



# DAVID POGUE

New York Times Columnist on Technology

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David Pogue is the personal-technology columnist for the New York Times. Each week, he contributes a print column, an online column, an online video and a popular daily blog, "Pogue's Posts."

With over 3 million books in print, David is one of the world's best-selling how-to authors. He wrote or co-wrote seven books in the "for Dummies" series (including Macs, Magic, Opera, and Classical Music); in 1999, he launched his own series of complete, funny computer books called the "Missing Manual" series, which now includes over 100 titles.

David is also an Emmy award-winning tech correspondent for CBS News, and he appears each week on CNBC with his trademark comic tech videos. He graduated summa cum laude from Yale in 1985, with distinction in Music, and he spent ten years conducting and

arranging Broadway musicals in New York. In 2007, he was awarded an honorary doctorate in music from Shenandoah Conservatory.

## TEMAS

- Social Media
- Future Trends and Technology

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## PROGRAMAS

### Disruptive Tech

As the New York Times's tech reviewer, David Pogue has a front-row seat for observing the blazing-fast torrent of new inventions. Hundreds of gadgets and technologies come down the pike every year, and plenty get lots of press, but most of it's junk.

In this fast, funny presentation, Pogue will stick his neck out to predict which will actually cause major, disruptive changes. He'll display, discuss, and even demonstrate the technological advances in personal entertainment, cellular tech, Web 2.0 and more, that will have the most impact on society.

### Web 2.0, Social Media, and Other Buzzwords

What do YouTube, MySpace, eBay, and Craigslist have in common? They're all part of "Web 2.0," in which a website's material is supplied by its visitors. What do blogs, vlogs, and podcasts have in common? They're all new ways for individuals, and even corporations, to express themselves online.

In this head-spinning talk, David Pogue helps to make sense of the explosively expanding realm of Web 2.0. He'll advise both individuals and companies on how to exploit these live-wire technologies, supply some horrifying and hilarious real-world stories, and hint at the

future, the pitfalls, and the rewards of these revolutionary new channels.

### **Dave's Mobile Show-and-Tell**

David Pogue reviews over 200 products a year for the New York Times. If anyone can identify the breakthroughs, he can. In this lively presentation, half talk, half magic show, David will present and actually demonstrate the latest and most amazing mobile gadgets, and offer his mini-critiques of each.

The assortment changes monthly, of course, but past presentations have included the cellphone that offers unlimited free calls via WiFi; the pocket camera that beams photos instantly onto Flickr (the photo-sharing Web site); the music player that downloads wirelessly from a catalog of 2 million songs; the latest breakthroughs in speech recognition; and, of course, the iPhone. Prepare to have your mind blown and your credit card stressed.

### **The Power of Simplicity**

Why are consumers so fed up with their computers? "Software rage" has become an epidemic, help lines are flooded, and people are flinging their machines out the window in frustration. More often than not, the problem is the software design itself: the interface. The design of programs and Web sites grows in importance every day.

Getting it right, packing a lot of features into a small screen area, is extremely difficult, and the masters of the art are few and far between. But David Pogue, who analyzes software design each week in his New York Times column, has found some fascinating real-world examples that illustrate both clever solutions and horrifying failures.

### **The Digital Generation Comes Of Age**

For the last 20 years, computers and technology have been part of the everyday curriculum for a generation or two of digitally privileged kids. As computer-literate children become America's new leaders, visionaries, and designers, how will their digital upbringing affect society and culture?

New York Times technology columnist David Pogue takes a thoughtful, funny look at how the tidal wave will hit as the digital generation enters prime time, what we'll gain, what we'll

lose, and what beliefs and approaches will shift into something we've never seen before.

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