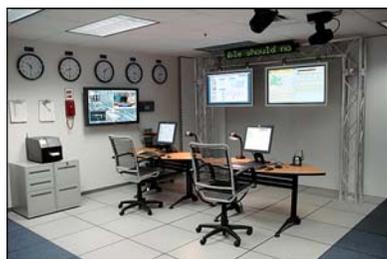




The IBM Solutions Experience Lab (SEL) in Austin, Texas, is a one-of-a-kind showcase of IBM Industry Solutions, many of which were developed in cooperation with IBM Business Partners, customers and other solution vendors. With venues ranging from an operations center to a hospital room to remote vehicles, the SEL stimulates innovative thinking by demonstrating thought-provoking prototype and proof-of-concept solutions which illustrate how IBM modeling and monitoring tools can be used to architect and implement business processes, demonstrating the value of Web services, a Service Oriented Architecture (SOA), and the IBM Component Business Model™.

Visitors touring the SEL, usually in concert with the IBM Executive Briefing Centers in Austin, are exposed to various IBM technologies and offerings that extend beyond the typical perception of conventional information technology. By introducing new ideas on cost savings, revenue growth and expanded business potential, the SEL can help stimulate new business ventures for IBM, its clients and partners.



An Energy and Utilities solution uses the operations center, the home, and a remote repair vehicle to combine SOA and automated meter reading to provide real time grid monitoring, problem identification and resolution, customer notification, and workforce collaboration.



Other demonstrations in the operations center are:

- Adaptive Bandwidth Control found in Tivoli Provisioning Manager's Dynamic Content Delivery.
- Smart Surveillance Solution based on IBM Middleware for Large Scale Surveillance (MILS) demonstrating monitoring and capturing of video data and applying first-of-a-kind advanced analytics to real-time and recorded video.



The backdrop of a café and a delivery van are used to demonstrate a business process developed using WebSphere Business Modeler. Running on WebSphere Process Server, the retail distribution scenario utilizes RFID and GPS to track fleet and products through the entire distribution chain. WebSphere Dashboard Framework, Business Monitor and Service Registry and Repository capabilities are used to augment the solution.



In the kitchen visitors are introduced to Radio Frequency Identification (RFID) technology in the context of tagging for drug monitoring including ePedigree. Wireless technologies are used to support remote patient monitoring (blood pressure, glucose, oxygenation, and weight).



Information, wirelessly transmitted to the patient's electronic medical record, is displayed when visitors are in the "Smart Hospital." Visitors are challenged to envision how these technologies when paired with SOA can lead to reductions in health care costs and improvements in health care.

In the "Smart Hospital" real time location services provided by IBM WebSphere Premises Server integrated with Sonitor ultrasound devices automatically locate person and assets. Information is aggregated and displayed using IBM WebSphere Portal Server. Visitors learn how seamless and secure access to patient information can be provided.



Collaborative technology presented in the "Smart Hospital" integrates Lotus Sametime and vice to support a hands free environment. Visitors learn how an implantable RFID microchip is used for patient identification. All of these "Smart Hospital" technologies can increase clinician productivity.

In the hotel/living room visitors are welcome to relax in a comfortable environment and watch IPTV, delivered from IBM servers to set-top boxes using IBM embedded processors, all being controlled by WebSphere server software. Other solutions demonstrated in the living room include RFID technology using IBM WebSphere embedded software and voice technologies running on wireless handheld devices.



Recent technology additions to the SEL include:

- **Bluebird Mobility Platform** which transforms how you find, consume, and create digital media by giving you a media experience that is flexible, platform neutral and device independent.
- **Motion Computing C5** tablet which is the first mobile clinical assistant.

The **Austin Telecom Solutions Lab (TSL)** uses the SEL Network Operations Center as the starting location for its demos. The IBM Worldwide TSLs focus on solution development that incorporates IBM hardware, software and services along with IBM Business Partner assets. The TSLs offer technical skills across a range of telecom solutions including IP multimedia subsystems (IMS)/service delivery platforms (SDP), IPTV, and BSS/OSS transformation (Order to Cash).

The SEL is a dynamic environment that changes quickly to adapt to new and evolving standards and technologies. We invite you to visit us often and experience the innovative ways IBM and its partners can put technology to work for you.

For information on how the Solutions Experience Lab and the Austin Executive Briefing Center (EBC) can help you identify innovative solutions for your business, please contact Susan Finley at [finleys@us.ibm.com](mailto:finleys@us.ibm.com), (512) 286-2321, or visit the EBC website at: <http://w3-01.ibm.com/sales/centers/swg/aus/home.html>.