



LIFT will host its third annual Geneva conference, [LIFT08](#), from 6-8 February 2008. The popular event which last year drew 500+ people from several countries, announces its **initial lineup of speakers**.

Geneva, Switzerland, 16 October 2007 – Star speakers at the LIFT08 conference who are confirmed include:

Kevin Warwick, a British designer who implanted a microchip in his left arm to better study how the latest technology might help disabled people, and **Henri Markram** from EPFL in Lausanne, who heads the [Blue Brain project](#) run jointly by the polytechnic institute and IBM, will address the February conference. Some 700 people are expected at the event, now in its third year in Geneva.

LIFT brings together “observers, explorers, and builders from around the world to discuss the current challenges and creative solutions presented by emerging technologies.”
(www.liftconference.com)

Warwick and Markram are part of a track called “New frontiers” where speakers will describe how ethical and physical boundaries may be crossed by technological developments. The conference will have eight track themes.

Some of the other exciting speakers from the 25-30 who will be part of the program:

- **Rafi Haladjian**, Minitel startups founder and creator of a series of unusual ventures: the Nabaztag, a wi-fi and RFID-enabled rabbit, part of the “Stories” track

- **Robin Hunicke**, Electronic Arts, an academic at Northwestern University: creating Nintendo-Wi games such as My Sims
- **David Marcus** of Zong and **David Sadigh** (IC Agency): how the web is reshuffling work practices, part of the “Web and companies” track
- **Heewon Kim**, researcher at Yonsei University in Seoul: how teenagers use social software in South Korea, and Marc Laperrouza, EPFL researcher who specializes in new technologies in China: current state/trends in Chinese telecommunications. Both are part of the “A glimpse of Asia” track.

LIFT expanded to Asia in 2007, hosting an event in Seoul. “A glimpse of Asia” will share some of the highlights from the August Korea event.

The full program is available online on <http://www.liftconference.com/lift08-program-page>

