



SMART INSIGHT

01 Data visualization technology can be customized to deliver any information—weather, stock activity, news, etc.—to a targeted device.

02 Portable printers, an example of collaboration technology, make it possible to print photos or documents from wireless sources, including cameras and mobile devices.

03 Mobile devices allow users to consolidate needed information into an easy-to-transport, energy-efficient electronic notebook, eliminating the need to carry bulky manuals and documents in the field.

04 Digital pens allow users to take notes, fill out forms, or modify maps, then place the pen in its dock, and upload the notes to a computer. We are evaluating this technology as an efficient way to share information gathered in the field.

05 Wireless sensor technology detects and relays data. To minimize outage times, we're testing this on street lights, security lights, and transmission tower lights.

06 In today's world of instant communications, many Southern Company employees whose jobs rely on instant notification and accessibility carry hand-held technology.

07 Collaboration technology, like this pocket projector, allows users to connect to a mobile device, such as a cell phone, laptop, or camera, and project video, photos, or other information in a large display format.

08 Tablet PC technology allows users to compute from anywhere, including from the field, and with a stylus or fingertip rather than a keyboard or mouse.



Being Smart means advancing with technology. At Southern Company, our information technology (IT) group takes a lead role in researching new technologies as they become available and helping the company find ways to improve the efficiency of our business.

To help share this information with others, IT has developed a Technology Showcase. This state-of-the-art facility encourages innovation by educating visitors about new and future technologies and collaborating with them to find real-world applications that can economically help solve business problems and move the company forward.

The Technology Showcase introduced a Southern Company transmission engineer to wireless light sensor technology and he immediately saw the possibilities of improving reliability for one of our customers. As a result, similar technology is now being evaluated to monitor and maintain the Federal Aviation Administration lights that are so critical to air traffic safety. Other success stories include the testing and implementation of various social computing technologies—such as blogs and video-sharing Web sites—to help Southern Company share knowledge and better leverage our changing workforce.

As new technologies appear on the horizon, new solutions are realized. That's Smart Insight.

Joe Massari, enterprise technology planning manager in IT, leads a team of technology explorers who bring an amazing world of opportunity to the Technology Showcase to share with employees from around Southern Company. Massari is pictured wearing a Heads-Up Display, a computing technology attachable to eyeglasses or safety goggles that allows users to see a computer monitor on a virtual display. Massari envisions wearable computing technologies, which also include unique user interfaces such as voice recognition and wrist-mounted and one-handed keyboards, as possible job enhancements for employees in the field and power plants.

