

Networld+Interop Tokyo  
Keynote Speech  
Friday, July 21, 13:00-13:45

**Overview:**

**Part 0: Walk-In Music**

Time: Approximately 6 Minutes BEFORE  
Slide: Mountain Scene (Slide # 1)  
Music: World's Fair Theme

**Part 1: Fanfare**

Time: Approximately 1 Minute  
Slide: World's Fair Logo Slide (Slide #2)  
Music: Fanfare

**Part 2: Historical Overview of World's Fairs**

Time: Approximately 6 Minutes  
Slides:  
    Slides 3-5: Crystal Palace  
    Slides 6: Eiffel Tower  
    Slides 7-13: Philadelphia Exposition  
    Slides 14-17: Chicago Exposition  
    Slide 18: World's Fair Logo  
Text: Attached

**Part 3: Discussion of Internet 1996 World Exposition**

Time: Approximately 15 Minutes  
Slides 19-46

**Part 4: Video from U.S. Organizers**

Time: 4 Minutes, 30 Seconds  
Cue: Slide 46 is World's Fair Logo, Followed by Black Screen

**Part 5: Japan Committee**

Time: Approximately 5 Minutes  
Jun Murai will be on Mike 2

**Part 6: How You Can Participate, Closing**

Slides 51-59: How You Can Participate  
Slides 60-75: Scenes From the World  
Time: Approximately 10 Minutes

## **PART 2: Historical Overview of World's Fairs**

I want to talk today about the future, about how we can all help shape that future and make the world a different place. But first, I want to talk about the past. It is tempting to say that we are living in unique times, but if we look at history -- if we learn from history -- we will see many parallels between our information age of this century and the industrial age of the last.

In 1851, London build the Crystal Palace, the centerpiece of the first world's fair, an event they called the "Great Exhibition of the Works of Industry of All Nations." The Crystal Palace was the largest indoor structure built. It housed 100,000 exhibits over 17 acres, all under one remarkable roof.

LOGO

Crystal  
Palace  
1

The Great Exhibition attracted millions of people. One visitor, the author Charlotte Bronte, remarked about the sea of people, the tides of humanity swelling in and out of the great hall, marveling over what she called "every machine known to man."

Crystal  
Palace  
2

The Crystal Palace served as the place where the industrial age was introduced to the public. The Crystal Palace also served as the showplace for engineers to bring in new machines, to challenge each other to surpass themselves. The Crystal Palace did not last, but it did leave a permanent legacy.

CP  
3

Today, Hyde Park and Imperial College and many other facilities in central London are built on the grounds where the Great Exhibition was held. Those grounds are dedicated in perpetuity to public use, a public park for the industrial age.

The Great Exhibition was followed by many more. In Paris, a series of Universal Exhibitions were held, culminating in the 1889 Exhibition, best known for the Eiffel Tower. The Eiffel Tower was a great tourist attraction -- indeed, today it attracts twice as many visitors as the Louvre -- but it was also an engineering marvel. For fifty years after the Exhibition, the Eiffel Tower was an important tool for scientific

Eiffel  
Tower

research, providing one of the earliest wind tunnels that helped us build the modern aerospace industry.

There were many fairs in the 19th century, but two in particular attracted my attention. Let me tell you about them. I think you'll see some remarkable parallels to our modern world.

The Philadelphia Centennial Exhibition in 1876 was where the telephone was introduced to the world. The telephone though, was just a gadget, a talking novelty. What attracted people then was power. The machinery hall of the Philadelphia Exhibition had 13 acres of machinery.

Phil  
1

In the center of the hall, towering over everything was a marvel:  
the 1500 horsepower, double-cylinder, Corliss steam engine. 1500  
horsepower was the biggest engine ever made and this marvel  
powered the entire machinery hall.

They tell the story about opening day for the Exhibition. The hall  
was packed with people, but it was dead silent. The President of the  
United States, Ulysses S. Grant, and the Emperor Dom Pedro of  
Brazil walked up the stairs onto the podium of the Corliss engine.

[8]  
Phil  
2

They pulled the levers allowing steam into the giant cylinders.

The engine hissed, then the floor trembled. The huge walking beams slowly started moving up and down, up and down, and then the flywheel started spinning, gaining momentum, storing power.

Then, the hall woke as over 5 miles of belts and shafts and pulleys started turning, delivering power to the vast array of machines. Three daily newspapers printed their editions in the hall. Machines sawed logs, and printed wallpaper, and stuck pins automatically into paper, and sewing machines created new clothes faster than you could wear them.

9

10

11

12

13

But, do you know what really amazed people? The Corliss engine, sitting in the middle of this beehive of activity, the center of the show network, had one single attendant. And you know what this keeper of the network operating center did? He sat on the platform and read his newspaper.

The Philadelphia Centennial Exhibition attracted 9.9 million people. In 1876 -- 9.9 million people.



17 years later, there was another show network built, this time for the World's Colombian Exposition in Chicago. This was 1893 and the 1500 horsepower steam engine wasn't enough. This was the birth of electricity and there was a big fight going on.

14:  
Chicago  
1

A guy you may have heard of, Thomas Edison, had got into the power business. He was championing a power distribution technology called direct current, DC. Edison had built a power plant in New York City, but DC had problems. Most of the power got lost in the distribution network.

Chicago  
2

[16]  
Chicago  
3

A bunch of young Turks had come up with a radical new technology called Alternating Current, AC. They claimed AC would allow efficient power distribution over long distances, but Edison wasn't buying it. He waged a bitter public campaign, telling people how AC would harm their health, how the technology was unstable, was untested, that AC was nonstandard and we couldn't allow every group to come up with their own standard.

One of the leaders of the young Turks was an engineer named George Westinghouse. He got the contract to build the show network for the 1893 Chicago Colombian Exposition. He put in 22,000 horsepower of generating capacity.

[17]  
Chicago  
4

When the show started, there were 90,000 electric lights. There was a network of 200 synchronized clocks. There was an elevated electric railway. There was a Ferris Wheel. And, there were 21.5 million visitors.

Chicago was a great success. Soon after, George Westinghouse received a contract to place his equipment at Niagara Falls and the modern power industry was born.

Logo  
18

World's fairs ushered in the industrial age. They introduced technology to millions of people. World's fairs challenged engineers.

Logo  
19

World's fairs left a lasting legacy. World's fairs were the marker, the tempo, the symbols of the industrial age.

**END OF PART 2**

### **PART 3: Part 3: Discussion of Internet 1996 World Exposition**

**Slide: Internet 1996 World Exposition, Presentation, Slide 19**

**Title: World's Fairs**

- Introduced technology to people.
- Challenge engineers to new heights.
- Leave a permanent legacy.

**Slide: Internet 1996 World Exposition, Presentation, Slide 20**

*Title: The Internet 1996 World Exposition*

*Subtitle: A World's Fair for the Information Age*

**Slide: Internet 1996 World Exposition, Presentation, Slide 21**

*Title: Participating Countries*

- Japan
- U.S.
- Netherlands
- Thailand
- United Kingdom
- Many others. Goal: 100 countries!

Two dozen today

**Slide: Internet 1996 World Exposition, Presentation, Slide 22**

*Title: Fair Architecture : 5 elements*

- Central Park
- Internet Railroad
- Pavilions
- Events
- Organizing Committees

**Slide: Internet 1996 World Exposition, Presentation, Slide 23**

*Title: Central Park*

- Permanent piece of infrastructure.
- A public park for the global village.
- Each element next to an Internet Exchange Point.
- 8+ locations, over 1 terabyte of disk.
- Internet Railroad to connect park.

**Slide: Internet 1996 World Exposition, Presentation, Slide 24**

*Title: Park Locations*

- Imperial College - London
- NIKHEF, Ripe NCC - Amsterdam
- MAE-East, IMS - Washington
- MAE-West - NASA-Ames
- WIDE - Tokyo

**Slide: Internet 1996 World Exposition, Presentation, Slide 25**

*Title: Internet Railroad*

- Connect park locations.
- Move data streams.
- Mirroring (ftp, www).
- Real-time streams (MBONE).
- First step towards a real global infrastructure.

**Slide: Internet 1996 World Exposition, Presentation, Slide 26**

*Title: Pavilions*

- Theme areas.
- Some in Central Park.
- Others throughout cyberspace.
- Put information on-line.
- Put people on-line.

**Slide: Internet 1996 World Exposition, Presentation, Slide 27**

***Title: Global Schoolhouse Pavilion***

- Kennedy Center for the Performing Arts
- Tokyo Aquarium
- Cisco Cyberfair
- K-12 Seminars

**Slide: Internet 1996 World Exposition, Presentation, Slide 28**

***Title: What is Jazz?***

- Billy Taylor at the Kennedy Center

**Slide: Internet 1996 World Exposition, Presentation, Slide 29**

***Title: Future of Media Pavilion***

- World Radio Network - London
- Monitor Radio - Boston
- National Press Club - Washington
- News in the Future - Sydney

**Slide: Internet 1996 World Exposition, Presentation, Slide 30**

***Title: Monitor Radio***

Monitor Radio Highlights on the Internet

**Slide: Internet 1996 World Exposition, Presentation, Slide 31**

*Title: Reinventing Government Pavilion*

- Congressional Memory Project
- UN50 Celebration
- Government Databases
- On-Line Agencies
- Global Directory Service - Harvest

mention

**Slide: Internet 1996 World Exposition, Presentation, Slide 32**

*Title: Picture of U.S. Capitol Building*

Congress on  
Demand

**Slide: Internet 1996 World Exposition, Presentation, Slide 33**

*Title: Joint Economic Committee of the U.S. Congress*

**Slide: Internet 1996 World Exposition, Presentation, Slide 34**

*Title: United Nations 50th Anniversary Ceremony*

- Procession of 100 UN Ambassadors
- Listen to the Orchestra of Lyon, France

**Slide: Internet 1996 World Exposition, Presentation, Slide 35**

*Title: Food & Condiments Pavilion*

- Aw Taw Kaw Market - Bangkok
- Food & Friends
- Red Sage
- Coming .... Digital Hot Sauces!



**Slide: Internet 1996 World Exposition, Presentation, Slide 36**

*Title: Food and Friends: Famous Washington Chefs*

**Slide: Internet 1996 World Exposition, Presentation, Slide 37**

*Title: Aw Taw Kaw Market in Thailand*

**Slide: Internet 1996 World Exposition, Presentation, Slide 38**

*Title: Red Sage Restaurant in Washington, D.C.*

**Slide: Internet 1996 World Exposition, Presentation, Slide 39**

*Title: Picture of Cows*

**Slide: Internet 1996 World Exposition, Presentation, Slide 40**

*Title: Global Cow Pavilion*

- ToasterNet Entry.
- Link Dutch dairy farm to WWW.
- Bovine MIB for SNMP Agents
- Historical link to previous fairs.

**Slide: Internet 1996 World Exposition, Presentation, Slide 41**

*Title: Events in Central Park*

- Events in real world.
- People attending events can see the fair.
- People on the Internet can see the event.
- Fill public park with data from events.

**Slide: Internet 1996 World Exposition, Presentation, Slide 42**

*Title: A Few Events ...*

- Real World Studios and Peter Gabriel - WOMAD Live!
- Lincoln Center and the MIT Media Lab - The Brain Opera
- Huis Ten Bosch - Internet Town Hall
- INET96 - Internet Town Hall
- Networld+Interop - Global Networking

**Slide: Internet 1996 World Exposition, Presentation, Slide 43**

*Title: National Press Club in Washington D.C.*

*COUNTRY ACCENTS*

**Slide: Internet 1996 World Exposition, Presentation, Slide 44**

*Title: United Kingdom*

- World Radio Network
- Imperial College Park Site
- Crystal Palace Pavilion
- Real World Studios and WOMAD

**Slide: Internet 1996 World Exposition, Presentation, Slide 45**

*Title: Picture of Thailand Temples*

**Slide: Internet 1996 World Exposition, Presentation, Slide 46**

*Title: Thailand's Aw Taw Kaw Market!*

- Shrimp the size of sheep!
- Orchids, sugar, curries, and shrimp the size of sheep!
- Teach Thai culture to world.
- Teach on-line skills to Thai students.

**Slide: Internet 1996 World Exposition, Presentation, Slide 47**

*Title: Picture of Tulips in Netherlands*

**Slide: Internet 1996 World Exposition, Presentation, Slide 48**

*Title: Netherlands*

- Digital City
- Schiphol Airport
- Central Park, RIPE NCC
- Cow Pavilion

**Slide: Internet 1996 World Exposition, Presentation, Slide 49**

*Title: World's Fair Logo*

**END OF PART 3: Switch to VIDEO**

## **PART 4: VIDEO of U.S. Organizers**

- Part 1: Congressman Edward Markey
- Part 2: Former U.S. Senator Gaylord Nelson, Founder of Earth Day
- Part 3: William Randolph Hearst III, President of @Home, Inc.
- Part 4: Dr. Vinton Cerf, Senior Vice President of MCI

## **PART 5: Jun Murai discusses Japan Announcement**

## **PART 6: Closing Discussion**

**Slide: Internet 1996 World Exposition, Presentation, Slide 50**

*Title: Blank Slide (During Video)*

**Slide: Internet 1996 World Exposition, Presentation, Slide 51**

*Title: How You Can Participate*

- Visit the fair.
- Open a pavilion.
- Park pavilion committees.
- National and local committees.
- Official organizers.

**Slide: Internet 1996 World Exposition, Presentation, Slide 52**

*Title: Visit Fair*

- <http://park.org/fair>
- [fairmaster@park.org](mailto:fairmaster@park.org)
- Event schedule by September 30, 1995.
- Fair opens January 1, 1996.

**Slide: Internet 1996 World Exposition, Presentation, Slide 53**

***Title: Open a Pavilion***

- Overall theme: A Public Park for the Global Village.
- Universal Exposition: Use your imagination.
- Bring the real world into cyberspace.
- Bring cyberspace into the real world.

**Slide: Internet 1996 World Exposition, Presentation, Slide 54**

***Title: Pavilion Committees***

- Common themes.
- Provide coordinating function.
- Mainly e-mail meetings.
- Fair administration and tools will make sure pavilions are visible, events registered.
- More details September 30, 1995.

**Slide: Internet 1996 World Exposition, Presentation, Slide 55**

***Title: National and Local Committees***

- Secretariat function provided in distributed fashion.
- Examples: WIDE in Japan, RIPE in Europe.
- Local committees to help coordinate and focus activity.
- Internet Multicasting Service as non-profit international secretariat.

**Slide: Internet 1996 World Exposition, Presentation, Slide 56**

***Title: Official Organizers***

- Administered via national secretariats.
- Generally US\$200,000 in money and/or inkind contributions.
- Some companies contribute much more!
- Additional sponsor category, small business provisions.

**Slide: Internet 1996 World Exposition, Presentation, Slide 57**

***Title: Benefits to Organizers***

- Featured in Central Park.
- Links to home pages.
- Featured at on-site events.
- Coordinated PR campaign.
- Case studies, marketing materials from fair activities.

**Slide: Internet 1996 World Exposition, Presentation, Slide 58**

***Title: Some U.S. Organizers***

- Sun, IBM, Quantum
- Bay Networks, Cisco
- Softbank Expos
- MCI, UUNET Communications
- NBC Television
- SSDS

**Slide: Internet 1996 World Exposition, Presentation, Slide 59**

***Title: Why a World's Fair***

- We're all helping build a global village.
- All villages (and cities) need parks and schools.
- World's fairs ushered in the industrial age.
- It is time to usher in the information age.

***SWITCH TO PREPARED TEXT***

**CLOSING SPEECH**

[60]  
Australia

Marshall McLuhan, the philosopher who became a famous media guru in the 1960's had a saying: "the medium is the message." He meant that any medium—TV, Radio, Newspaper —changes the message. The very fact that something is on TV means that the message is different than if it is in the newspaper.

But, the medium is the message means something else on the Internet: for too long the Internet discussion groups were about one thing: the Internet. The medium truly was the message!

Hong Kong

We have another saying for the Internet World's Fair: Finally, the medium *isn't* the message! Our goal is to reach out to all walks of life, to see the amount of content on the Internet grow and change.

Building

The Internet is a fundamental infrastructure, a part of our daily lives. This technology is beginning to reach all society and it is important that we take the time to make sure that the technology is relevant to all people, to all walks of life. The Internet shouldn't be a discussion group about computers, it should be a place where artists and world leaders and chefs and small businessmen are able to all participate in a technology as fundamental as radio, or electricity, or power, or mass transit.

63  
RIO



Marshall McLuhan invented another term: the global village.

Athens

The Internet truly makes the world a village, where people from one country can easily talk to people in another country, where children can talk to scientists, where citizens can talk to world leaders. You've all seen the tremendous growth of the global Internet over the last year: the global village has truly arrived, reaching over 150 countries and over 30 million people.

Tokyo

There is an important lesson for all us: the global village is a community and we can shape our communities. Now is the time when we decide what the global village will look like. Will it have public parks and museums and schools or will it be a sterile place with only home shopping and and computer games? Will this technology realize its true potential? Will our community be a vibrant, exciting place?

India

Italy

PAUSE

[68] Sunset

All of us—all of us in this room—we are all in the global village business. We make modems or disk drives or computers or sell Internet service or we want to put our business on the Internet to reach customers.

We are trying to get consumers to move to the global village, to  
bring this technology into their homes and businesses, to bring this  
technology into their daily lives.

NY

What will make people move to the global village? People don't  
move to towns without parks and schools and other public facilities.

SF

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Building a public park for the global village is what will make the  
Internet business succeed. This Internet world's fair is about public  
parks, but it is also about building the infrastructure that will allow our  
information economy to succeed.

Park 1

Park 2

You can help build those public parks. You can help build the  
global village. You can make a difference. Please join with us in  
building a public park for the global village. Please join with us in  
building the first world's fair for the information age.

Perh 3

←

Perh 4

Perh 5  
~~End~~

Thank you.