Tuesday, January 10, 2006
7:00 to 9:30 p.m.
http://www.baychi.org/program/
PARC's George E. Pake Auditorium
3333 Coyote Hill Road
Palo Alto, CA 94304

7:00 to 7:30:
Tea, Coffee, Socializing, Joining BayCHI...

7:30 to 9:30:
You Own Your Attention
Steve Gillmor, AttentionTrust.org

Steve Gillmor will discuss AttentionTrust.org.

AttentionTrust and its members believe that you have the following rights:

- Property: You own your attention and can store it wherever you wish. You have Control.
- Mobility: You can securely move your attention wherever you want whenever you want to. You have Transfer your attention.
- Economy: You can pay attention to whomever you wish and receive value in return. Your attention has Worth.
- Transparency: You can see exactly how your attention is being used. You can Decide who you trust.

When you give your attention to any AttentionTrust member entity, these rights are guaranteed.

The AttentionTrust Mission
- Empower people to exert greater control over their “attention data,” i.e. records reflecting what they have paid attention to and what they have ignored. AttentionTrust promotes the principles of user control by distributing the Attention Recorder, a Firefox extension, and by supporting the development of other appropriate tools, standards and practices.
- Educate people about the value of their attention and the importance of attention data.
- Build a community of individuals and organizations that will guarantee users’ rights to own, move, and exchange their attention data, in a transparent environment that gives users the freedom to decide how their data will be used.

Steve Gillmor was a principal reviewer for Byte magazine, covering beat areas including Visual Basic, NT open systems, Lotus Notes, and other collaborative software systems. After stints as a contributing editor for InformationWeek Labs, editor in chief of Enterprise Development magazine, and editor in chief and editorial director for XML Pro and Java Pro magazines, he joined InfoWorld as Test Center director and columnist. Later, he wrote CRN’s Emerging Opps blog and then became eWEEK op-ed columnist and contributing editor.

Today, Gillmor is a ZDNet contributing editor, a Release 1.0 contributing writer, and host of the IT Conversations weekly web radio program The Gillmor Gang.

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