i3 conference

People and machines: who is driving whom?

Years ago, car manufacturers introduced a voice system that said, “Fasten your seat belts” when needed. Both drivers and passengers hated it. On the other hand, we are all charmed by gadgets: from the tamagoshi to the walkman, from games to kitchen utensils, technology is enchanting us.

The i3 conference asks how we, as humans, react to technology, and what makes us accept or reject it. How can we design technology that people enjoy rather than hate, technology that supports people in their everyday activities rather than frustrating them? How do we live with technology? Why are mobile phones widely used and accepted, but the electronic book much less? How do we decide which technology to deploy? Are market forces the only forces to reckon with? Who leads: the technology or humans?

Speakers at the conference will present relevant insights based on their wide-ranging interdisciplinary experiences.

The conference opens with two keynote talks, followed by a panel discussion.

Keynote session
Chaired by Richard Noss, London University
Stephen Hepell, Ultrasound, Anglia Polytechnic University:
   E-people? It’s a people thing
Derrick de Kerckhove, Director, McLuhan Program in Culture and Technology
   How does technology pull us, whether we want it or not?

Panel discussion
Moderator: Mimo Caenepeel, University of Edinburgh

Participants:
Phil Ellis, University of Sunderland
Irene Mavrommati, Computer Technology Institute, Patras, Greece
Jean Schweitzer, Siemens Luxemburg
Celia Hoyles, University of London
Nicholas Balacheff, University of Grenoble

The i3 conference is organised as part of Messe Basel’s E-congres, on Friday 28 September between 14.30 - 17.00. It will be followed by a closing reception.

Venue: Convention Center Messe Basel, Messe Platz, Basel Switzerland.
Our sponsors

FET (Future and Emerging Technologies)
Common Areas: The Piazza
The High Street
The Administrative Centre
Interactive experience of exhibits at the i3 Research Village

In the process of showing you their results, some exhibitors at the i3 Research Village will give you, the visitor, the opportunity to test their systems interactively. At seven different exhibits, you can make an electronic record of this interaction and store it on our Internet server if you so wish.

Later you can access this record on our site: http://www.i3net.org/ac2001/orbitcomdex/, by clicking on “news”.

To store and recover the information about your interaction, you will be asked to enter the unique number that is printed below in the right corner on this page. The whole site is open and your privacy is not protected.

The exhibits where you can record information about your interaction are:

- Cyberella
- Electronic Graffiti
- KidsLab
- Magic Lounge
- Puppet
- Teleface
- Today’s Stories
- Verbal/non-verbal communication