Join the Client to Cloud Revolution!

Computing is heading towards an era of any place, any time, and any device user experiences that are delivered through write-once reach-many content and applications across all platforms. It is also enabled by a collaboratively processed client-cloud ecosystem. The Client-to-Cloud Revolution is the journey to this era.

TIFCA is enabling this journey through the future computing pillars of compute performance and platforms, immersive technology, innovative content and applications, and their related ecosystem, infrastructure, and standards thereof.
What Customers Want and Need

- Any place, any time, any how content and applications
- Effective use of computing platforms
- Products perform beyond their expectations
- Affordable and accessible content and applications
- Environmentally friendly computing
The Client-to-Cloud Ecosystem

**Cloud Service Providers**
- Remote compute performance and processing
- Enhances localized client and client performance
- Data and content storage

**Infrastructure**
- Physical computing experience
- Localized computing power
- Data and content storage
- Means of enablement and network distribution

**Tools, Content, Applications**
- Create the applications and experiences that users need and want
Content and Toolmakers

What They Do

• Create the applications and experiences that users need and want

Examples

• Game Developers
• Entertainment content developers
• Enterprise
• Application Makers
• Content creation toolmakers (e.g. game engines)
• Service providers
• Academia and Research
Content and Toolmakers

What They Need

• Faster path for great content creation and delivery
• Expanded market to sell to
• Better content than otherwise possible
• More computing resources to deliver through

Content and Application Developers and Toolmakers
Content and Toolmakers

Benefits of Joining TIFCA

- Maximize content distribution across the ecosystem
- Shape client-to-cloud deliverables for content to perform its best
- Gather info to develop the most effective tools and content in the client-to-cloud ecosystem
- Build inroads and network in the next era of computing
- Educate and learn from others so tools and content deliver the best results
Infrastructure Creators

What They Do

- Physical computing experience
- Localized computing power
- Data and content storage
- Means of enablement and network distribution

Examples

- PC makers and OEMs
- Smartphone and mobile device makers
- Console makers
- Smart TV Manufacturers
- Immersive technology companies
- Broadband and wireless networking companies
- CPU, GPU, and applicable component makers
- Peripheral and platform makers
What They Need

- Collaborative compatibility and interoperability
- Products that are dramatically enhanced by effective cloud computing ability
- Awareness of what to build next and why
- New market growth opportunities
- Increased user demand for regular innovation and scale
Benefits of Joining TIFCA

- Influence the right standards, the right way
- Ensure incoming content and experiences perform their best
- Enable the infrastructure needed to sell more product to new audiences
- Build the next era of computing so product designs sell well
Cloud Service Providers

What They Do
- Remote compute performance and processing
- Enhance localized client and client performance
- Data and content storage

Examples
- Hosting services
- Cloud gaming services
- Cloud application services
- Streaming services
- Content resellers & publishers
Cloud Service Providers

What They Need

- Fully enabled tools and content
- Enabled content and application developer community
- Compute clients to use Cloud as a vital part of their day to day processing needs
- Reliable cloud computing systems
- Effective content delivery to compute clients
- Maximum data throughput with minimal operational cost
- New market growth opportunities
Benefits of Joining TIFCA

- Influence the right standards the right way
- Collaborate with industry to ensure effective content distribution
- Enable client growth in new markets
- Collectively safeguard and secure the client-to-cloud ecosystem
Future computing is the practice of turning technological dreams into reality with computing and computing media. Its pillars include compute performance and platforms, immersive technology, and innovative content and applications.
The Client to Cloud Revolution Through TIFCA

The following pages outline the criteria needed for the client-to-cloud revolution to happen through the pillars of future computing and the industry-building arms of TIFCA.
Compute Performance, Platforms, AI, Networking & Analytics

- Ecosystem has infrastructure needed to enable ease of use and ease of data access
- Client to cloud ecosystem has reliable and high-performing connectivity and connectivity to data
- A continual exploration of the needs of the next form factor designs
- Flexibility for remote and local processing depending on client needs
- A safe and secure infrastructure
- Application appropriate latency levels
- Computing platforms that are enabled to benefit from their full capabilities
- Supported open standards and initiatives
- Continually enabled innovation
- Connectivity / compatibility with a wide and growing assortment of peripherals and enhancement devices
- Always expandable; easy for vendors to participate, enhance, and grow into
Immersive Technology

• Regularly determined and enabled requirements for effective immersive AR, VR, MR, and XR technology in client-to-cloud ecosystem

• Cross-platform compatibility

• Identified and empowered market verticals that stand to benefit from the client-to-cloud revolution. Samples include data visualization, social interaction, true remote sensing control systems, large scale training / education, etc.
Innovative Content & Applications

- Single application version works on most / all form factors
- Engaged and empowered toolmakers so content and application creators have the ability to build a viable content base for the client-to-cloud ecosystem
- Informed, effective, and engaged developer community
- Ability to “re use” content or ability to repurpose content for different types of applications
JOIN THE
CLIENT-TO-CLOUD REVOLUTION!
(#clienttocloudrevolution, #clienttocloud)

• Join TIFCA organization!
• Lead and enable the next era of computing through market-shaping meetings and initiatives.
• Email clienttocloud@tifca.com to learn more.

http://www.tifca.com
@TIFCAgroup, #TIFCA

• Held November 5-6, 2019 at the Computer History Museum in Mountain View, California.
• Connect, Collaborate, Create!
• Attend, speak, and market!
• Save $200 on registration with “clienttocloud” code.

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