



10 December 2007 / Geneva, Switzerland – The simulated brain and how Korean teenagers use social software are just two of the multitude of topics on the agenda at Lift08. The third annual conference on challenges and opportunities of technology in society, 6, 7, 8 February at the [ICCG](#) in Geneva Monday marked lift-off by unveiling its new visual identity, a collage of **300** people from the 2007 event.

The Lift08 version of the event covers several sides of the future, from astonishing ways of learning how our bodies work to the gaming business gone massive-scale, with time to step back and reflect on some of the curious and key technological events that occurred while we were working our way through 2007.

Highlights include:

Learning about the human body

- with Kevin Warwick who had a chip implanted in his arm so he could be linked directly to a computer to assess the use of technology for disabled people
- with Henri Markham who heads the headline-grabbing IBM-EPFL 10-year project to simulate the human brain, which in 2008 moves into its second phase

Gaming, bigger and bigger than ever with Paul Barnett, who is overseeing the design of the upcoming MMORPG Warhammer Online, on the evolution of massive multiplayer environments.

Our online environment in perspective with Bruce Sterling, tech journalist and science fiction writer who will spin a 30-minute overview of what happened in the previous year that struck him as pertinent, interesting and curious.

Conference organizer Laurent Haug Monday also announced Lift08's new partners: the Swiss Confederation, city and canton of Geneva, Swisscom, the ICT cluster and Techcrunch. WattWatt, an independent community website set up by the Geneva-based International Electrotechnical Commission, is a new partner focused on sustainable development. The group is sponsoring speakers who will draw attention to the question of electrical energy efficiency.

Haug issued a reminder that only five days remain for earlybird ticket prices: CHF650 to 15 December, after which the price rises to CHF850. The conference in 2007 drew 550 people and this year's conference is expected to pull in more than 700 people from several countries.

Media details and contacts:

- [Media online page](#), including background material
- [Photos to download](#), including new visual identity (please credit: Lift08)
- Visual identity, [high resolution](#)
- Media registration: raluca@liftconference.com