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The single most important evolution of recent times is one of ease of communication and immediate access to information.

Fine-tuning existing web communication systems is energy and financially expensive, for diminishing returns.

Focus should be aimed at, paradoxically, ***Simplifying*** existing proven systems, ***Educating*** those 20% of the population who are net-illiterate, ***Providing*** accessible (State-funded) terminals for the use of all, and ensuring the ***Integrity*** of web-based commerce.

SEPI could be the new Rock n' Roll, the acronym that could, just, take the imagination of a jaded industry...

Only *then* will it really be cost-efficient to add gloss to existing efficient systems.

(SEPI *could*, on the other hand, perhaps suggest *Slothful Enterprise Promotes Inertia*.)

It all depends what *we*, the population and *not* the commercial developer, want. Evolution is so very often put on its head, answers looking for problems; there is much to be made in working from *real* problems towards *real* solutions. (How many of us have zapper buttons we never use... ?

This has been a non-technical response to your campaign, perhaps not what you wanted. But fundamental strategy is in danger of being lost in a fog of incidental technology. Back to Basics.