

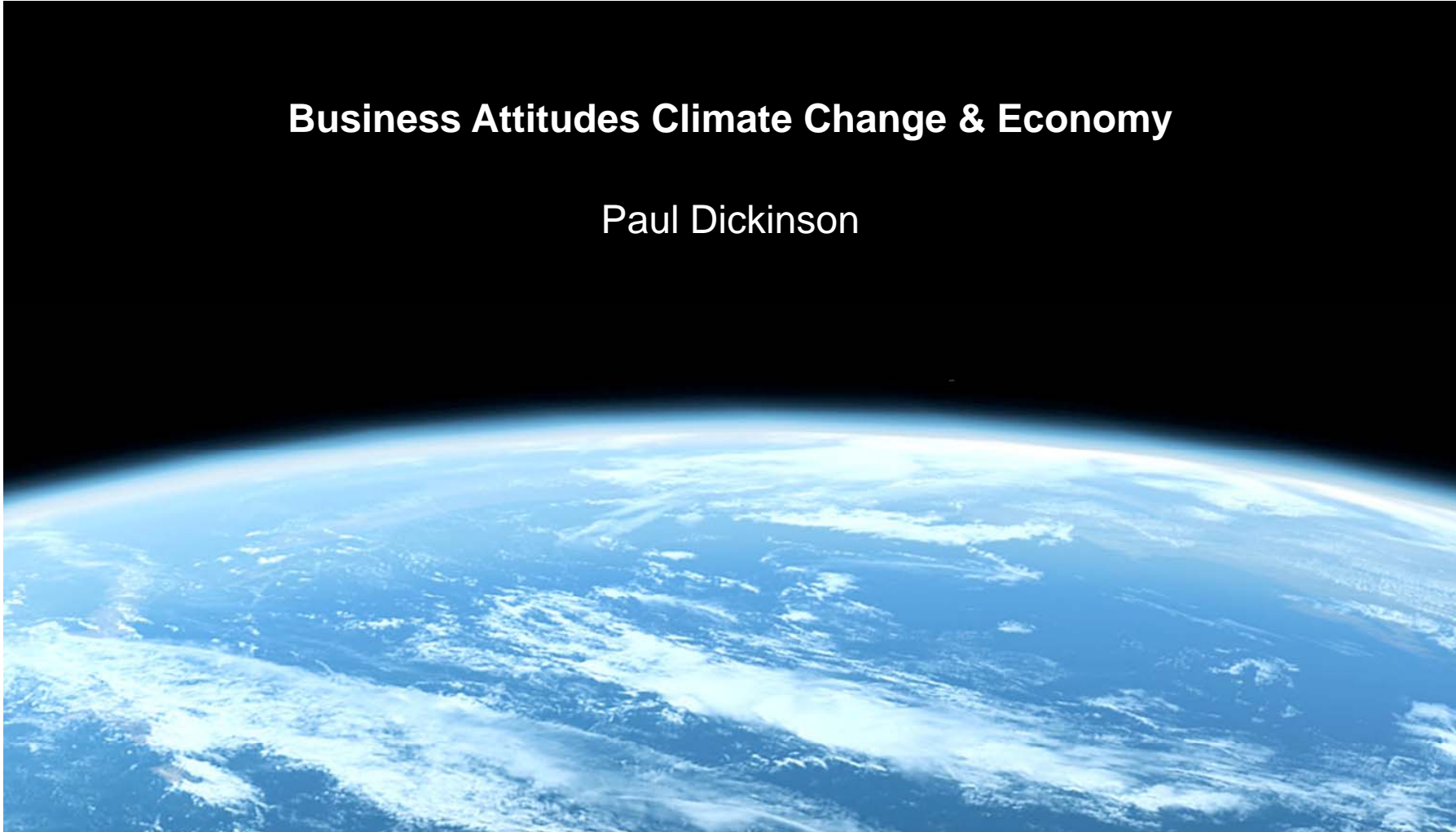
15 December  
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CARBON DISCLOSURE PROJECT

# Carbon Disclosure Project

**Business Attitudes Climate Change & Economy**

Paul Dickinson

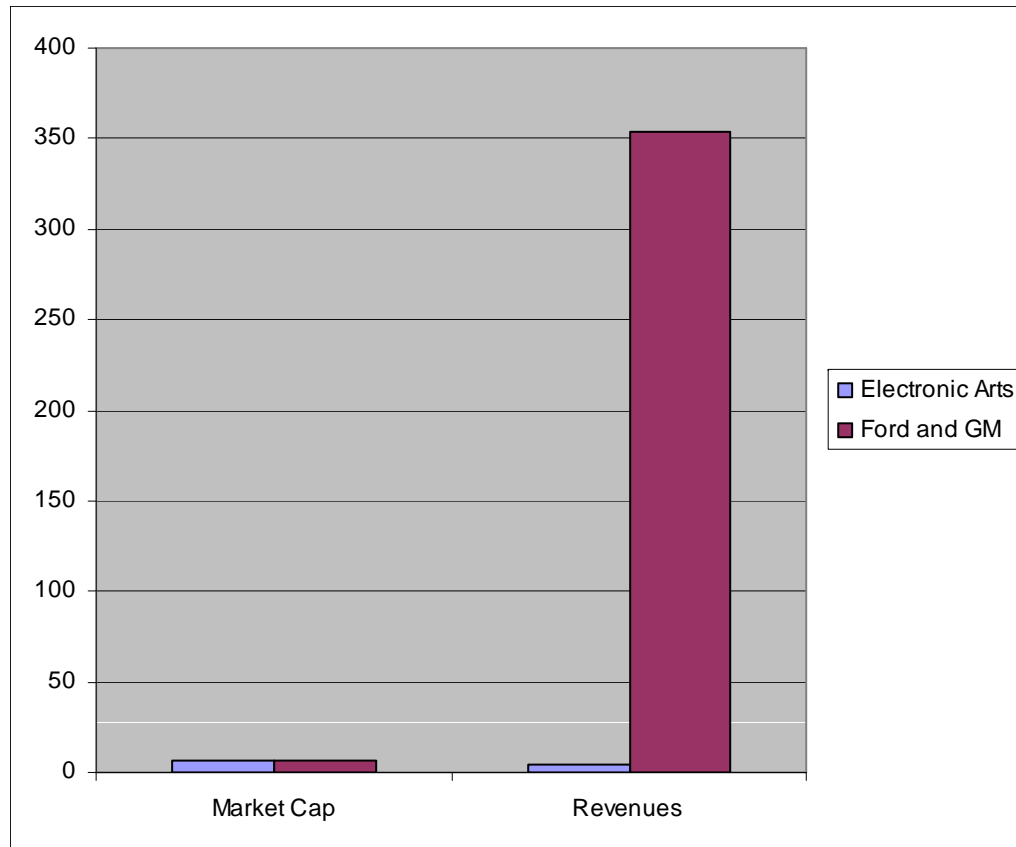


***Is there any money to be made helping people travel less? Should we push for dematerialization of the economy? What about a videophone?***



Did you know, the market capitalisation of Electronic Arts is about the same as GM and Ford combined?

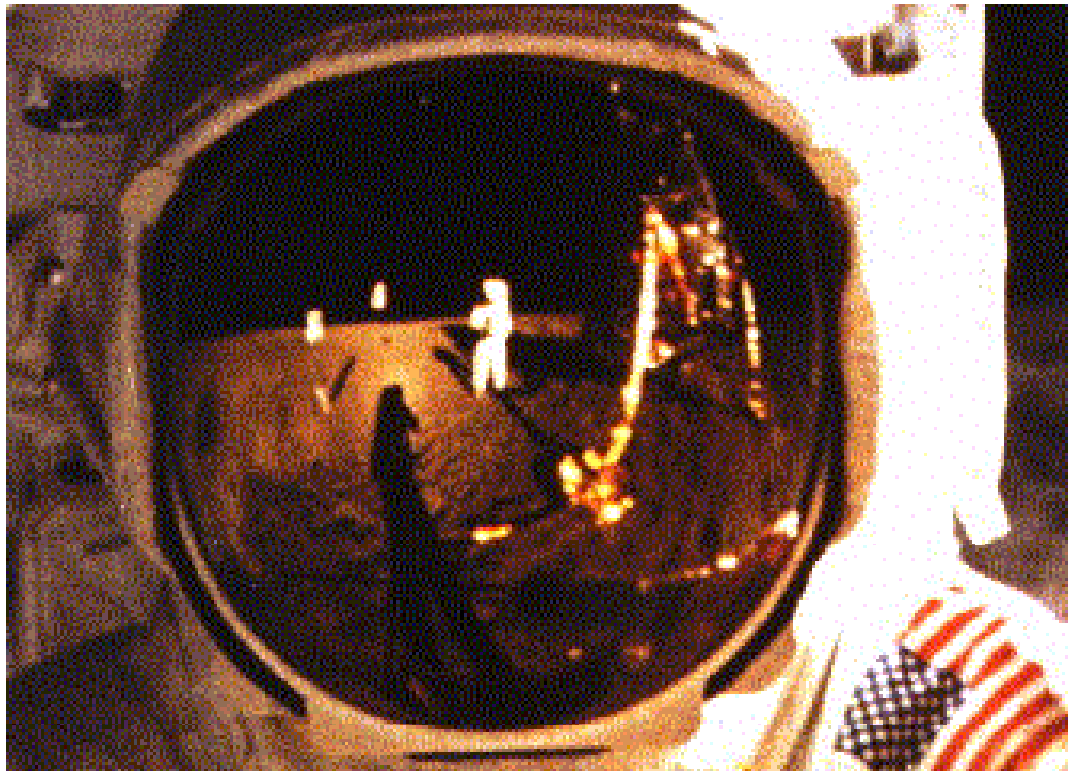
See graph below of their relative Market capitalisation, **and sales in US\$billions.**



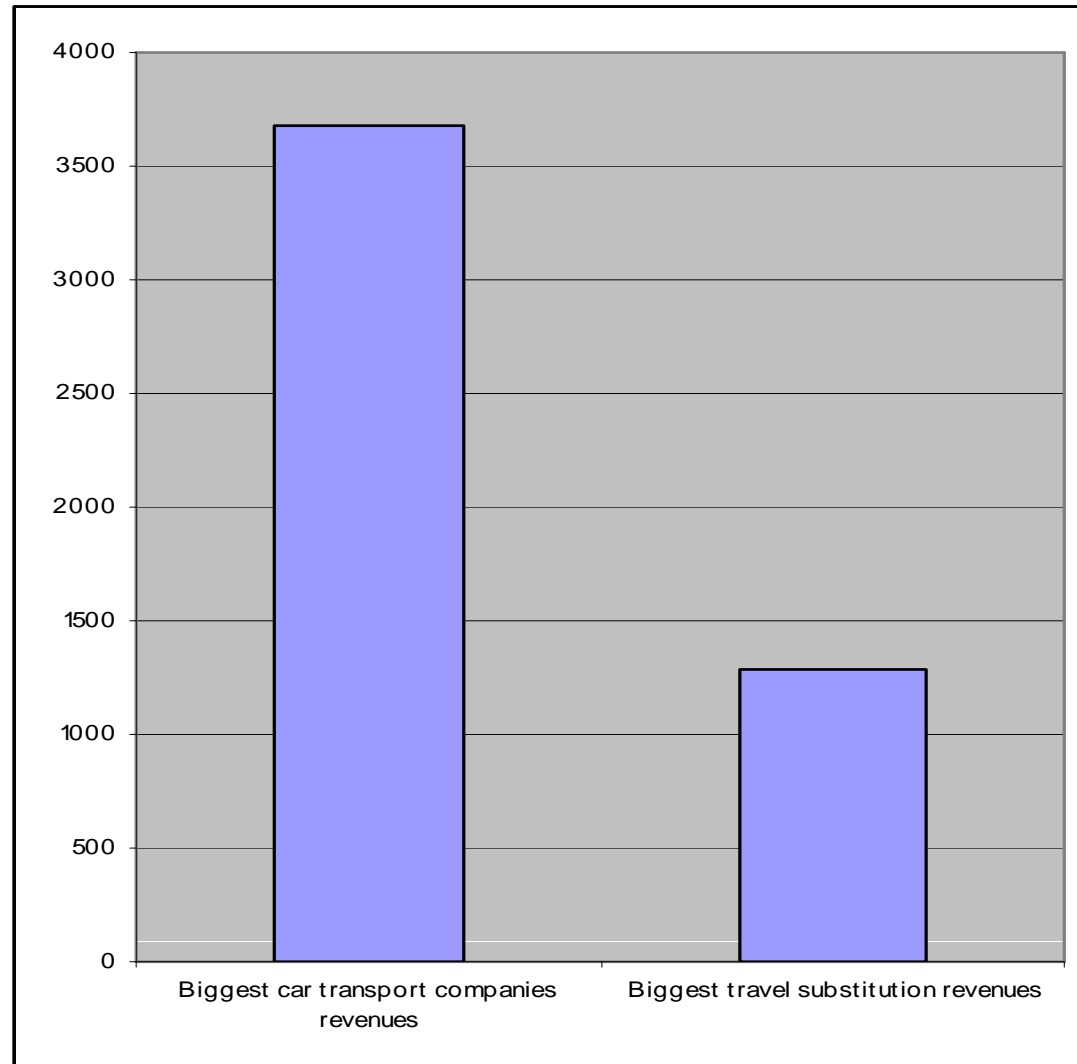
Financial Times 8 November 2008

*“It once contained some of the most valuable companies on earth but, today, the entire publicly listed US automobile sector could be bought for about \$7bn.”*

Let us put that into context. If an effective videophone were to cut into expenditure on transport, how might that look? After all, it is 40 years since humans went to the Moon. Maybe it is time for us to have a working videophone?



Let us compare the revenues from the world's largest transport and fuel companies, with some of the winners if we can build a videophone that works.



Composition appears below.

Biggest car transport companies revenues			Biggest travel substitution revenue		
Exxon Mobil	390		Microsoft		51
Shell	356		AT&T		118
BP	284		Cisco		35
ConocoPhillips	187		Telefonica		89
Total	216		Apple		24
Chevron	214		Intel		38
Petrochina	119		Nokia		81
Toyota	240		HP		104
Ford	172		China Mobile		51
GM	181		Verizon		93
ENI	138		Google		17
Sinopec	149		France Telecom		84
VW	172		Vodafone		62
Statoil	102		Deutsche Telekom		99
Daimler	157		NTT DoCoMo		48
Honda	111		NTT		108
Repsol	88		Research in Motion		3
Nissan	105		Singapore Telecom		9
BMW	89		Dell		61
Volvo	48		Telstra		22
Renault	64		Telecom Italia		49
Fiat	93		BT Group		41
Total	3675		Total		1287

Some very silly things are being said about videophones. For example:

Chris Rice, executive vice president of shared services at AT&T, 31 July 2008:

“Previous efforts to promote other environmentally friendly practices such as telecommuting didn’t always work – at least in the ‘80s when AT&T first tried – but the mindset today is different, Rice said”

<http://telephonyonline.com/wireless/news/att-joins-green-grid-0731/index1.html>

AT&T sold the VideoPhone 2500 to the general public in 1992 to 1995 with prices starting at US\$1,500 and later US\$1,000. It was limited by connecting by analog phone lines at about 19 kbit/s.

<http://en.wikipedia.org/wiki/Videophone>

19 kbit/s ?! *Change is happening fast.*

In Japan, the average consumer can subscribe to 100 megabits per second (Mbps) fiber-optic cable service for around \$40 per month. In 2001, a 1.5 Mbps per month T1 line in the United States could cost as much as \$1,000 per month. Seven years later, U.S. consumers can get broadband speeds 10 times as fast for 1/25th of the cost.

<http://www.itif.org/files/DQOL-2.pdf>



***That is a 250 times improvement in 5 years. More than just a change of 'mindset'***

The founder of Atos Origin (BSO Origin), a true ICT leader, decided to solve the problem of video telephony in the late 1990s. He was a real genius. His company reported CO2 emissions, multiplied by a dollar value, in 1992.

[http://www.nap.edu/openbook.php?record\\_id=4982&page=185](http://www.nap.edu/openbook.php?record_id=4982&page=185)

He recognised the obvious truth from TV news, that videophones need high bandwidth and eye contact.

Just look at TV news:



Must it only be on TV that we look each other in the eye? Must we be cursed with a future like this.....?



Or is there another way?

Eye contact, high bandwidth. Although he died in 2008, here is Eckart Wintzen on his videophone.



He is smiling at you because he knows there are no patents on his design. You will copy his or make a better one...

**High bandwidth, Life size, Eye Contact, One to One, Always On.  
Can you get 500 million of these deployed in five years? Or maximum ten?**

**There is no time to waste. ICT will make a lot of money. And save the world.**

**The Carbon Disclosure Project is dedicated to helping make this happen.**

