

ET Update Day 2007

AGENDA - Friday, February 2, 2007

Forum Level, Huntsman Hall *(Room F85 Huntsman Hall)*

8:30 - 9:00 CONTINENTAL BREAKFAST *(Forum Level, Huntsman Hall, 38th and Walnut, Philadelphia)*

9:00 - 9:15 WELCOME & INTRODUCTION

Harbir Singh – Co-Director, Mack Center for Technological Innovation

Michael Tomczyk – Managing Director, Mack Center for Technological Innovation

MORNING SESSION – CONSUMER EMPOWERING TECHNOLOGIES

9:15-10:00 KEYNOTE PRESENTATION:
WIKINOMICS
Collaboration and Innovation in the Age of Linux, ,
MySpace and Wikipedia

Anthony D. Williams
Co-Author of the new book WIKINOMICS

Based on a \$9 million research project, the new book *Wikinomics* shows how masses of people are creating TV news stories, sequencing the human genome, remixing their favorite music, designing software, finding a cure for disease, editing school texts, inventing new cosmetics, or even building motorcycles. What does this mean for companies that have been the traditional gatekeepers of information?

10:00-10:45 CONSUMER DIRECTED HEALTH CARE

Barbara Gniewick – Principal, Human Capital

Deloitte Consulting

Deloitte has been conducting research on the emerging field of "Consumer Directed Health Care" and in 2006 published a report on this topic. Key findings and insights are presented.

10:45-11:00 BREAK

11:00-11:45 GENETIC TESTING: HYPE VS. REALITY

*David Johnston, Ph.D., Vice President & Chief Scientific
Officer, Esoterix Clinical Trials Services;
Laboratory Corporation of America*

Individual gene profiling is often billed as a diagnostic technology of the future, potentially leading to new forms of personalized medicine. But what is the true state of the technology, and potential for the future?

11:45-12:30 CONSUMER-DESIGNED VIDEO GAMES

Chris Satchell – *General Manager, Game
Development Group, Microsoft*

Microsoft tackled a business problem – strong demand for new games for the X-BOX – with a creative technology response – make a game design system available to students and other game players! Chris will discuss the new XNA game development system and "creator's club".

12:30 -1:15 LUNCH and PANEL DISCUSSION

(speakers "eat and meet" with audience)

*Moderated by Terry J. Fadem, Managing Director, Office of Corporate Alliances, University of
Pennsylvania School of Medicine*

AFTERNOON SESSION – ECO-TECHNOLOGIES

1:15 – 2:00 ECO-MAGINATION

John Righini – General Electric Co.

GE has a variety of innovative technologies underway as part of their "Eco-magination" initiative. Technologies and related solutions involved range from solar and wind power technologies to carbon credits.

2:00 – 2:45 THE FUTURE OF HYDROGEN POWER

David Austgen, General Manager - Technology, Operations, Shell Hydrogen LLC

Shell has invested more than \$1 billion in its Renewables and Hydrogen business. Shell Hydrogen recently commissioned the U.S.' first retail hydrogen refueling station in Washington, D.C. and has several other refueling stations in development. The company has a unique viewpoint on what types of infrastructure will be needed to fuel hydrogen powered vehicles of the future.

2:45 – 3:00 BREAK

3:00 – 3:45 TIDAL TURBINES

Ron Smith – *Chairman & Chief Executive Officer
Verdant Power Inc.*

Verdant Power recently installed the first pilot "tidal turbine" in the East River in New York. Pilot programs for more than 100 "Tidal turbines" that draw energy from tidal currents in rivers are being planned in the U.S. alone. This natural source of renewable energy involves complex issues ranging from regulatory and technical challenges, to what happens to the fish? We will learn more about this intriguing technology, which has the potential to aid in the quest for renewable energy sources.

3:45 ADJOURN

DIRECTIONS: Huntsman Hall is located at the corner of 38th and Walnut in Philadelphia. There is an enclosed parking garage across the street. The building is approx. 45 minutes from the airport and 20 min. from 30th Street Train Station.

ACCOMMODATIONS: Hotels closest to the campus are the Inn at Penn on Sansom Street, and the Sheraton University City.

