

# Escaping Entropy Death: Why The Web Works For Business

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The world of computing is being revolutionised by the Web, Java and XML. This talk explains why. Expect clear ideas, interesting examples, humour and energy.

A new paradigm is breaking on the shores of the computing industry. Using agreed standards to complement rather than replace existing technologies, networked computing offers both businesses and casual computer users a new freedom to create effective computing solutions without damaging existing systems or creating future support liabilities. Based on technologies commonly associated with the internet (TCP/IP and web browsers), it is the Java software model that allows true power and flexibility to be delivered to solve business problems and increasingly to create interactive Web content. This presentation traces the history of the new paradigm, explains the truth about Java and the principles that make it the right model for business computing, and looks into the future of computing including connected devices and XML. The presentation is suitable for a general audience although technical questions are welcome.

More information can be found at <http://www.ibm.com/developer/>