How I learned to stop worrying AND LOVE THE CLOUD
Jon Peddie Research

- Focus and emphasis on Digital Technology, Multimedia, and Graphics
- Consulting and market research - Advisor to industry leaders and financiers
- Bi-weekly report, various Digital Technology Market Studies
- Product testing and benchmarking
- The Business of Multimedia and Graphics
An Inflection Point in Computing

- Hardware developments in client side computers are:
  - changing processing capabilities
  - price points
  - mobility
  - physical size
- Software developments in the cloud, and/or enabled by the cloud are changing how we use and buy computers
Do Big PCs Make Sense?

- The Cloud is just a synonym for the Internet
- Think of it as a source for compute power
- Just as we think about the utilities as the source for electrical power.

So – if we don't have electrical generators in our backyards or apartments - why do we have powerful personal computers?
The Ubiquity of the Cloud

- It’s fast … well, most of the time
- Available from a variety of sources
  - DSL, cable, 3G, etc.
- A lot of the work we do on a local machine can be done in the cloud
- Ultimate mobility; anywhere there is WiFi or a 3G network
- We have access to our documents, calendar, e-mail, CAD files, photos, etc.
It’s Green

- If you use a netbook or pad you reduce your power consumption by almost an order of magnitude.
- You can accomplish a lot of the same work.
- You have greater mobility and collaboration capability.
- However, it’s not one-size-fits-all model.
The Exceptions

- Some applications require more performance than can be extracted from the cloud or a simple machine like a netbook.

- For that, the desktop or a powerful mobile workstation computer will still be the ultimate source for productivity tools.
What is the Cloud

- Enterprise
- Consumer
- Ecosphere

And where is this Cloud? Mostly underground and under water
Pros

- Mobility and ubiquity
- Office apps
  - Google
- Remote rendering
  - Caustic, Mental Images
- Video production
  - Chyron
- Multimedia editing
  - Picasso, CyberLink
- Game play
- Networking

Cons

- Big mission critical apps
- Security (maybe)
- High-end FPS games

A little foggier

But look at what you can do
Jeff Ray Solid Works CEO talked about the ability of processors in the cloud to give the audience high end performance on any client. There might not need to be a Mac or PC port of applications because the progress on cloud based applications is happening so fast that there might not really be a need for heavy native applications.
The Cloud has always been with us

- Some people argue that the thin-client was the original cloud
- Others say it was the time-share machines
- Whenever compute is invisible, it’s the cloud.
  - Down the hall,
  - another building,
  - another state...
Cloud Concepts

Applications that can use low power client

- Don’t need much CPU
- Don’t need a local disk
- Don’t need much screen
- It’s mobile
- Security not a major issue

Is this be the ultimate Cloud Client?

Tun-I Tsai of Compal Electronics' innovation design division has indicated that, although the company does not make servers, it will tap the cloud computing market through developing purpose-specific mobile computing devices other than notebooks and smartphones.

And he said it’s REALLY thin.
The 3\textsuperscript{rd} Cloud

- The cloud of applications
  - Also called the ecosphere
  - A constellation

- It is the infrastructure needed to get useful work out of an application:
  - Plug-ins
  - Libraries

- Stuff that your need that isn’t on your machine
If we abandon our traditional PCs what will replace them?

- How about nothing?
- How about new very small things?
- How about changing the status quo?
- How about a disruptive inflection point?
THE END OF THE PC

Don’t be sad – it’ll be OK
No Keyboard or Monitor?

No monitor?

No keyboard?

Get out of your Comfort zone
Embrace the future
It’s coming
Whether you Like it not
The cloud is an inflection point
One that has been speculated, and worried about for years
– has remote computing, and free applications gotten to the point that the PC will be relegated to a small and declining portion of the market?

No, it’s just different – and we’ll still have powerful systems for special needs
Thank you

Chasing pixels – *finding gems*
Some clouds are very bad for you
Some Clouds Have Dire Consequences

Remember – only YOU Can prevent bad clouds