



Brian David Johnson, Futurist and Director, Future Casting, Interactions and Experience Research, Intel

TITLE

Implications of the future of TV on storage.

ABSTRACT

Brian David Johnson's recent Screen Future book is about the people, technology, and economics that are shaping the evolution of entertainment. Blending social and computer sciences, media history, and engaging conversations with industry experts, the author provides an informed and illuminating vision for what happens when TV and entertainment are transformed by the power and intelligence of computers. For this session, Johnson will take us inside the technology and explore how our TVs, phones, cars, computers, and all the devices we love are being connected and reshaped into personalized entertainment platforms – and the implications of this on storage.

BIOGRAPHY

The future is Brian David Johnson's business. As a futurist at Intel Corporation, his charter is to develop an actionable vision for computing in 2020. His work is called future casting—using ethnographic field studies, technology research, trend data, and even science fiction to provide Intel with a pragmatic vision of consumers and computing. Along with reinventing TV, Johnson has been pioneering development in artificial intelligence, robotics, and using science fiction as a design tool. He speaks and writes extensively about future technologies in articles and scientific papers as well as science fiction short stories and novels (Fake Plastic Love, Nebulous Mechanisms: The Dr. Simon Egerton Stories and the forthcoming This Is Planet Earth). He has directed two feature films and is an illustrator and commissioned painter.