

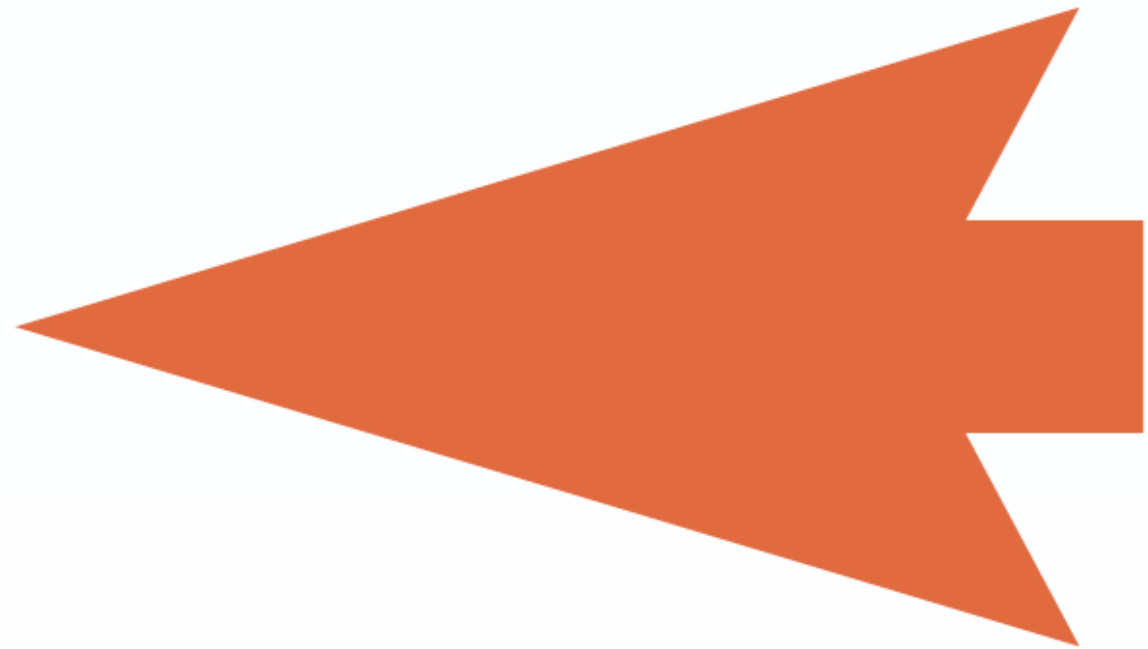
# The Brand in The Cloud

"There's a lot of evolution we need to see."  
Plummer, Gartner Emerging Technologies

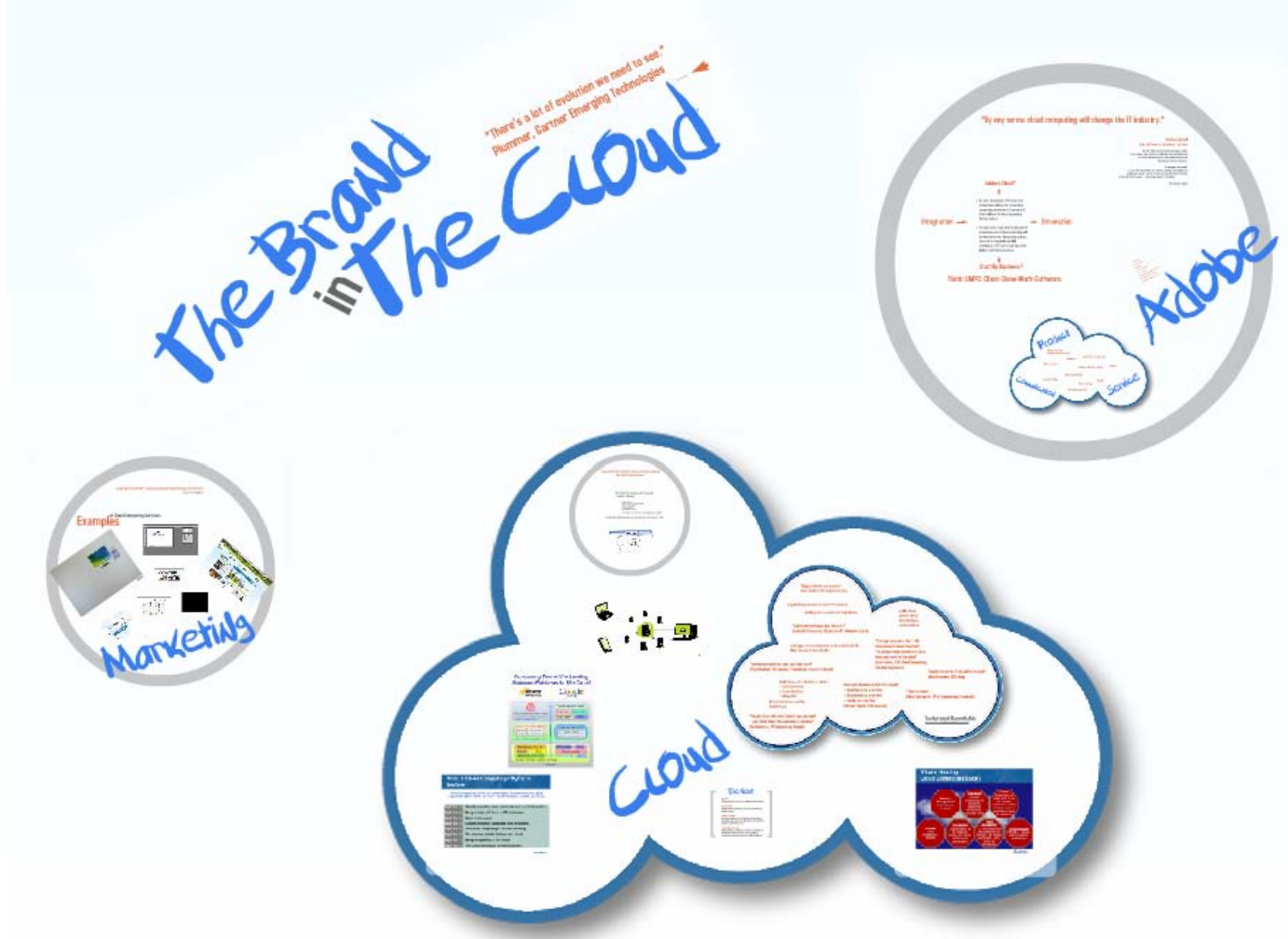


**cloud -> somewhere**

data + software = somewhere



# >> The Brand in the Cloud



# >> The Brand in the Cloud



## >> The Brand in the Cloud



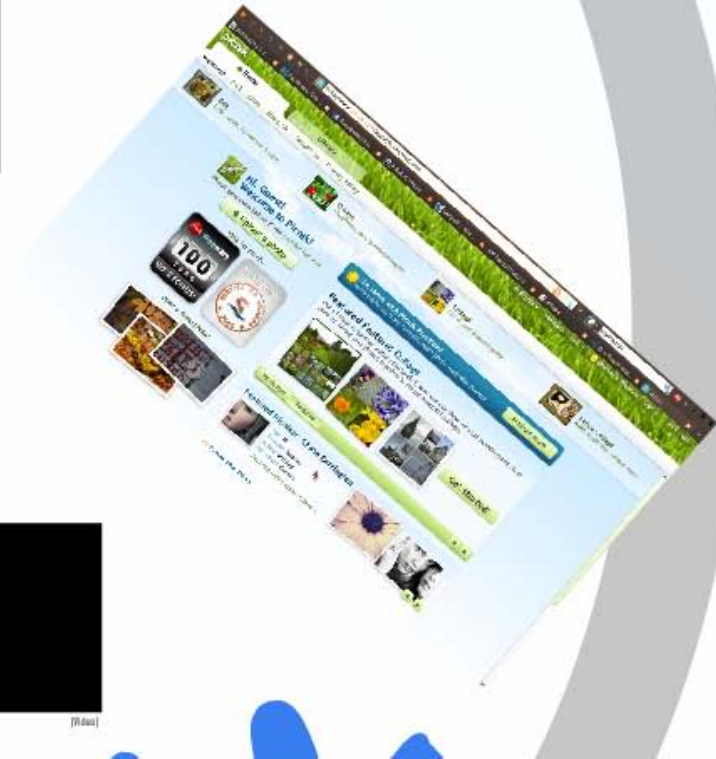
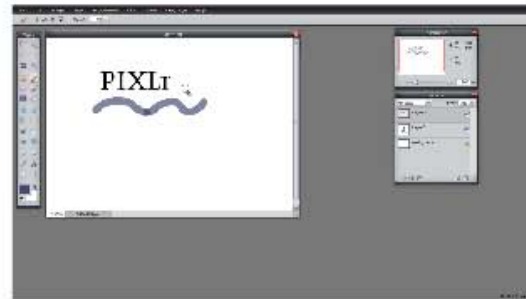
**Google CEO Eric Schmidt: "cloud computing and advertising go hand-in-hand".**

cost, power and intelligence



# >> The Brand in the Cloud

## Examples of Cloud Computing Services



## Video ZumoDrive

<http://zumodrive.com/>



**Dropbox**  
BETA

Sync your files online and across computers



**Download Dropbox**

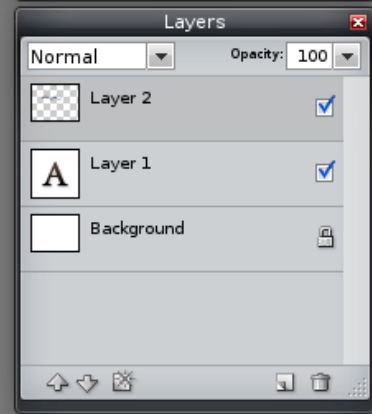
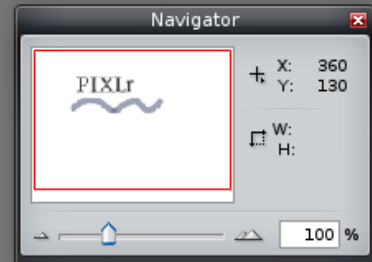
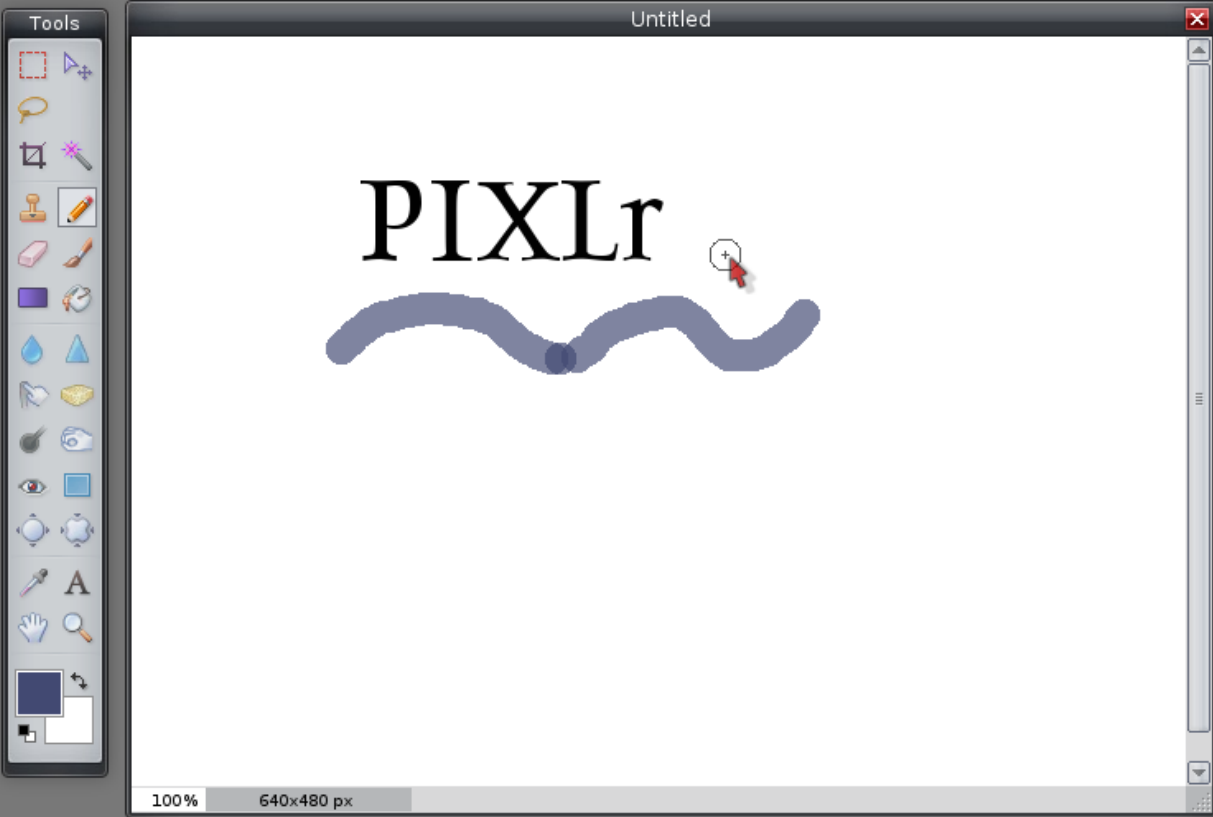
Free for [Windows](#), [Mac](#), and [Linux](#)

Visit our [screencast](#) or [tour!](#)

# >> The Brand in the Cloud

File Edit Image Layer Adjustment Filter View Language Help

Brush: 25 Opacity: 68



# >> The Brand in the Cloud

## Go nuts with Sumo Paint!

Release your inner artist and put Pablo Picasso to shame with the finest painter software online!

Open Sumo Paint and start fooling around!



Watch video - Sumo Paint in action 

Sumo Paint is a free image editing software that gives you the opportunity to create, edit and comment images online with powerful tools and layer support. You can also use Sumo Paint directly from: [www.sumopaint.com/app](http://www.sumopaint.com/app)

Sumo Paint is the easiest, fastest and the most creative paint app on the internet. More info about Sumo Paint can be found from: [www.sumopaint.com/info](http://www.sumopaint.com/info)

[Top rated images](#)
[by Favs](#)
[by Rank](#)
[by Views](#)
[next page >>](#)

[Latest news](#)
[next page >>](#)

- 
**26.02.2009**  
 Sumo Paint V.1.1 is out! Sumo Paint uses now the new version of Flash Player (10). Local open/save, new brushes and antialiasing methods, new filters, new colorpicker, improved selection tools, faster draw algorithms, support up to 16 Mpx images and much more. Install Flash Player 10 and check it out! Old version will work for FP9.
- 
**29.01.2009**  
 Sumo Paint V.1.01. Lots of new features for the Sumo Paint application, including new cool filter blur zoom, new 3D brushes and bunch of important bug fixes. Thanks for the feedback! Now we have over 1.000.000 unique users from over 190 countries.

## Video SumoPaint

<http://www.youtube.com/watch?v=NAEoeWnYYvl&fmt=18>

## Sumo Paint Community

Browse the latest activities in the SUMO Paint community (latest published images and comments).



Users online (55) [next page >>](#)

Image Comments [next page >>](#)

- Dievirulenz** 18.04.2009 00:15  
Yes indeed very nice!
- Gabyconstanza** 18.04.2009 00:07  
O wow looks dried!! :) Like pressed!!
- Burnley1882** 18.04.2009 00:07  
funky funky, sorry!
- Burnley1882** 18.04.2009 00:06  
cool, funky dunly
- Gabyconstanza** 18.04.2009 00:03  
A favorite time for me! :D Nice mist!
- Troadie** 18.04.2009 00:01  
Very nice...love the colors! :o)
- Troadie** 17.04.2009 23:59  
Cool...you expressed yourself pretty nicely! :o)
- Lkatsarov** 17.04.2009 23:59  
Very magic pics!
- Zeus** 17.04.2009 23:58  
very nice!
- Burnley1882** 17.04.2009 23:57  
not very good mate

User Comments [next page >>](#)

- Troadie** 18.04.2009 00:16  
Thanks for the comment...you have some nice pics, also! :o)
- Dievirulenz** 18.04.2009 00:15  
Thanks for the fav! :P
- Forbidenfruit** 18.04.2009 00:14  
hi im not in a good mood more like a confused mood here ill make a pic of how im kind feelin
- Artgirl1028** 18.04.2009 00:10  
Thank you very much for the compliment, and for the favourites! :O)
- Hyhyhy3** 18.04.2009 00:05  
you r vere cool
- Kukkainen** 17.04.2009 23:56  
miten tohon saa ton kuvan? ois kiva jos joku viittis vastaa
- Troadie** 17.04.2009 23:55  
Very nice start to your gallery! :o) Welcome to sumopaint! :o)
- Troadie** 17.04.2009 23:51  
Love all the textures in your pics! :o)
- Troadie** 17.04.2009 23:44

Public images [next page >>](#)

- Fiery**  
No description
- Lkatsarov**  
18.04.2009 00:17
- saku-chan**  
not finished
- Xyuuki\_uchihax**  
18.04.2009 00:14
- stormy night**  
No description
- Sumopaint chick**  
18.04.2009 00:09
- music**  
I love music
- Jessie123**  
18.04.2009 00:08
- Love<3**  
No description
- Lollipop11**  
18.04.2009 00:07
- ihanaa<3<3**  
No description
- Kukkainen**  
18.04.2009 00:06

# >> The Brand in the Cloud



http://www.picnik.com/app#/home/welcome

Marketing 2.0... Facebook Sha... Facebook | Fa... F.A.Z.-Commu... twtpoll :: Wie ... Productivity a... Adobe IT < Never sca... Picnik

picnik English Feedback Help Upgrade to Premium Sign in Fullscreen

Home Library

Welcome FAQ Buzz About Us Contact Us Privacy Policy

**Edit**  
Crop, rotate, fix red-eye & more

**Create**  
Add effects, text, & embellishments

**Collage**  
Mix all your photos together

**Fancy Collage**  
Make scrapbooks, cards & more

**Hi, Guest!**  
**Welcome to Picnik!**  
Picnik gets even better if you register for free.  
[Upload a photo](#)

Vote for Picnik!

**cnet Webware**  
**100**  
2009  
VOTE FOR US!

**VOTE NOW!**  
SEATTLE 2.0 AWARDS  
2009

Open a demo photo:

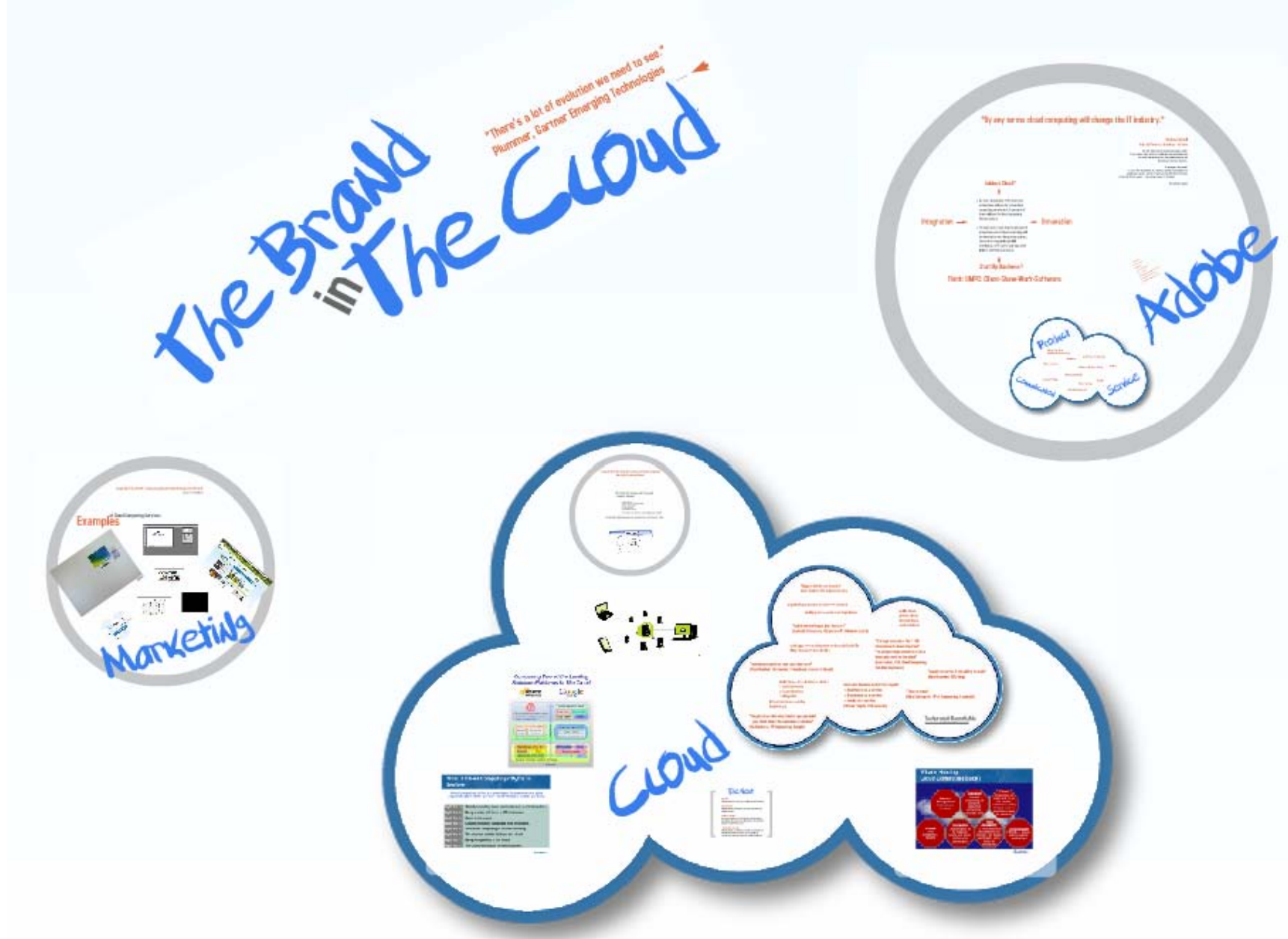
**Featured Feature: Collage**  
Our #1 most-requested feature has landed! Now you can show off your awesomeness all at once by mixing your photos together to create beautiful collages.  
[Get started!](#)

Picnik Tour Featured

**Featured Picniker: Chase Barrington**  
age 16  
location Kansas  
hobby Writing  
fav effect Curves  
Find out more about Chase >>

From the Blog

# >> The Brand in the Cloud



# >> The Brand in the Cloud



# >> The Brand in the Cloud

**"Amazon will make much more money with cloud computing than with it's sales platform."**



This "connection" changes society once again.  
-> HighTech : HighTouch

- The fourth wave is here.
1. Mainframe computers in the 1950's and 60's
  2. PC's in the late 70's and 80's
  3. The Internet in the 90's
  4. Connecting devices to people

-> the information we receive will be more natural and integrated into our daily lives

currently about 2.5 billion devices connected to the cloud. In 8 years there will be over 14 billion



## >> The Brand in the Cloud



This "connection" changes society once again.  
-> HighTech : HighTouch

The fourth wave is here.

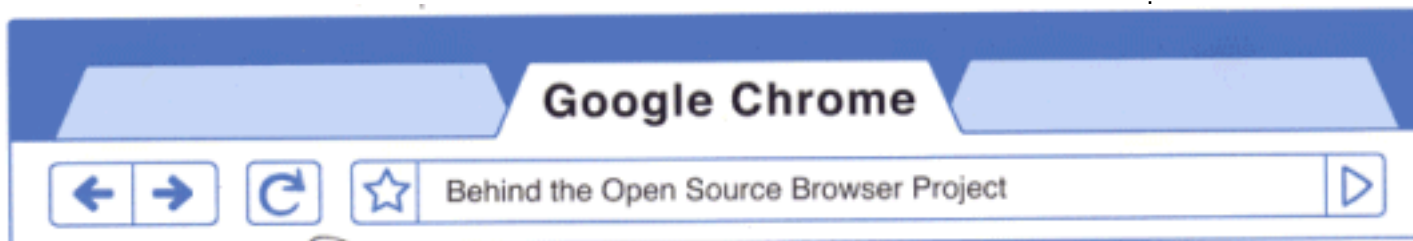
1. Mainframe computers in the 1950's and 60's
2. PC's in the late 70's and 80's
3. The Internet in the 90's
4. Connecting devices to people

-> the information we receive will be more natural and integrated into our daily lives

currently about 2.5 billion devices connected to the cloud. In 8 years there will be over 14 billion

**"Amazon will make much more money with cloud computing  
then with it's sales platform."**

## >> The Brand in the Cloud



TODAY, MOST OF WHAT WE USE THE WEB FOR ON A DAY-TO-DAY BASIS AREN'T JUST WEB PAGES, THEY'RE APPLICATIONS.

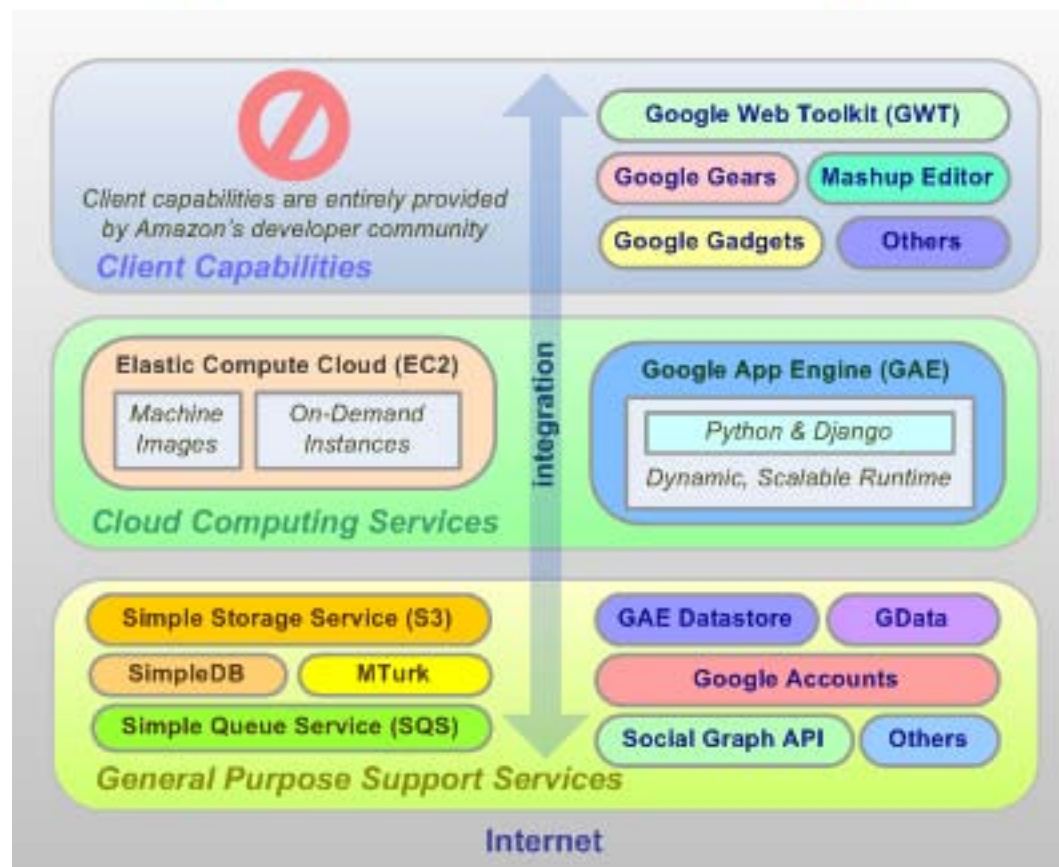
Brian Rakowski,  
Product Manager

# >> The Brand in the Cloud



# >> The Brand in the Cloud

## Comparing Two of the Leading Software Platforms In The Cloud



## What Is Cloud Computing? Myths to Explore

Cloud computing myths are growing as the phenomenon gains popularity. Don't let the promise derail what you need to get done.

- Myth No. 1: • Cloud computing is an architecture or an infrastructure.
- Myth No. 2: • Every vendor will have a different cloud.
- Myth No. 3: • SaaS is the cloud.
- Myth No. 4: • Cloud computing is a brand new revolution.
- Myth No. 5: • All remote computing is cloud computing.
- Myth No. 6: • The Internet and the Web are the cloud.
- Myth No. 7: • Everything will be in the cloud.
- Myth No. 8: • The cloud eliminates private networks.

# >> The Brand in the Cloud

<http://www.ustream.tv/blog/2009/02/26/2272009-techcrunch-roundtable/>

"biggest shift in two decades"  
(Marc Benioff, CEO, Salesforce.com)

organize huge amounts of data +++ software  
enable great +++ new user experiences

"social networking is just the start"  
(Amitabh Srivastava, Corporate VP, Windows Azure)

scale apps +++ use the power of the social scale TM  
(Ning - instead of one solution)

"continuous updates, user just dont care"  
(Paul Buchheit, Co-founder, FriendFeed; creator of Gmail)

Mainframe -> PC -> Internet -> Cloud =  
1. SaaS (Software)  
2. PaaS (Platform)  
= altogether

infrastructure as a service  
(beside SaaS)

"the platform tells what kind of apps you build  
... just think about the explosion of devices"  
(Vic Gundotra, VP Engineering, Google)

public clouds  
private clouds  
internal clouds  
external clouds

"Storage: Amazon = 15c / 1 GB;  
Enterprises 5 times the price"  
"to analyse huge amounts of data  
does only work in the cloud"  
(Lew Tucker, CTO, Cloud Computing,  
Sun Microsystems)

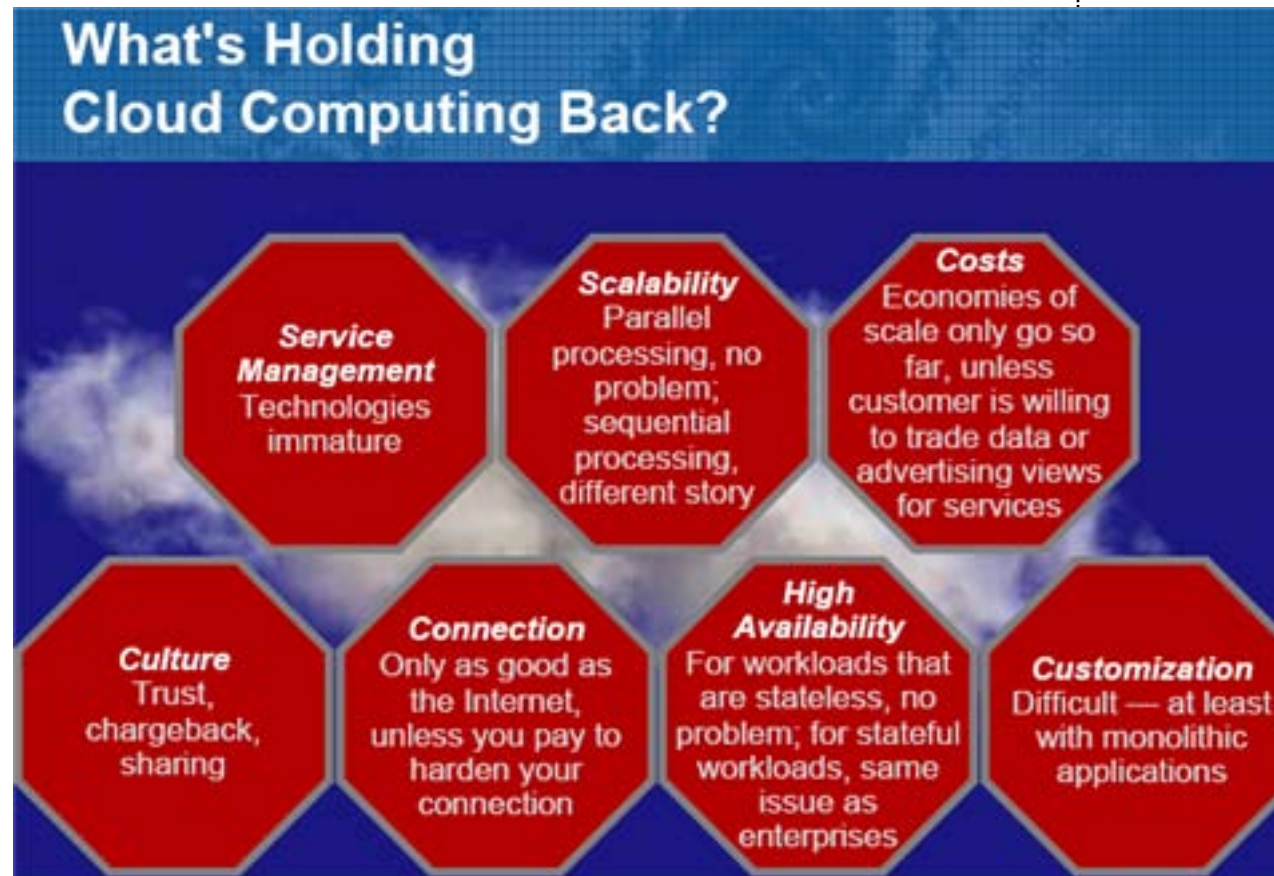
"speed to market & the ability to scale"  
(Gina Bianchini, CEO, Ning)

how can I become a platform myself  
-> healthcare as a service  
-> lifescience as a service  
-> media as a service  
(Werner Vogels, CTO Amazon)

"Time to value"  
(Mike Schroepfer, VP of Engineering, Facebook)

Techcrunch Roundtable

<http://www.techcrunch.com/2009/02/26/2272009-techcrunch-roundtable/>



# The Next

## Smartdust

Wikipedia define smartdust and a wireless network of sensors

## Internet of things

Wikipedia defines the internet of things as a self-configuring wireless network.

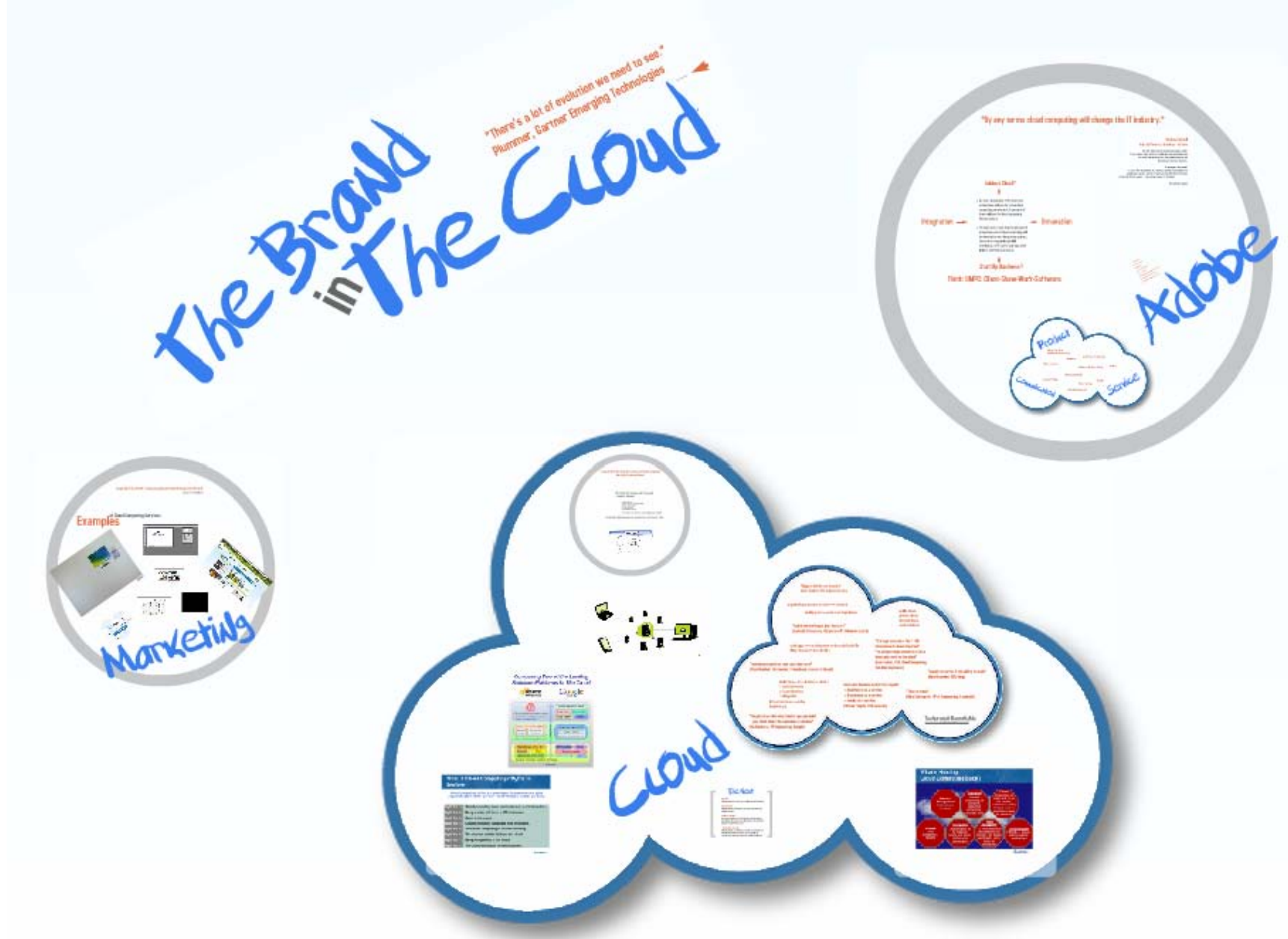
## Cognitive computing

Computers modeled on the brain Discover magazine reports \$4.9 million government grant to IBM to begin the first phase of research on cognitive computing.

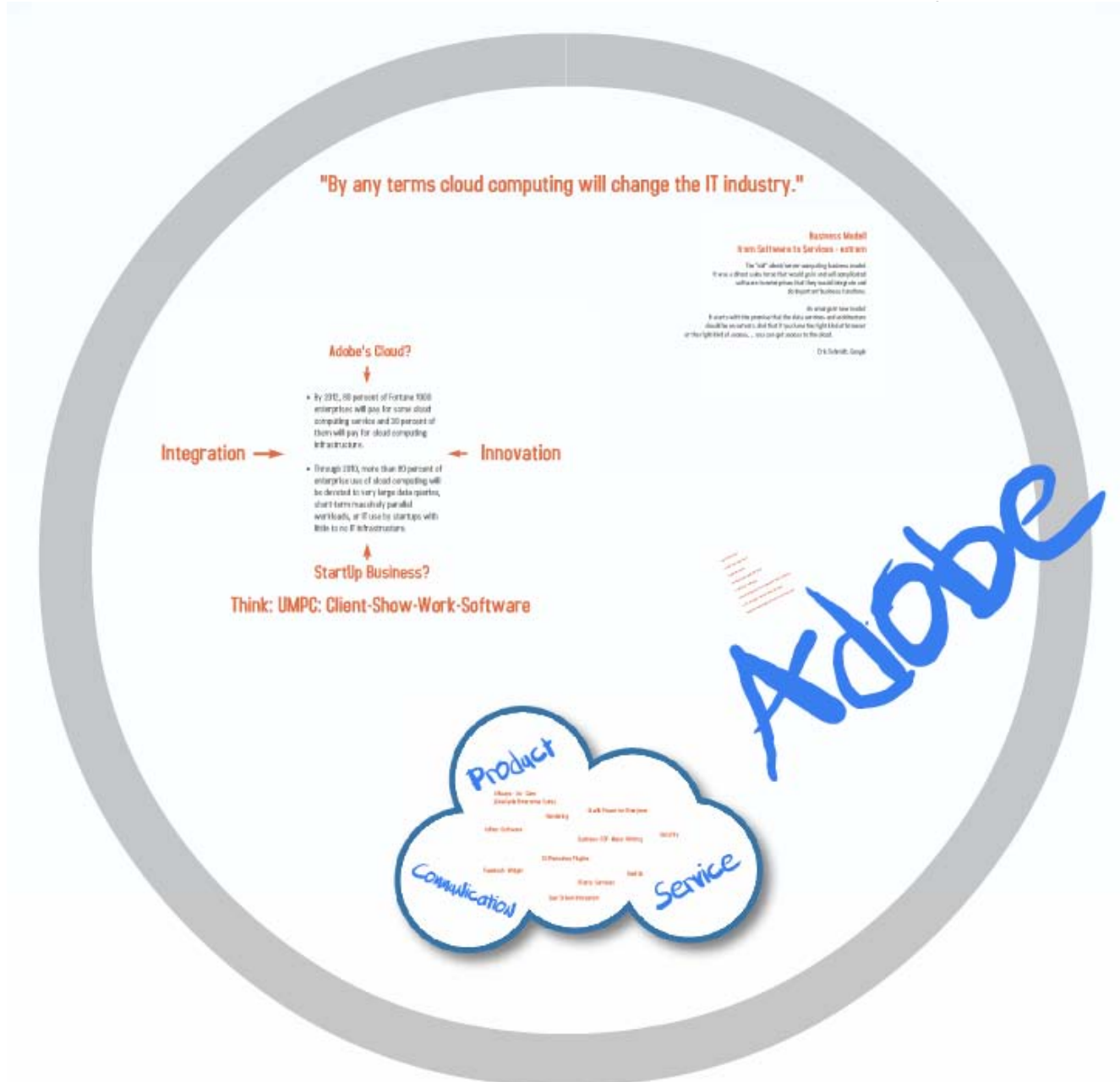
## Technological singularity

Wikipedia defines: A theoretical future point of unprecedented technological progress, caused in part by the ability of machines to improve themselves using artificial intelligence.

# >> The Brand in the Cloud



# >> The Brand in the Cloud



**"By any terms cloud computing will change the IT industry."**

## Business Modell from Software to Services - extrem

The "old" client/server computing business model:  
It was a direct sales force that would go in and sell complicated software to enterprises that they would integrate and do important business functions.

An emergent new model:  
It starts with the premise that the data services and architecture should be on servers. And that if you have the right kind of browser or the right kind of access, ... you can get access to the cloud.

Eric Schmidt, Google

## Adobe's Cloud?



- By 2012, 80 percent of Fortune 1000 enterprises will pay for some cloud computing service and 30 percent of them will pay for cloud computing infrastructure.

**Integration** →

← **Innovation**

- Through 2010, more than 80 percent of enterprise use of cloud computing will be devoted to very large data queries, short-term massively parallel workloads, or IT use by startups with little to no IT infrastructure.



**StartUp Business?**

**Think: UMPC: Client-Show-Work-Software**

## >> The Brand in the Cloud



## >> The Brand in the Cloud

- open the cloud
- make money with the cloud
- sell cloud software
- buy Startups that made the best cloud software
- add attached services from the cloud
- improve community processes for cloud user



# Adobe

## >> The Brand in the Cloud

- > go to the cloud
- > build your own cloud
- > open the cloud
- > make money with the cloud
- > sell cloud software
- > buy StartUps that made the best cloud software
- > add attached services from the cloud
- > improve community processes for cloud user

# The Brand in The Cloud

"There's a lot of evolution we need to see."  
Plummer, Gartner Emerging Technologies

