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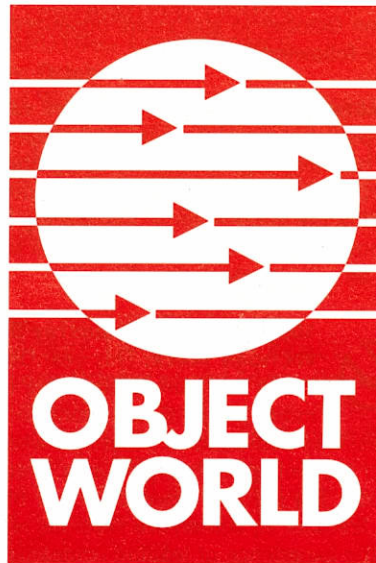
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## OBJECT WORLD FRANKFURT '96

OBJECT TECHNOLOGY

### FULL CONFERENCE PROGRAMS



**LogOn**  
Technology Transfer

SHERATON CONFERENCE CENTER (AIRPORT) FRANKFURT/MAIN, GERMANY  
OCTOBER 9-11, 1996.



**TUTORIALS**  
**WEDNESDAY, OCTOBER 9, 1996**

9:00-13:00

**TUTORIAL No. I-1.****HTML AND THE ART OF AUTHORING FOR THE WORLD WIDE WEB (PART 1.)**

*B. White, Stanford University (US)*

**DESCRIPTION:** This comprehensive course provides an introduction to hypertext concepts and a thorough overview of the Hypertext Markup Language (HTML). The HTML Level 2 and Level 3 tags and their usage are described in detail. The Netscape extensions to HTML are also discussed.

The second section of the course includes a detailed description of the HTML authoring process from the perspective of document composition. Specific subject areas include hypertext document design engineering, the impact of human-computer interface considerations on page size and organization, designing for reader navigation within a hypertext document, and the structured organization of collections of linked documents.

**LEVEL:** Introduction

**AUDIENCE:** This course is designed for persons who are responsible for or will be responsible for the development and maintenance of World Wide Web documents.

**SPEAKER:** **BEBO WHITE** is the Webmaster at the Stanford Linear Accelerator Center, the high energy physics laboratory at Stanford University. The SLAC website has been in operation since October, 1991 and is widely believed to be the first website in the United States. He is the author of two books, the most recent being *HTML and the Art of Authoring for the World Wide Web* (Kluwer Academic Publishers, 1996).

**TUTORIAL No. I-2.****HOW TO MAKE BUSINESS WITH THE INTERNET (PART 1)**

*G. Howell, Internet Business Services (UK)*

**DESCRIPTION:** This one-day course is designed to provide a clear understanding of what the internet is, what it is technically capable of, and where it is going. It shows how internet relates to business practice - where it enhances and where it revolutionises and what are the driving considerations. Finally, it presents a model of the internet industry today and how internet facilities can be procured and approximate costs.

**Tutorial Content**

1. What is the Internet? History of Internet. How does the Internet work? Electronic Mail, Usenet, FTP, World Wide Web. Protocol, Copyright, Security. 2. Internet for Business Part I: Business applications. Key business functions & examples. Internet for Communications. Internet for Research. Internet for Publishing. Internet for Marketing & Advertising. 3. Internet for Business Part II: Making the Case. The internet market - where is it going? Assessing the business needs & opportunities. Typical justifications for Internet - worked examples. Internet development strategies. 4. The Internet Industry Today - How to Buy Internet. „Map“ of the Internet. Integrating with other electronic services. Getting Connected - Key considerations. Your Electronic Identity and how to use it. The Internet Industry - who sells what. A guide to service providers. How to plan your use of Internet.

**LEVEL:** Intermediate

**AUDIENCE:** This course is valuable for business planners, marketing managers, providers of in-house information resources, researchers.

**SPEAKER:** **GORDON HOWELL** is a founding director of UK-based Internet Business Services Ltd. A software engineer by training, he began his career in the USA as a network and systems administrator for Hughes Aircraft where - in the mid 80s - he was part of the team that developed perhaps the world's largest 'intranet' of almost 2000 computers using TCP/IP technologies. He moved to Scotland in 1989

where he took up the post of commercial manager and engineering director for the Scottish Centre for Human Computer Interaction at Heriot-Watt University. He holds a BSc in Engineering from Harvey Mudd College, California.

**TUTORIAL No. I-3.****BUILDING A WEB SITE (1. PART)**

*W. Weinmann, BearHeart Technology (US)*

**DESCRIPTION:** Learn how to build your own Web Site. Learn how the data flows in a Web Site and what components are involved with each functionality. Learn how to configure a server, the basics of HTML, the basics of CGI and how to put it all together for an attractive and interesting Web Site.

**LEVEL:** Introduction/Intermediate

**AUDIENCE:** Anyone interested in the ability to build their own web site.

**SPEAKER:** **WILLIAM E. WEINMAN** is the author of *The CGI Book* (New Riders Publishing), the first complete reference for World-Wide-Web programming. He has worked as a freelance technologist-for-hire for over twenty years. He has written networking and communications software for such clients as IBM, Central Point, Security Pacific, Hoare Govette, and Bank of New Zealand. He has worked on Web sites for a variety of clients including MGM/UA, Disney, Fender Guitars, and IBM.

**TUTORIAL No. I-4.****JAVA AN INTRODUCTION**

*Norbert Jipp, Sun Service (D) (Part 1)*

**DESCRIPTION:** The tutorial will cover the following: 1. Introduction to the Java language and the "Java Virtual Machine" 2. Java Security 3. Differences between C, C++, and Java 4. How to write simple Java applets with animation and audio 5. How to integrate Java applets into the World Wide Web

**LEVEL:** Intermediate

**TARGET AUDIENCE:** Software developers and IT-Managers with a background in object oriented programming.

**INSTRUCTOR:** **DIPL. INF. NORBERT JIPP** is a Sun Service specialist on object oriented programming and object oriented project management.

**TUTORIAL No. I-5.****INTERNET USAGE GUIDELINES IN A COMMERCIAL SETTING**

*N. Trio, IBM (US)*

**DESCRIPTION:** This tutorial will cover the issues surrounding how people in commercial settings use the Internet and how that affects the perception of the Internet community of the company. Among the topics covered are issues of censorship, confidential/proprietary information, some legal issues, how a company should formulate an acceptable use policy, and some examples in detail of what other companies do in this arena on the Internet.

**LEVEL:** Intermediate

**AUDIENCE:** This tutorial will be of use to company managers and executives who set policy on how their resources are used, as well as technical administrators who play a key role in companies' day to day Internet usage.

**SPEAKER:** **NICHOLAS R. TRIO** is in charge of Internet Systems and Operations for the IBM Corporation. He chairs IBM's Internet Coordination Council and represents IBM on the Internet Society Advisory Council. Nick holds a BA & MA in Sociology and an MS in Information Science from the University of Pittsburgh.

**TUTORIAL No. I-6.****DESIGNING ADVANCED WEB APPLICATIONS**

*T. Horstmann, W3C (F)*

**DESCRIPTION:** This tutorial covers various technical issues related to the design of W3 applications. We give an overview of current W3 standards (HTML, HTTP, etc.) and W3 extensions (Java, Plug-Ins, Server Extensions, etc.). We also describe frameworks for the development of W3 applications that are commercially available. The tutorial focuses on the development of collaborative W3 applications but should

also be useful for other application domains.

**LEVEL:** Intermediate

**AUDIENCE:** W3 Developers

**SPEAKER:** **THILO HORSTMANN** works at the World Wide Web Consortium (W3C) in the areas of Collaboration, and Distributed Objects/Mobile Code. He is a visiting scientist from GMD-FIT, Germany. In 1993 he was awarded first prize by the Association of German Car Manufacturers for 'outstanding scientific research.' Thilo Horstmann received his Master of Computer Science degree from the University of Kaiserslautern in 1992.

**TUTORIAL No. I-7.****WWW, CORBA, INTERNET/OBJECTS ON THE WEB (PART 1)**

*V. Jagannathan, West Virginia University (US)*

**DESCRIPTION:** This tutorial is on effective exploitation of the emerging CORBA

infrastructure to deliver Web-based solutions.

**TUTORIAL OUTLINE:**

1. Overview of Open system standards, CORBA and Web technologies 2. Strategies for integrating legacy environments and provide new services 3. Use of Dynamic Invocation Interfaces and Common Gateway Interfaces 4. Use of Java technology to bridge CORBA and Web 5. Impact of document technologies SGML, OpenDoc and OLE in integration 6. Security issues in combining CORBA and Web technologies

Prerequisites: Object-oriented concepts, object-oriented programming

**LEVEL:** Intermediate

**SPEAKER:** **DR. V. „JUGGY“ JAGANNATHAN** is the Associate Director of Research at the Concurrent Engineering Research Center (CERC) and Associate Professor of Computer Science in West Virginia University. His research focus is on interoperability and integration environments. He is the Co-Principal Investigator of a \$4.1 Million National Library of Medicine sponsored project on „Collaboration Technology for Real-time treatment of patients.“

14:00-18:00

**TUTORIAL No. I-1.****HTML AND THE ART OF AUTHORING FOR THE WORLD WIDE WEB (PART 2)**

*B. White, Stanford University (US)*

**TUTORIAL No. I-2.****HOW TO MAKE BUSINESS WITH THE INTERNET (PART 2)**

*G. Howell, Internet Business Services (UK)*

**TUTORIAL No. I-3.****BUILDING A WEB SITE (2. PART)**

*W. Weinmann, BearHeart Technology (US)*

**TUTORIAL No. I-4.****JAVA AN INTRODUCTION**

*Norbert Jipp, Sun Service (D) (Part 2)*

**TUTORIAL No. I-7****WWW, CORBA, INTERNET/OBJECTS ON THE WEB (PART 2)**

*V. Jagannathan, West Virginia University (US)*

**TUTORIAL No. I-8.****MARKETING COMMUNICATION AND ADVERTISING ON THE INTERNET**

*F. Iarlori, Bull Research (I)*

**DESCRIPTION:** All the course is related to small/big companies interested in using Internet as media to reach its customers/market, but also it will cover the Internet services and protocols use within the company, too.

**TUTORIAL OUTLINE:-** Making Business on Internet - New Advertising Horizon - Internet Marketing Characteristics - Risks - Secure Web Servers - Putting up a Web Server- Internet Cost - Winning with your Digital Storefront - Internet Commerce Future Trends

**LEVEL:** Introduction

**TARGET AUDIENCE:** The tutorial is oriented to Advertising or Manager people.

**SPEAKER:** **FRANCESCO IARLORI** is a Systems Engineer

*Presentations are given in the language of the title.*



at the Italian Bull R&D in Milan. His interests include High Bandwidth networks and Human-Machine Interaction. He works in association with I2U (the Italian Unix Association), the National Research Council.

**TUTORIAL No. I-9.**

**ELECTRONIC NEWS**

*M. Shepherd & C. Watters, Dalhousie University/ Acadia University (CAN)*

**DESCRIPTION:** Electronic News is the integration of newspaper text and photographs with radio and television video news clips in a personalized multimedia news presentation over the information highway. This tutorial will provide an overview of the various components of Electronic News. We will present an overview of the characteristics of the various media and their implications on storage and transmission, and the organization of news into digital libraries and retrieval models for these libraries. Participants will look at the filtering of news through personal profiles, the packaging together of related news items of different media, and the presentation metaphor for such news. Ethical issues surrounding advertising and the two-way nature of this medium will also be addressed.

**LEVEL:** Intermediate

**AUDIENCE:** This tutorial is aimed at information specialists who wish an overview of the various components that make up information systems such as an Electronic News systems. It is not aimed at systems or application programmers. It should be of interest to those considering developing such services for the Internet or intranets, those looking for ideas for niche applications, and those thinking of subscribing to such services.

**SPEAKERS:** **MICHAEL SHEPHERD** is a Professor of Computing Science at Dalhousie University in Halifax, Canada. He is a member of a number of professional organizations and is a Past-President of the Canadian Association for Information Science. Dr. Shepherd has consulted to industry and government and to UNESCO on library and information systems.

**CAROLYN WATTERS** is an Associate Professor with the Jodrey School of Computer Science at Acadia University in Wolfville, Canada. She has consulted to industry and government and participated in the database design for the legal text of the Earth Summit for the United Nations. Dr. Watters is Vice-President of MathResources, Inc., a company specializing in the development of educational software. A prototype Electronic News system resulting from their research was demonstrated at the 1995 G-7 Economic Summit.

**TUTORIAL No. I-10**

**AN EXECUTIVE INTRODUCTION TO THE INTERNET/INTRANET: STRATEGIES, TECHNIQUES AND THE BOTTOMLINE**

*P. Harmon, Harmon Associates (US)*

**DESCRIPTION:** This tutorial will provide managers and developers with an overview of the internet and the intranet. It will begin with a discussion of the basic components of the internet and then consider the current software and hardware options and trends for each aspect of the inter and intranet. The review will emphasize the use of object technology for advanced intranet development and will focus on the problems commercial managers will face in designing and developing an internet and intranet strategy.

**LEVEL:** Introduction

**AUDIENCE:** Managers wanting an overview of the internet and the intranet. Developers wanting an overview of the role object will play in the development of the inter and intranet.

**SPEAKER:** **PAUL HARMON** is the editor of Object-Oriented Strategies newsletter, the co-author of the recently released book, Object Technology Casebook, that describes the object market and the winning OO applications at ObjectWorld West in 1995, and a popular speaker on new trends in object technology.

**CONFERENCE PROGRAM  
THURSDAY, OCTOBER 10, 1996**

**8:45**

**WELCOME AND INTRODUCTION - OPEN TO ALL**

**FEATURED SPEAKER:** *Prof. Dott. Ing. Roberto Zicari, Univ. Frankfurt and LogOn, Program Chair*

**→ TRACK: BUSINESS ON THE INTERNET**

**9:00-9:30 T. FREETH, INTERNET BUSINESS SERVICES (UK)  
MAKING THE BUSINESS CASE**

**9:00-9:30 W. ROENSGEN, AT&T ISTELE (D)**

**INTERNET: EVOLUTION ODER REVOLUTION VON GESCHÄFTSPROZESSEN?**

**OUTLINE:** - Internet als Basis für Geschäftsprozesse - Anwendungsbeispiele Internet-basierter Geschäftsprozesse- Problembereiche und Lösungsansätze - Ausblick auf die Zukunft

**FEATURED SPEAKER:** **WALTER ROENSGEN** ist Marketing Direktor bei AT&T ISTELE in Rösraath.

**9:30-10:20 T. RUTKOWSKI, GENERAL MAGIC (US)**

**THE TRANSITION TO THE INTERNET: BUSINESS IMPLICATIONS**

**FEATURED SPEAKER:** **THOMAS RUTKOWSKI**, Manager, General Magic.

**11:30-12:10 S. POON, SWINBURNE UNIVERSITY (AUS)**

**THE INTERNET FOR SMALL BUSINESS: AN ENABLING INFRASTRUCTURE FOR COMPETITIVENESS**

**OUTLINE:** Small businesses which are often characterized by their dynamic nature and innovation, have also been an early group to consider and trial the Internet for business purposes. In this presentation, I will report a recent study which surveyed a group of small businesses who are early adopters of Internet connectivity.

**FEATURED SPEAKER:** **SIMPSON POON** is a Lecturer in the School of Information Systems and a Fellow of the Center for Information Systems Research, Swinburne University of Technology, Victoria, Australia.

**12:10-12:40 S. CRISPINELLI, CYBERCASH (US)**

**PAYMENT OPTIONS ON THE INTERNET**

**FEATURED SPEAKER:** **STEVE CRISPINELLI** is the Director of International Sales of Cybercash (US).

**14:00-14:50 T. RENNER, FRAUNHOFER INSTITUT IAO (D)**

**KOMMERZIELLE NUTZUNG VON INTERNET UND WORLD WIDE WEB IN DEUTSCHLAND**

**FEATURED SPEAKER:** Seit 1990 arbeitet **THOMAS RENNER** am Fraunhofer-Institut und ist dort für Informations- und Kommunikationstechnologie-Projekte verantwortlich.

**14:50-15:30 D. ULSCH, O'REILLY & ASSOCIATES (US)**

**FINDING INTERNET OPPORTUNITIES THROUGH AUDIENCE SEGMENTATION**

**14:50-15:30 K. GEMMEL, MICROSOFT (EUROPE)**

**CONDUCTING COMMERCE ON THE INTERNET**

**TARGET AUDIENCE:** Anyone interested in conducting or producing solutions for commerce on the Internet.

**FEATURED SPEAKER:** **KEVIN GEMMEL**, Microsoft Consulting Services and European Developer Relations Group.

**15:30-16:10 E. DANKE, LEITER T-ONLINE, T-ONLINE/ DEUTSCHE TELEKOM (D)**

**SYNERGIE ZWISCHEN ON-LINE DIENSTEN UND INTERNET**

**OUTLINE:** Die Anwendungsmöglichkeiten von Online-Diensten und Internet wachsen immer stärker zusammen. Dementsprechend bieten heute alle Online-Dienste den Zugang zum Internet als integralen Bestandteil ihres Services an. Im zunehmenden Maße integrieren die Online-Dienste

HMTL als Darstellungsstandard. Betehende Anwendungen und besondere Darstellungsformen für die Interaktion, wie VEMMI/KIT, lassen sich dabei auch im WWW nutzen.

**FEATURED SPEAKER:** **DIPL.-ING. ERIC DANKE** ist Fachbereichsleiter für „Anwendungsorientierte Mehrwertdienste Text, Daten, Images“ in der Zentrale der Deutschen Telekom mit der Produktverantwortung für T-Online und die X.400 Dienste.

**16:30-17:00 J. SIEMENSEN, BELLCORE (US)**

**DOING ELECTRONIC COMMERCE FOR REAL ON THE WORLD WIDE WEB**

**FEATURED SPEAKER:** **JAC SIEMENSEN**, Vice President, Bellcore.

**→ TRACK: INTRANET-SHARING INFORMATION**

**9:00-9:30 N. TRIO, IBM (US)**

**INTERNET AS THE ENTERPRISE NETWORKING**

**OUTLINE:** This talk will focus on the use by businesses and others of the Internet as a key part of its business networking infrastructure. Included in this discussion will be issues of Internet vs. Intranet (internal vs. external networks), paradigms for conducting business on the Internet and how to get your users „Internet savvy“ to take advantage of this technology.

**FEATURED SPEAKER:** **NICHOLAS R. TRIO** is in charge of Internet Systems and Operations for the IBM Corporation.

**9:30-10:00 J. HARRIS, APPLE COMPUTER (US)**

**THE SELF-AWARE ORGANIZATION: NETWORKS AS A TRANSFORMING FORCE**

**OUTLINE:** Digital networks are redefining human communication. Already however communication at the personal level is changing, through email and the World Wide Web. Soon we will see social and organizational changes made possible by the new communication technology. This talk will explore how to anticipate and take advantage of the new possibilities for human communication and organization that are now becoming available.

**FEATURED SPEAKER:** **JED HARRIS** is a distinguished engineer at Apple Computer.

**10:00-10:30 H. SCHWESINGER, WIRTSCHAFTSFÖRDERUNG FRANKFURT (D)**

**THE FRANKFURT DIGITAL MARKETPLACE**

**FEATURED SPEAKER:** **DR. HARTMUT SCHWESINGER** is since 1994 Chief Executive Officer of the Business and Economic Development Corp., City of Frankfurt.

**10:30-11:00 M. KLEIN, INSTITUT FÜR NEUE MEDIEN E.V (D)  
DIGITAL LOCATION FRANKFURT**

**FEATURED SPEAKER:** **MICHAEL KLEIN**. Seit 1994 Direktor des Instituts für Neue Medien, Frankfurt.

**11:00-11:40 N. ARNETT, VERITY (US)**

**BUILDING VIRTUAL LIBRARIES ON THE INTERNET**

**OUTLINE:** The Internet's rapid access to millions, if not billions, of documents around the world has created an opportunity to create large numbers of customized libraries. These „virtual libraries“ range from highly structured and deterministic collections of documents linked by hand-crafted hypertext pages to collections that are loosely defined by fuzzy logic search queries and dynamic knowledgebases. The challenges of creating such libraries will be described, including technological and operational challenges.

**FEATURED SPEAKER:** **NICK ARNETT** is a marketing and product consultant, at Verity Inc..

**11:40-12:30 D. LUNDBERG, BROADCOM (IRL)**

**THE ROLE OF INTERNET TECHNOLOGIES IN NEW CUSTOMER CARE SOLUTIONS**