



# Welcome

Click on your user account to log on



Matthew Cheng

Type your password and click Go

•••••



Turn off computer

To manage or change user accounts, go to the User Accounts control panel from the Start Menu

# Microsoft .NET Next Generation

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Special Thanks to Joshua Li



## **A Revolutionary Business**

- Internet is the future of the industry
- Clear Vision of the Digital World
  - o Media
  - o Business
  - o Knowledge Workers



## **Today: The Browsing Era**

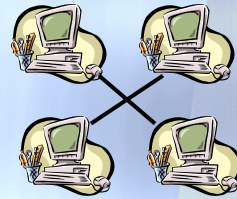
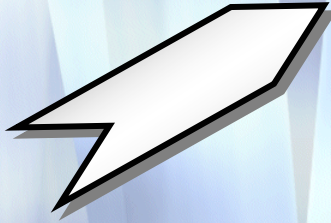
- Old Mainframe Model
- Presentation network
- "Read-Only" Information
- Analog User Interface
- Separate "islands" of Devices
- No interoperable infrastructure of language for the future



## Beyond Browsing



Individual Devices



Multiple Devices,  
**combining**  
Application &  
Presentation



## The Next Generation Internet

- Redefining the Internet as:
  - o a web platform
  - o an intelligent agent
- Enabling software across multiple devices
- Standardize a Natural Interface for media input



XML is Key



## **Xtensible Markup Language**

- Industry project (W3C)
- Replace HTML
- Database Exchange language
- Programmable



## **Microsoft .NET Initiative**

- Rich penetration of Internet platform
- Client-service network
- Programming Infrastructure for the Internet



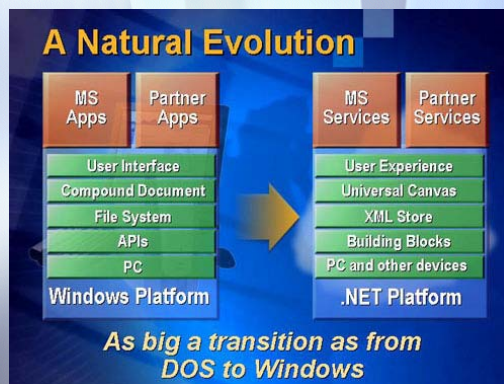
# .NET Platform

- .NET infrastructure of services
- .NET user experience to enable rich clients
- .NET building block services
- .NET device software



# .NET Platform: O/S

- Similar to Windows and other operating systems



## **.NET Platform: User Experience**

- A Talking Computer?!
- Components:
  - o Natural Interface
  - o Universal Canvas
  - o Information Agent
  - o SmartTags

*Natural Interface, NOT Simulated*



## **.NET Products and Services**

- Windows.NET
- MSN.NET
- Personal Subscription Services
- Office.NET
- Visual Studio.NET
- bCentral for .NET



## Third Party .NET Services

- Vast range of partners and developers
- Opportunity to produce corporate and vertical services built on the .NET platform

*Next Generation Internet & .NET standards will not be defined solely by Microsoft!*



## Empowering....

- Consumers
  - o Simplicity
  - o Personalization
  - o Zero management



## Empowering....

- Knowledge workers and businesses
  - o Unified browsing, editing and authoring
  - o Rich coordinated communication
  - o Powerful e-business tools



## Empowering....

- Independent software developers
  - o Code to create advanced new services



## .NET Vision

- Empowerment for consumers, businesses, software developers and the entire industry
- Unleashing the full potential of the Internet
- ***The Web the way YOU want it***



## Summary: SWOT Analysis

### Strengths:

- MSFT brand
- Bill Gates
- Huge market share
- Heavy R&D
- Infinite resources

### Opportunities:

- Participate in defining industry
- Leveraging products using the Internet
- Redefining MSFT

### Weaknesses:

- Unwillingness to let go of Windows OS
- Low retention of talent

### Threats:

- No contingencies
- Antitrust: An Internet Revolution the Msft Way?
- Losing stronghold



