

Aegis Media announces keynote Cannes seminar

Media and digital communications specialist, Aegis Media, has announced details of its keynote seminar "The Future of the Human: Brand: Interface", hosted at the Grand Audi at the Palais des Festivals at 5.15pm on Friday, 21 June.



One of the technology prediction team members of the film, 'Minority Report', John Underkoffler, will form part of the keynote address at Cannes Lions. He joins Hiroshi Ishii, a professor of Media Arts and Sciences at the MIT Media Lab and Aegis Media's CEO of North America & EMEA, Nigel Morris in discussing the vision behind the predictions, where technology is taking us and the potential of these developments for consumers and brands, in a convergent world.

It is only ten years after Steven Spielberg's 2002 science fiction film introduced a series of technologies expected to pervade society in 2054, but these predictions are already a reality - from multi-touch interfaces and gesture technology to vending machines using facial recognition to deliver demographically targeted ads.

During the session, experts from MIT Media Lab, Oblong Industries and Aegis Media will share their predictions on the next wave of innovation in experiences and adaptive interfaces including the potential for mainstream adoption of gestural technology, and the significance of the latest innovation for people, society, culture, brands and business.

"We've seen fifty years of predictions condensed into ten years of reality and with this speed of development and adoption comes the awareness that people and brands are connecting through very intermediate technologies," explained Morris. "The seminar promises to be an entertaining and thought provoking session which will question and answer what this acceleration in innovation means for the future."

For more, go to www.canneslions.com or Twitter: [@AegisMedia](https://twitter.com/AegisMedia) [#AegisMIT](https://twitter.com/AegisMIT).

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Information on Cannes Lions facilitated by Cinemark, South Africa's official representative of the Cannes Lions Festival.

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