

Cell Chip:

What is the cell chip?

George Bailey:

I'll give you an example of something that IBM has worked on that is really a breakthrough. It's this thing we call the "cell chip," the "cell processor."

Irving:

The cell chip is a very big deal.

Irving:

The cell chip was initially designed for gaming, but as often happens with innovation, what you originally designed a piece of technology for is not its biggest impact.

George Bailey:

The great thing about innovation is that it often starts at one place and then spreads to other places. And each time it spreads it's creating new value, new possibilities, and new potential.

Saul Berman:

We believe you're not moving from black and white TV to color TV –i.e. we believe you are not moving from one steady state to another steady state. We believe we are moving into an era of dynamic change.

Irving:

The biggest impact in my mind of the cell chip is that it's a key ingredient in making it possible to show information to people in the highly visual, highly interactive way that we today associate with gaming, but in the future we will associate with healthcare, with learning and with business in general.

George Bailey:

I think the limit on the cell processor right now is just our imagination. It can be used in a variety of ways. We just have to think of how to use it and be innovative in how we can apply it to everyday life.

Saul Berman:

IBM has always been an innovative company. IBM's historical success is based on innovation. That's something we can help our client's with because it is our business.