

COVER

Alex Lightman



Front Cover Photo: Glen Lipton
Inside Feature Photos: Glen Lipton

Global Communication Transition... Alternate Internet Technology...
World-wide IPv6 Summits...
—all in a days work for
Innofone CEO & Chairman, Alex Lightman
LA's New High Tech SuperStar

IPv6. For those unfamiliar with global teletech-lingo it stands for: Internet Protocol version 6. Haven't heard about it? You will. By 2008, IPv6 will have front page news position and be the clear replacement to what has ruled the Internet for 32-years—Internet Protocol version 4.

While our current IPv4 is a 32-bit protocol, IPv6 has 128-bits. Translation: IPv6 allows for 340 billion trillion, trillion trillion new IP addresses, allowing us to connect EVERY person, place, and thing together. Sound interesting? It should. The integration of IPv6 into the Internet is on the horizon and set to change almost everything as we know it today.

IPv6 usage is expected to grow a million times throughout the world over the next five years. Dozens of national mandates, including one for the U.S. government, plus new IPv6 hardware and software started the ball rolling on what has been called, "the greatest software upgrade in history." The Japanese government says IPv6 will generate annual revenue of \$1.55 trillion by 2010, in hardware, software, services, consulting, training, conferences, and transaction growth will explode with the introduction of Microsoft Windows Vista, shipping in fall 2006.

Meet Alex Lightman, the man responsible for spearheading the U.S. side of biggest upgrade of the Internet in decades. Lightman is President & CEO of Innofone.com, (OTC:INFN), the first and only public company in the world that is focused exclusively on IPv6, via products, services, and the IPv6 Summits that made IPv6 go from nowhere to U.S. federal requirement in less than three years.

"Everything we see and hear on the Internet today is based on taking information and putting it into packets... like going to FedEx, getting an envelope and writing the 'from' information about the sender and forwarding it to the recipient. IPv6 is a 'better' envelope and, a greenfield opportunity for ultimately growing a company's market capitalization."

With more than 20-years of high technology management experience behind him, Lightman's knowledge of politics is considerable. In addition to working for a United States Senator (which he credits for teaching him the in's and out's of Congressional hearings and mandates) he has worked in the construction/oil

drilling and renewable energy industries. A graduate of MIT, Lightman initiated U.S. Congressional Hearings on IPv6, in June 2005, held by the Government Reform Committee and, chaired by Congressman Tom Davis. This unprecedented hearing on Internet leadership prompted the Office of Management and Budget to mandate IPv6 capability federal-wide by mid-2008, as a step on the road to replacing IPv4 with IPv6 and making the Internet more secure.



Lightman receiving his META Award

"IPv6 has unique attributes, even beyond the Internet. The first is universal addressable identity. Currently, there is no system in the world to find a person, place or thing that fits a category. Right now 40% of all drivers licenses in America are fraudulent. What if we could update them in real time to determine which are real and which are not? Up to 12% of all medical records contain wrong information that actually influences patient treatment. How do we go about updating identity so it stays current and constant? How do we keep personal information private so only authorized people can access it? There is a trade off today between privacy and security. I'm coming up with ways to do identity, so that we have increased security and increased privacy, using IPv6."

Lightman is author of the first book on 4G wireless: *Brave New Unwired*

World: The Digital Big Bang and the Infinite Internet, published by John Wiley, in 2002. As the CEO of *Charmed Technology*, an innovator in the world of wearable computer accessories, Lightman received world-wide acclaim for producing 100 *Brave New Unwired* World technology fashion shows in 24 countries. The shows featured wearable and per-



Lightman with Manu Virtamo, Consul General of Finland & Mrs. Virtamo

vasive computing, which included many of Lightman's own designs. He is also the Founding Director of two non-profits: *The IPv6 Association* and *4G Society*, and has both chaired and organized all six IPv6 Summits in the United States held since June 2003, attracting representatives from 30 countries. As far as pushing IPv6 to the top, Lightman has spoken on the subject in China, Japan, Australia, Europe and U.S. His next events will be the Federal IPv6 Summit this May in Reston, VA, and the

Coalition Summit for IPv6 this October in Amsterdam, in cooperation with NATO.

The Chief Executive magazine called Lightman one of '10 CEO's of the future'. Last month, Lightman received yet another high honor: *The META Man of the Year 2005 Award*. The META award (Media, Entertainment and Technology Alliance), recognizes exceptional individuals with outstanding principles, wisdom, courage and loyalty, who help build partnerships and alliances for the common good of the world. The event was held at the BelAir residence of the Consul General of Finland, Manu Virtamo. Among guests attending the event were Deputy Mayor of Los Angeles Maurice M. Suh, and Consul Generals from England, Austria, Sweden, New Zealand, Hungary and other countries

What does it take to be an entrepreneur? It takes the ability to make decisions

quickly and be comfortable with those decisions so that people can count on you. And, that is difficult to do when you are an entrepreneur because 99% of business models have to be changed—sometimes radically, after you start a project. To quote F. Scott Fitzgerald, 'The true test of a first-rate intellect is to hold two opposing ideas in your mind and, still retain the ability to function.' This means being able to be extremely predictable and dependable, and at the same time being completely flexible and adaptable.

What was your first clue that you were a mover & shaker in business?

When I got my first work permit at 11 years of age. I saw a greenhouse in a store I wanted and told them I would work for it. I did the same for a ten-speed bike. Then, I said I wanted to work for money. They said I couldn't because I was 11-years old and there were child labor laws and I needed a work permit. I went to the work permit office, and proved this work was fun, and not child labor abuse. What was abusing to me was not having money. I got the job and the *Reston Sun Times* newspaper did a story on me. This proved advantageous for me in two ways: First, it got me wanting to be an entrepreneur so I could get written up in newspapers and it got me started reading articles about businessmen in the news which I hadn't done before. Also, that article was the spark that launched me into the profession of writing about the process of action and reflection. So far I've published about 750,000 words, all related to entrepreneurship, business and technology transformations.

What fuels your fire and really gets you going?

Creating jobs. I can think of no higher calling. It's creative...it's spiritual. By creating a job for a person, they have the ability to shine with an opportunity that they otherwise might not have had before. It also allows people to grow and have a life-changing success and a new track record.

For information about Innofone or IPv6: www.innofone.com www.usip6.com www.charmed.com

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