

**Transforming
education
through
technology?**

**Let's look at
the basics...**

**In 30
minutes**

7 LAWS

AND

3 QUESTIONS

LAW #1

**Processing power
becomes cheaper
(Moore's Law).**

US\$ 100 in 2004
= US\$3 in 2014

**At 1972 cost of
memory...**



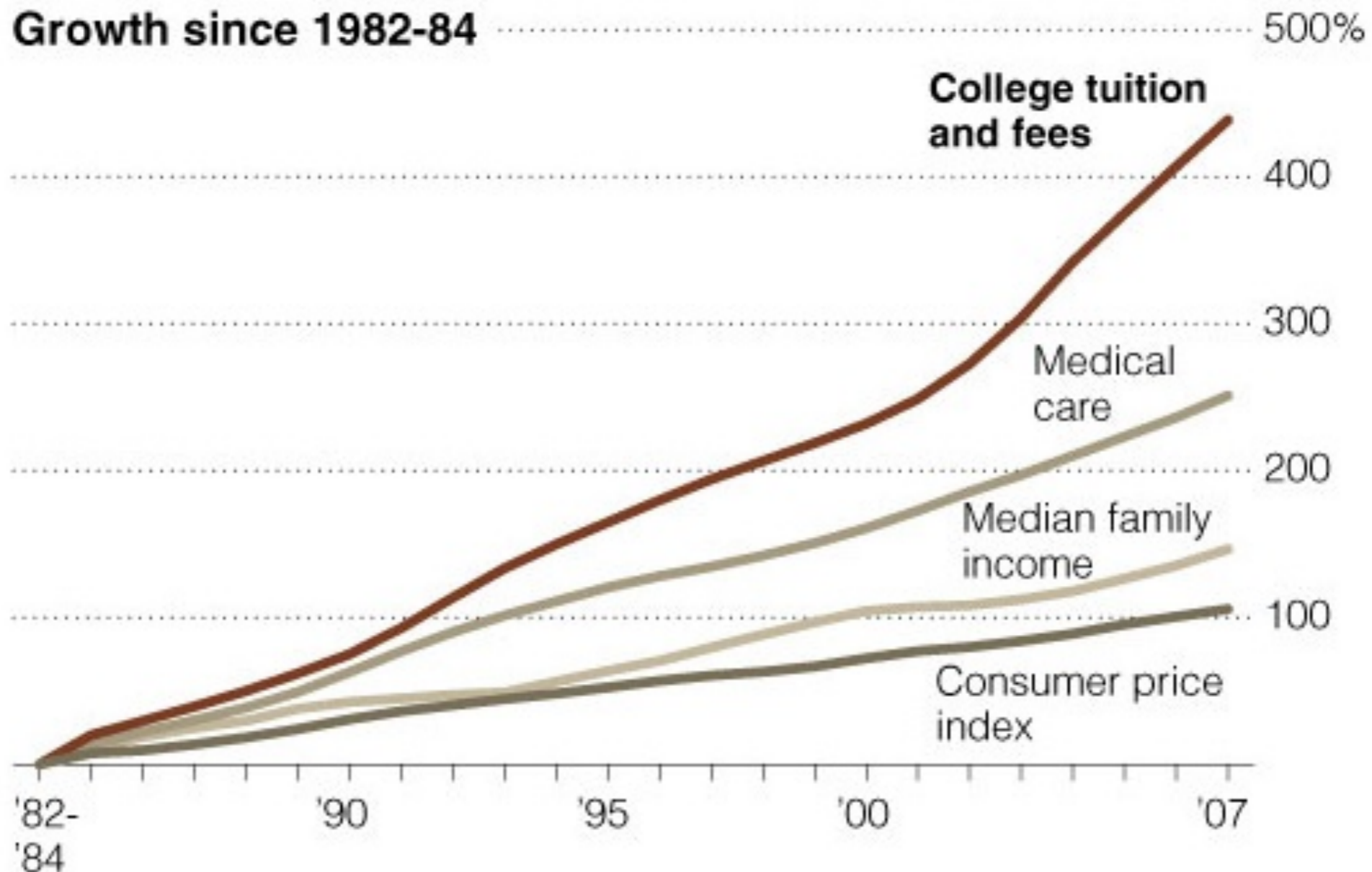
...an iPhone would
cost **US\$ 128m(!)**

Andy Kessler, "Eat people."

**So what must
we deduce from
this?**

Soaring College Tuitions

College tuition continues to outpace median family income and the cost of medical care, food and housing.



<http://theivycoach.com/the-ivy-coach-blog/tag/college-tuition-costs/>

Cheaper, cheaper, cheaper...

\$0?



**He destroyed the business
model of newspapers,
charging \$0 for your ad.**

**Cheaper, cheaper,
cheaper...**

LAW #2

**The privilege of
the few becomes
the opportunity
of the many.**



With a camera...



**Everybody becomes
a portrait painter!**

Then...



GETTY IMAGES

TODAY'S SENSATION
... color with a miniature camera

On your own home screen—full-color "stills"—with KODACHROME—at surprisingly low cost...

COLOR "STILLS"—as brilliantly gay and beautiful as the one above, when shown on your home screen—are the big thrill today among miniature-camera owners.

With a Kodak Bantam f/4.5 or a 35-mm. camera such as the Kodak 35, anyone can make these full-color "stills" with Kodachrome Film. They're enormously popular. And you'll be surprised at how little they cost. With Kodachrome, the initial cost is the whole cost—your finished transparencies, in slides which are all ready to project, are paid for when you buy your film. Ask your dealer to show you. Eastman Kodak Co., Rochester, N.Y.

These Kodaks make full-color Kodachrome "stills" as well as pictures in black-and-white



\$149 Kodak 35 f/3.6
Compact, smart, convenient—Kodak 35 f/3.6—\$24.50. Kodak 35 f/3.5—\$33.50 with Coupled Range Finder, \$47.50.



\$229 Kodak Bantam f/4.5
So small it fits the palm of your hand! Fast, versatile. A previous miniature.



For Projection . . .
Kodaklide Projector Model I—small, efficient, thoroughly dependable. Complete with lens, lamp, and 11 1/2-in. cord—\$18.50.

KODACHROME FILM Eastman's film for gorgeous full-color "stills"

Minicam - May, 1941

**...everybody becomes a
photographer!**

Then...



EVERYBODY...



...BECOMES A PRINTER.

LAW #3

**It will become
mobile.**



**#2: From "go
to" ...**



...to "with me,"
always
everywhere.

LAW #4

**What is
unique...**





...can be copied.

LAW #5

**What was
manual, becomes
automatic.**



Check Spelling

Not in Dictionary:

pitures

Ignore

Ignore All

Suggestions:

pictures

picture

pities

Add

Change

Change All

Add words to:

userdic.tlx

Suggest

Undo

Options...

Dictionaries...

Help...

Cancel

**Everything gets
faster, faster,
faster...**

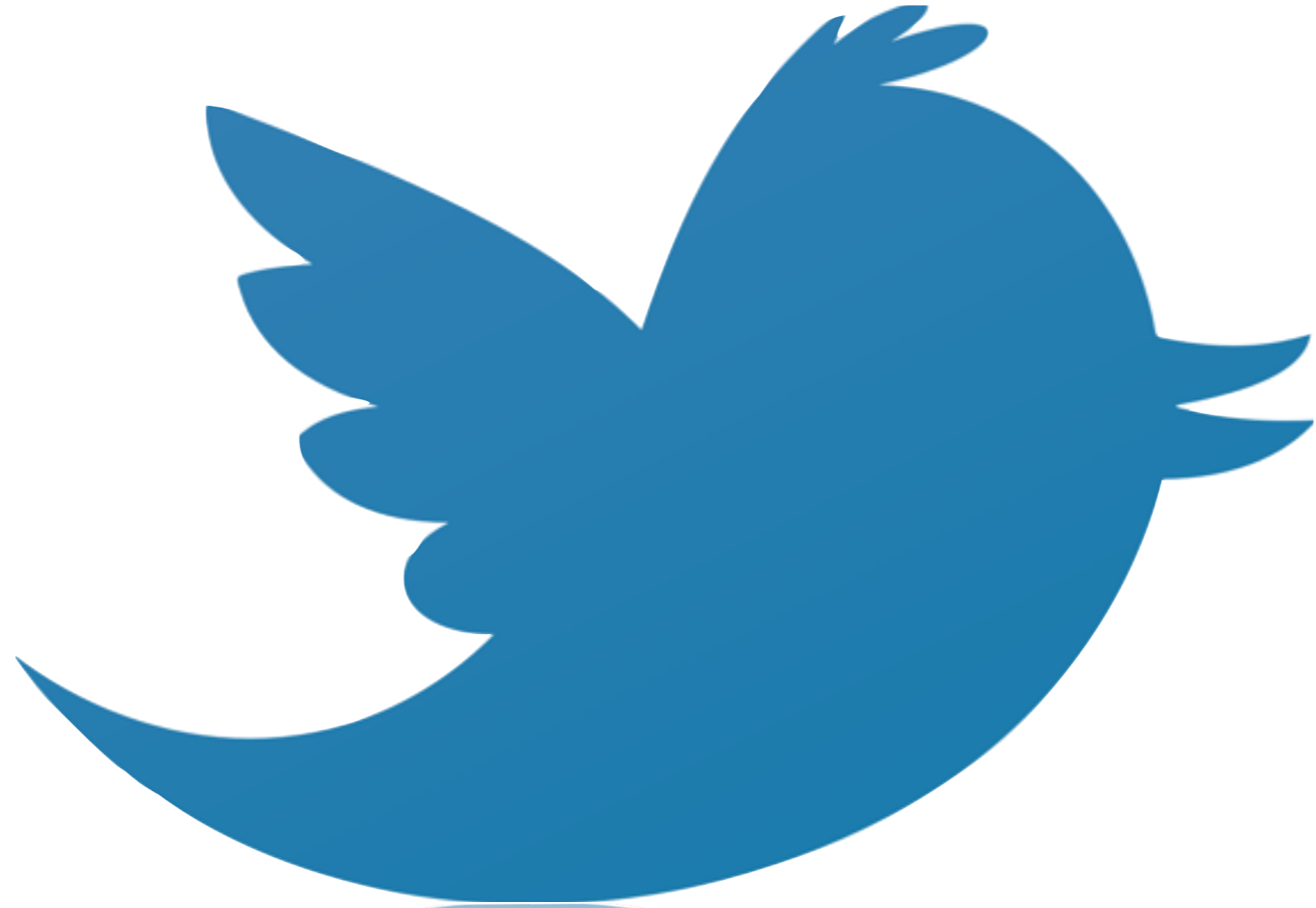
**A thought: How long
does it take you to
write a textbook?**

LAW #6

**Distribution
gets disrupted.**



SCOOP!



SCCOOP!

Ability to copy

+ ability to distribute at >0 cost

**+ falling cost of storing
information**

**= Destruction of the time value of
IP**

**Your precious
knowledge is not
as valuable as you
think it is.**

**So, in print media we've
lost the scoop, we've
lost classifieds and news
has become a
commodity...**

LAW # 7

**Individual
choice rules.**



From CD...

ONE HIT

and

seven mediocre

songs...



iTunes **NEW**

Free download

For Mac + PC

Download iTunes



To play list.

QUESTION #1

**WHO ARE THE
LOSERS?**

**The privileged few,
The location bound,
The unique, The
manual, The slow, The
expensive, Those
limiting choice.**



QUESTION #2

**WHO ARE THE LOSERS
IN YOUR UNIVERSITY?**

**Where are the privileged
few, the location bound,
the unique, the manual,
the slow, the expensive
and those limiting choice
in your institution?**

**This is how you find
your way to a solution...**

But first...



**Do you want to play
at transformation?**

**Or are you serious
to transform?**

If serious, then...

ASK!

QUESTION #3

HOW CAN

WE

over the next

10 years...

**(1) CUT OUR
STAFF BY 50%?**



**(2) DOUBLE OUR
STUDENT
NUMBERS?**

**AND DRIVE COST
TO STUDENT
DOWN BY 50%?**

**So, I had this peer
reviewed. And back
came the
response...**

NO!

NO!

NO!

**The classroom is
already mobile...**

**Cut 99% of your
staff and...**

**...offer learning for
free!**

Over the top?

Yeah...

BUT...

**In a disruptive
world,**

OPTIMIZATION

**won't help you to
survive.**