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Upcoming Events:

- Outsourcing Personal Memory: The Benefits and Challenges of Capturing Yourself Digitally
- An Evening with Michael Dell
- Sheryl Sandberg in conversation with Charlene Li

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Event Detail

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▶ Thursday, October 8, 2009

Outsourcing Personal Memory: The Benefits and Challenges of Capturing Yourself Digitally

Speakers:

- Guido Appenzeller**, Entrepreneur in Residence, Morgenthaler Ventures
- Gordon Bell**, Principal Researcher, Microsoft
- Rob Coneybeer**, Managing Director, Shasta Ventures
- Sunil Vemuri**, Co-founder & Chief Product Officer, reQall, Inc.

Moderator:

Eric Savitz, West Coast Editor, Barron's Online

We are documenting our lives like never before—with handhelds, cell phones, digital cameras, email, the social web, webcams, PCs, and more. Storing our data is easy with digital memory cheap or even free—whether it's our own, through someone else's website, or rented in the cloud. And new software is being developed to search, mine, and present as much data as we've got.

How much is too much? What new devices, software and services will the convergence of capture, storage and search enable? What impact will they have on the way we interact with and understand our history, our world around us, and ourselves? What are the challenges?

This panel presents preeminent computer scientist Gordon Bell, whose research on "lifelogging" has recently been published as a book called, *Total Recall: How the E-Memory Revolution Will Change Everything*. Joining him is Sunil Vemuri, creator of a "personal memory assistant" based on his pioneering work at MIT Media Lab, Rob Coneybeer of Shasta Ventures, and Guido Appenzeller of Morgenthaler Ventures, who invest in companies that bring the physical world and the internet together. The discussion will be led by Eric Savitz, West Coast Editor of *Barron's Magazine*.

Sponsor:



ATTENTION CORPORATE MEMBERS!

Corporate passes will be accepted for this event. We ask that if you register using corporate passes, please do so 72 hrs in advance. We thank you for your cooperation!

- Registration: 06:00 PM
- Buffet: 06:00 PM
- Program: 07:00 PM

Sponsored by [Fenwick & West, LLP](#)

Location:
Fenwick & West
 801 California Street
 Mountain View, CA 94041

Qty:	Description:	Price:* (Member / Nonmember)
<input type="text"/>	Number of Individual Tickets to Purchase (On Site tickets are \$65.00 / \$85.00)	\$45.00 / \$65.00
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*Membership price discounts will be applied based upon membership status of registrants.