



**Content is becoming a dimension  
of our life rather than just  
what we choose to say.**



## Andrew Lippman

□ *Leading researcher on viral communication, social networks and digital life.* □

Brilliant, inspiring scientist focused on creating a networked world where communication becomes fully embedded in our daily lives. Creator, MIT MediaLab's Viral Communications program. Codirector, interdisciplinary Communications Futures program. Creator and director, Digital Life consortium.

Associate Director, MIT MediaLab. Senior Research Scientist Co-Director, Digital Life.

Ahead of the Curve

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## Highlights

In his more than 35 years at MIT's world-famous MediaLab, Dr. Andrew Lippman has been one of the world's foremost researchers on the evolution and impact of **digital technology and media** on business, society and everyday life.

He is one of the world's foremost authorities on **viral communication** and how infrastructure-free communications systems will transform society, the communications industry and business in general. His focus:

*Make information alive—communication that is fully embedded* in our daily lives.

*Make digital social networks work like real social networks—social networks and systems* that work as fluidly as natural contact in a village.

Andrew's work at the MediaLab is transforming several important areas besides communication, including **healthcare, finance and invention itself**.

Dr. Andrew Lippman is the founding associate director of MIT's internationally influential Media Laboratory.

He is Creator & director of the Viral Communications program, Co-director, Communications Futures program, and Creator & director of the Digital Life consortium.

He is co-principal investigator of the Television of Tomorrow research program and principal investigator of the Media Bank Program.

Andy has nine patents and helped develop the MPEG audio and video standards that play both HDTV pictures and MP3 audio.

*A brilliant and inspiring scientist and a warm, expressive speaker, Andrew's talks mix raw enthusiasm with inventive inspiration, working examples, and business opportunities. His highly animated tours of technological possibilities and their unexplored impact on business, lifestyle and human understanding never fail to make a lasting impact.*

## Innovation

Andrew's work at the MediaLab is transforming several important areas besides communication:

**Invention**—the MediaLab is reinventing invention, moving beyond research on products to transform product platforms and architectures.

**Healthcare**—he is helping to create a social-medical network that helps people treat themselves.

**Finance**—he is a researcher at MIT's Center for Future Banking, exploring how emerging technologies and insights into human behavior can transform the role of banks in people's lives.

## Credentials

- Associate Director, MIT Media Lab
- Director, Digital Life Consortium
- Director, Viral Communications Program, MIT Media Lab
- Co-director, Communications Futures Program
- Principal investigator, Media Bank Program
- Co-principal investigator, Television of Tomorrow program
- Nine patents; developed MPEG/MP3 audio standards and HDTV video standards
- Diamond Technology Fellow
- Founder, Presto Technology
- Board member, WaveExpress
- Fleet Captain, Corinthian Yacht Club
- B.S., MIT; M.S., MIT; Ph.D., EPFL, Lausanne, Switzerland