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# National ICT Australia invites you to the Victoria Research Laboratory Big Picture Seminar Series Thursday March 2, 2006

The talk will be followed by light refreshments and an opportunity to meet the speaker.

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Public Parking is available at an hourly rate at the University Square car park. Enter via Bouverie Street. Local street parking is also available.



When: 4-5pm, Thursday March 2 2006

Where: Theatre 2, SECS Building (379), 221 Bouverie Street, University of Melbourne, Carlton Campus

## Hugh Bradlow Chief Technology Officer, Telstra

### Telecommunications technologies for a "Web 2.0" world

**ABSTRACT:** The Phoenix has risen from the ashes. In this case, the "Phoenix" is the 'dot com' world which most people thought had crashed and burned in April 2001. Over the past 5 years the web and its applications have been steadily improving and building up. This is partly a technology issue. Broadband access has spurred the increasing adoption of web technologies such as XML, Javascript, RSS, etc. As web applications have adopted these technologies, the user experience has steadily improved. A good example is the AJAX technology (Asynchronous JavaScript + XML) which is actually a collection of technologies, used in applications such as Google Maps and Flickr. AJAX allows these web-based applications to be as responsive to the user as desktop applications. However, it is also a human behaviour issue, because a major feature of the new 'dot com' era is user participation. A key aspect of "Web 2.0" is supporting the 'tail' or extended participation. This presentation will review the "Web 2.0" trends and look at the implications for telecommunications technologies particularly focussing on the 3 hot buttons of broadband, mobile broadband and user experience.

**BIOGRAPHY:** Professor Bradlow is a Fellow of the Australian Academy of Technological Sciences and Engineering, an Emeritus Professor of the University of Wollongong, a Professorial Fellow of the University of Melbourne. He was previously a Member of IEEE Communications Society Board of Governors, a member of the Federal Government's CRC Committee, a member of the Victorian Government's ICT Advisory Group and the Advisory Group that assisted the Chief Scientist in developing the "Backing Australia's Ability" plan. Prior to joining Telstra in September 1995, Professor Bradlow directed the Centre for Information Technology Research (CITR) and was Head of the Department of Electrical and Computer Engineering, and Foundation Director of the NorTel Technology Centre, all at the University of Wollongong. Previously, he worked at the University of Cape Town and ICI Plastics Division in the United Kingdom.

