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ON DEMAND

**WOB PRESENTS THE
EXCLUSIVE MASTERCLASS ON**
DIGITAL FUTURE
with
**NICHOLAS
NEGROPONTE**

EXPERT IN THE FIELD
OF TECHNOLOGY AND
INNOVATION AND FOUNDER
OF THE MIT MEDIA LAB



**IN THIS MASTERCLASS
YOU WILL LEARN:**

- Looking beyond digital and better understand upcoming challenges and opportunities
- Learn about the future of connectedness, connectivity and their impact on business
- Discover how innovation and creativity will be affected by our digital future
- Understand the challenges associated with powering our digital lives

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ABOUT NICHOLAS NEGROPONTE

Expert in the field of Technology and Innovation
and founder of the MIT Media Lab

Nicholas Negroponte, architect and computer scientist, is the unquestioned guru of technology and its impact on society and business. His extensive experience and deep understanding of digitization and its impact on industry make him the leading authority on transformations that define our future.

Negroponte gained worldwide fame and recognition after the publication of his book *Being Digital*, in which he reviews the world today. In it he predicted a future in which digital technology would become an intimate part of everyday life. In 1985 he founded the MIT Media Lab in response to the increasingly predominant role computers were taking in modern life. His goal, to raise funds and find more creative ways to develop new digital media technologies.

He is also the founder of OLPC (One Laptop per Child), a project that was born in 2005 with the purpose of bringing technology to children in developing countries.



Education is what people do to you; learning is what you do to yourself.



MASTERCLASS SESSIONS

SESSION 1

45 min

BEYOND DIGITAL

- What created the Internet? A look at “packets” and the nature of bits
- Why biotech is the new digital
- The future of Artificial Intelligence and Collective intelligence
- The business advantages of digital
- What's next? Globalization 2.0

SESSION 2

45 min

THE FUTURE OF CONNECTEDNESS AND CONNECTIVITY

- Understanding what bandwidth really means and why it is important
- What is next for telecommunications: Wireless; Satellites; Net Neutrality
- The future of interface: Sensing based, language based and direct brain interfaces

4
SESSIONS

3
HOURS

DIGITAL
MASTERCLASS



MASTERCLASS SESSIONS

SESSION 3

45 min

INNOVATION: THE BEST WAY TO PREDICT THE FUTURE IS TO INVENT IT

- Reflections on creativity: On differences, complexity and contradiction
- Why citizens are not customers – and the importance understanding that distinction
- Revisiting entrepreneurship
- Rethinking competition, capitalism and the roots of collaboration

SESSION 4

45 min

POWERING DIGITAL LIFE

- How much energy do we need?
- Why being sustainable is the wrong goal: Doing the unimaginable
- The potential opportunity cost of renewable energy
- Why fusion is the long-term solution: Thinking nuclear and small

4
SESSIONS

3
HOURS

DIGITAL
MASTERCLASS



BENEFITS

- **Full Access:** Access to the On Demand content for 30 days
- **Executive Summary:** Written overview of key learnings from each session
- **Multi-Language:** All sessions available in English, Spanish, and Italian
- **Content:** 3 hours of content

PRICES

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249 ^{USD}	3 tickets 639 ^{USD}
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