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BILL KEAY/VANCOUVER SUN

George Goodman of Intel will take part in a meeting of the Liberty Alliance this week.

# Liberty Alliance holds Vancouver 'unconference' on Web identities

## Group aims to develop standardized log-in system to create digital 'passports'

BY PETER WILSON  
VANCOUVER SUN

**H**ow many digital identities do you have? How many sign-in names? How many passwords?

If you're like most people who use computers and the Internet regularly you probably have anywhere from half a dozen to upwards of 20.

At your company you're, say, dsmith, with the password z1bx34y2. Try that same combination at another firm with which you do business — even though in real life they know very well who you are — and you'll be booted from the system.

Meanwhile, at the photo site you just joined you sign in as smithy and your password is mycatisbud.

For your home e-mail you're drsmi and your password is also mycatisbud, because otherwise you'd forget it.

But there are people working on that very problem — whether it's to help corporations do billions of dollars worth of business with each other or to enable individuals to avoid having to set up a new identity every time they join something like Yahoo or Google or AOL.

This week, those problems of open stan-

dards for identity and trust are being worked on in Vancouver as the Liberty Alliance — with a membership of almost 150 companies, non-profits and government organizations from around the world — gathers for its quarterly meeting, which started Tuesday.

And following that, on Thursday and Friday the Alliance — which numbers among its members Intel, Oracle, GM, Fidelity Investments, Adobe, CitiGroup and Vodafone — will join with the Internet Identity Workshop to hold an event called Identity Open Space.

This will be what is known as an unconference, where the agenda evolves according to the concerns of those attending.

Even Microsoft, which has developed its own proprietary identity system, will be attending the open event, the first time that company has appeared at an event organized by the Alliance.

Liberty Alliance president George Goodman, director of Intel's CTG/PSL Platform Capabilities Lab, said that the groups meeting Tuesday and today would be developing strategic planning for the next few years.

Goodman added that this was the first time that the Liberty Alliance had opened

up its meetings to anyone who wanted to come.

As well, he said, this is the only time the Alliance has visited a city twice, because the delegates enjoyed it so much the last time they were here in 2002.

The organization's vice-president, Roger Sullivan, Oracle's vice-president of business development for identity management solutions, said that Liberty technology helps users to develop not only identities, but a sense of trust similar to that of the user of a passport coming into Canada.

"I'm able to present that document at the border, have it recognized and have someone say 'You're not on our watch list, therefore you can come into the country,'" said Sullivan.

In the same way, Sullivan added, the tokens developed with Liberty standards and technology represent people electronically.

"Not only can I have a commercial relationship with Intel to buy chips, but I can also go to Fidelity Investments if I want to invest my retirement funds.

"So that's what it does. It simplifies the relationship by standardizing on a common format for presenting these credentials."

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# A chance to control Net identity

BY PETER WILSON  
VANCOUVER SUN

A university digital identity — a sort of social insurance number for the Net — just isn't going to happen, according to identity experts meeting in Vancouver this week.

"There are privacy and security concerns around boiling yourself down to one identity, said Brett McDowall, director of the Liberty Alliance, an international organization of private and government organizations that has been developing identity standards for the Net over the past five years.

Any kind of universal identity system, McDowall said Tuesday, would limit people's ability to use the Net as freely as they can today.

"So our architecture recognizes that people will continue to have several identities, so how do you manage them?"

It's getting those disparate identities to work together — say the one from your bank with the one from your investment firm — that has been the main thrust of the Liberty Alliance so far.

Much of that work has been done in the corporate and governmental realm to allow organizations to accept and trust identities from another organization.

But now the Alliance is putting the final touches in Vancouver on something it calls People Service.

"And this is absolutely designed to help the end consumer, the person who is out there using social networks now," said McDowall. "In social networks you have all these accounts and you're trying to leverage the services across all those accounts."

McDowall gave the example of people who use Google, who can use their one identity there across all the Google services but not across Yahoo and AOL services.

He said the People Service will put that interoperability right into the Internet.

"Now I can control my identity. I can grant permissions to my friends, etc. So that's the way we see it rolling out. You'll still have many identities, but you'll have far more control of privacy and security."

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IAN SMITH/VANCOUVER SUN

Helping improve website design through research, Dianne Cyr of SFU says a social presence is more important to women.

# Warm and social websites attract women more than men

Photos, logos, chat rooms cause female shoppers to return, study finds

BY PETER WILSON  
VANCOUVER SUN

Web sites with a warm and social environment — and definite signs that others have already been there and left their comments — are more appealing to women shoppers than men, says a new study.

Women like to return to sites where they can leave their opinion or chat with others using the site at the same time, said study leader Dianne Cyr, of Simon Fraser University's faculty of business.

They also want photos and logos and not just pure text, said Cyr, whose team designed websites containing some or all of these elements and then tested them with 185 students at SFU and McMaster University in Hamilton.

"Social presence was also important for men, but it was more important for women," said Cyr in an interview from SFU's new Surrey campus. "While it raised the level of satisfaction for men, it bore no relationship as to whether they would go back to the site."

Cyr said the study's main finding showed that a perceived social presence ultimately led users to enjoy the site more, trust it more, find it more useful and be more likely to return.

"So if I were designing a website I would be thinking that if I infuse the site with these characteristics then, in fact, people will like it more and come back," said Cyr, who added that the study was just one in a series on developing trust at e-business sites.

In order to arrive at their conclusions

The screenshot shows the Concertfinder.ca website interface. At the top, it says "Concertfinder.ca" with a tagline "Tickets still available for the following shows...". Below this is a navigation bar with city names: Toronto, Vancouver, Montreal, Calgary, Ottawa, Edmonton. A list of artists is shown: U2, Eagles, Diana Krall, Gwen Stefani, Elton John. The main content area features a large photo of the band U2. To the right of the photo is a "U2// VERTIGO/2005" logo and concert details: "Fri 06/29/05 07:30 PM", "General Motors Place", "FLOOR--STANDING GENERAL ADMISSION", "SUPPORT ACT: KINGS OF LEON". A "Find Tickets" button is visible. Below the photo, there is a "reviews" section with a user comment: "By u2fan9: 'Cool, I look forward to their concert here! I bought good tickets since I missed them the last time around. But I have seen them before, and the vibe was incredible.'" with "Read More" and "Write Review" buttons. At the bottom, there is a "presence indicator" showing five smiley faces and a "Send Message" button, with text indicating "You and six others are currently browsing this page" and "Do you want to send them a live message?".

**Concertfinder.ca contains all five elements that SFU research suggests women like when shopping online.**

Cyr and her colleagues designed five different pop music ticket sites called Concertfinder.ca. The first site contained just text. Other sites contained progressively more elements until site five included all of the elements of a comfortable social environment.

They then had students, randomly assigned to the five sites, explore the site and fill out a survey.

While men tended to come up with practical observations — lack of a digital certificate on the site, no seating charts and the need for an "about" page and a contact page — women tended to express their feelings about the sites in terms of enjoyment.

Some said the site was "boring, not enough pictures, no sense of vibrancy" or that it had "no emotion, does not evoke any response."

Those who encountered the page with the most social interaction said they "felt relaxed and enjoyed reading it" and that it felt "more like a party chat room than a cold, impersonal website, just selling stuff, tickets."

Said the study: "These comments support our findings that females appear to be seeking warmth, sociability and enjoyment as part of their website experience, in the context of e-Services."

Cyr, whose website at [www.dian-necyr.com](http://www.dian-necyr.com) contains the full paper, added that, given the findings of this study, firms might also consider using more women web designers when they create their sites.

A full look at the research over the past few years by Cyr's group can be found at [www.loyalty.ca](http://www.loyalty.ca)

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# Back Seat Video slips easily over front-seat headrests

Good for those on the go



Pioneer's Back Seat Video requires little installation — just slip its grey-suede shroud over the headrest. The DVD player is built-in and there is no additional wiring from it to the screen.



Pioneer's new AVIC-S1 portable GPS system doesn't come with any other bells and whistles — no mobile video; no MP3 capability. This puppy is exclusively a GPS that is so good, it doesn't need the toys.

It's a perfect fit for families itching to take DVDs on road trips:

BY LOWELL CONN

Pioneer Electronics takes its wildly successful AVIC GPS series into the portable arena with the newly released AVIC-S1, featuring a touch-screen display, a SIRF III chip providing greater location accuracy and two gigabytes of flash memory preloaded with North American data.

Consistent with the recent race to make smaller GPS systems, this device measures less than 6.35 millimetres thick and weighs just under 227 grams.

Bluetooth capability ensures users can route their Bluetooth-enabled phone calls through the unit. Phone numbers on the cell phone can also be automatically transferred to memory and dialled through the touch-panel display. Unlike its contemporaries — and

others in the AVIC line — this puppy is exclusively a GPS. No mobile video. No MP3 capability. But gadgets ought not always be toys. And with a price tag appropriate to its feature set, there's no reason to believe this offering will be any less successful than its AVIC brethren. \$699; visit [www.pioneerelectronics.ca](http://www.pioneerelectronics.ca)

The device is mounted in a grey-suede shroud that slips over the front-seat headrest. No straps or wiring slip it over the headrest; you've got back-seat video since the DVD player is built-in and there is no additional wiring device to screen. Fashion alert — the system only comes in grey.

Colour-conscious consumers without a grey interior may balk at the clash. Still, we have to hope other colours will follow soon. \$299 US; visit [www.pioneerfield.com](http://www.pioneerfield.com).

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CanWest New

## Video hoodie

Mobile video can be great. But installation can be intimidating for those of us not electronically inclined nor particularly interested in leaving our car for a couple of hours at the local installation centre.

Nonetheless, if you're itching to watch DVDs on the road and don't demand absolute convergence

# For some, surveillance equals security

## HIGH-TECH CAMERAS: Burnaby firm cashing in on post 9/11 terrorism concerns

BY ASHLEY FORD  
BUSINESS REPORTER

A small Burnaby company is keeping its high-tech watchful eye aimed at keeping "our boys" safe and sound at their base in Kandahar, Afghanistan.

The Canadian forces perhaps sleep a little easier knowing Extreme CCTV's sophisticated infrared night vision equipment — which can spot a fly in the dead of night — is watching over them in their base.

Jack Gin, founder and president of the company, has his surveillance equipment's eyes in virtually the four corners of the earth from the U.K. to New Zealand prisons, the Persian Gulf, U.S. installations and embassies, including some Israeli embassies.

The rich and famous, including British royalty, use his products to protect their privacy and maintain security.

"Big brother" it may be, but Gin simply sees his business as providing the tools to provide security for infrastructure.

"We don't make frontline tactical equipment. We are out there protecting infrastructure," he says.

One example is that more than 600 Extreme cameras have been installed in central London to reduce traffic congestion, he says.

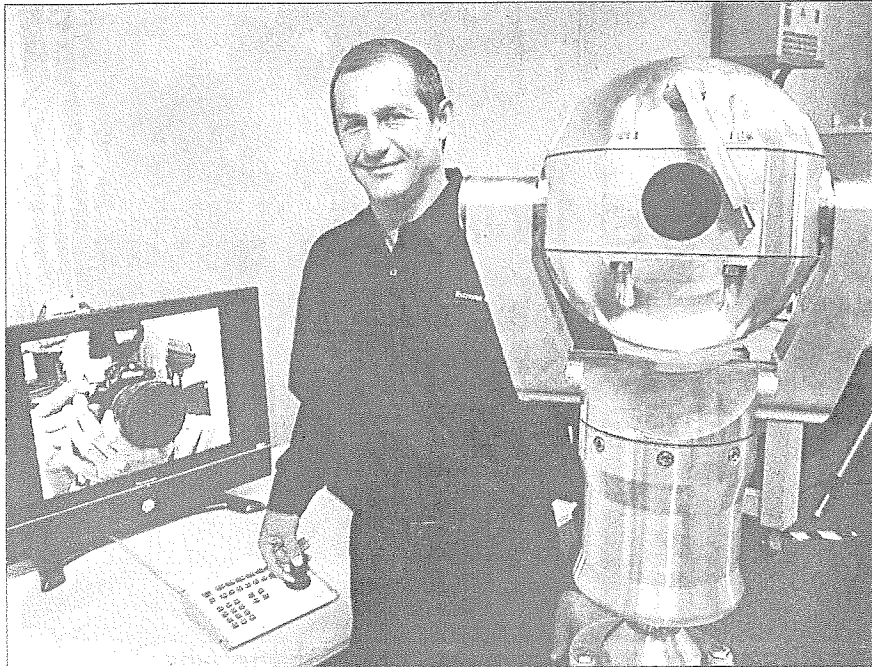
And they are built to take the heat of battle.

Gin tells the story of a U.S. sharpshooter shooting directly at one of his cameras. The bullet smashed the protective glass but the camera continued to work, he said.

They are brutally effective and can capture the image of a car's licence plate travelling at 100 km/h in the dead of night, and they are invisible to the naked eye.

He doesn't give many secrets of his technology away but says it moulds the light beams of infrared that can capture pictures under light, low light or total darkness. The cameras are small enough to fit into a receptacle as small as a light switch.

While some Canadians may still be squeamish over the use of cam-



Tony Mayer, vice-president of engineering at Extreme CCTV, demonstrates one of the company's rugged explosion-protected cameras, called the Moondance. JON MURRAY — THE PROVINCE

eras in public places, most of the rest of the world accepts that in these times of terrorism seeing may save lives.

That is certainly the case in the U.S. which accounted for 40 per cent of CCTV's \$24 million in sales last year.

The U.S. has long been a favourite selling ground for the company.

"In fact," says Gin, "the first two sales we ever made were in Chicago and upstate New York and had no security use in mind at all. The Chicago camera was used to monitor patient recovery in a hospital and in New York it was used to monitor a pulp mill operation."

Gin readily agrees that 9/11 changed everything and how people think about security. "We felt the

change virtually immediately. We had been waiting on some government contracts in the U.S. that normally take forever to conclude. Right away we had night-vision orders from Hawaii to monitor water reservoirs."

"Soon other orders rolled in for equipment to monitor remote air bases in Alaska, Guam and Hawaii."

The business hasn't stopped and has reached the point where "we get direct orders from Central Command in the Persian Gulf," Gin says.

The end result is that in a little over a decade the now publicly listed company has become a household name to many governments, civilian and defence organizations including the U.S. air force and U.S. navy.

The University of B.C.-trained professional engineer recalls starting his company with a loan from a "personal banker" with his house as the security.

"No conventional bank would have talked to us in those days," he said.

Today, with the world in the grip of terrorism Gin sees no limit to future growth.

The company now employs 65 at its Burnaby plant and another 57 in England, where it now has two operations.

The latest coup has seen Extreme acquire Forward Vision CCTV, a leading designer and manufacturer of intelligent mechanical PTZ (pan, tilt, zoom) cameras, for \$10 million.

### Security spenders

In this age of terrorism, security has become a "big ticket" item as countries, organizations, corporations and individuals seek out high-tech ways of protecting themselves.

The U.S. is by far the biggest spender.

The Department of Home Security will spend \$40.3 billion US this year and \$43.7 billion next year trying to keep the country safe.

The U.K. will spend an estimated \$3 billion this year on security while Canada will spend \$1.4 billion during the next two years to protect Canadians and secure our borders.

None of these numbers include military or defence spending, which has climbed into the trillions of dollar worldwide annually.

The 20 engineers it brings into the fold will open up new business opportunities, especially in the U.S., because of their expertise.

"It has grown our mechanical side," says Gin.

"The combined product mix, which will include software-driven and network-capable solutions, will allow us to better deliver the best product in the world to detect, recognize and identify threats," he said.

While business is brisk, the ever-inventive Gin is looking for new fields to conquer and has Central and Latin America in his business future as well as China.

His thirst to advance technology is equally relentless. He foresees his systems being able to become mobile and talk to such things as radar and other sensors.

"All of which means we will be able to see things in different ways," he adds.

As if he can't see enough already!  
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