

Web 2.0: Geeks and Gladiators

Web 2.0 Expo is where techies and entrepreneurs from all corners of the grid meet to share ideas and pointers about their favorite obsession, the Internet. The focus of this year's conference was social cloud computing and unlocking the digital economy. Traditionally, the annual event has been a peaceful high-tech sanctuary, a safe place to discuss new online technologies and to socialize in a collegial way with other web enthusiasts. Last week's Web 2.0 Expo in San Francisco was no different--except for the constant, frenzied sword fighting! *En Garde!*

All the blocking, slashing and parrying were due to an unexpected surprise at booths 621 and 625. To celebrate ICE Web Filter's official launch at Web 2.0, company reps handed out toy shields, directly inspired by their logo. This was ICE's big launch, after all, and the company wanted to do something spectacular to celebrate: create a rare experience for attendees: a fully equipped photo shoot complete with backdrops, professional lighting and a few special props to complete the experience. The shield, while fun to play with, represents ICE's mandate to protect children from harmful and inappropriate online content. It is ICE's definitive symbol of Internet immunity.

open{subnet}'s team joined in to showcase the technology behind ICE Web Filter. To mark the occasion, they gave away foam *swords*, the perfect accessory to ICE's shields. The open{subnet} sword signifies how easily the platform slashes everything users don't like about the Internet, to create a socially collaborative and searchable web, using patent-pending whitelisting technology.

"You are the whole reason I came today (speaking about ICE); I read about you and just had to see what you were really all about," said one attendee.

open{subnet}'s sword, combined with ICE's shield, created a powerful team. It was an epic photo-op for attendees and exhibitors. Despite their highly professional demeanor, friends from Google, Yahoo!, Microsoft, OPENSRS, Blekko, UberMedia and Oracle couldn't resist jumping into the fray. It wasn't long before these desk jockeys were showing off surprisingly sweet medieval moves. Who says geeks can't be heroic?

And remember: never turn your back on a nerd with a sword. *Especially* when it's foam!

To see pictures of the ICE Web Filter and open{subnet} sword fights, visit <http://on.fb.me/dVgaCg> and <http://on.fb.me/eTlg89>.

To learn more about ICE Web Filter, please visit www.icewebfilter.com. For more information about open{subnet}'s services, please visit www.opensubnet.com.