

How to bypass Google

Keynote Juhani Risku, the Internet February 2012

Where do we need search?

How to bypass Google

Bypass Google endeavor

Professional hypotheses

1. This presentation is made with highest compliment to Google and its founders. I consider Google, and Larry Page and Sergey Brin in my opinion as human ideals as Steve Jobs, Leonardo da Vinci, Ludvig van Beethoven, Immanuel Kant and Claude-Nicholas Ledoux. All highly intelligent, passionate and active persons and always had focus for greater good.
2. This presentation criticises Google's present footprint and impact in human existence, creativity and freedom, and channels Google's is rivals' energies to build a better world. The language, words and meanings in the presentation are softer than those of billion business managers' and leaders' but tough enough to emphasise the importance of the message.
3. Google obviously does not understand how hated it becomes with its present aims. The idea of this presentation is to help Google not to destroy its own business, people's creativity and Internet economy.

Juhani Risku

Where do we need search?

Bypass Google

Device Smartphone

The smartphone interacts directly with the network system through:

- Contextual UI
- VR + AI services
- Background processing
- User profiling & preferences
- Data & knowledge system
- Visualization services

The smartphone interacts directly with the operator's systems through:

- Local content & services
- Local GPS data & VR + AI
- Local contextual services
- User need fulfillment
- Payment services
- Visualization services

Network

Solution & Support

Operator

Service & Local footprint

Next page

Bypass Google

Device
Smartphone

Network – Operator

- Network manufacturer to build a contextual and automated system to support Users' direct connection to desired information, data, connections and interaction
- The main access to the Internet is systemic, not search (systemic = to access User's interests through understandable and relevant routes; search = one-way manipulated and censored access)

Network
Solution & Support

Operator
Service & Local footprint

Systemic access to the Internet

Status quo – hidden deceitfulness as business model

- Today consumers access the Internet through social media walled gardens, search results, news, operator service pages or blogs
- From consumer's perspective the access is not open, free, fair and trustworthy because of several manipulations, censorship and harmful but hidden deceitfulness (search, social media, news, lock-in systems...)

Systemic access to the Internet

- Accessing User's interests through understandable and relevant routes
- Access through Contextual UI, VR + AI services, Background processing, User profiling & preferences, Data & knowledge system, Visualization services
- Access system built together with three parties: smartphone manufacturer, network manufacturer and operator

Roles – responsibilities

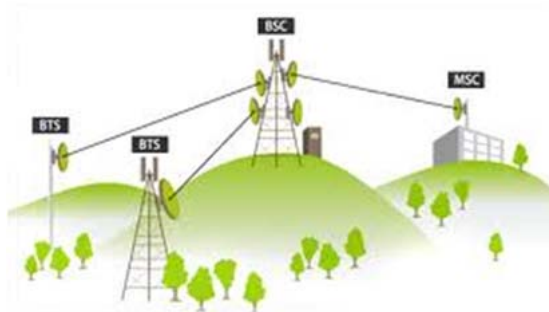
Device

- The Screen (phone, pad, laptop, PC, TV, video screen)
- User Interface on top of OS
- MIST UI
- New functionality (VR, AI)
- Developer community
- Creative community
- Advertisement UI



Network

- New Generation network OS
- Semantic search
- SOM contextuality
- VR operations
- Contextual automatism
- Integrated payment system
- Intelligent network mgmt
- Advertisement platform



Operator

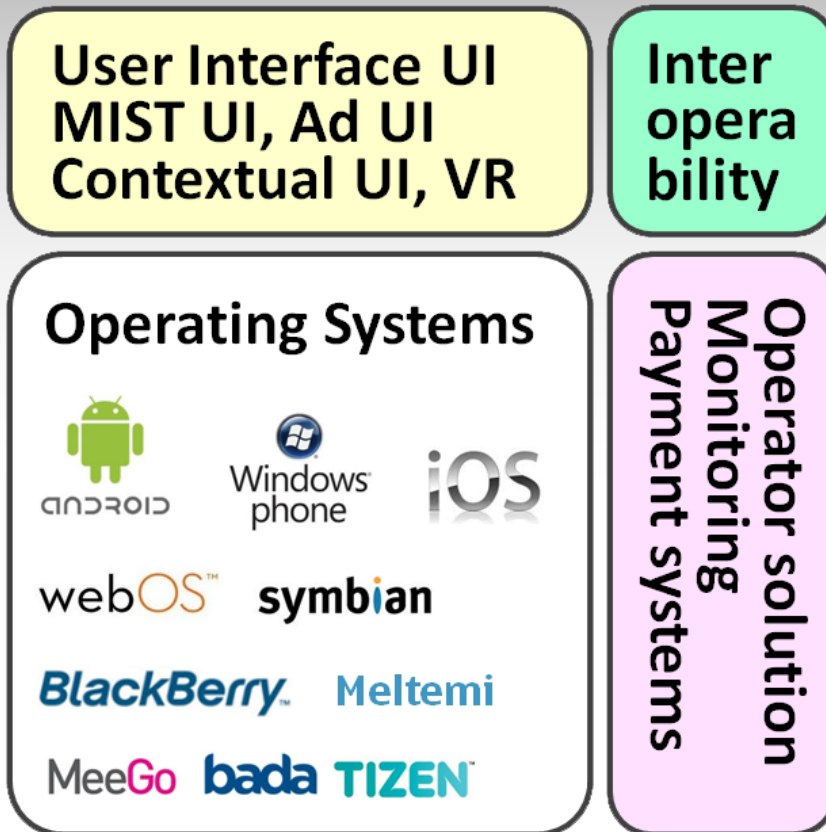
- Marketing & Delivery
- Local solutions
- Charging system
- Micropayment system
- Profit sharing system
- Advertising mechanism
- Online advertising automatism
- Packaging (devices & services)



Bypass Google

UI, OS & Network

Device → Network → Operator



Third parties

Bypass Google

Input-Output model

Device manufacturer	Full device portfolio	Usable & compelling, understandable, useful, accurate products	Smarter devices, new usability, new abstractions in functionality	Better devices
Network manufacturer	Functional system	Network system supporting direct operation, no middlemen	Integrated systems for operators & content providers & creators	Intelligent systems
Network Operator	Delivery platform	Local support, suitable packages, training, marketing, visibility	Cheaper and versatile offering, local & open trade, transparency	Competitive solution
Content Providers	Production platform	Support, processes, contacts, production professionalism	Highly civilized & critical news and content offering	Better offering
Content Creators	Creativity	Enjoyable, creative, informative, critical content, EDU, solutions	Egalitarian creativity higher risk productions, free atmosphere	Better content
Advertisers	Money	Enjoyable, creative, informative, ads	Sensitive, contextual and acceptable ads	Better content
User Consumer	Money	Purchases, monthly fees	Commitment, loyalty	User delight

Input

Output

Balanced and fair input-output model

Advantages:

- Fair income distribution
- Quality content & ads
- Trust, loyalty
- Nobody steals content
- Nobody cheats with tech solutions & lock-in
- More optional suppliers
- No censorship & stalkers
- No cookies & filths
- No harmful walled gardens

Bypass Google

Withered Google model

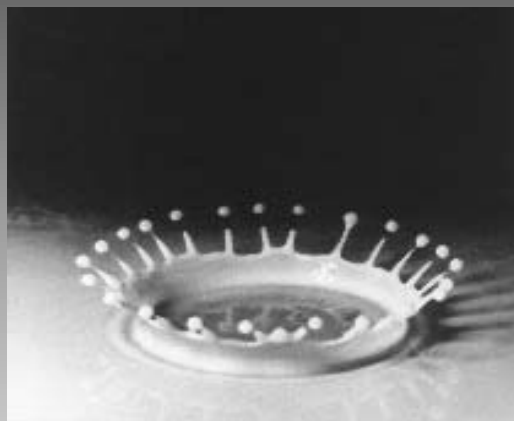
Device manufacturer	Unorganized slaves	Loser mentality	Copy with disgrace, copy quicker than visionaries, copying even the bugs	Indifferent devices
Network manufacturer	Foolish builder	Foolish builder goes forward	Signals, cables and routers; network control, censorship software	Bitstream systems
Network Operator	Pathetic compliance	Pathetic special offers	Run for your life, take your last profits, scorched earth policy	Enslaved middleman
Content Providers	Pathetic compliance	Pathetic death	Bypassed middlemen kill newspapers, journalists, reporters	Fading middleman
Content Creators	Work	Blood, sweat and tears	Instincts and passion distrained anyway, create better stolen content	Stolen content
Advertisers	Money	Pathetic hope	No choices, diehards die hard, finally die	Link to nowhere
User Consumer	Money	Money	Concentration camp as communication environment	User stupidity
	Input		Output	

Bloodsucker input-output model



Disadvantages:

- Incomes to one address
- Content decadence
- No honest trust, loyalty
- Stolen content by default
- Everybody cheats with tech solutions & lock-in
- No optional suppliers
- No censorship & stalkers
- More cookies & filths
- More harmful walled gardens



"All is enough"

Juhani Risku

LAÏA KARELIÄ

Juhani Risku

Facts

Juhani Risku's biography

Juhani Risku has a career in arts & crafts, drama and technology. He started as a toolmaker in a power plant, continued as an architect where he planned and constructed buildings according to his own theory of architecture. He has engineered several concert halls and music studios as an acoustician, and finally he runs his own carpenter's workshop as cabinetmaker. Besides arts & crafts, Risku has been teaching scenography, stage and costume design at Tampere University's Drama studio for seven years. He has worked at several public theaters and directed documentary films.

Architect Risku's nine years at Nokia consisted of Usability, User Experience Design and Innovation management. During some Nokia years he executed training for 3.5 million Nokia developers and ran Nokia showroom supporting operator, investor, analyst and journalist relations. After leaving Nokia in 2009 he wrote a book "New Nokia - the manuscript" which describes Nokia's biggest problems and how to solve them. Risku has his own concept of Creative Organisation for future product creation.

Today Risku acts as strategist for companies in design and consumer product based businesses. He is Chief Creative Officer at Divalo Ltd.

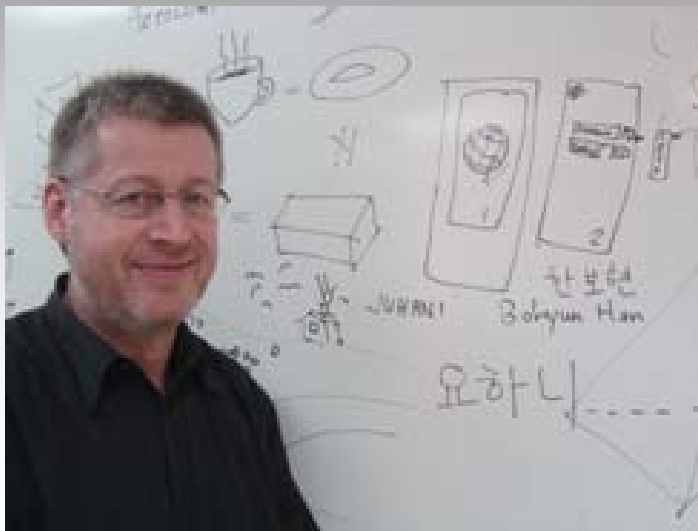


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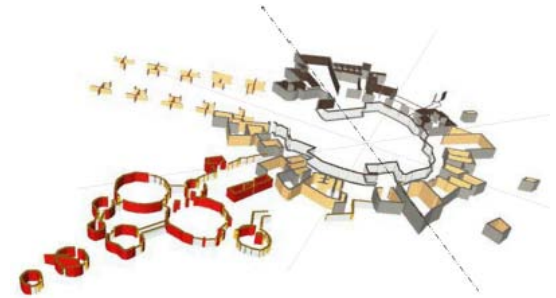
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Maison Björk, Iceland, concept 2006 by Risku



Nokia Innovation Center, concept 2006 by Risku

