



**Jaron Lanier**  
Digital Prophet & Composer



## CSA CELEBRITY SPEAKERS

Jaron Lanier is one of most celebrated technology writers in the world, and is known for charting a humanistic approach to technology appreciation and criticism. Often associated with Virtual Reality research, he coined the term 'Virtual Reality' and in the early 1980s founded VPL Research, the first company to sell VR products.

**"One of the foremost digital visionaries of our times"**

### Im Einzelnen

One of Silicon Valley's key early innovators, this digital prophet has been dubbed the 'father of virtual reality' and named as one of Time's 100 most influential people in the world. Neither a tech optimist nor a doom-monger, he is unique for always seeing the opportunities offered by technology as well as the dangers. He sounded an early warning about the perils of the internet - describing the tech giants as 'spy agencies' and 'lords of the clouds' for the way they reduce the value of humans to that of the data they provide. But he also proposed another, more imaginative way to use technology. A 'human-centered approach', he argues, 'leads to more interesting, more exotic, wilder, and more heroic adventures than the machine-supremacy approach, where information is the highest goal.'

### Seine Vorträge

Jaron Lanier challenges us to express our essential humanity via 21st century technology instead of disappearing in it. As he has either initiated or predicted many of the most dramatic recent developments in IT, his keynotes have the quality of a sneak preview of the future. The father of virtual reality explains its dazzling possibilities by reflecting on his own lifelong relationship with technology.

### Sein Vortragsstil

Jaron Lanier is often described as "mesmerising" and "one of the best speakers we have ever heard". He brings humour and depth to his presentations and, on request, intersperses them with virtual reality music performances.

### Sprachen

He presents in English.

### Möchten Sie mehr erfahren?

Für ausführlichere Informationen rufen Sie uns bitte an oder schicken Sie uns eine E-Mail.

### Wie können Sie den Redner buchen?

Per Telefon oder E-Mail.



Video

### Publikationen

**2017**

Dawn of the New Everything: Encounters with Reality and Virtual Reality

**2013**

Who Owns the Future

**2011**

You Are Not a Gadget: A Manifesto

**1999**

Information Is an Alienated Experience

### Themen

High-Tech Unternehmen

Technologien und deren soziale Auswirkungen

Die Philosophie des Bewusstseins und der Information

Internet-Politik

Die Zukunft des Humanismus