



June 24-25, 2004 • Santa Clara, CA

Produced by Kevin Werbach and pulver.com®

## Conference Schedule

Schedule subject to change

### Thursday, June 24th, 2004

7:30 am - 8:30 am	Registration and Continental Breakfast—Room - Stevens Creek/Lafayette
8:30 am - 9:00 am	<b>Introduction: Welcome to the Connected World</b> —Room - Stevens Creek/Lafayette Kevin Werbach, CEO, Supernova Group
9:00 am - 9:30 am	<b>Perspective: Thomas Malone</b> , Professor, MIT Sloan School of Management—Room - Stevens Creek/Lafayette
9:30 am - 9:45 am	<b>Perspective: Ray Ozzie</b> , CEO, Groove Networks Inc.—Room - Stevens Creek/Lafayette
9:45 am - 10:30 am	<b>The Network is People</b> —Room - Stevens Creek/Lafayette <ul style="list-style-type: none"> <li>• Christopher Allen, Founder, Alacrity Management</li> <li>• Esther Dyson, Editor at Large, CNet Networks</li> <li>• Ray Ozzie, CEO, Groove Networks Inc.</li> <li>• Mena Trott, CEO, Six Apart</li> </ul>
10:30 am - 11:00 am	Morning Break
11:00 am - 12:00 pm	<b>Syndication Nation</b> —Room - Stevens Creek/Lafayette Moderator: Paul Boutin, Contributing Editor, <i>Wired</i> <ul style="list-style-type: none"> <li>• Scott Rosenberg, Managing Editor, Salon.com</li> <li>• Tim Bray, Director of Web Technology, Sun Microsystems</li> <li>• David Sifry, CEO Technorati</li> </ul>
12:00 pm - 12:30 pm	<b>Perspective: Alan Ganek</b> , VP, Autonomic Computing, IBM—Room - Stevens Creek/Lafayette
12:30 pm - 1:30 pm	Lunch—First Floor; Magnolia Room

#### 1:30 pm - 2:30 pm BREAKOUT SESSIONS 1 - 2

Session 1	Room - Stevens Creek	Session 2	Room - Lafayette
<b>S1 - Connected Work</b> Moderator: Amy Wohl, President, Wohl Associates <ul style="list-style-type: none"> <li>• Ross Mayfield, CEO, Socialtext</li> <li>• John Patrick, President, Attitude LLC</li> <li>• JP Rangaswami, Global CIO, Dresdner, Kleinwort &amp; Wasserstein</li> <li>• Peter Quintas, CTO, SilkRoad</li> </ul>		<b>S2 - IP vs. IP: Intellectual Property Meets the Internet Protocol</b> Moderator: Ron Dreben, Partner, Morgan Lewis <ul style="list-style-type: none"> <li>• Lisa Crane, Managing Partner, Media Venture Advisors</li> <li>• Sarah Deutsch, Associate General Counsel, Verizon</li> <li>• Rose Hagan, Senior Trademark Counsel, Google</li> <li>• Wendy Seltzer, Attorney, Electronic Frontier Foundation</li> </ul>	

#### 2:30 pm - 3:30 pm BREAKOUT SESSIONS 3 - 4

Session 3	Room - Stevens Creek	Session 4	Room - Lafayette
<b>S3 - Digital Identities</b> Moderator: Rafe Needleman, Editor, Business Buying Advice, CNet <ul style="list-style-type: none"> <li>• Marc Canter, CEO, Broadband Mechanics</li> <li>• Andre Durand, CEO Ping ID</li> <li>• Dick Hardt, Founder &amp; CEO, Sxip Networks</li> <li>• Philip Rosedale, CEO, Linden Lab</li> </ul>		<b>S4 - Building the Matrix</b> <ul style="list-style-type: none"> <li>• Gary Boone, Ph.D., Research Mgr., Accenture Technology Labs</li> <li>• Ian Foster, Head, Distributed Computing Lab, Argonne National Laboratory</li> </ul>	

#### 3:30 pm - 4:30 pm BREAKOUT SESSIONS 5 - 6

Session 5	Room - Stevens Creek	Session 6	Room - Lafayette
<b>S5 - Spam and the Future of Email</b> Moderator: Stowe Boyd, Managing Director, Corante Research <ul style="list-style-type: none"> <li>• Lucinda Duncalfe Holt, CEO, Turntide</li> <li>• Karl Jacob, CEO, Cloudmark</li> <li>• Greg Reinacker, CEO, Newsgator</li> <li>• Toni Schneider, CEO, Oddpost</li> </ul>		<b>S6 - Mapping Insights</b> <ul style="list-style-type: none"> <li>• Valdis Krebs, CEO, Orgnet</li> <li>• John Quarterman, CEO, Internet Perils</li> </ul>	

#### 4:30 pm - 5:30 pm BREAKOUT SESSIONS 7 - 8

Session 7	Room - Stevens Creek	Session 8	Room - Lafayette
<b>S7 - Fighting Distributed Wars</b> Moderator: Doc Searls, Sr. Editor, <i>Linux Journal</i> <ul style="list-style-type: none"> <li>• Tara Lemmey, LENS Ventures</li> <li>• John Robb, Global Guerrillas</li> <li>• Ambatipudi Sastry, CTO, Co-Founder, PacketHop</li> </ul>		<b>S8 - Users Do the Darndest Things</b> <ul style="list-style-type: none"> <li>• Danah Boyd, Ph.D. Candidate, UC Berkeley</li> <li>• Dennis Crowley, Founder, CEO, dodgeball.com</li> </ul>	

5:30 pm - 8:00 pm **Get Connected Reception and Technology Showcase:**  
—First Floor - Tresca Courtyard

An opportunity for conference participants, investors, and entrepreneurs, to network in a focused yet relaxed environment.

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## Friday, June 25th, 2004

7:30 am - 8:30 am	Registration and Continental Breakfast
8:30 am - 8:45 am	<b>Introduction: Tyranny of the Commodity?</b> —Room - Stevens Creek/Lafayette Kevin Werbach, CEO, Supernova Group
8:45 am - 9:15 am	<b>Perspective: Jonathan Schwartz</b> , President & COO, Sun Microsystems —Room - Stevens Creek/Lafayette
9:15 am - 10:00 am	<b>Exploding the Enterprise</b> —Room - Stevens Creek/Lafayette Moderator: Phil Windley, Associate Professor, Brigham Young University <ul style="list-style-type: none"> <li>• Gordon Eubanks, CEO, Oblix</li> <li>• John Hagel III, Author and Management Consultant, John Hagel and Associates, LLC</li> <li>• Darren Lee, CEO, NextPage</li> <li>• Halsey Minor, Chairman, CEO and Founder, Grand Central Communications</li> </ul>
10:00 am - 10:30 am	Morning Break
10:30 am - 10:45 am	<b>Perspective: Niklas Zennstrom</b> , CEO and Co-Founder, Skype—Room - Stevens Creek / Lafayette
10:45 am - 11:45 am	<b>Telecom Transformation - Voice as a Data Application</b> —Room - Stevens Creek / Lafayette <ul style="list-style-type: none"> <li>• Jeff Blumenfeld, Partner, Crowell &amp; Moring</li> <li>• Jeff Ganek, CEO, Neustar</li> <li>• Mike McCue, Co-Founder, Tellme Networks</li> <li>• James Seng, Assistant Director, Infocomm Development Authority of Singapore</li> <li>• Niklas Zennstrom, CEO and Co-Founder, Skype</li> </ul>
11:45 am - 12:45 pm	<b>Disruptive Wireless</b> —Room - Stevens Creek / Lafayette <ul style="list-style-type: none"> <li>• Vanu Bose, CEO, Vanu, Inc.</li> <li>• Michael Gallagher, Acting Assistant Secretary of Commerce for Communications, US Department of Commerce</li> <li>• Tren Griffin, Telecom Evangelist, Microsoft</li> <li>• Rob Poor, CTO, Ember</li> </ul>
12:45 pm - 2:00 pm	Lunch—First Floor; Magnolia Room
2:00 pm - 2:30 pm	<b>Perspective: Doc Searls</b> , Sr. Editor, Linux Journal—Room - Stevens Creek/Lafayette
2:30 pm - 3:30 pm	<b>Is Government the Problem or the Solution?</b> —Room - Stevens Creek / Lafayette Moderator: Peter Harter, Farrington Group <ul style="list-style-type: none"> <li>• Scott Blake Harris, Managing Partner, Harris Wiltshire &amp; Grannis</li> <li>• Laura Ipsen, VP, Worldwide Government Affairs, Cisco Systems</li> <li>• Chris Marsden, Oxford Internet Institute</li> <li>• Rick White, CEO, TechNet</li> </ul>
3:30 pm - 4:00 pm	Afternoon Break
4:00 pm - 5:00 pm	<b>Broadband Life: Bringing it All Together</b> —Room - Stevens Creek / Lafayette Moderator: Keith Teare <ul style="list-style-type: none"> <li>• Joanna Rees Gallanter, Managing Partner, Venture Strategy Partners</li> <li>• Shawn Hardin, SVP, AOL Broadband</li> <li>• Rob Reid, VP Strategic Development, Real Networks</li> </ul>
5:00 pm - 6:00 pm	<b>Roundtable: Closing the Back-Channel Loop</b> —Room - Stevens Creek / Lafayette <ul style="list-style-type: none"> <li>• Dan Gillmor, Columnist, San Jose Mercury News</li> <li>• Elizabeth Lane Lawley, Assistant Professor, Rochester Institute of Technology</li> <li>• Judith Meskill, Meskill.net</li> <li>• Loic Le Meur, CEO, Ublog</li> </ul>
6:00 pm	Conference Closes



Premier Networking Event:

## The Get Connected Reception and Technology Showcase

This year's Supernova will feature a networking reception and technology showcase on the evening of Thursday, June 24, beginning at 5:30pm in the Tresca Courtyard at The Westin Hotel. Cocktails and hors d'oeuvres will be served.



Hosted by **IBM** Venture Capital Group

The Technology Showcase will take place at the Get Connected Reception and will highlight a wide-range of emerging technologies.



## Supernova's Community Connection

The Community Connection offers the following suite of services: Conference Weblog, Metablog and Moblog; Eventspace Wiki; Presence-enabled Web Conferencing; and, Hecklebot. Audio streaming of Supernova sessions will also be available at the IT Conversations website. [www.itconversations.com](http://www.itconversations.com). The Community Connection will remain active through August, 2004. All participants are welcome! Go online to participate at: [www.supernova2004.com/communitytools.html](http://www.supernova2004.com/communitytools.html)

## Supernova 2004 Conference Sponsors

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— Get Connected Reception Host



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Innovate Now provides emerging ISVs access to IBM business development, technical, and marketing resources. Selected ISVs will benefit from a dedicated IBM sponsor to help them leverage the unparalleled resources, industry expertise, and marketing and sales tools. PartnerWorld Industry Networks for ISVs provides a gateway to industry resources. Self-nomination and participation in these initiatives is easy through an online application at:

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### NextPage



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### Six Apart, Ltd.



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Six Apart Ltd., based in San Mateo, CA, is the company behind the Movable Type personal publishing system and the TypePad personal publishing service.

Founded by husband and wife team Ben Trott and Mena G. Trott in 2002, Six Apart creates tools that enable tens of thousands of individuals, organizations, and corporations to participate in the web's full potential by publishing their ideas on the Internet with simple, yet powerful software and services. The Six Apart corporate weblog (<http://www.sixapart.com>) provides more information about Six Apart, TypePad and Movable Type.

## Socialtext



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[www.socialtext.com](http://www.socialtext.com)

Contact: Ross Mayfield  
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Contact: Denny Riley, VP Sales & Partnerships  
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**Cloudmark™** is a company that stops spam before it costs you money. Through Cloudmark Authority, Cloudmark Exchange Edition and Cloudmark SpamNet, the company delivers tailored anti-spam solutions for the desktop, small and medium businesses (SMBs) and the large enterprise providing immediate spam relief to thousands of businesses and nearly a million desktops in 72 countries. Delivering the most advanced and innovative methods for countering the accelerating spam problem, Cloudmark is leapfrogging traditional anti-spam companies and their obsolete techniques by fighting a distributed problem with a distributed solution and adding predictive technologies to crack the genetic code of spam.

### dodgeball.com - a Ubiquity Labs property



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New York, NY 10002  
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[www.dodgeball.com](http://www.dodgeball.com)

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**dodgeball.com** focuses on creating location-based social software for mobile devices. The pitch: Use text messaging on

your mobile phone to tell us where you are and we'll tell you who and what's around you. We'll ping your friends with your whereabouts, let you know when friends-of-friends are within 10 blocks, allow you to broadcast content to anyone nearby, blast messages to your groups of friends or let you know of nearby events. [dodgeball.com](http://dodgeball.com) is currently available across 10 US cities and is the first product to be launched by New York-based Ubiquity Labs, LLC.

## LinkedIn, Ltd.



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**LinkedIn** is the premier provider of private and effective online networking tools used by over 700,000 professionals across the globe. By managing their existing professional network on LinkedIn, professionals can connect with the business people they need to meet through referrals from people they already know and trust.

**LinkedIn** facilitates hiring, business partnerships and access to industry experts through referrals based on strong and mutually confirmed connections. **LinkedIn** accelerates business effectiveness and career success by allowing professionals to receive and seek out opportunities through their network while protecting their privacy, inbox and existing professional relationships.

## Mark Logic Corporation



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**Mark Logic** provides the first enterprise-class database specifically designed for content. In addition to enabling companies to analyze, synthesize and enhance their business content, Content Interaction Server is the platform for building a new class of content-centric applications using enterprise information not easily stored in relational databases. Today, this information is locked inside content in formats like Microsoft Word, PDF, e-mail and spreadsheets, as well as HTML, SGML and XML. **Mark Logic** helps companies unlock the value of their content in order to enhance current revenue streams, create new products and services, extract value from existing content and streamline business processes.

## Oddpost, Inc.

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**Oddpost, Inc.** is a developer of award winning web-based mail services that combine web mail, RSS and blogging applications. **Oddpost** technology has been recognized for its unique ability to provide a desktop-like application experience inside a standard web browser without the use of plug-ins or downloads. With critical acclaim from industry media sources and positive word-of-mouth, **Oddpost** has developed a worldwide user base amongst early adopters of sophisticated interactive technologies. *PC World* has designated **Oddpost** as a "World Class" winner and said **Oddpost** email is a "significant evolutionary step for web-based mail." *PC Magazine* has given **Oddpost** its "Editors' Choice" award.

**Oddpost, Inc.** was founded in 2001 and is a privately held company based in San Francisco.

## Santa Cruz Networks



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## SilkRoad technology, inc.



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