

# Media X

AT STANFORD UNIVERSITY

**RESEARCH, COLLABORATION, INNOVATION**

**5TH ANNUAL CONFERENCE APRIL 16 AND 17**

FRANCES C. ARRILLAGA ALUMNI CENTER

20  
07

## FROM THE DIRECTORS

More people on earth will purchase a cell phone for the first time this year than have ever used any other electronic device in history. Web 2.0, serving the “last mile” at the last outpost on earth, participatory media creation by “Smart Mobs” – the Information Age has indeed arrived. Emergent technologies and organizations stimulate new ideas and cause disruption, creating new tensions and opportunities. Anticipating the unanticipated, reducing ambiguity to knowledge, focusing attention on the critical issues – all become essential ingredients for a world in transition.

**Media X** was conceived with a strong belief that interdisciplinary perspective is crucial to better understanding and solution definition for these issues, coupled with a realization that nearly all academic research is conducted departmentally without involvement by either industry or other disciplines. Our model – unique in the Stanford mosaic – is that **Media X** industry partners – Affiliates – provide crucial questions and modest funding for Stanford faculty and student scholar research that spans multiple disciplines. The resultant insights exemplify the best intersection of industry need and academic research, accelerating understanding and progress on critical topics.

The model works – with more than a dozen sponsored RFPs, some seventy-five projects have been conducted in the past five years, leading to innovative insights and actionable conclusions. The Affiliate model includes several levels of involvement, including our new experimental collaborative **Media X** Works testbed. Your participation is welcome, and the support that we have received from our Affiliates has been most gratifying.

Welcome to the 5th Annual **Media X** Conference. We look forward to your involvement today, tomorrow, and in the future.

Sincerely,

**Chuck House**

Executive Director

**Kathy Lung**

Assistant Director

# EMERGING THEMES & UPCOMING EVENTS

RFPs are a key mechanism for Media X to stimulate research proposals from the faculty and student research community. Most of our proposals have joint sponsors from two or more schools – we have received nearly 200 such proposals to date.

## Current Active Themes Include:

- Emergent Leadership Characteristics in Virtual Worlds
- Collaborative Productivity in Synthetic Worlds
- Media Consumption in a Web 3.0 world
- Social Networking, Community Building, and Enduring Engagement
- Autonomic Home Monitoring and Proactive Health Management
- Monetization in a Virtual World – eCurrencies
- Pervasive Mobility

## Upcoming Events (a partial list):

### **MAY 1 The Future of Advertising in Digital Media**

14th Annual Stanford/Accel Symposium, Media X co-sponsoring with Accel Partners  
Arrillaga Center, 8:00am-5:30pm

### **AUGUST 1-3 Building Effective Virtual Teams (limited enrollment)**

Media X co-sponsoring with Wallenberg Summer Institute. The Summer Institute at Wallenberg Hall is a unique forum where industry leaders, educators, researchers, and practitioners explore critical issues at the crossroads of learning, collaboration and technology. These are interactive, hands-on sessions that offer peers a chance to connect in a small group setting at Stanford.

### **OCTOBER 12 Interconnections of the Information Age**

Hosted by James Burke (tentative). Media X co-sponsoring with the  
Computer History Museum

For additional information about the program, please visit <http://mediax.stanford.edu>

# SCHEDULE OF EVENTS

## MONDAY, APRIL 16

### Affiliate Meeting and Registration

(Peter Wallenberg Learning Theatre)

9:15 - 10:00

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### Presentations (Peter Wallenberg Learning Theatre)

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- **Media X Welcome and Overview** 10:00 - 10:10  
Byron Reeves  
*Professor, Communication*  
*Co-Director, Human Sciences and Technologies*  
*Advanced Research Institute (HSTAR)*
- **Media X Description & Value Proposition** 10:10 - 10:20  
Chuck House  
*Executive Director, Media X*
- **Virtual R&D** 10:20 - 10:45  
Alph Bingham  
*President and CEO, InnoCentive*
- **Media X Works** 10:45 - 11:10  
Greg Nuyens  
*CEO of Qwaq*
- **Virtual Teams 3.0: The Future of Research, Innovation and Productivity** 11:10 - 11:35  
Craig Samuel  
*Vice President, Unisys*

- **Media X Research Themes** 11:35 - 11:45  
Chuck House  
*Executive Director, Media X*

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**Q&A with Chuck House & Byron Reeves** 11:45 - 12:00

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**Registration and Annual Meeting** (Arrillaga, McCaw Hall) 12:00 - 1:00

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**Presentations** (Arrillaga, McCaw Hall)

- **Welcoming Remarks and Overview** 1:00 - 1:10  
Chuck House  
*Executive Director, Media X*
- **Leadership: Treating Your Organization as an Unfinished Prototype** 1:10 - 1:35  
Bob Sutton  
*Professor, Management Science and Engineering*
- **DARPA Grand Challenge – The Saga Continues** 1:35 - 2:00  
Sebastian Thrun  
*Associate Professor, Computer Science and Electrical Engineering*  
*Director, Artificial Intelligence Laboratory*
- **Converting PowerPoint Slides to a Compelling Message** 2:00 - 2:20  
Scott Z. Burns  
*Producer, Oscar Winner for An Inconvenient Truth*

# SCHEDULE OF EVENTS

## MONDAY, APRIL 16

- **Unleashing and Harnessing Video in the 2.0 World** 2:20 - 2:35

Dave Toole, *CEO/founder, Outthink Media*

J.D. Lasica, *Co-founder, Ourmedia*

- **Video Conversations** 2:35 - 2:50

Roy Pea, *Professor, Education and Learning Sciences*

*Co-Director, Stanford Center for Innovations in Learning (SCIL)*

*Co-Director, Human Sciences and Technologies Advanced Research Institute (HSTAR)*

**Break** 2:50 - 3:10

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### **Presentations** (Arrillaga, McCaw Hall)

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- **3-D Scientific Imaging** 3:10 - 3:30

Paul Brown

*Consulting Associate Professor, Medicine*

- **How Email Cheapens Your Life -  
And 5 Things You Can Do About It** 3:30 - 3:50

B.J. Fogg

*Director, Persuasive Technology Lab, CSLI*

*Consulting Faculty, Computer Science*

- **Life After the Information Revolution** 3:50 - 4:20

Paul Saffo

*Institute for the Future*

*Consulting Associate Professor, Engineering*

- **Media X Works Demonstration**  
**A Living Laboratory** 4:20 : 4:35  
 Greg Nuyens  
 CEO, Qwaq
- **Distributed Teamwork for Business and Play** 4:35 - 5:00  
 Eric Hoffert  
 CEO, ShareMethods

**Cocktail Reception and**  
**Rules of Engagement for the two days** 5:00 - 6:30

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Notes

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# SCHEDULE OF EVENTS

## TUESDAY, APRIL 17

**Registration and Continental Breakfast** 7:30 - 8:00

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**Media X Welcome**  
**Chuck House, Executive Director** 8:00 - 8:10

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**Media X Research and Unanticipated Results**  
**Cliff Nass, Professor, Communication** 8:10 - 8:30

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**Session I: Presentations – Todd Logan, Moderator**  
(Arrillaga, McCaw Hall) 8:30 - 9:15

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**1. Serious Uses for Games: Enterprise Inspirations from Multiplayer Virtual Worlds**

Byron Reeves

*Paul C. Edwards Professor, Communication*

**2. Designing Interactions When Computers Can See**

Terry Winograd

*Professor, Computer Science*

**3. Dynamic Network Visualization**

Dan A. McFarland

*Associate Professor, Education and (by courtesy) Sociology*

**4. The Stanford Pervasive Parallelism Lab**

Oyekunle Olukotun

*Associate Professor, Electrical Engineering and Computer Science*





# SCHEDULE OF EVENTS

## TUESDAY, APRIL 17

### Session II: Presentations – Byron Reeves, Moderator

(Arrillaga, McCaw Hall)

10:20 - 11:05

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**7. Haptics and Personal Robotics**

Ken Salisbury

*Professor, Computer Science and Surgery*

**8. Changing the Culture of Human Aging  
Using Science and Technology**

Laura Cartensen

*Professor, Psychology*

*Director of the Stanford Center on Longevity*

**9. Learning Technologies For the Digital Generation**

LeRoy Heinrichs

*Associate Director, Stanford University Medical Media and Information Technologies (SUMMIT)*

**10. • Media and Global Literacy**

*Stuart Gannes, Director, Reuters Digital Vision Program*

**• Bollywood Jukebox for Literacy,  
Starring Same Language Subtitling**

*Brij Kothari, Microsoft Fellow, Reuters Digital Vision Program*

*Indian Institute of Management, Ahmedabad*

**• Youth Financial Literacy**

*Adam Tolnay, Fellow, Reuters Digital Vision Program*



# SCHEDULE OF EVENTS

## TUESDAY, APRIL 17

### Session III: Presentations – Roy Pea, Moderator

(Fischer Conference Center)

1:00 - 1:45

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**13. Technology for Rethinking the Bad Stuff of School:  
Homework and Tests**

Daniel Schwartz

*Professor of Education*

**14. Enabling a “Killer Ecology” for Mobile and  
Ubiquitous Computing**

Scott Klemmer

*Assistant Professor, Computer Science*

**15. High-Performance Brain-Computer Interfaces**

Krishna Shenoy

*Assistant Professor, Electrical Engineering*

**16. Global Teamwork: Media, Knowledge, and Influence Leaders**

Renate Fruchter

*Director, Project Based Learning Laboratory*

*Civil and Environment Engineering*

**17. The Next Billion: the Internet Going Forward**

Ward Hanson

*Policy Forum Director, Stanford Institute for Economic Policy Research*

**18. Identity and Transformation in the Virtual World**

Jeremy Bailenson

*Assistant Professor, Communication*

*Director, Virtual Human Interactive Laboratory*

## Session III: Demo's and Discussion

(Fischer Conference Center)

1:45 - 2:35

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## Break

2:35 - 2:50

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## Final Presentations and Closing (Arrillaga, McCaw Hall)

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- **Virtual Worlds and Multi-Mediated Messaging** 2:50 - 3:10

Erik Hauser

*Founder and Creative Director, Swivel Media*

- **Project Genesis - Lighting a City  
and Igniting an Ecology** 3:10 - 3:30

Julian Lighton

*Vice President, Strategy and Business Development, Emerging Market, Cisco*

- **Closing** 3:30 - 3:45

Chuck House

*Executive Director, Media X*

## Cocktail Reception

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3:45 - 5:00

# PARTNERS

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Visa

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## SPEAKERS' BIOS

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### Jeremy Bailenson

*Assistant Professor, Communication*

*Director, Virtual Human Interaction Laboratory*

Jeremy Bailenson earned a B.A. cum laude from the University of Michigan in 1994 and a Ph.D. in Cognitive Psychology from Northwestern University in 1999. After receiving his doctorate, he spent four years at the Research Center for Virtual Environments and Behavior at the University of California, Santa Barbara as a Post-Doctoral Fellow and then an Assistant Research Professor. He currently is the director of Stanford's Virtual Human Interaction Lab.

Bailenson's main area of interest is the phenomenon of digital human representation, especially in the context of immersive virtual reality. He explores the manner in which people are able to represent themselves when the physical constraints of body and veridically- rendered behaviors are removed. Furthermore, he designs and studies collaborative virtual reality systems that allow physically remote individuals to meet in virtual space, and explores the manner in which these systems change the nature of verbal and nonverbal interaction. His work has been published in several academic journals.

**Title of Talk: Identity and Transformation in the Virtual World**

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### Brigid Barron

*Associate Professor, Education and Learning Sciences*

Barron is interested in collaborative learning in informal and formal school settings. She researches how individuals work together to create joint products and how what is learned and created through their interactions is fundamentally related to the quality of the dialogue that takes place. She has documented adolescents' learning ecologies for technological fluency development across diverse communities in the Silicon Valley region. Barron is working on a multi-year research and development project that designs and studies high school level project-based computer science courses. Home page: [http://ed.stanford.edu/suse/contents/brigid\\_barron.html](http://ed.stanford.edu/suse/contents/brigid_barron.html)

**Title of Talk: Learning Ecologies for Technological Fluency**



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## **Alph Bingham**

*President and CEO, InnoCentive*

Alph Bingham is a strong advocate of open innovation and co-founded InnoCentive, Inc., along with other ventures that create the advantages of open and networked organizational structures. He has lectured extensively at both national and international events. He has over 25 years of experience in pharmaceutical research and development, research collaborations, portfolio management and R&D strategic planning. During his career he was instrumental in creating and developing Eli Lilly's portfolio management process as well as establishing the divisions of Research Acquisitions, the Office of Alliance Management and e.Lilly, a unit for business innovation from which various business entities were co-founded, including InnoCentive, YourEncore, Coalesix, Maaguzi, Seriosity and Collaborative Drug Discovery.

**Title of Talk: Virtual R&D**

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## **Paul Brown**

*Consulting Associate Professor, Medicine*

W. Paul Brown, DDS, FICD, FACD is a Consulting Associate Professor at Stanford University, School of Medicine, and a clinical Assistant Professor at the University of the Pacific, and UCSF School of Dentistry. Since 1998 he has been a researcher at the Stanford/NASA Biocomputation Center developing a library of high resolution anatomical models for use in dental and medical education. He has been the Principle Investigator on 8 grants from the National Institute of Dental and Craniofacial Research at NIH. He has developed a "3-D Interactive Atlas of Human Tooth Anatomy" and a "3-D Interactive Atlas of Skull Osteology" which are used in educational institutes around the world. He will publish "3-D Interactive Atlas of the TMJ, Maxilla & Mandible" this year and is currently working on the development of a dental simulator and its associated curriculum platform.

**Title of Talk: 3-D Scientific Imaging**

## SPEAKERS' BIOS

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### **Scott Z. Burns**

*Producer, Oscar winner for An Inconvenient Truth*

Scott Z. Burns, along with Laurie David and Laurence Bender, produced the Paramount Vantage documentary, *An Inconvenient Truth*, for which he received the Humanitas Prize, the Stanley Kramer Award, the Critics Choice Award and the Academy Award for Best Documentary in 2007. He graduated Summa Cum Laude from the University of Minnesota and began his career working in advertising as a writer, creative director and commercial director.

He has penned numerous screenplays and worked with famed directors and actors including Steven Soderbergh, Matt Damon, Marc Forster and Leonardo DiCaprio. His directing debut, *PU-239* (which he also wrote), is scheduled for release by HBO Films in late 2007. Burns was selected by *Filmmaker* magazine as one of the 25 new filmmakers to watch in 2006.

**Title of Talk: Converting Power Point Slides to a Compelling Message**

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### **Laura L. Carstensen**

*Professor, Psychology, Founding Director, Stanford Center on Longevity*

For more than twenty years her research has been supported by the National Institute on Aging; in 2005 she was honored with a MERIT award which extends this support another decade. Carstensen is best known for socioemotional selectivity theory, a life-span theory of motivation. She has published more than 100 articles and chapters on life-span development. Her latest research focuses on ways in which motivational changes influence cognitive processing. Her honors include Stanford University's Deans Award for Distinguished Teaching, the Richard Kalish Award for Innovative Research, selected as a Guggenheim Fellow in 2003 and received the Distinguished Career Award from the Gerontological Society of America in 2006. She received her B.S. from the University of Rochester and her Ph.D. in Clinical Psychology from West Virginia University.

**Title of Talk: Changing the Culture of Human Aging  
Using Science and Technology**

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## **B.J. Fogg**

*Director, Persuasive Technology Lab, Center for the Study of Language and Information.  
Consulting Faculty, Computer Science*

BJ Fogg directs research and design at the Stanford Persuasive Technology Lab, which focuses on how mobile phones can be platforms for motivating behavior change. An experimental psychologist, BJ is the author of the book *Persuasive Technology: Using Computers to Change What We Think and Do*. He holds eight patents and has an additional seven patents pending. BJ's life's work is to create technology that improves the world and makes people happier. For this purpose he founded YackPack, an Internet service that helps people build stronger relationships.

Title of Talk: **How Email Cheapens Your Life – And 5 Things  
You Can Do About It**

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## **Renate Fruchter**

*Director, Project Based Learning Laboratory, Civil and Environmental Engineering*

Dr. Renate Fruchter is the founding director of the Project Based Learning Laboratory (PBL Lab), lecturer in the Department of Civil and Environmental Engineering, and Senior Research Engineer thrust leader of "Collaboration Technologies" at the Center for Integrated Facilities Engineering (CIFE), at Stanford. Her research group focuses on developing collaboration technologies for multi-disciplinary, geographically distributed teamwork, and e-Learning. The PBL Lab technologies support synchronous and asynchronous knowledge capture, sharing and re-use, project memory, corporate memory, and mobile solutions for global workers and learners. In addition, she has established in 1998 a strong research effort focused on the impact of technology on learning, team interaction, and assessment. She is the leader and developer of the innovative "Computer Integrated Architecture/Engineering/Construction Global Teamwork" course launched in 1993, at Stanford, that engages universities from Europe, Asia, and USA.

Title of Talk: **Global Teamwork: Media, Knowledge, and Influence Leaders**

## SPEAKERS' BIOS

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### Stuart Gannes

*Director, Reuters Digital Vision Program,  
Center for the Study of Language and Information*

Stuart Gannes brings a lifelong interest in learning and innovation to the position of Director of the Reuters Digital Vision Fellowship program at Stanford University. The program supports individuals who seek to develop technology-based solutions in the interest of humanitarian, educational, and sustainable development goals.

His career spans journalism, software publishing, corporate research, and education. He was an editor of Time-Life Books and Time Video Information services, the Associate Editor at Discover and Fortune magazines. In 1988-89 he was a J.S. Knight Journalism Fellow at Stanford. In 1992, he founded and served as CEO of Books That Work, an award winning consumer software company. In 1997, Gannes went to AT&T Labs, Menlo Park, CA, as Vice President of Internet Applications. He holds a B.A. from the University of Michigan and received his M.A. in Education and Social Policy from Harvard University.

Title of Talk: **Media and Global Literacy**

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### Ashish Goel

*Associate Professor, Management Science and Engineering*

Ashish Goel is an Associate Professor of Management Science and Engineering and (by courtesy) Computer Science at Stanford University, and a member of Stanford's Institute for Computational and Mathematical Engineering. He received his Ph.D. in Computer Science from Stanford in 1999, and was an Assistant Professor of Computer Science at the University of Southern California from 1999 to 2002. His research interests lie in the design, analysis, and applications of algorithms. Professor Goel is a recipient of an Alfred P. Sloan faculty fellowship (2004-06), a Terman faculty fellowship from Stanford, and an NSF Career Award (2002-07).

Title of Talk: **Incentive Based Reputation Systems**

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## Ward Hanson

*TitlePolicy Forum Director, Stanford Institute for Economic Policy Research*

Dr. Ward Hanson is a member of the Stanford Institute for Economic Policy Research, where he is a Fellow and Policy Forum Director. Dr. Hanson analyzes the economics and marketing of new technology. His current areas of Internet research include governmental policy choices and their impact on the Internet rise of individualization as a general purpose technology, and quantitative models of online business. Other research interests include product line pricing, competitive strategy and the diffusion of innovative energy alternatives. He has a M.A. and Ph.D. in Economics from Stanford University and a B.A. from the University of Wisconsin-Madison.

Professor Hanson created the first Stanford Graduate School of Business Internet marketing class in 1996, pioneered an online version of the class in 2000, teaches a course on the economics of the Internet, and is developing a class in the use of online tools for policy analysis and persuasion. His most recent book, *Internet Marketing & e-Commerce* was published in 2007.

Title of Talk: **The Next Billion: the Internet Going Forward**

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## Erik Hauser

*Founder and Creative Director, Swivel Media*

Swivel Media was founded in 2000 to provide Experiential Relations® programs that would extend brand reach through non-traditional mediums. Erik and Swivel are one of the first agencies to step into the world of Second Life and similar metaverse platforms as early as 2004 on behalf his clients, such as creation of the Wells Fargo Stagecoach Island (Second Life /Active Worlds).

Acknowledged as a leader in the advertising industry, Erik continues to engage in discussion and education on a daily basis with colleagues from around the world through his blog, the Burns/Hauser Report, co-authored by Professor Neal M. Burns of the University of Texas.

Hauser is founder and director of the International Experiential Marketing Association

## SPEAKERS' BIOS

(IXMA) and creator of the Experiential Marketing Forum (EMF) and professional vice president of Pi Sigma Epsilon, one of the nation's largest sales and marketing fraternities for college students.

Title of Talk: **Virtual Worlds and Multi-Mediated Messaging**

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### **LeRoy Heinrichs**

*Associate Director, Stanford University Medical Media and Information Technologies (SUMMIT)*

Dr. Heinrichs, an academic videolaparoscopic surgeon, Professor and past Chair of Ob/Gyn at Stanford, has developed and studied simulation systems at SUMMIT over a decade. He has written a vocabulary for surgical simulators, helped develop a Pelvic Exam Simulator and a Hysteroscopic Surgery Simulator, developed a haptic interface for online VR surgical training systems, and published benchmark, simulator performance data from experienced surgeons to guide trainees in surgical skills acquisition.

The latest and most complex learning tool developed by SUMMIT (with Forterra Systems) offers 10 virtual bomb-blast victims and 10 nerve toxin victims, each with a physiological system functioning as they arrive simultaneously at the Virtual ED for possible medical assistance. He serves on the Medical Advisory boards of Forterra Systems, Panaseca, and the Texas Women's University's School of Nursing. He provides consultation services through Stanford Hills Consulting.

Title of Talk: **Learning Technologies for the Digital Generation**

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### **Eric Hoffert**

CEO, ShareMethods

Eric Hoffert has more than twenty years of experience leading new business, product, and technology development in enterprise software, collaboration, and rich media. Eric is the CEO of ShareMethods, an on-demand sales and marketing document management and collaboration service with customers including BusinessWeek and CNET Channel. Eric also serves as the Chairman of Versatility Software Inc., a digital media management consultancy with clients including The Walt Disney Company and Stanford University.

Previously, he was Chairman and CTO for Magnifi where he received the Computer-world Honors Award.

Prior to Magnifi, he managed Apple Computer's Multimedia Communications Group, where he co-founded the QuickTime software project and led development of the first real-time software video compression algorithm which is now used on more than 500 million computers. While at Apple, Eric received the CEO Technical Award for the development of QuickTime software.

Eric holds fourteen US patents; has authored and co-authored papers for the ACM and IEEE; and has lectured widely around the world. For fun, Eric plays guitar with the Speedies, a power pop band whose music has been licensed by Hewlett Packard (for a Global Advertising Campaign), and NBC, with digital albums available in Apple iTunes in 20 countries.

Title of Talk: **Distributed Teamwork for Business and Play**

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## **Chuck House**

*Executive Director, Media X*

Chuck spent many years at Intel, Hewlett-Packard, Veritas, and other companies working with collaboration systems. HP's Productivity Medal was named for him; he holds many industry awards including IEEE Fellow, Electronics Award of Achievement, and the Computer Design Hall of Fame.

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## **Brij Kothari**

*Microsoft Fellow, Reuters Digital Vision Program  
Indian Institute of Management, Ahmedabad*

Same Language Subtitling (SLS) is currently being employed on television song programming in India to encourage literacy skill improvement among the early literate. An Internet jukebox of songs and lyrics in Indian languages would complement and link with this effort. <http://www.planetread.org/>

Title of Talk: **A Bollywood Jukebox for Literacy,  
Starring Same Language Subtitling**

# SPEAKERS' BIOS

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## Scott Klemmer

*Assistant Professor, Computer Science  
Co-director, Human-Computer Interaction Group*

Scott Klemmer received a dual B.A. in Art-Semiotics and Computer Science from Brown University in 1999, and an M.S. and Ph.D. in Computer Science from UC Berkeley in 2001 and 2004 respectively. His primary research focus is interaction techniques and design tools that enable integrated interactions with physical and digital artifacts and environments. He is a recipient of the UIST 2006 Best Paper Award and the 2006 Microsoft Research New Faculty Fellowship.

Title of Talk: **Enabling a “Killer Ecology” for Mobile and Ubiquitous Computing**

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## JD Lasica

*Co-founder, Ourmedia*

J.D. Lasica is a pioneer, strategist, journalist, author in social media. He is co-founder of Ourmedia, a free community site and learning center for user-created video and audio, and a manager with Outhink Media, a social media company that enables collaboration. J.D. is widely regarded as one of the world's leading experts in the grassroots media movement. His book *Darknet: Hollywood's War Against the Digital Generation* explores the personal media revolution and the emerging media landscape. He writes about citizen media and social networks at [Socialmedia.biz](#) (a podcast and blog), [Darknet.com](#), and his videoblog, [RealPeopleNetwork.com](#). CNET named him one of the 100 top media bloggers in the world.

Title of Talk: **Unleashing and Harnessing Video in the 2.0 World**



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## Julian Lighton

*Vice President, Strategy and Business Development, Emerging Market, Cisco*

Julian Lighton was appointed Vice President of Strategy and Business Development for Cisco's Emerging Markets at the beginning of 2006. Cisco's Emerging Markets Theater, a \$3.7bn business unit, covers 130 countries over 23 time zones. In this capacity, he is responsible for business intelligence, government affairs, theater alliances and partnerships, technology policy development, and new business and investment programs.

Julian joined Cisco in 2002 as General Manager and Vice President of Business Technology Architecture and as a leader of Cisco's Knowledge Management Strategy group. In 2003, he was also given responsibility for Cisco's Advanced Services Strategy and Business Development organization, tripling its revenues in three years.

Julian received a B.A. and a M.A. in Jurisprudence from Magdalen College, Oxford, and a M.A. in Comparative and International Law from the Sorbonne University in Paris. He is an accredited negotiator from the Kennedy School of Government, Harvard University.

Title of Talk: **Project Genesis – Lighting a City and Igniting an Ecology**

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## Todd Logan

*Director, Corporate Relations, Engineering*

Todd Logan is the Director of Corporate Relations in Stanford's School of Engineering. Prior to joining Stanford Engineering he was Director of Media X Partner Programs at Stanford and a member of the Media X Executive Committee. He has over 16 years of experience in business development and marketing in the technology industry. He was VP of Corporate Marketing at Vivant Corporation where he was responsible for strategic partnerships, marketing strategy and corporate communications. He has worked with Fortune 500 companies and leading Internet companies including: IBM, Apple Computer, Netscape, and E\*Trade. He has launched over a dozen technology products into the market, as well as launched

## SPEAKERS' BIOS

early stage technology companies like Wave Research, purchased by EMC Corporation. He received his B.S. in Engineering from California Polytechnic University, San Luis Obispo and his M.B.A. from the Stanford Graduate School of Business. He may be reached at: todd.logan@stanford.edu.

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### **Gilbert Masters**

*Professor, Renewable & Efficient Energy Systems  
Department of Civil & Environmental Engineering*

Within the broad field of environmental engineering, Gilbert Masters specializes in the interrelationships between environmental quality and energy consumption. His main focus is on the design and evaluation of renewable energy systems and energy efficient buildings, including photovoltaics, wind turbines, distributed generation, combined heat-and-power systems, fuel cells, passive solar design, and solar-thermal technologies.

Although he officially retired in 2002, he continues to teach CEE 176A: Energy Efficient Buildings, and CEE 176B, Renewable and Efficient Electric Power Systems. He is also actively involved in CEE's planning for an energy-efficient green dorm on campus.

He is the author of six books, including the widely used textbook Introduction to Environmental Engineering and Science. His latest book is Renewable and Efficient Electric Power Systems, and he has just begun working on a new book on energy, community planning and custody.

Title of Talk: **Communicating, Visualizing and Energy Efficiency**

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### **Daniel A. McFarland**

*Associate Professor, Education and (by courtesy) Sociology at Stanford University*

Dan McFarland is working on four projects that concern social dynamics: how actors use discursive tools to mobilize and rewire social networks; sociocultural analysis of network dynamics using adolescents' interpersonal notes; how voluntary associations of youth influence future political participation; and simulation models of educational careers.

Title of Talk: **Dynamic Network Visualization**

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## Clifford Nass

*Professor, Department of Communication, Stanford CSLI*

Clifford Nass (Ph.D., Princeton University, 1986) is the Thomas M. Storke Professor and Director of the CHIMe Lab at Stanford University. He is a professor of Communication, with appointments in Computer Science, Science, Technology, and Society, Sociology, and Symbolic Systems (cognitive science). Nass is the co-author of two books, *The Media Equation* and *Wired for Speech*, and over 100 papers concerning human-technology interaction and statistical methodology. Nass has been involved in the design of over 200 information products and services.

Title of Talk: **Media X Research and Unanticipated Results**

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## Greg Nuyens

*CEO, Qwaq*

Greg Nuyens has more than twenty years experience as a high tech entrepreneur. He founded and had executive roles at both private enterprises and large public companies. Most recently, as CEO of Devicescape, Greg was responsible for creating and executing the business plan leading to the Wi-Fi embedded strategy culminating in OEM deals with Sharp, Epson, NEC and other leading consumer electronics firms. Devicescape's venture backers include Kleiner Perkins Caufield & Byers and August Capital.

Previously, he served as CTO and Vice President of Engineering at Neomar, Inc., a provider of wireless infrastructure software to Fortune 1000 enterprises. He joined Neomar from Inktomi, where he was Chief Technologist. He also was the co-founder of Ilog, Director of Sun Microsystem's Internet client/server group, and researcher at Xerox PARC and Xerox AI Systems. Greg holds a M.S. in Computer Science from Stanford University and a B.S. degree in Computer Science from Carleton University.

Title of Talk: **Media X Works**

## SPEAKERS' BIOS

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### **Oyekunle Olukotun**

*Professor, Electrical Engineering and Computer Science*

Olukotun led the Stanford Hydra project which developed the first chip multiprocessor (multicore chip) with support for thread-level speculation. Olukotun founded Afara Websystems to commercialize chip multiprocessor technology for high-throughput, low power commercial server systems. Afara microprocessor technology, called Niagara, was acquired by Sun Microsystems. The Niagara based Sun Fire CoolThreads servers have become one of Sun's fastest ramping products ever. Olukotun is actively involved in research in computer architecture, parallel programming environments and scalable parallel systems. Currently, he co-leads the Stanford Transactional Coherence and Consistency (TCC) project. The goal of the TCC project is to make parallel processing accessible to all software developers. Olukotun is a Fellow of the ACM and of the IEEE. Olukotun received his Ph.D. from the University of Michigan.

Title of Talk: **The Stanford Pervasive Parallelism Lab**

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### **Roy Pea**

*Professor, Education and Learning Sciences*

*Co-Director, Stanford Center for Innovations in Learning (SCIL)*

*Co-Director, Human Sciences and Technologies Advanced Research Institute (HSTAR)*

Roy Pea's research areas include computer-supported collaborative and online community learning, uses of digital video for learning research and teacher education, distributed intelligence, scientific visualization, and pervasive learning with wireless handheld computers. Roy is also one of the founders of Teachscape that provides comprehensive K-12 teacher professional development services incorporating Web-based video case studies of standards-based teaching and communities of learners. Pea earned his Doctor of Philosophy in Developmental Psychology from University of Oxford, England.

Title of Talk: **Video Conversations**

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## Byron Reeves

*Paul C. Edwards Professor, Communication,  
Co-Director, Human Sciences and Technologies Advanced Research Institute (HSTAR)*

Byron Reeves is an expert on the psychological processing of media in the areas of attention, emotions, learning, and psychological responses. He is the co-author (with Prof. Clifford Nass) of *The Media Equation*. His research has been the basis for a number of new media products for companies such as Microsoft, IBM, and Hewlett Packard. He is currently doing research on emotional and social responses to complex multi-player games and is working with Seriosity, Inc. to develop new products that bring the sensibilities of gaming to the design and conduct of serious work.

Title of Talk: **Serious Uses for Games: Enterprise Inspirations from Multiplayer Virtual Worlds**

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## Jessica Rose

*Assistant Professor, Orthopedic Surgery*

Dr. Jessica Rose's research focuses on the neuromuscular and musculoskeletal mechanisms underlying gait abnormalities in children with cerebral palsy (CP) and other pediatric orthopedic conditions. As director of the Motion & Gait Analysis Lab at Lucile Packard Children's Hospital, her research has focused on the energy cost of walking, muscle pathology, selective motor control, postural balance and motor-unit firing in CP. Current research examines the relations between neonatal microstructural brain development on diffusion tensor MRI and gait deficits in very low birth weight preterm children. Additional research in the Motion & Gait Analysis Lab investigates the relation between cerebellar structure and postural balance in recovered alcoholics, effect of pregnancy on gait and balance and the biomechanical factors that influence power generation of the elite golf swing.

Dr. Rose has edited the book, *Human Walking*, 3rd Edition, (Rose J and Gamble JG, Editors, Lippincott, Williams and Wilkins, 2005). The book offers a multidisciplinary approach to understanding the expanding field of gait analysis and human walking.

Title of Talk: **Sonification of Golf Swing Biomechanics**

## SPEAKERS' BIOS

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### Joe Rosen

*Stanford Center for Innovations in Learning (SCIL)*

Joe Rosen is a Senior Software Engineer at the Stanford Center for Innovations in Learning, and is the senior developer for the Diver project (Digital Interactive Video Exploration and Reflection, <http://diver.stanford.edu>). His interest in digital video dates back to the late 1980's when as a graduate intern at Apple Computer he contributed to the research that was a precursor to QuickTime. Joe has a M.S. in Interactive Telecommunications from New York University, where he was also an Adjunct Professor of Communications from 1990-1996.

Title of Talk: **Video Conversations**

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### Paul Saffo

*Institute for the Future*

*Consulting Associate Professor, Engineering*

Paul is a forecaster and essayist with over two decades experience exploring long-term technological change and its practical impact on business and society. Paul is currently a Consulting Associate Professor in the Engineering School at Stanford University, and is on a research sabbatical from IFTF, where he has worked since 1985. He was the founding Chairman of the Samsung Science Board, and currently serves on a variety of other boards including the Long Now Foundation, the Singapore National Research Foundation Science Advisory Board, and is an Advisor to Red Planet Capital, and 3i Venture Capital. Paul has also served as an advisor and Forum Fellow to the World Economic Forum, and is a Fellow of the Royal Swedish Academy of Engineering Sciences. His essays have appeared in numerous publications, including The Harvard Business Review, Foreign Policy, Fortune, Wired, The Los Angeles Times, Newsweek, The New York Times and the Washington Post. Paul holds degrees from Harvard College, Cambridge University, and Stanford University. [www.saffo.com](http://www.saffo.com)

Title of Talk: **Life After the Information Revolution**

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## Craig Samuel

*Vice President, Unisys*

Craig Samuel is the Vice President, Global Business Innovation at Unisys Corporation and President, IIP Board of Directors (the Institute for Innovation and Information Productivity, [www.iip-p.org](http://www.iip-p.org)). Previously, while at Hewlett-Packard, he held positions as Chief Knowledge Officer (CKO), and Director for Advanced Technologies in the Worldwide Services Division. Craig acts as a trusted advisor with key customers and governments across the globe on how to apply advanced technology and research to solving their real-world problems and achieve step-function shifts in their business models. He was a leader of HP's Technical Career Path, professional community development, intellectual property and knowledge sharing programs for worldwide technical staff as well as a co-chair of HP's annual worldwide and Asian technology conferences.

Title of Talk: **Virtual Teams 3.0: The Future of Research, Innovation and Productivity**

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## Ken Salisbury

*Professor, Computer Science and Surgery*

Professor Salisbury received his Ph.D. from Stanford in Mechanical Engineering in 1982. At MIT from 1982-1999, he served as Principal Research Scientist in Mechanical Engineering and as a member of the Artificial Intelligence Laboratory. Some of the projects with which he has been associated include the Salisbury (Stanford-JPL) Robot Hand, the JPL Force Reflecting Hand Controller, the MITWAM arm, and the Black Falcon Surgical Robot. His work with haptic interface technology led to the founding of SensAble Technologies Inc., producers of the PHANTOM haptic interface and 3D FreeForm software. In 1997 he joined the staff of Intuitive Surgical, in Mountain View CA, where his efforts focused on the development of telerobotic systems for the operating room. In the fall of 1999 he joined the faculty at Stanford in the Departments of Computer Science and Surgery where his research focuses on human-centered robotics, cooperative haptics, surgical simulation, and robotic surgery. He currently serves on the

## SPEAKERS' BIOS

National Science Foundation's Advisory Council for Robotics and Human Augmentation, as Scientific Advisor to Intuitive Surgical, Inc. and as Technical Advisor to Robotic Ventures, Inc.

Title of Talk: **Haptics and Personal Robotics**

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### **Daniel Schwartz**

*Professor of Education*

A member of the SUSE faculty since 2000, Dr. Schwartz studies student understanding and representation and the ways that technology can facilitate learning. He works at the intersection of cognitive science, computer science, and education, examining cognition and instruction in individual, cross-cultural, and technological settings. A theme throughout Dr. Schwartz's research is how people's facility for spatial thinking can inform and influence processes of learning, instruction, assessment and problem solving. He finds that new media make it possible to exploit spatial representations and activities in fundamentally new ways, offering an exciting complement to the verbal approaches that dominate educational research and practice. Dr. Schwartz's current interest is in the creation and use of web-based tools for instruction.

Title of Talk: **Technology for Rethinking the Bad Stuff of School: Homework and Tests**

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### **Krishna Shenoy**

*Assistant Professor, Electrical Engineering*

Professor Shenoy heads the Neural Prosthetic Systems Laboratory at Stanford University. His research group conducts neuroscience (systems & cognitive neuroscience) and neuroengineering (electrical, bio, and biomedical engineering) research. The group investigates the neural basis of sensorimotor integration and coordination, and designs neural prosthetic systems to assist disabled patients. Professor Shenoy received a B.S. degree in Electrical Engineering from the University of California at Irvine in 1990 (Summa Cum Laude), a S.M. degree in Electrical Engineering from MIT in 1992, and



a Ph.D. degree in Electrical Engineering from MIT in 1995. He was a postdoctoral fellow in the Division of Biology at Caltech from 1995-2001. In 2001, Professor Shenoy joined the Department of Electrical Engineering at Stanford University as an Assistant Professor, where he is also a member of the Neurosciences Program (School of Medicine) and is affiliated with Stanford's Bio-X Program, Biodesign Program, and NIS (Neurosciences Institute at Stanford).

Title of Talk: **High-Performance Brain-Computer Interfaces**

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## **Bob Sutton**

*Professor, Management Science and Engineering*

Robert Sutton is Professor of Management Science and Engineering in the Stanford Engineering School, where he is the Codirector of the Center for Work, Technology, and Organization, an active researcher, cofounder in the Stanford Technology Ventures Program, and a cofounder and active member of the new "d.school," a multi-disciplinary program that teaches and spreads "design thinking." He is also an IDEO Fellow and a Professor of Organizational Behavior, by courtesy, at Stanford Graduate School of Business.

Robert Sutton focuses on evidence-based management, the links (and gaps) between managerial knowledge and organizational action, innovation, and organizational performance. A well-respected author, Sutton has published over 100 articles and chapters in scholarly and applied publications. He has also published 9 books and edited volumes. His most recent book is *No Asshole Rule: Building a Civilized Workplace and Surviving One That Isn't*.

Title of Talk: **Leadership: Treating Your Organization as an Unfinished Prototype**

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## **Sebastian Thrun**

*Associate Professor, Computer Science and Electrical Engineering  
Director, Artificial Intelligence Laboratory*

Thrun received his Ph.D. from the University of Bonn in 1995, and was on the faculty of

## SPEAKERS' BIOS

Carnegie Mellon University before coming to Stanford. He pursues research in artificial intelligence and robotics. In 2004, the US Department of Defense launched a single "Grand Challenge" to the robotics community: Build a car that drives itself from Los Angeles to Las Vegas to win a \$2 million prize. The "DARPA Grand Challenge" requires an off-road vehicle to drive some 175 miles through punishing desert terrain in less than 10 hours, and without a driver on board. In the Fall of 2005, Stanford's School of Engineering joined 194 competing teams to win this unique robot race. In collaboration with multiple Bay Area companies, researchers from the Stanford Artificial Intelligence Lab developed a whole new suite of computer programs for autonomous driving through unrehearsed desert terrain, at speeds of up to 35 mph. This presentation provides fascinating insights into the robot's "brains," and it also reports on the results of this historic race.

Title of Talk: **DARPA Grand Challenge – The Saga Continues**

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### **Adam Tolnay**

*Fellow, Reuters Digital Vision Program*

Y-Fi (Youth Financial Literacy) aims to communicate the basics of personal financial management to youth in marginal areas via the use of fun, interactive, multi-player, multiple-turn simulation games delivered on mobile devices. Adam will be working with inner city high school students in the U.S. to design and pilot Yi-Fi before rolling it out in his native Romania and his adopted homeland, India. Although Y-Fi's games will be tailored to different age groups and various populations, the goal of every game will be to introduce concepts of personal finance management with lifelike risks and rewards. Adam is a successful social entrepreneur who has built and run educational programs in 14 countries. Educated at Harvard College (B.A.), The London School of Economics (M.Sc.), Harvard University (M.A.) and Georgetown University (Ph.D. in progress), he was a management consultant with McKinsey & Company for a number of years prior to devoting himself full time to social entrepreneurship.

Title of Talk: **Youth Financial Literacy**

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## Dave Toole

*CEO/Founder, Outthink*

Dave Toole is the CEO/founder of Outthink Media, a company focused on providing Digital Producers the services and training to create compelling content. Toole ran the technology company GaSonics, where as CEO he helped to grow revenues from \$25M to \$250M while globalizing the company and taking the company public. GaSonics took 5 products to the #1 position in their relative markets. He evangelizes social media at conferences, in workshops CES, Digital Hollywood, OMMA, in practice and as a board member at the College of Marin and the CITS at UC Santa Barbara. Dave is also a musician with a passion for the creative arts and bringing digital video production to a new level of commerce.

Title of Talk: **Unleashing and Harnessing Video in the 2.0 World**

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## Terry Winograd

*Professor, Computer Science*

Professor Winograd's research interest is on human-computer interaction design, with a focus on the theoretical background and conceptual models. He co-directs the teaching programs and research group on Human-Computer Interaction at Stanford. He is also a founding faculty member of the Hasso Plattner Institute of Design at Stanford (known as the "d.school"), a new multidisciplinary program to teach design thinking. Winograd was a founding member and past president of Computer Professionals for Social Responsibility. He is on a number of journal editorial boards, including Human Computer Interaction and ACM Transactions on Computer-Human Interaction (TOCHI).

Title of Talk: **Designing Interactions When Computers Can See**

## ATTENDEE BIOS

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### **Mehran Bagheri**

*Manager, University/Government Technology Partnerships, Motorola CTO office.*

Mehran brings over 20 years of research, development, and management experience and expertise in the area of telecommunication, wireless communications and networking to this role. He has experience in cross-functional collaborations, leading-edge product development (802.11a that lead to Liberty system in New York City), and customer interaction. He has taught as an adjunct professor and has collaborated with researchers in universities and R&D labs as well as program managers in government agencies.

Mehran joined Motorola in May 2005 as an Engineering Manager in the Wireless Broadband Solutions Engineering organization. Recently, he was involved in WiMax product development.

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### **Laurie Dean Baird**

*Director Technology Partnerships for Turner Broadcasting System Inc.*

She is responsible for global research and development partnership activities in new media, covering the areas of advanced video applications, wireless, broadband, IPTV, gaming and emerging advertising technologies. Ms. Baird supports all of Turner's linear and broadband properties, including CNN, Cartoon Network, Adult Swim, TNT, TBS, TCM, Super Deluxe, GameTap, Turner Sports and Court TV. She launched Turner's university research program, investing in top US and international universities, and leads the Time Warner Strategic Partnership with Stanford University Media X.

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### **Kathleen McCoy**

*Journalist, Knight Fellow at Stanford University*

I am at Stanford for one year as a mid-career journalist under a John S. Knight Fellowship. I have worked 20 years in Alaska as a reporter and an editor, in the Bush and in Anchorage area. I am a California expatriate. [kjmccoy@stanford.edu](mailto:kjmccoy@stanford.edu)

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## **Todd Davies**

*Associate Director of the Symbolic Systems Program at Stanford University*

The Symbolic Systems Program is an undergraduate and master's degree-granting program at Stanford that focuses on the relationship between computation and intelligence. For information about Symbolic Systems, see <http://symsys.stanford.edu>. For more about my teaching, research, and interests, see <http://www.stanford.edu/~davies>.

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## **Andrew Donoho**

*Researcher*

Andrew Donoho is a researcher in web and immersive UI technologies. He has experience in hardware development, scientific visualization and web/XML grammars (SVG, XHTML, XForms). He is currently working to integrate high definition video into day-to-day human remote interactions.

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## **Or Gorsky**

*Student and Researcher at the Communication between Human and Interactive Media (CHIME) laboratory at Stanford University.*

My research interests lie in the field of Human-Computer interaction (HCI). I am interested in the differences between common modalities (such as text and voice), in finding alternative means of communication with technology and in using the human sensory and emotional systems to design better products. <http://www.gorsky.co.nr>

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## **Baker Harrell**

*Founder, Youth InterACTIVE*

Baker Harrell's background and expertise in youth culture and K-12 youth empowerment drives the three initiatives of health, education, and civic engagement within his non-profit, youth social marketing organization, Youth InterACTIVE (currently

## ATTENDEE BIOS

throughout Texas). Harrell's philosophy of empowering youth to initiate social change is demonstrated throughout Youth InterACTIVE's efforts and supported by Harrell's interdisciplinary study as a University of Texas, Austin, Ph.D. student in Youth Culture, Youth Media, Youth Marketing, Interactive Technology and Children's Health. Since the beginning in May of 2004, Harrell has led Youth InterACTIVE's team to serve more than 45,000 youth and families with its cutting-edge programs, media and events.

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### **Nick Iuppa**

*Designer, writer, producer*

Nick Iuppa is an experienced designer, writer and producer of interactive media including award-winning games, instructional systems and entertainment products. He has worked for MGM, Walt Disney Productions, Paramount Pictures, Hewlett Packard, and Apple Computer among others. Nick has written six books on interactive design including *Stories and Simulations for Serious Games* (Focal Press: 2006). Recently, his work includes a series of story-based leadership training simulations for the United States Army and an entertainment game released by Leap Frog. He is currently designing a story-based serious game to teach fire safety to Alaskan Native Children.

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### **Aditya Johri**

I'm interested in global teams, virtual work, and use of technology for communication and collaboration. My current work looks at how geographically distributed coworkers form impressions of each other and how this affects knowledge sharing and learning. The findings from my dissertation work inform the design and use of Web 2.0 and related technologies within organizations. <http://www.stanford.edu/~ajohri>

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## **Jenny Johnston**

*GBN's senior editor and resident wordsmith*

Johnston's responsibilities include shepherding GBN writing projects from concept to completion, editing an ever-changing range of publications and presentations, and writing scenario narratives for various GBN client projects. She spent much of 2005 working with GBN CEO Eamonn Kelly on his new book, *Powerful Times: Rising to the Challenge of Our Uncertain World* (Wharton School Publishing, 2005). Prior to joining GBN, she was the copy chief at MarketSpace, another Monitor Group company, where she wrote and edited publications ranging from white papers and case studies to trade books, textbooks, and TV scripts. Jenny holds an A.B. (magna cum laude) in cultural anthropology from Princeton University, an M.A. from the University of Colorado at Boulder, and an M.S. in journalism from Boston University. [jenny\\_johnston@gbn.com](mailto:jenny_johnston@gbn.com)

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## **William J. Kelly**

*CEO and Founder, Learning.com*

Bill Kelly co-founded Learning.com, the premier provider of Web-enhanced curriculum, in 1999 and has served as CEO since its inception. He has more than a decade's experience nurturing the concept of online communities and user generated value, and is leading Learning.com in the application of online community development in K-12 education. The company transforms learning experiences through its understanding of Web-based teaching and learning. Its award-winning software products, EasyTech and TechLiteracy Assessment, support educators to incorporate technology skills into core curriculum instruction. Educators also receive data to understand how well students are grasping technology skills and meeting accountability requirements.

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### **Renu Kulkarni**

*Senior Director, Technology Partnerships in Motorola's Corporate Technology Office (CTO)*

Renu has 20 years of experience in the communications industry. As a direct report to the Chief Technology Officer, Renu's responsibilities include forging Technology Partnerships with leading companies, universities, and government research centers around the world to drive Motorola strategy and innovation into the marketplace. Her team manages the Motorola Labs research portfolio and they work to deliver value-based, measurable research results. She also co-leads Motorola's Global Womens Business Council and is a board member of the Notre Dame High School for Girls in Chicago, IL.

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### **Margaret McGarry**

*Director, Tech Collaboration*

Expertise in knowledge transfer and the commercialization of science from Scotland's Universities, that has evolved to a specialization in identifying, building and delivering economic development opportunities irrespective of the technology sector.

Core activity is supported by a pipeline of measures to ensure sustainable delivery of technology commercialization, creating cross-sectoral collaboration with a grouping of private and public sector partners. Major Projects include Enterprise Fellowships, Photonix Ltd, Edinburgh-Stanford link, Kelvin Institute Ltd, Creative Biopharma, Institute of Medical Science and Technology.

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### **Karen Mason**

*Director, Innovation Portfolio Management at Visa International*

Karen is helping build the infrastructure and communication network to foster the development of early concepts and enable Visa to best address the ever changing global market well into the future. She previously spent five years in Visa's Global Strategy



group, tracking and analyzing market activity on a global basis, identifying emerging trends, risks and opportunities, and uncovering competitors' strategies for product and marketing. She has a BS in Computer Science with Minors in Economics and Cartography from Michigan State University, with post-graduate studies at Harvard University.

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### **John David Miller**

John Miller leads the development of Miramar (Intel's 3D virtual collaboration environment) from home, in a team that is scattered over three continents and multiple time zones. When he's not slaving away, he composes and records his own music, from classical to classic rock.

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### **Chandra Patel**

*Manager of Business Development for Wells Fargo's Internet Services Group*

Chandra's team develops "early stage" new products that will become the next generation of online and mobile products and services for Wells Fargo customers.

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### **John F. Sheets**

*VP of Security Innovation for VWS*

John F. Sheets was formally the VP/Chief Security Officer and Architect for Ingenico, and prior to that spent 17 years at VeriFone in various management positions. He started his career at TRW Space and Technology Group in various classified programs. He is also the chair of ANSI X9F6, Cardholder Authentication & ICCs working group and the convenor of ISO TC68/SC2/WG13, Security in Retail Banking working group. In these capacities he works closely with key members of the payments industry throughout the world. He holds four security patents and has spoken at numerous payment industry and security conferences and events.

## ATTENDEE BIOS

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### Lloyd Tabb

*CTO of LiveOps*

LiveOps is a company that networks telephone related work to over 12,000 distributed workers. In LiveOps world, workers set their own schedules, choose the work they want to peruse and are judged by how they perform. Workers use eLearning tools to build skills to be able to audition for new kinds of work. Lloyd's job is to help design and manage this world.

Prior to LiveOps, Lloyd worked in venture capital (CMEA Ventures), in educational philanthropy (everyschool.org and various schools), on networked collaborative projects (mozilla.org, dmoz.org) and in the software industry (Netscape, Borland and others).

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### Iain Taylor

*Founding partner of Ezone Interactive*

Ezone Interactive is a Web Content Management application provider and is also the director of the Townhouse Company in Edinburgh (Scotland), which own four boutique hotels.

With a broad background in the hospitality industry acquired through a family owned hotel business Iain spent the early part of his career working in the private yachting industry and has sailed 40,000 nautical miles encompassing the Indian and Atlantic oceans on more than one occasion. After returning to Scotland, Iain set up a number of Web sites that lead to a marketable business featuring Web Management capability. This lead to the creation and continued development of Ezone Interactive in 2002 with his business partner Barry O'Kane.

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## **John Taylor**

My current role is the design and incubation of software services that combine Microsoft's assets - Windows Live, Xbox Live, MSTV and others -- into compelling communication, service or entertainment experiences for a wide variety of consumer devices. Using leading edge integration techniques such as well-enabled Web services, network-side mash-ups and IMS standards, my team creates new consumer service products to integrate the consumer's fixed and mobile technologies such as voice communications with your TV, multi-media experiences over IM systems and single-click personal services from your mobile phone.

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## **Eleanor Wynn**

Eleanor works in Intel's Information Technology Group in Applied Informatics for Platform Business support. She has done extensive research and prototyping in social media domains of high-bandwidth distributed collaboration, social networking technologies, demographics of the virtual organization, and agent-based modeling for engineering data center virtualization. Her work is informed by her PhD in linguistic anthropology (UCB), 17 years' membership in international academic information systems communities, and a journal editorship. Recently, she focuses on applying complexity science to organizational problems. She is also Intel's representative to Santa Fe Institute.

## ATTENDEE LIST

**Ugochi Acholonu**, LSTD Ph.D., Stanford University

**John Colin Adams**, Director of Commercialization, School of Informatics, University of Edinburgh

**Grace Ahn**, Ph.D. Candidate, Stanford University

**Mehran Bagheri**, Manager Technology Partnerships, Motorola, Inc.

**Alan Bagley**, Consultant, Technology Management

**Jeremy Bailenson**, Professor, Communication, Stanford University

**Laurie Baird**, Director Tech Partnerships, Turner Broadcasting System Inc

**Brigid Barron**, Professor, School of Education, Stanford University

**Charles Batko**, Communications Technology Consultant, Rowdy

**Lewis Bernstein**, Executive VP, Education, Research, Outreach, Sesame Workshop

**Arthur Bienenstock**, Special Assistant to the President, Stanford University

**Alph Bingham**, President and CEO, InnoCentive

**Joseph Branc**, Manager WorkSpace, Futures Technologies Steelcase Inc.

**Eduardo Briceno**, Student, Stanford University

**John Briggs**, Knight Fellow, Stanford University

**Michael Brown**, Principal, Partech International

**Paul Brown**, Professor, Stanford University

**Scott Burns**, Oscar Winner for An Inconvenient Truth

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**Jack Byers**, CEO, Vanguard Marketing International

**Maria Cacho**, Land Planner/Analyst, Stanford University

**Paul Campbell**, VP, HP Gaming, HP

**Laura Carstensen**, Professor, Psychology, Director of the Stanford Center on Longevity

**Perich Christophe**, Advisor, BT

**Steve Cisler**, KnowledgeX Director Center for Science, Technology & Society

**Michael Clouser**, Associate, Edinburgh-Stanford Link

**Bill Crago**, Senior Scientist – Technology, Bell Canada  
**Alec Dara-Abrams**, Senior Software Staff Engineer, Sony Electronics  
**Todd Davies**, Associate Director, Symbolic Systems Program  
**Andrew Donoho**, Web Theorist, IBM  
**Keith Edwards**, Commercial Manager, Edinburgh-Stanford Link  
**Paul Fahn**, Alliance Manager, Samsung Electronics  
**Alvaro Fernandez**, CEO & Co-Founder, SharpBrains  
**BJ Fogg**, Consult. Prof. & Lab Director, Stanford - Persuasive Tech Lab  
**Bruce Fram**, Investor, MDV  
**Renate Fruchter**, Director of Project Based Learning Laboratory, Stanford University  
**Stuart Gannes**, Professor, Director, Reuters Digital Vision Program, Stanford University  
**Sumit Garg**, Associate, Visa Int'l - Ventures  
**Gary Gerber**, Department Head, Innovation, Visa International  
**Martin Gibbons**, CEO, PeopleMaps  
**Adrian Gillespie**, Senior Manager, Knowledge Transfer Industries, Scottish Enterprise  
**Tom Gillespie**, Senior Director, In-Q-Tel  
**Theodore Glasser**, Professor, Stanford University  
**Ashish Goel**, Professor, Management Science & Engineering, Stanford University  
**Or Gorsky**, Researcher, Stanford University  
**Ann Grimes**, Professor, Stanford University  
**Victoria Groom**, Ph.D. Student, Stanford University  
**Neng Hsiu Han**, Deputy Director, Public Services  
**Ward Hanson**, Professor, Fellow & Policy Forum Director, Stanford University  
**Baker Harrell**, Founder/Executive Director, Youth InterACTIVE  
**Norman Harris**, Design and Product Development Director, SFX Technologies Ltd.  
**Wataru Hasegawa**, Sales & Marketing Manager, OMRON Silicon Valley

## ATTENDEE LIST

**Richard Haukom**, Instructional Technologist, Stanford GSB

**Eric Hauser**, Founder and Creative Director, Swivel Media

**Keiko Hayashi**, Engineer, eBase Solutions, Inc.

**Cathy Healy**, Reuters Digital Vision Fellow, Stanford University

**Debbie Heimowitz**, Student, Stanford University

**LeRoy Heinrichs**, Professor, Videolaparoscopic Surgeon, Stanford University

**Daniel Helson**, Commercial Executive, Edinburgh-Stanford Link

**Peter Hildebrandt**, Dir. Advanced Development, PolyVision / Steelcase

**Rosemary Hill**, SVP, Bank of America

**Takahiro Hirayama**, Research, Dai Nippon Printing Co., Ltd.

**Eric Hoffert**, CEO, ShareMethods

**Robert Horn**, Visiting Scholar, Stanford University

**Scott Horner**, 2007 Knight Fellow, Sun-Sentinel

**Chuck House**, Media X Executive Director, Stanford University

**Jenny House**, CEO, RedRock Reports

**Michael Huang**, Student, Web Designer, Stanford University

**Simon Hurry**, VP Security Innovation, Visa International

**Nick Iuppa**, Writer Producer, StorySimulations

**Kimihiko Iwamura**, CEO & President, OMRON Silicon Valley

**Korina Jocson**, Postdoctoral Fellow, Stanford University School of Education

**Christy Johnson**, Graduate Student, Stanford University

**Jenny Johnston**, Senior Editor, Global Business Network

**Aditya Johri**, Doctoral Candidate, Stanford University

**Wendy Ju**, Graduate Researcher, Stanford University

**Adam Kahn**, Research Assistant, Stanford Department of Psychology

**Nicolas Kardas**, Director of Business Development, Microsoft

**William Kelly**, CEO and Founder, Learning.com

**Chao King**, President, Konica Minolta Technology USA

**Scott Klemmer**, Assistant Professor of Computer Science, Stanford University

**Joanne Koltnow**, Artist and writer

**Shigeru Komatsubara**, Manager, DNP Corporation USA

**Brij Kothari**, Indian Institute of Management, Ahmedabad, Microsoft Fellow

**Renu Kulkarni**, Senior Director, Motorola, Inc.

**John Kuner**, Digital Vision Fellow / Project VIEW, Stanford University

**Ellis Lau**, Student, Stanford University

**Gary Lauder**, Managing Director, Lauder Partners LLC

**Michael Levine**, Executive Director, The JGC Center for Educational Media & Research

**Joel Lewenstein**, Student, Stanford University

**Julian Lighton**, Vice President, Strategy and Business Development, Emerging Market, Cisco

**Richard Ling**, General Partner, Rembrandt Venture Partners

**Kathleen Liston**, PhD Candidate, Stanford University

**Joe Little**, Senior CTO consultant, BP

**Yueh Mei Liu**, Graduate student, Stanford University

**Mauricio Loria**, Int. Information Technology Director, Turner Broadcasting System

**Kathleen Lundberg**, Chief Compliance Officer, Boston Scientific

**Kathy Lung**, Assistant Director, Media X, Stanford University

**Deborah Magid**, Director Software Strategy, IBM

**Il Young Maing**, Chairman, United Technologies International Operations

**Riku Makela**, Program Manager, Tekes

**Heidy Maldonado**, PhD Candidate, Stanford University

**Tom Manassis**, VP, Visa International

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- Barry Margerum**, VP Strategy and Business Development, Plantronics
- Karen Mason**, Director, Portfolio Management, Visa International
- Gilbert Masters**, Professor, Renewable & Efficient Energy Systems, Stanford University
- Kathleen McCoy**, Journalist/Knight Fellow, Anchorage Daily News
- Catherine McDonagh**, Innovation, Visa
- Dan McFarland**, Professor of Education, Stanford University
- Margaret McGarry**, Senior Director, Knowledge Transfer, Scottish Enterprise
- Iain McKay**, CTO, Intelligent Earth
- Matt Mead**, Senior Telecom Engineer, Steelcase, Inc.
- Michael Mercadante**, CEO, ISense Technology, Inc.
- John Miller**, Principal Investigator, Intel
- Katie Miller**, Technology Coordinator, Stanford Teacher Education Program
- Paul Miller**, Group President, CMP Technology
- Joy Mountford**, UED/VP, Yahoo
- Sesh Mudumbai**, Physician, Stanford Anesthesia/VA PSCI
- Ann Mueller**, Program Director, Deutsche Telekom T-Labs
- Takahiro Nakajima**, Printing, Dai Nippon Printing Co.,Ltd
- Clifford Nass**, Professor and Director of the CHIMe Lab, Stanford University
- Ritsuko Nishide**, Project Manager, OMRON Silicon Valley
- Junco Norton**, Director of Finance & Administration, Stanford University
- Greg Nuyens**, CEO, Qwaq
- Ichiro Okajima**, Managing Director, DoCoMo Capital, Inc.
- Oyekunle Olukotun**, Professor of Electrical Engineering & Computer Science, Stanford University
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**SpectrumDNA**, creators of [Addictionary.com](http://Addictionary.com), sponsored the Word Contest for Media X. SpectrumDNA is the innovator of "engines," engines of engagement for the networked audience, which codify a methodology for conceiving, developing, launching, promoting and monetizing engines with all the elements – content, context, community, commerce, and code.

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**Stanford School of Engineering** with its premier international leading-edge research engineering and computer science departments, is long recognized for its pioneering long-term support of industry-academic research partnerships with extremely positive results. Engineering School faculty members, well embedded in Media X programs, have been a major resource for the technology aspects of the multi-disciplinary projects for Media X. The Engineering School has many Industrial Affiliate programs in place for specific technology inquiries, supported by Todd Logan who was strongly involved in Media X initiation and development.



# NOTES

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