



OpenID

‘How I learned to stop worrying and love identity’

by Scott Kveton



The Problem:



“Been there, done that”

Microsoft
.net Passport

All your data are belong to us

LIBERTY
 ALLIANCE
PROJECT

What is OpenID?

- Single sign-on for the web
- Simple, light-weight
- Easy-to-use, easy-to-deploy
- Open development process
- Decentralized

(Basically, take every assumption about Passport and reverse it)

Your OpenID is a URL

<http://kveton.myopenid.com>

“URL’s are stupid”

- OpenID comes from the blogosphere
- Biggest problem with identity; namespace
 - OpenID solves this by using DNS
- Your identity is a destination
- You have a unique end-point on the Internet

“Let’s see it action!”



Sign In Using Your Magnolia

Email Address or Screen Name:

Password:

SIGN IN

[Forgot Your password?](#)

Sign In Using Your OpenID

OpenID URL:



OpenID lets you safely sign in to different websites with a single password. [Get an OpenID.](#)

SIGN IN WITH OPENID

A screenshot of the MyOpenID sign-in page. The page has a blue header with the text "MyOpenID Free OpenID Server" and a small profile picture of a man. Below the header, the main content area is white and contains the heading "Sign In" and a list item "• Sign Up". There are input fields for "Username:" (containing "kveton") and "Password:" (containing "*****"). Below these fields are a checkbox for "Stay signed in" and a link for "Forgot Password?". At the bottom of the form is a "Sign In" button. The footer of the page contains a navigation menu with links for "Sign Up", "Directory", "Help", "Feedback", "Blog", "About Us", and "Privacy", followed by the copyright notice "© 2006 JanRain, Inc." An arrow from the Magnolia sign-in page points to the "Sign In" heading on this page.



OpenID Verification

A site identifying as <http://ma.gnolia.com/> has asked us for confirmation that <http://kveton.myopenid.com/> is your identity URL. ma.gnolia.com also asked for additional information. It did not provide a link to the policy on data it collects.

Select a persona:

Default

*Nickname **kveton**

Full Name **Scott Kveton**

*E-mail Address **scott@kveton.com**

Birth Date **1973-10-27**

Postal Code **97239**

Gender **M**

Country **US**

Time Zone **America/Los_Angeles**

Preferred Language **EN**

[What exactly do these buttons do?](#)

magnolia



Rent Movies From Netflix
Only \$9.99 a month
No Late Fees • Over 65,000 Titles
Free Shipping
[Try Netflix for FREE!](#)

Signed in as [kveton](#) | [Sign Out](#)

[BOOKMARKS](#) | [TAGS](#) | [PEOPLE](#) | [GROUPS](#) | [DISCUSSIONS](#) | [MESSAGES \(1\)](#) | [PROFILE](#) | [SUPPORT & TOOLS](#)

Hello, [Scott](#). You have **new messages!**

Your Most Recent Bookmarks [\(View All\)](#)

[Less Detail](#)

Just For You Cafe, San Francisco: breakfast

[VIEW DETAILS](#) | [EDIT DETAILS](#)

★★★★★



Great grub, cash only, fast service

Tags: [breakfast](#)

Saved by [Scott Kveton](#) on Feb 02, 2007 at 05:43 PM

Planet Venus source code

[VIEW DETAILS](#) | [EDIT DETAILS](#)

Find Bookmarks [\(More Options\)](#)

Add a bookmark

Featured Linker



Chris Messina

Chris Messina is a passionate shaker-upper of the status incognito.

[More...](#)

**Q: How can I trust
MyOpenID?
A: You don't have to.**

<http://scott.kveton.com>



<http://kveton.myopenid.com>

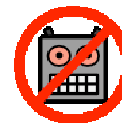
```
<link rel="openid.server" href="http://www.myopenid.com/server" />
```

```
<link rel="openid.delegate" href="http://kveton.myopenid.com/" />
```

“Nobody will ever use this”



LIVEJOURNAL



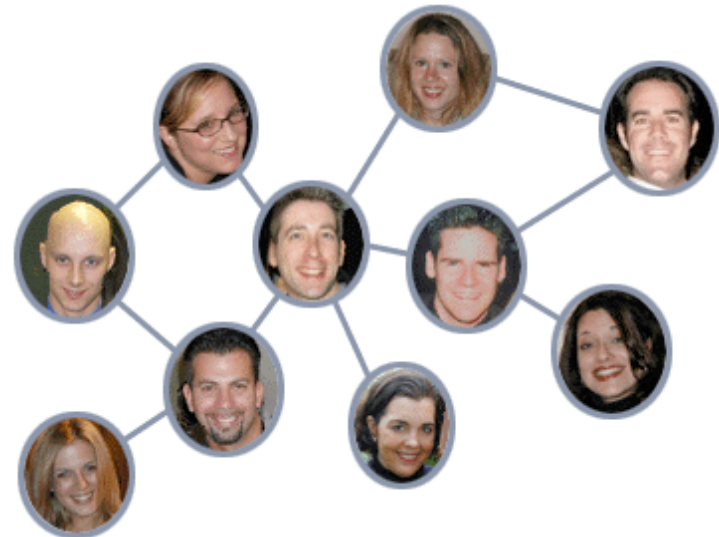
Trends in Adoption

- 60 - 75 million users with OpenID's
- 1200+ OpenID enabled sites
- 15 - 20 new OpenID enabled sites each day
- 7% growth every week in new sites
- (based on visits to MyOpenID.com)

“What’s the big deal?”



OpenID is another
(very important)
building block



OpenID + Contacts*



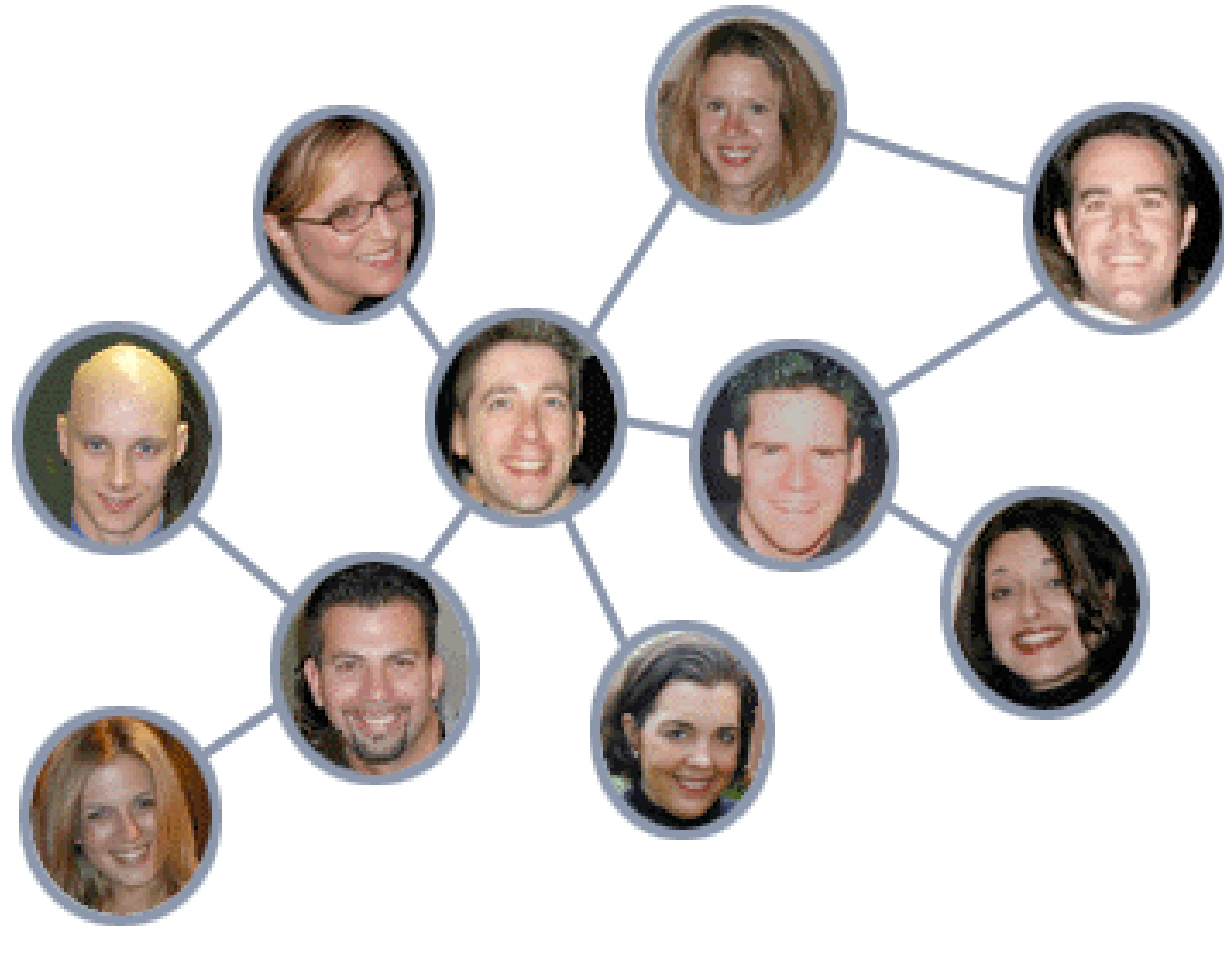
* - See hCards

OpenID + Calendar*



* - See iCal

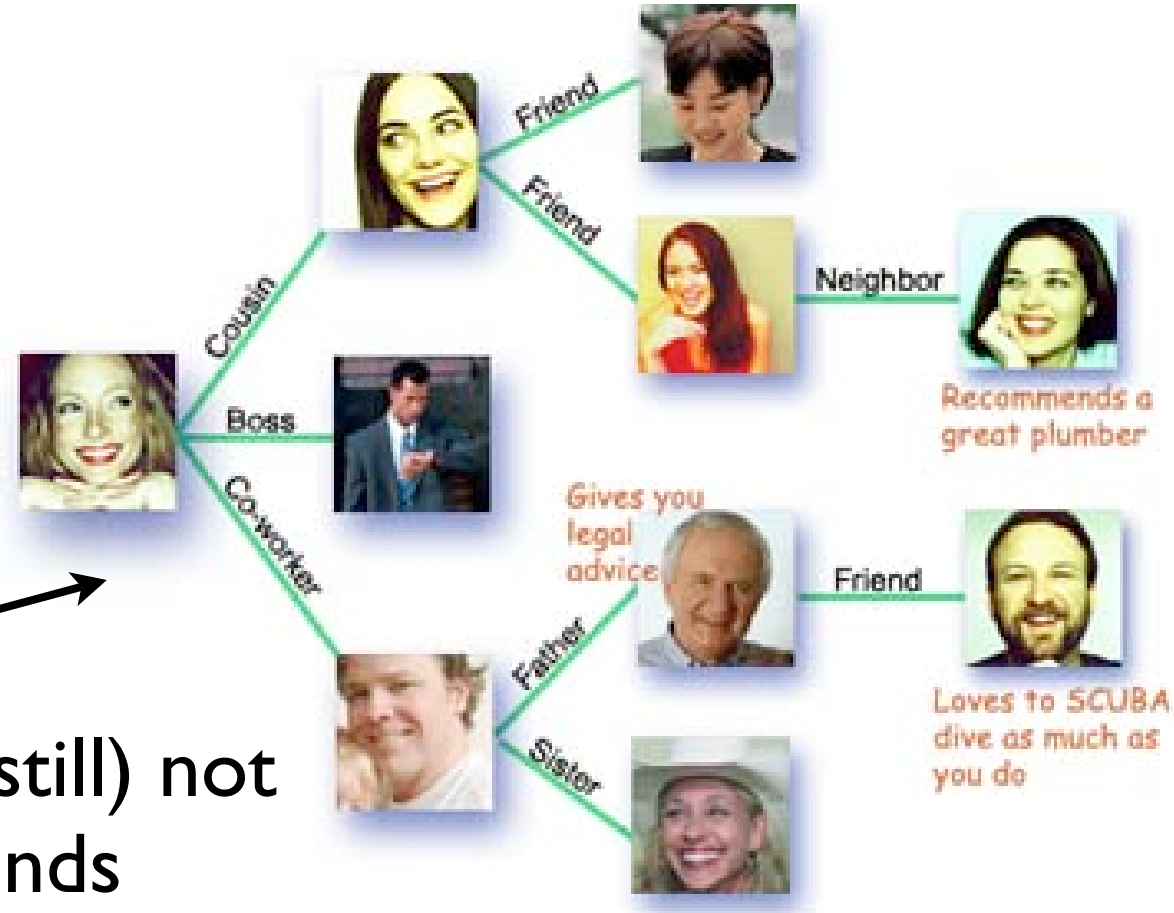
OpenID + Social Networking*



Note: these are not really my friends

* - See XFN or FOAF

OpenID + Reputation*



Note: these are (still) not really my friends

* - See



Predictions for 2007

- 7,500 sites supporting OpenID
- 100 million users with OpenID
- Big players adopt OpenID
- Innovative OpenID services emerge

“I’m sold!! Now what?!”

- Get an OpenID:
 - `<shameless>MyOpenID</shameless>`
- OpenID enable your site, project
- Learn more at openidenabled.com
- Join the OpenID community: openid.net