselves as well as each other, to turn our future from a swamp into a sky rocketing world.

Compared to today's economic plateau in the advanced economies, this might be a smart addition.

Could the world's biggest business opportunity be to turn the Earth into an advanced digital planet, where greatness for everyone could become normal?

When you're in the Expandiverse let me know... Is this a fun world yet?

End Notes

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Chapter Notes

Portions of this book have been previously published in part or in whole on the expandiverse.com website as follows:

“Preface: If our future is digital, what will be the biggest advance?” was first published on the expandiverse.com website as “If tech’s future is digital, what will be the biggest advance?” on October 11, 2013.

“1.1 Is change the new big?” was first published on the expandiverse.com website as “Report from the Future, Part 1: Is Change the New Big?” on August 16, 2013.

“1.2 The journey to our full potentials” was first published on the expandiverse.com website as “Report from the Future, Part 2: The Journey to Our Full Potentials” on August 23, 2013.

“1.3 Will greatness be the new normal?” was first published on the expandiverse.com website as “Report from the Future, Part 3: Will greatness be the new normal?” on August 30, 2013.

“1.4 Your devices will have no limits. Neither will you.” was first published on the expandiverse.com website on July 19, 2013.

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“1.6 Digital Boundaries: Construct the life you want” was first published on the expandiverse.com website on December 2, 2013.

“1.7 When and how will you win? When tech upgrades the economy” was first published on the expandiverse.com website on December 6, 2013.

“2.1 Active Knowledge: A new future where everyone wins” was first published on the expandiverse.com website as “See a new future: What if everyone wins?” on October 25, 2013.

“2.2 The future of Search: Stop searching. Info will find you” was first published on the expandiverse.com website on October 18, 2013.

“2.3 The future of Commerce: If you live, you win” was first published on the expandiverse.com website as “The future of Commerce: You drive. You win it all.” on December 20, 2013.

“2.4 The future of the tech industry: Buy your own or universal access” was first published on the expandiverse.com website on November 11, 2013.

“2.5 AnthroTechtonics: What if everyone improves all the time?” was first published on the expandiverse.com website as “AnthroTechtonics: What if everyone improves beyond all imagination?” on November 15, 2013.

“3.1 Shared Planetary Life Spaces: A new day. Together.” was first published on the expandiverse.com website as “Shared Planetary Life Spaces: The Day the World Changed, Part 1” on January 3, 2014.

“3.2 In companies: Operate without limits” was first published on the expandiverse.com website as “The Day the World Changed, Part 2: In Companies” on January 17, 2014.

“3.3 In the economy: A high-velocity, flourishing world” was first published on the expandiverse.com website as “The Day the World Changed, Part 3: In the Economy” on January 17, 2014.

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“4.3 When your mind becomes your property, what will you do with it?” was first published on the expandiverse.com website on July 12, 2013.

“4.4 What limits government in a fully digital world?” was first published on the expandiverse.com website as “What are government’s limits in the Digital World?” on September 27, 2013, and “Who will control tomorrow’s Digital World?” on October 4, 2013.

“4.5 Digital Governances: New ways to succeed together” was first published on the expandiverse.com website as “Eat What Comes Naturally, Part 1” on August 1, 2013.

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“6.4 Virtual Teleportals: Can competitive advantages kick-start a digital society sooner?” was first published on the expandiverse.com website on June 7, 2013.

“6.5 With new technology, could today’s greatness become normal?” was first published on the expandiverse.com website as “With new technology, could today’s greatness become average?” on May 24, 2013.



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