

emergic

computing's next kumbh mela

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reinvent computing for next billion

simplify cost and complexity
focus on emerging markets

emergic market realities

10-90 chasm and 1-9-90 split

price(intel+microsoft)=low constant

middle of the pyramid opportunities

whole solutions

pay-as-you-go

computing's four *adam* challenges

affordability

desirability

accessibility

manageability

emergic's disruptive innovations

network computers

affordable

grid

manageable

visual biz-ic

desirable software

contentrix

desirable content

tech 7-11s

accessible

utility pricing: rs 700 / user / month

homes: rs 350 + rs 350 for broadband

smes: rs 500 + rs 200 for broadband

for india's middle of the pyramid

a market of 100 million

45 million urban+semi-urban homes

200 million in schools+colleges

3 million small+medium enterprises

extend to other emerging markets

emergic
commputing for the next billion

novatium: network computers
with iit-madras

netcore: grid, visual-biz, contentrix

for more information

blog: www.emergic.org

see right panel section "my best writings"

Massputers, Redux

The Network Computer

Reinventing Computing

The Next Billion

The Rs 5,000 PC Ecosystem

Next Week: CommPuting Grid

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