

DEPARTMENT OF DEFENSE BLOGGERS ROUNDTABLE WITH LIEUTENANT GENERAL JEFF SORENSON, ARMY CHIEF OF INFORMATION OFFICER, G-6, VIA TELECONFERENCE
SUBJECT: APPLICATIONS FOR THE ARMY A4A CHALLENGE TIME: 10:30 A.M. EDT
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SERGEANT DALE SWEETNAM: I'd like to welcome everyone to the call. This is Department of Defense Media and Bloggers Roundtable for Wednesday, August 4, 2010. My name is Staff Sergeant Dale Sweetnam, with the Army Office, Chief of Public Affairs, and I'll be monitoring our -- moderating our call today.

A note to all of our media members and bloggers on the line today, please remember to clearly state your name and affiliation in advance of your question.

Today, our guests are Lieutenant General Jeff Sorenson, the Army Chief Information Officer, G-6, and a few competition participants are here to discuss the Army's first internal application development challenge. We're going to field questions from the media inside the room first, and then we'll give the individuals on the line an opportunity to ask questions as well.

So I'm going to go ahead and turn it over to Ms. McBride, who is on-site, who will introduce our guests a little bit further, and begin the questioning.

MARGARET MCBRIDE: Thank you, Staff Sergeant Sweetnam.

We are sitting here in Tampa, Florida, and we have, in addition to General Sorenson, we have some of our winners. We have Major Gregory Motes, Captain Chris Braunstein and Captain Stacey Osborn, who developed the Physical Training Program app. We have Bob Kayl and Robert Van Gorkom, who developed the Telehealth Mood Tracker. We have Andrew Jenkins and Alex Ly, who developed Disaster Relief; and for the Movement Projection app, we have Luke Catania. So we are pleased to have all of you here. And there are also some other winners, but for the folks who are sitting here, if you want to -- the media who would like to talk to them.

But right now I'm going to turn it over to General Sorenson to see if he has anything to say before we open it up for questions.

GEN. SORENSON: Okay, well, again, I appreciate everybody coming here today. This has been kind of an interesting event that we, exactly -- I guess, about almost four months, five months ago now, decided to launch.

So let me give you some background here. This basically came from a number of different venues here, in terms of why we started to do this. One of them was my relationship, I would say, with Tim O'Reilly, who, in many cases, some of you know, does a lot of conferences across the U.S., and, in some cases, overseas -- these Web 2.0 conferences.

And I was introduced to him at one point in time in a conference up in New York, and he asked me to come out and speak to his Web 2.0 conference in San Francisco, at which point in time I got to see some folks who, in many cases, were developing some very creative applications for commercial -- for the commercial sector, and began to say, well, why couldn't we do something in terms of leveraging their capabilities, leveraging their thoughts, and expertise and maybe their knowledge, in terms of creating some apps for the Army, in terms of our military issues and military requirements?

So that then spawned a meeting with Tim, and predominantly the entire senior, I would say, signal communicator CIO-type organizations within the Department of Defense. We had a meeting with Tim O'Reilly. Jim Stogdill was there. We got a guy named Peter Corbett, who had run the Apps for Democracy effort there for Vivek Kundra, when he was the CIO of Washington, D.C. And we had a discussion there with my counterparts -- essentially, General Lord from the Air Force, General Allen from the Marine Corps; we, at the time, had Admiral Harris -- Vice Admiral Harris, who was the N-6 for the Navy. We had folks in from NII, from DISA, and so forth. And we had a dialogue about how could we take that energy that essentially is external, if you will, to the DOD organizations, and bring that in to the military to develop some apps for solving military problems, and doing it in a manner -- (inaudible) -- fashion that we could do it more rapidly, and certify them, and accredit them, and get them out there for folks to use.

So we had a dialogue there. The follow-up to that was: How do we create that environment where we can have these apps be developed? And so we worked with DISA on their -- and partnered with them on their RACE contract, the Rapid Access Computing Environment. Used their Forge.mil developmental site, where they had emulators for an Android, an iPhone, a BlackBerry, SharePoint and others, to essentially provide an opportunity and environment for soldiers and civilians to go off and to develop apps.

Now, we limited it in this case to our soldiers and civilians predominantly because we wanted to make sure we could put in and establish, I guess, our process as to how we were going to allow this to happen. You know, we were having discussions with Tim O'Reilly, and Jim, and so forth. It was, "Well, let's just open this up. Let's kind of do it exactly what the way D.C. did it."

And, you know, exactly there were some concerns brought to the table about security issues, data issues and so forth. So we went back, took a look at it, brought on Peter Corbett who came and advised us on how we could do this a little bit better, because then he had that experience with running an app for D.C., Apps for Democracy -- and began to put in place the, I would say, the ground rules, if you will, for the contest, which we launched on the 1st of March. Marvin Wages is here, who's been our lead on this -- the PM, if you will, for Apps for the Army. And we launched it on the 1st of March. We had about 140 people-plus actually sign on to the Forge.mil site and begin to work this -- you know, develop some apps.

At the end of the contest, which closed out on the 15th of May, 53 apps had been developed on a number of different categories, I would say, from MWR to mission-related, to just information access, a number of different categories we just kind of laid out as a general guidelines, in terms of developing -- (inaudible). And of those 53, we got 25 through the certification process. And of the 25, again, we've got five of the winners kind of represented here on the back wall here, in terms of what they've done.

And so I think this is, in my viewpoint, portending a different way of how we might develop future requirement -- future apps to satisfy military requirements. I think, at some point in time here, we're going to extend this to the commercial sector. We're working right now, I think, with some ideas on how to do that with TRADOC, and so forth, and I can elaborate on that a little bit more if you care for me to do that.

But, clearly I think getting our soldiers and civilians to come in and provide -- or have an opportunity to provide them with the wherewithal to kind of show their skills, and show their interests, and so forth.

It's the type of culture, and the type of environment we're trying to create here. Because clearly, they had some innovations, some creativity and some passion, and that's kind of we want to harness here.

So, with that, I'll stop and entertain any of your questions.

MS. MCBRIDE: (Inaudible.)

Q Hey, General, good morning.

MS. MCBRIDE: Do you want to announce --

Q (Off mike.)

GEN. SORENSON: Yes.

Q (Off mike.) I'm curious about -- I understand that you have some guys here that have -- that have really rapidly developed some applications, and they were able to -- (inaudible) -- application up

here. Can you explain, first of all, the process that was used to do this? How did it speed up the application development process, as compared to what the Army uses now?

And secondly, I wonder what percentage of applications in use in the Army today are the kind of applications that could be developed -- (or been ?) developed in the way that Apps for Army -- (inaudible) -- What percentage of applications are in need of more fail-safe type tests? (Inaudible) -- control weapons systems, something that you just wouldn't want to say -- (inaudible) -- rapidly develop it through an outside contract, and run it now, you know --

GEN. SORENSON: Right.

Q Something with -- (inaudible) --

GEN. SORENSON: So let me go back to the first question, which I think was, you know, the process, a good question, which is what you were trying to get at -- how did we do this?

Again, the process question was more or less, as we defined some ground rules on some categories of, if you will, applications that the Army might be interested in. We didn't put any -- didn't put any -- (inaudible) -- together. We didn't put any, you know, RFP, which is kind of a requirements document together. We just gave folks an opportunity to, if you will, create something that they felt, from their own perspective, would be useful for the Army.

For an example, this particular app up here, which you spoke about, which is the fitness one, today, you know, the Army's got a lot of documentation on how to do fitness. We've got -- (inaudible). And essentially, what they did, in a very simple app, was create an opportunity -- (inaudible).

MS. MCBRIDE: Can someone cut the noise in the background, please? Put something on mute. Thank you.

GEN. SORENSON: For someone to go back in, and then develop this app, so you had a one-stop-shop that -- you know, you didn't have to carry around a manual. If you wanted the go back to this morning and kind of do strength training, you could kind of go to the library and figure out what you can do for strength training. If you just want to do some exercises with manual calisthenics, there was a video on how to go do that, and so forth. So it was -- it was very -- it was very easy to create an app for them to, if you will, deploy to soldiers who, you know, maybe think about the morning before, or the evening -- excuse me, the evening before, the morning of, you know, what kind of thing do I want to go do?

So it was -- you know, this is one of those things just like I think they did with Apps for Democracy. No one kind of defined the requirement, but if you had -- if you saw something that needed to be improved in D.C. just like these particular individuals saw that there was something to be improved in the Army -- (inaudible) -- the ability to

go off and do that. Okay, so it was -- the process was nothing more than just, you know, opening it up, okay.

I'm sorry. I forgot the second part of the question.

Q I'm curious about -- I know that this process rapidly sped up.

GEN. SORENSON: Right.

Q The capability --

GEN. SORENSON: You were talking about what would this mean for war-fighting issues, and weapons -- (inaudible) --

Q (How we differentiate ?) -- (inaudible.)

GEN. SORENSON: Yeah. So I think, you know, there too, my view of this is, we are gathering a lot of information today, and in some very collaborative environments. The Center for Army Lessons Learned, the war-fighting forums that FORSCOM runs for the infantry brigade combat teams, the -- (inaudible) -- brigade combat team, the heavy brigade combat team, CASCOC, et cetera. So all these war-fighting forums. I was up at -- (inaudible) -- I think it was about three weeks ago, and sat down with the team that does CompanyCommander.com.

And so we have all these collaboration sites going right now where soldiers are talking to each other about how things are going, what they need, and so forth. And I believe something in the future, in terms of how we can more rapidly develop apps, is to take these particular forums, begin to synthesize, if you will, you know, what is the content within these forums, where they are beginning to identify, like a Venn diagram, a series of needs -- and you know, the CompanyCommander.com's saying it; the Center for Army Lessons Learned saying it; the war-fighting forum guys are saying it -- and we take those and kind of put out a very simple contest, if you will, to industry, kind of saying, we're looking for an app to do XYZ; give us 30 days -- or we'll give you 30 days; come back and show us what you have.

Then we have those that essentially have, sort of, found this particular need, vote on what they see now from this particular entity, and then we give them funding for 60 more days to develop it, and 90 days we have an app. And so we don't go through the process of, you know, writing a requirement document, doing an RFP, doing all the -- as the vice was talking about today, the bureaucratic acquisition process that sort of slows us down in trying to deliver a capability.

Now, we haven't walked through all the particulars on this, but I think this contest, and how we did this contest portends a way of how we can more rapidly develop applications in the future, using the collaborative forums to help define the requirements; using this contest, if you will, methodology to go out and actually have companies begin to participate; and then build it in a manner that we can more rapidly bring it in.

That also suggests -- just like the Apple iPhone, and like Google Android, and so forth -- that we get to what I spoke to yesterday, is ratcheting down and tying down the common operating environment for what we want and how we want systems to be developed. And we are in the process of doing that. There is going to be an acquisition decision memorandum, signed out by myself and the acquisition executive, Dr.O'Neill, that gets to defining the common operating environment for future development in a manner in which, like the Apple iPhone and Android -- Google Android, you begin to stipulate exactly how you want systems to be integrated; how you want vendors, who are, in this case, third-party vendors, going off and developing apps to, if you will, integrate their capability.

And it begins to simplify the fielding and -- of systems just from the standpoint of everybody knows what it is that you're supposed to deliver, and, oh, by the way, you know how to certify and accredit them in a much more rapid fashion. So I think there's -- this contest methodology portends a way for the future on how we more -- how we might do these even more complicated apps in a much more quicker fashion.

MS. MCBRIDE: Wyatt, you want to --

Q (Inaudible) -- Wyatt Kash, Government Computer News, and -
- (inaudible) -- Systems.

The apps here all seem to be revolving around Android and iPhones.

Can you comment about where you see facilitating -- actually getting that kind of equipment in the hands of soldiers? Will they be authorized to get iPhones? Can they use it in the battle or the theater? How do you see the equipment part being able to catch up with the apps that you're developing?

GEN. SORENSON: So, again, I think we are demonstrating some of that capability right now down in Fort Bliss. I've been to other particular demonstrations we had, the JUICE exercise up there at Fort Monmouth, where a number of different companies are beginning to work through the ability to use systems like the iPad, like the iPhone, like Android in a manner such that we can use these in, sort of, war-fighting missions.

I was walking around this week, as a matter of fact, with a Google Android and an Apple iPhone 4 doing my e-mail in a manner that, in the past, I used my BlackBerry. Now, the difference is with the BlackBerry I can still, with my Sled, I can do a CAC encrypted e-mail. We have not got to that point yet with the -- either the iPhone or the Android. Yes, they have, you know, commercial equivalent encryption devices, but we haven't got to the point that we can do CAC/PKI.

But, again, you get back to the battlefield issues, and some of the things that the vice was talking today. There's this balance between operational relevance and overarching security issues. And in some

cases, you have to look at the perishability of that data and information, and make a judgment call: Is it better to have a capability out there, such that operationally they can be successful -- not that you're taking a chance on security, but you have, in many cases, used a lot of the commercial-equivalent capabilities, in terms of encryption, that are probably -- (inaudible) --

I think we are looking right now, down at Fort Bliss, as -- (inaudible) -- the JUICE exercise up at Fort Monmouth, on how we can more rapidly do this. And I will tell you, even today, in specific units deployed into the theater, that they are actually taking this capability and using it. It is not proliferated -- (inaudible) --

MS. MCBRIDE: Excuse me. Could someone please cut -- mute their phone? We're hearing a lot of static in background.

GEN. SORENSON: But there is -- there are some units that are actually taking this capability forward. So it is -- we are moving the ball forward now, And I think in the future we will begin to see more use of 4G capabilities in the force.

Q General, Hank Donnelly, MIT, Military Information Technology magazine.

What criteria were foremost in your mind as you made the selections of the winners of this competition? How did you -- how did you decide who to pick?

GEN. SORENSON: Well, I'd actually turn that particular question over to Marvin. He actually -- we formed a group; we had a set of criteria, in terms of, you know, relevance, in terms of --

MARVIN WAGES: Usability.

GEN. SORENSON: Usability.

MR. WAGES: The look and appearance. I don't have my briefing in front of me.

We had a set of five criteria, but the judges went through and picked it. And usability seemed to be the number one -- (inaudible) -- most of the judges say, well, I would really use this. But that seemed to be the number one criteria with most of the judges as to what became the winners of the -- (inaudible) -- and let them actually, hands-on, judge the apps.

GEN. SORENSON: In many cases too, I would say we're actually putting these apps now -- they're up on the Storefront, and this is the marketplace, if you actually want -- we brought one chart here. So I think we can probably -- actually, there's charts on either end. If you want to take one of these, you can go to that Storefront right there, that website. You can download the apps. And I think you'll see, in some cases here, where that particular app up there -- at least I looked at it this morning, on the Twitter, it's got five stars.

So people out there that are downloading it -- you all feel good about that, downloading it, and I know they're smiling in the background there -- they're downloading it and they're using it.

Q Because, with the --

GEN. SORENSON: (Inaudible) (It's on, too ?).

You know, the interesting thing about those who actually participated here is -- was the generational thing. You know, we had, from the Army standpoint -- those that wear a green suit, everything from a major to a PFC. It was interesting that the cutoff was major. There were no lieutenant colonels; there were no colonels; and there certainly weren't any GOs trying to develop apps. (Laughter.) So we are trying to create that environment for the youth and the newer generations -- you know, the millennials, and so forth, to come in and actually create capabilities that they think will improve the Army. And just to have a couple PFCs participate in this particular contest, I thought was extraordinary.

So, anyway.

MS. MCBRIDE: For those who are on the phone, let me just give you the website: <https://storefront.mil/army/>. And that'll be on our public website, too.

Rita.

Q Rita Bowlin, Signal Magazine. The apps -- of the 53 that -- that are on here aren't on the storefront. Are they just gone now or the -- (inaudible) -- hasn't come back to the future?

GEN. SORENSON: No. They're actually -- you know, the 25 that got certified, we -- we were able to put a number of them up on the storefront. And even putting them up on the storefront as of late last night we had some issues with some legal things that we have to go back and look at. For instance, there was one -- (audio break) -- app that was referencing, if you will, some information on Wikipedia, but didn't give a copyright -- (audio break) -- to Wikipedia, so we had to pull it for a second.

They're doing an update right now to make sure they give that copyright recognition to Wikipedia. So we're finding along the way here as we -- as we do this discovery learning in terms of the technical aspects of it, the legal aspects of it and so forth. But the rest of the apps that have not got put up, Marvin and team, the Netcom team, continue to work with developers to bring -- (audio break) -- up. So we're going to continue to nurture them because I think this is an activity we want to continue in the future.

MS. MCBRIDE: Are there any other questions from the table? Okay. Jim.

Q Jim Stockwell (ph) -- (inaudible). Have you continued any conversations with General Lord or any of your other counterparts? Or is there any interest in other services?

GEN. SORENSON: Well, I think now -- I mean, I certainly had a lot of conversations with George Allen, General Allen about this. I've talked briefly with General Lord about it. As you -- as you remember, Jim, there was a lot of excitement at the table when we had this discussion and then as we began to look at particulars, there's a little bit of backpedaling. But we have now framed this out. We have shown what it can do. I'm seeing -- actually General Lord's coming down here tomorrow. We're going to have another conversation about it. But I think they have warmed up to the idea, I know General Allen has for sure in terms of the Marine Corps. And so I think as we continue to do this in the future here we'll get a lot more joint participation. They're actually pretty excited about it. So --

Q I know the Marines had contact me --

GEN. SORENSON: Right.

Q -- as to how we ran our programs and -- (inaudible) -- how to run theirs.

GEN. SORENSON: Right.

MS. MCBRIDE: Holly.

Q Hello, sir. Holly Quick, CHIPS Magazine. I read that there were Army apps that helped them -- helped support with the earthquake in Haiti. And I was wondering for -- (inaudible) -- in this program to help with humanitarian efforts and disaster relief efforts.

GEN. SORENSON: Right. Yeah, there was one that came out that actually is a humanitarian kind of an assisted app. In fact, I think that was one of the winners.

MS. MCBRIDE: Andrew and Alex are here.

GEN. SORENSON: I was going to say, they're here somewhere. There they are, okay. So you can go out and talk to them, but yes, I think we'll take that app and certainly deploy it and have those that are going to -- can't respond to other sort of humanitarian assistance requirements or missions be able to use that.

Yeah, this other thing about this apps for the Army is -- and this is another prerequisite we put in there -- is when they put up the code and we put up the app, it is also an app that can be further developed or further improved or further enhanced by others. So, you know, the whole point of this is continue to evolve capability here. So the apps that we even have up there if some other soldier, civilian or somebody else can take a look at that and make some improvements, they take it, they make that improvement and they rehost it.

And it's, again, very similar to what took place here with Firefox and Linux OS by the way you encourage others to participate, you encourage others to improve. And so it's a collaborative, communal activity that just spawns better capability for the future. So -- MS. MCBRIDE: Okay. Staff Sergeant Sweetnam, do you want to facilitate some of the other media and bloggers there?

SGT. SWEETNAM: Yes, Ma'am. Can we first start with Joel Gould from Army Times?

Q Hi there. Sir, my question is what do you see the -- the larger implications being for soldiers in the field? You know, how is this going to impact them and, you know, what steps need to be taken for, you know, before apps like these can proliferate and actually be used for soldiers?

GEN. SORENSON: Right. So the ones that we have been able to put on the storefront soldiers can download today. And clearly I think that creates some opportunities for those who not only began to use apps to improve what they do on a daily basis but maybe encourage them to consider, you know, going on to forge.mil and writing an app on their own.

It's the other thing, though, that I spoke to earlier with respect to what I think this portends for the future is that this contest methodology, the ability to more rapidly take some -- somewhat vague needs, put it out for people to kind of consider and build an app and then have it voted on and then maybe pursued with a little bit more vigor and developed. And I think that just portends a different way of how we might do future acquisition, if you will, of applications for the warfighter.

We're working right now with DARPA. They began to host some libraries up on the forge.mil. For instance, one on language translation and so forth and I think we'll have access or the commercial sector can access.

But trying to stipulate going back to what I talked about on this common operating environment and making sure that we do exactly what Google and Apple did is to find that in a way so that there is a software development kit that allows a number of others to -- to develop a capability that they see will help soldiers improve what they do.

I go back to, you know, Camp Victory, where Sergeants Lynn and Castillo, it took them six months to get a Linux server put over there at Camp Victory. And once they did that they began to start rolling out some web-based apps that everybody began to use. Unfortunately those web-based apps were only there on that particular server, and so we didn't have a forge.mil site. We didn't have access to the RACE contract, and had they began to host those apps, which were essentially built on the server there and hosted there in that RACE environment and that forge.mil site, we could have had others in the Army basically take advantage of their work and again continue to improve or in many cases modify what they'd done so we can more rapidly proliferate these

capabilities in the Army. SGT. SWEETNAM: Okay, can we hear from Jason Miller?

Q General Sorenson, Jason Miller, Federal News Radio. Thanks for having the call. Two quick questions -- well, two questions, one quick one, one maybe longer one. The timing of the acquisition decision memorandum -- you mentioned that I think back in March. Are we closer to it, are we going to see it soon? And then I'll follow up with a quick second one.

GEN. SORENSON: Yeah. So no that's been in development. We always have been planning for having that release sometime here in August. I will tell you the COG-6 team, the ASA (ALT) team has been working rather feverishly to get this put together. Last time I reviewed this, which was a week ago, we are on track to get there with Doctor O'Neill to get him -- get him up to speed on what it is we're trying to do.

The ASA(ALT) team is absolutely completely in support of what we're trying to get at, as I know is device and the others. So I think we're still looking to August here to get this particular document signed out and put out for industries so they can begin to see what it is we're trying to achieve.

Q Okay. And then the other question tells right into it. You mentioned industry participation as possibly something coming up in the future. But what's really next? I mean, do you see holding -- you mentioned potentially another contest of -- last time we talked about this -- we talked about -- can still people develop on the forge.mil and RACE environment? Where do you see this going over the next six to nine months?

GEN. SORENSON: Yeah, I think, clearly, anybody can go on there right now. I think in many cases what spurred the rapid if you will involvement was the fact that there was a contest and -- as well in terms of contrasting this to your past, we were actually able to work through the legal wickets here and provide an opportunity to give soldiers who have actually made some contributions here the ability to get a monetary reward.

And so I think we'll continue to do more contests like this. We haven't really laid that out in spades, but as well I think down the road here as we're talking to TRADOC and others here with the comment that I was making about using these collaborative forms to essentially form some sort of requirements by which we can put this out in contests and get other commercial entities to participate is something we're going to look at over this next year.

Q Thank you.

SGT. SWEETNAM: Okay. And Tyler, do you have any questions? Is Tyler still on the line? Okay. We'll go ahead.

Q Colin Clark is here. SGT. SWEETNAM: I'm sorry?

Q Colin Clark is here.

SGT. SWEETNAM: Okay, Roger that. We have a few more to go through. Can we speak with Larissa Anderson -- do you have any questions? Okay, Sandra Erwin.

Q Yes, hi. Thank you, General. I wanted to ask you about the use of applications for the battlefield. General Corelli said when he was down at the Fort Bliss exercise, he noticed that some soldiers were able to develop apps to control UAVs or control robotics. And he said wouldn't that be nice if the Army could have that instead of having all these multiple controllers.

So I guess I -- I wondered if that's a reasonable expectation that the Army can do that?

GEN. SORENSON: Oh, yeah. I think that's an absolutely reasonable expectation. I think in that particular case, though, you had an app that was being developed for a very specified position and function. And so in that case, you had kind of a specified development process going on. So right now they're down there at the AETF working with this, and I think it's very promising in terms of what they're building out. And not only that, but I think I have seen up at JUICE where some particular company had begun to use an iPad to do, in many cases, a lot of controlling of functions, missions and systems.

So we're going to bring all this capability to I think the forefront here but it's going to go through from that standpoint in terms of what we're doing at AETF for that testing and evaluation process that's taking place down at Fort Bliss. But yes, we definitely see them having the ability to use those in the future.

Q Thank you.

SGT. SWEETNAM: Is Dave Hoff (ph) still on the line? Okay, we'll move on to Katie Drummond.

Q Great. Thanks. Kate Drummond from wired.com. I was going to ask you to elaborate a little bit more if there's anything else to say. I know you mentioned DARPA briefly, that they have their own sort of app program going on. I'm wondering if you anticipate sort of any collaboration or whether you guys are sort of in communication about how, you know, the two programs might overlap or might sort of feed off -- feed off one another or work -- you know, work together in some capacity?

GEN. SORENSON: Yes. As a matter of fact we have been having a lot of discussions with DARPA. Marvin Wages, the guy who's been pretty much leading our apps for the Army has been in consultation with DARPA. There's clearly -- what do you say -- overlap, but there's clearly a way that we can leverage each other to do what it is we're trying to get at. I think what DARPA's doing in many cases right now is building some of the foundational blocks.

As I mentioned, this whole notion of having the ability to do language translators and things like that. And they're doing a number of other foundational pieces that they're going to host on forge.mil that people can take advantage of. This in our particular case was just an opportunity to see what are soldiers and civilians might want to do in terms of adjusting their skill sets to develop some apps. But I think in the long run the work that we're going to do and leverage what DARPA's going to do I think is a great synergy for the future.

Q Thank you.

SGT. SWEETNAM: Okay, can we hear from Mark Danziger?

Q General, thank you very much for taking the time with us. It's Mark Danziger from Winds of Change. One of the things that Commercial Web 2 rely on has been kind of standardization of both platforms, you talked about it, but also the standardization and sort of presentation and communication tools. So I can build small apps but it can share data and, you know, play nicely with others within frameworks.

And I don't know if this is a too deep or too, you know, secure question to dig into, but is the Army considering sort of using commercial frameworks and standards for that or is the Army considering sort of the building a set of frameworks and standards of its own?

GEN. SORENSON: No. We're pretty much on the former. We have laid out -- I mean, if we look at our particular Army enterprise architecture, we sort of laid out three kind of clouds. There's a defense system network cloud that's kind of the backbone. There's the installation, if you will, post-camp-station cloud that essentially allows systems to function at, if you will, a post, camp, or station, a community if you will, and then there's a tactical cloud.

And what we have just most recently -- well, the tactical cloud being the edge where you have the soldiers using the equipment in the formations as they have deployed. And most recently have put out the first substantiation of what we call the Army Enterprise "to be" Architecture, which has been completely built upon commercial standards, open standards, defining for industry what it is we're trying to build such that we get to the point that we're -- one analogy would be we're kind of defining the alleys by which you can bowl within.

So you can hit whatever pin, you can hit them all, you can hit them numerous times but you've got to stay within the alleys. And so by doing that we're -- we are doing -- and we have spent a lot of time talking to Apple and Google about this -- how we can leverage and create an offering based on commercial standards that will allow us to leverage those commercial capabilities in a much more wrapped fashion.

Q This is Larissa from American Public Media. I have a question if you could -- (inaudible). GEN. SORENSON: I'm sorry I missed it. Yeah.

Q Hi, this is Larissa from American Public Media. I'm sorry, I tried to beep in earlier but I was having technical problems. If I can ask a question now I'd like to.

GEN. SORENSON: Go ahead.

Q Okay. So just for clarity's sake, I'm wondering about the practical use of the idea that soldiers are using their own Smart phones, their own equipment to fire off these apps and use them, and how soon are they able to do that?

GEN. SORENSON: Right. So, you know, we have just set up the storefront. We announced the website earlier, but we have just set up a storefront, a DOD storefront, but which we're going to host these apps. People in many cases can download them. I will tell you in other cases, for example, it will also be hosted there on the Apple site, the Google site and so forth so they can download them there. So they will be available for those that want to come and use them.

Q And the soldiers are using their own equipment to use, their own Smart phones?

GEN. SORENSON: In many cases yes. And we've not got to the part in an Army where we're able to essentially have a soldier sign up and part of the equipment we give them is an iPhone or an Android. We look to that potentially to the future but we're just not there yet.

Q Thank you.

SGT. SWEETNAM: Can we hear from Sean Gallagher?

Q General Sorenson, it's Sean Gallagher here for Defense Systems. And I wanted to ask quickly two questions. First, are you looking at replicating this contest framework on the -- (inaudible) -- version of forge.mil for applications in the C4IR space? And, secondly, while you're looking at use -- for soldiers to use their own phones right now, have you worked out the details -- how have you worked out the details of distribution of applications for the iPhone given Apple's lockdown on how applications are distributed through the iTunes store?

GEN. SORENSON: So let me speak specifically to the last question. We have worked with Apple on this. Again that's kind of why we're hosting it here on the storefront. We're kind of working through, you know, hosting this here from the standpoint of people want to go onto the DOD website. At our storefront, they can basically download the app. But we're abiding by all the rules and regulations that Apple has provided such that we're not doing anything illegal from that standpoint. With respect to soldiers getting down and buying their own iPhones and so forth, clearly that is a decision they can make. I think in an operational context is what we're looking at now in the AETF, I would foresee a day that, if you will, some of the equipment they do and -- and that they do receive and are given to them to essentially function in a military operation, they will be equipped with an iPhone or they will be equipped with an Android in order to conduct the mission.

And hopefully at some point in time we'll get to the point that some of these apps, in terms of the warfighting apps, which I know as I've traveled around just downstairs on the floor here, we've got a lot of commercial companies building some capabilities that I think in the end game will be extraordinarily beneficial to what we're trying to achieve on the warfighting front as well.

SGT. SWEETNAM: Okay. Can we hear from Colin Clark please?

Q Hi, General. The -- one of the things they've been working on at Fort Bliss and Boeing's been looking at is tying the phones into your network using the -- using the new wave form radios. Do you think this is going to happen in the next, you know, six month, year? And given that cell phones other than the RIM don't yet meet NSA encryption standards, how complex is this enterprise to pursue?

GEN. SORENSON: Right. So, you know, the Apple, the iPhone -- (inaudible) -- certification. Android is a little farther behind, but I mean, they're catching up and they're getting through that particular process. I think I've been told that we're looking at getting some of this capability in here in terms of all their certifications, I believe, as I recall, by the end of the year maybe for the iPhone, a little bit later here for the Android. But clearly getting to the point that we can have access to this capability.

Going back to the first part of what you're talking about about using -- and I think the -- many times -- I'm sorry -- I may have missed the question here about the SIPR. But I will tell you, I don't think we've taken a look yet about doing and using development of apps on the SIPR, but clearly, something we probably need to take a look at and pursue. I just don't think we've looked at it in as much detail or depth as yet. But I think that does -- what we have done here in terms of the contest certainly laid the foundation for doing that on the SIPRNet.

But in terms of using these capabilities, clearly, part of the reason we're down here is to engage with the companies about not only getting to the point that they get through all their -- (inaudible) -- certification and so forth but also to continue to ask them to focus on the CAC encryption, because right now, we're using commercial encryption capabilities which, in many cases, NSA has approved as a Suite B, they call it, capability. And I think in some cases where we have put soldiers in harm's way, that Suite B encryption is probably in the category, as others of the war fighting community would say, good enough.

And quite frankly, if we can get to the good enough, that's kind of what we're going to pursue, and that's what we're going to deliver.

Q If I can just follow up quickly. Do you see, say in two to five years, soldiers at the platoon level becoming part of the network through their phones and iPads?

GEN. SORENSON: I would say it would be much sooner than two to five years. I've been down on the floor already. I've been seeing where

some of the, if you will, significant DOD integrating companies -- I won't name any names yet -- have been working with some 3G and 4G capability to extend what we have on the JTRS radios to the point that you can actually use these, if you will, wireless PDAs or wireless phones, rather, in a manner that you can extend the range and extend the capability off the current network that we are delivering, the WINT-T, the JTRS and so forth such that they can have access to the apps they need and begin to function with them.

I will tell you as well, we're working with some other opportunities here where you just basically are using the iPhone or the Android just directly, you know, essentially off the satellite. So there are some continual capabilities that these companies are looking at on how to push the edge on using these more advanced cellular capabilities.

Q All right.

GEN. SORENSON: But I would say it would be -- I'd give a bet that it would be a lot sooner than two to five years. I'm looking -- we'll probably have something, based on what I've seen here, clearly in the next year that it'll be out there in the field. In some cases, it's there right now.

SGT. SWEETNAM: Okay. I understand a few individuals may have dialed into the call late. Is there anybody on the line who did not get the opportunity to ask a question?

Okay, it probably looks like we have addressed all the questions on the line.

MS. MCBRIDE: Is there any follow-up questions here in this room?

GEN. SORENSON: I'd almost like to turn the microphone over to -- I was waiting for one of you guys to ask one of the developers, how was their experience? You know, I don't know if you want to do that, but I mean, I'd ask -- do you want to come forward and just kind of talk to what your experience was? (Cross talk.)

Everybody's pointing over here to the other major. So these are the guys that developed the physical fitness app from Fort Gordon, and I would just give them an opportunity to kind of give you their perspective as a developer what it was like to get an opportunity to go off and do something that they felt was improvement to the Army, so --

MAJ. MOTES: My name is Major Greg Motes.

MR. : Can't hear you.

SGT. SWEETNAM (?): Make friends with the speaker phone for us on the --

MAJ. MOTES: It's coming. Just one second.

All right. So my name is Major Greg Motes. I'm from Fort Gordon. I work at the School of Information Technology.

We sort of got involved in the apps for the Army because we were participating in the Connecting Soldiers to Digital Applications pilot program that TRADOC is hosting. And at Fort Gordon, we're going to be teaching iPhone and Android application development to our functional area 53 officers.

And so as we started to stand up that program to look at, you know, what would it take to teach, you know, this particular subset of soldiers, we wanted to set out to see how hard it was to write applications and then to set out to develop the curriculum. And so the competition came along at essentially just the right time for us.

And I was fortunate to have some snowbirds, which is our endearing colloquial term for students who are waiting to attend a particular class. And I had a few snowbirds who were on the team, Captain Braunstein and Captain Osbourne, who both had computer science degrees and some background in programming.

And then from that, we set out to write a couple of apps, and we actually had four separate applications that were submitted to this competition. And we really wanted to look at different kinds of apps. So I mean, if you were to see the four separate apps that we have, they all fall under a different, you know, a different scope.

The PT app that one in this category essentially came out from - General Hertling was at a conference, and he mentioned this new training circular that was coming out on physical readiness training, and he made a comment that it would be great to see this in a mobile application. That comment, as innocuous as it may have been, filtered its way down to -- down to us. And my boss asked, is this something that we want to consider doing? And so we took a look at the new training manual, which is a 400- page document, and we didn't want to just put a wall of words in a PDF into an application.

And so we sat down as a group and started to break it apart and say, well, you know, what do we think we can get out of this. And from that, you know, we looked at -- you know, look at all the exercises, particularly the new exercises and take those and we can demonstrate how those should go in.

And then also, there's a new part of the manual that most soldiers aren't going to be familiar with, which is a new workout scheme based on your current phase and your readiness level. And so we broke those things out and then -- as it stood, you know, we also wanted to look at, you know, adding more multimedia to it where we could.

And from that, a short drive up from Fort Gordon to Fort Jackson, we met with the PT proponent at Fort Jackson, and they provided us with the videos. And so coupling all those things together, you know, we saw this as a new way that maybe training manuals in the future could be shown, something that is searchable and is fairly easy to navigate but

it also adds that media component for -- because there are some people that we know, you know, learn better -- some people learn better, you know, just fine by reading words and looking at pictures, and some people, you know, appreciate the videos and so forth.

But that was our experience with that application.

Q Have you gotten used to the site? How did you find the use of the site?

MAJ. MOTES: We did -- (sir ?), we did most of our work on -- you know, we only came up on -- (inaudible) -- dot-mil at the very end to do the submission. And I think part of that was the nature of working on the iPhone app development as opposed to working onto another. So it was something that we did come across at the very end.

But as part of our pilot program, we have since gone back and -- I think now we're up to -- in 17 weeks of development, we've done 20 applications, and we're split almost evenly among iPhone and Android applications.

And to be able to take the two different devices and see their pros and cons is a very interesting endeavor for us. Q Major, Colin Clark here.

Do you think the Army gets it?

MAJ. MOTES: There are a lot of people in the Army who do get it. And it's -- you know, as we've gone around and we've discussed, you know, applications with people and we've shown them, you know, some ideas -- at first, there was a lot of sort of skepticism and doubt. And you know, there are some people who even asked us, you know, why do you need applications when you can do some of this stuff, you know, web-based?

And I've got a slide that I do in a briefing of mine that I actually show, you know, how many steps it takes to get on a web-based application, you know, just to go to the MyPay site so I can see my end-of-month pay and my leave balance. And it's an 18-step process to get from where I could log in on my iPhone or on my Android phone and I can get to see my pay balance.

And then what I do is I show the same process through, you know, a bank app, and I have either USAA or Bank of America. And going through that same process, it takes -- it's six steps to get to my bank balance. And so, you know, I think once people start to see the possibilities, I mean, the ideas -- and we probably have a list of 15 applications that are on our board that, you know, we're going to be working on over the course of the next few months.

And I think the more and more that this gets out, the busier we're going to become doing those things.

Q Could you just tell us how you spell your last name?

MAJ. MOTES: M-O-T-E-S.

Q Thanks.

Q Jason Miller, Federal News Radio. Can I jump in?

MAJ. MOTES: Sure.

Q Two quick questions. One, obviously, your team won first place. What are you going to do with the money? You've always got to ask that question. (Laughter.) Are you just going to have a big party? Are you going to, you know, put it back into the -- you know, like a business, are you going to put the profit back in?

And then the second one is, as you were developing this and coming through it, what was the most difficult part? I mean, was it choosing iPhone versus Droid? Was it actually the development? What do you see -- what could be improved about this process for maybe next time? MAJ. MOTES: Well, with the development, you know, we actually -- you know, because part of the pilot program, you know, we knew that we would have both Android and iPhones and then also some Windows Mobile phones that were part of the pilot.

The primary reason that we started developing on iPhone -- and the four apps that we did for this competition that were on iPhone -- was that the three of us happened to have iPhones. And it wasn't until I'd say sometime in April before we received the Android phones as part of our pilot and we actually started doing some Android application development.

And it really came down to just -- you know, I mean, looking at the different programming languages. Each of the different phones have completely different ways of developing and programming, whether it's Java programming for the Android or the Objective-C programming for iPhone. And interestingly, even though the three of us had iPhones, all three of us were probably much more comfortable with Java programming for Android.

And so it was going through this process of choosing what we wanted to do. And, at the time, we just had to choose one and that was the direction we took.

Q And of course, the money?

MAJ. MOTES: I think we're going to get iPhone 4s. (Laughter.) I don't know. There is -- I think at the very beginning, we had talked about, you know, at the School of Information Technology, you know, possibly taking some of the money and having, you know, a little banquet reception for, you know, the instructors and some of the students there. And then also, I'm pretty sure that we're going to donate a portion of the money to either the Fisher House or Wounded Warriors, which was something we talked about early on.

Q Thank you.

Q General, for operational issues, operational control of equipment -- (inaudible) -- hand-held device being used for -- (inaudible) -- down at Bliss it was, is it likely in the future that it will be every soldier with their personally owned product controlling -- (inaudible) -- or with it be an Apple-like device?

GEN. SORENSON: No. Well, I don't know if it will be an Apple-like device. Probably will be an iPhone, could be an Android, but it will be a -- that's what I said before. It will be distributed, part of the equipment integration, part of the capability just delivered as part of the system. Okay. So we'll not be having, if you will, individual soldiers out there with their individual iPhones kind of monitoring and moving -- (inaudible) -- around the ground. It will be equipment delivered, and they'll have the dedicated channel and the code and all that kind of stuff so all these sort of people can control whatever they control. Q Even if it's developed by a Motorola product -- (inaudible) -- or an Apple product, an iPhone, or maybe even a third company, is there going to be a product that's commercial off-the-shelf that somebody can buy --

GEN. SORENSON: Yeah. I mean, I'll tell you, you just walk down on the floor right now, there's some very creative companies here. (Inaudible.)

) There's some significant DOD-integrating companies that have taken some very creative approaches on how to take some of these, if you will, less-than-ruggedized capabilities and ruggedize them.

I mean, I've seen one where, you know, we all remember -- at least I do and I'm sure I look around the room here, I see some of the guys that have got gray hair. You remember the Dick Tracy watch. (Laughter.) So there's a company down there that's taken an Android, and they've developed a strap by which a soldier can kind of wrap it around his arm so he can do programming.

It's not exactly as small as a Dick Tracy watch, but it's got all the capabilities. So that's the kind of thing, I think, we're going to see in the future where you get the large integrating companies -- and I'm talking the GDs, the Boeings, the Lockheeds and so forth. They're going to take some time to figure out -- and there's even some smaller companies out there doing this as well.

How to ruggedize or how to put this in the manner, shape or form that it fits into our equipment and we'll use it. But we are going to do, as I mentioned yesterday in my presentation, we're going to move forward to try to figure out how we can make and take better advantage of the commercial sector and add to the architecture that we've already signed out. And we talked about the website yesterday. That's all commercial standards.

Q Can I follow up with Major Motes?

We've heard a lot about Androids, iPhones. You mentioned Windows Mobile just very briefly, and we haven't heard much about RIM. Can you talk about the sort of inertia behind primarily iPhones and Android platforms? And is, for example, RIM and Windows Mobile more complicated and therefore kind of harder to get folks to contribute ideas?

And at some point, you're going to probably have to make a decision as to, you know, which one are we going to get behind. Is there a sense of when that might come one day?

MAJ. MOTES: I know we've looked some at Blackberry programming and also with Windows Mobile. The problem that we have with Windows Mobile is, right around the time that we were starting on this, you know, Windows announced, you know, Windows Phone 7 that would be coming out the holidays of this year.

And so as we were going through the process of what we wanted to choose to learn on, you know, choosing to learn on Windows Mobile 6.1 or Windows Mobile 6.5 didn't make as much sense to us because 7 was coming out and because it was announced that 7 would not be backwards-compatible.

So a lot of it had to do with just the practical aspects of -- you know, we had to choose. But I know there is some looking at, you know, some web-based apps or using, you know, the web kit on the phones to extend some apps across, you know, to make the universal app. And so I think the further we get into it, we're going to look at, you know, which apps we can write that could be in that universal category and then, you know, which apps have to be written along the specific programming languages to take advantage of the hardware from, you know, each of the devices in particular.

Q One quick follow-up. For any of the developers in the room, did y'all know each other during the process? Did you collaborate? Did you coordinate? Or did you compete like vicious -- (inaudible)? (Laughter.)

ANDREW JENKINS: We didn't have a lot of spare time. Most of us were doing a lot of the development on the weekends.

Q Can you say your name before you --

MR. JENKINS: Oh, I'm sorry. Andrew Jenkins --

MR. : Speak into the microphone, sir. I can't hear it.

MR. JENKINS: -- from the U.S. Army Geospatial Center.

MS. MCBRIDE: Can you hear that?

Q No.

MS. MCBRIDE: Okay. Is the mike on? This one is a wireless that you've got.

MR. JENKINS: Can you hear me now?

Q No. (Laughter.)

(Cross talk.)

MR. JENKINS: How about now?

Q There. Okay. Just talk loud. MR. JENKINS: This is Andrew Jenkins from the U.S. Army Geospatial Center.

Q That's better.

MR. JENKINS: I'm on the committee from Army Geospatial Center. We developed the disaster-response app. In reference to your question, you know, we spent a lot of time over the weekends -- personal time -- developing our apps. We didn't know a lot of the other participants. You know, I think we worked -- I think the team -- but we had laid out about seven different apps that we wanted to focus on. The majority of our apps were location-based, so we had a lot of mapping facilities.

So we worked together within our own organization on that, but when it came down to it, we were kind of -- (inaudible).

MS. MCBRIDE: Any other -- any other -- on this end, are there any other questions?

Q Yeah. Colin Clark with DOD Buzz. I've got one for the general.

Sir, there's been a great deal of talk within OSD and other levels about how wonderful the -- (inaudible) -- process is and how easy it is to navigate. Of course, I'm being a bit sarcastic.

But do you see this sort of development usefully undermining the current requirements process and opening it up to some degree for larger weapons systems, or is it just a separate track?

GEN. SORENSON: Yeah -- trying to create that phrase again. You said unusually -- what was that phrase you used? Usefully undermining?

Q Yes.

GEN. SORENSON: Yes. I think I'm into usefully undermining. (Laughter.) Having spent a number of years in the acquisition community, we have a very laborious process. And the whole point of doing this contest was to see if we could somehow acquire a capability without having to go through, you know, that type of process.

And I think the contest and the contest methodology demonstrated there was a way to do this. What didn't happen on the front end is we

didn't really specify any requirements. We specified some categories of development such as information access, such as locations, such as MWR, mission-specific -- very vague in terms of, if you will, any sort of requirements documents.

What I could kind of foresee in the future, as I mentioned before, about all these collaborative events, collaborative efforts we have ongoing in the Army like the Center for Army Lessons Learned that's out at Fort Leavenworth, CompanyCommander.com that a group up at West Point runs for platoon and company leaders and below, the war fighting forums that every particular type of formation in the Army now hosts. So we're talking about the heavy brigade combat teams have a war fighting forum that they collaborate on. And my sense is that we can begin to use these forums as a way to, if you will, garner some insights into these requirements the soldiers are talking about that they need, because in many cases, they're the ones that have a better idea of what their requirements are, and somehow use those particular collaborative forums as a way to, if you will, synthesize and maybe to collect some requirements, put those out in a contest forum for the commercial sector to bid on in terms of producing something, give them 30 days to produce a rough order of capability that then would have the community at large kind of take a look at and vote on. If the people get enough feedback that's positive, then fund them for another 60 days to deliver something. In 90 days, you now have a capability you can field.

And by going through the whole process as we did right here, of, if you will, using specific operating environments, we can simplify the certification and accreditation process and get these systems out there much more rapidly. So that's what -- I think we're beginning to put the pieces in place such that we can do this. And the phrase there about usefully undermining, it maybe is a little bit pejorative, but what I'm trying to do here in terms of projecting what we're working on here is a way to get this capability out to the hands of our war fighters much more rapidly and do it in a fashion that still, I would say, conforms to the intent of the acquisition process but in many cases, certainly, cuts through a lot of the bureaucracy, cuts through a lot of the formality of the process and does it in a more rapid fashion.

Q Well said.

MS. MCBRIDE: Thank you.

GEN. SORENSON: Thank you.

MS. MCBRIDE: Staff Sergeant Sweetnam, we're at the end of our hour. The folks here in Tampa can still ask questions of the winners who are in the room.

Do you want -- do you have anything you wanted to say at this point? SGT. SWEETNAM: Yes, ma'am. And before we do that, could you quickly give us the storefront website address again?

MR. : Right. So it's <https://storefront.mil/army/>

MS. MCBRIDE: And that will also -- that address is also on the Army CIO G-6 public website.

SGT. SWEETNAM: Excellent. Thank you, ma'am, and thank you, sir.

I want to thank everyone who participated in the call today. We had some great questions and comments today. As we wrap up today's call, I'd like to remind you all that today's program will be available online at the bloggers link on DOD.mil where you will be able to access a story based on today's call along with some source documents such as this audio file.

So for those on the line, again, thank you for participating. And thank you, again, sir, and everyone in the room and the individuals on the line. Feel free to disconnect at this time.

END.