

**CSPA Conference: Saturday, October 16, 2004**  
**Connectivity - Convergence of Technology and Living**

Guy Kawasaki, Jim Barton, Jean-Louis Gasee, Diane Greene, Ram Shriram to Present

Santa Clara, CA – September 20, 2004 – CSPA (Chinese Software Professionals Association) is hosting its 2004 conference titled “Connectivity – the convergence of technology and living,” at the Santa Clara Marriott (2700 Mission College Boulevard, Santa Clara, CA 95054) on Saturday, October 16th. Speakers attending include Guy Kawasaki, Jim Barton, Jean-Louis Gasee, Diane Greene, and Ram Shriram among other exciting entrepreneurs in the Bay area and beyond.

**Schedule**

11:30 am - 12:30 pm	Registration & Networking
12:30 pm - 12:45 pm	Opening Remarks
12:45 pm - 2:00 pm	<b>Visionary Panel: The Next Big Thing</b>
2:00 pm - 2:15 pm	Break
2:15 pm - 3:15 pm	<b>Panel: Internet: Phase 2</b>
3:15 pm - 3:30 pm	Break
3:30 pm - 4:30 pm	<b>Panel: Entertainment To-Go</b>
4:30 pm - 6:30 pm	Mixer with VIP guests and speakers

**Overview**

People are relying on connectivity more and more each day to communicate, shop, network professionally, and even date. Technology, once the tool to help businesses streamline processes and communications, is now emerging within economic and usability reach for the average person. From the US to China, these innovations are making a strong impact in business and in the economy.

In this conference, you will hear discussions about technology, specifically connectivity, and its impact in the entertainment industry, how businesses are using it to develop convenient products that consumer can rely on, and the vision for this convergence to go one more step. These exciting panels will provide insight into present and future innovations and the perception businesses and consumers – here and abroad -- have regarding connectivity.

In addition, Guy Kawasaki will be moderating our visionary panel. Mr. Kawasaki will discuss his insights into what it takes to start anything featured by his new book, *The Art of the Start*.

**Panel 1: The Next Big Thing**

We have the iPod and AirPort; we have cellphones that can be smaller than a wallet; we have video games that use avatars; we can navigate through the Web on a phone or PDA. We have seen many innovations that have changed our lives in the

past 10 years, but there are more still to come. What is next? Thought leaders representing various industries will talk about the “next big things” that will integrate technology with living.

**Panel 2: Internet: Phase 2**

The promise of the Internet as a tool for businesses has finally come true. Global networks, VPNs, Wi-Fi hotspots and 3G networks have moved work from the office to the local Starbucks and across the world. With this new found connectivity, what novel ways are there to deliver traditional applications? What new applications can now be possible? Where are the opportunities to make money both here and in emerging markets such as China? This panel brings together some of the brightest minds that have created new applications and business models on the new Internet.

**Panel 3: Entertainment To-Go**

Today we can pause live TV, download music from the Internet and play games on our cell phones. Universal connectivity allows us to rent movies by downloading them from the Internet, stream downloaded music to our stereos - wirelessly; and immerse ourselves in Massively Multiplayer Online games while on the road. All of this has occurred within the last two to three years and we are on the brink of a new wave of innovation that will change what we do for fun and how. This panel will discuss some of these trends, how technology is changing entertainment and media itself and what new possibilities lie ahead.

Pricing is detailed on the site (<http://www.cspa.com/events/conference2004/pricing.html>).

Additional information about the conference can be found at:  
(<http://www.cspa.com/conference>).

CSPA (Chinese Software Professionals Association) is a California-registered nonprofit organization dedicated to promoting leadership, community, and entrepreneurship through our events and member services. CSPA was founded by a core group of Chinese and Chinese-Americans and has grown to embrace and serve people from all ethnicities and backgrounds. For more information about CSPA, visit <http://www.cspa.com>.

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