

**Francis Rabuck, CCP, PCLP, CWNA  
Philadelphia, Pennsylvania, PA, USA**

Mr. Rabuck is a thought leader and internationally recognized expert in mobile, media and collaboration technologies. He is a frequent speaker, writer, advisor and judge at major computer industry events, including: Comdex, CeBIT, Network World/InterOp, Internet World, Windows World, Lotusphere, CRM/Field Force Automation, 802.11 Planet, Wireless Enterprise Forum, Pocket PC Summit, IBM and Microsoft conferences and local community seminars. He is a frequently quoted expert in publications like: eWeek, RCR Wireless, Mobile Enterprise Magazine, M-Business Magazine, Mobile Advisor, Network World, and Health-IT World. A few of his workshops, keynotes and presentations include: Wireless LAN (802.11b) Architecture, Strategy and Security - Architecting and Developing Mobile and Wireless Applications - Wireless Strategy Bootcamp - Extending Web Content with Voice Technology (VoiceXML) - Peer to Peer Technology - Wireless Location Based Services - Wireless Email Architectures - Evolution of 3G Services.



Fran participated in our Amsterdam and Leiden meeting in the Netherlands and we welcome him back to give us an update, particularly in the wireless world. Many of his forecasts of 3 years ago are now routine technologies. We look forward to his update this year as he leads two pre-workshops, gives a keynote talk, two demos and two breakout sessions. We appreciate the substantial time and effort he is willing to give to our education. We also welcome the participation of his daughter, a nursing student.

Fran's experience with training, eLearning, multimedia and interactive computer technologies extends back to the early days when the first IBM PCs provided crude technology and tools to the current period where broadband, wireless, PDA and collaboration technologies are defining the educational environments for tomorrow.

Fran Rabuck has been a pioneer in developing various education and interactive computer technologies including:

- ❑ Developed and taught a standard course for computer technology application for Thomas Jefferson University, College of Allied Health Sciences
- ❑ In the early 80's introduced the concept of Animated Computer Graphics for Executive presentations for various Vice Presidents, Directors, and technical presentations.
- ❑ Developed and published the first MEDLINE Tutorial interactive learning disk for BRS/Saunders Colleague
- ❑ Developed an interactive anti-hypertension tutorial for a major pharmaceutical firm
- ❑ Identified by Lotus in the early 1990s as one of the top 5 companies effectively using multimedia in the business environment.
- ❑ Pioneered desktop video editing lab for under \$10,000 in 1992.
- ❑ One of the first cost effective uses of CD burning and distribution of corporate data, along with the use of CD ROM application servers for shared distribution.
- ❑ Developed one of the first windows based applications using an embedded AVI video file for Human Resource applications
- ❑ Produced animated educational/marketing diskettes for employee benefits
- ❑ Acted as Judge for eWeek Shoot-Out on Distance Learning development tools
- ❑ Currently developing the first on-line distance learning course for Wireless LAN certification
- ❑ Palmsource Champion for Rich Media and a recognized expert, responsible for reporting and documenting all software and hardware for providing video, audio, animation and rich content on all Palmsource licensed devices.

Fran also works in various entrepreneurial roles with multiple start-up companies such as CTO of One-Com, srl (An Italian company focused on wireless LAN technology deployment and applications), and VP Professional Services of BroadRelay (a company focused on the delivery of streaming and rich media applications for ethnic audiences). Fran previously worked for Alliance Consulting as the practice leader for mobile and wireless. Alliance was the only consulting company ever to repeat in the top 10 of the Inc. 500 (#3-1999, #7 in 2000).

