

BOSTON BOOK FESTIVAL

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THE BOSTON BOOK FESTIVAL, PRESENTED BY STATE STREET CORPORATION HIGHLIGHTS TECHNOLOGY AS RELATED TO READING

Panels Examine the Ways We Read, Digital Inclusion, *Heroes* creator Tim Kring on Transmedia Storytelling and More

(BOSTON – Sept. 24, 2009) The Boston Book Festival, presented by State Street Corporation, taking place Oct. 24 from 10 a.m. to 6 p.m., in Copley Square locations, will feature several panels focusing on technology's impact on reading and storytelling. Topics considered will include e-readers, social media, digital inclusion, and transmedia storytelling. These, like all daytime panels and readings taking place at the Boston Book Festival, are free and open to the public. The technology-focused panels are listed below.

The Boston Book Festival's technology-focused panels are listed below. All take place on October 24 in Copley Square. Exact times and locations will be announced the first week of October.

Stories Beyond the Margins and Between the Lines

PARTICIPANTS: Tim Kring, Reif Larsen; EVENT HOST: Scott Kirsner

Two exciting innovators talk about employing a variety of narrative strategies to tell a story. Tim Kring, developer and executive producer of the blockbuster television show *Heroes*, will give a highly visual presentation about his use of transmedia storytelling. Reif Larson, whose novel *The Collected Works of T. S. Spivet* follows a long tradition of child narrators (think Holden Caulfield) and an even longer tradition of the *bildungsroman* (think Huck Finn), talks about how his quirky drawings add to his stories. Hosted by Scott Kirsner, author of the "Innovation Economy" column in the *Boston Globe* whose new book is *Fans, Friends, and Followers*. Sponsored by Liberty Mutual.

The Future of Reading: Books Without Pages Hosted by David Pogue

New York Times personal technology columnist David Pogue hosts this e-reader variety show, where many of the new electronic readers on the market will be showcased. Presenting companies include

Sony, Plastic Logic, iRex Technologies, Interead, and Pixel Qi, as well as some new entrants that we are not at liberty to announce. This look at how digitization may change everything will also feature a musical interlude by Pogue.

Digital Inclusion

PARTICIPANTS: Nicholas Negroponte, Iqbal Quadir; EVENT HOST: Rory Stewart

This panel explores two inspiring approaches to ending poverty. How can the digital divide be bridged? Can the spread of technology have a positive impact on educating the world's poor? Are cell phones the key to economic growth in the developing world? Nicholas Negroponte, founder of One Laptop Per Child, gives an update on the progress of the little green machine and Iqbal Quadir tells how he discovered the idea of using cell phones to connect millions of rural poor in Bangladesh. Hosted by Rory Stewart, Director of the Carr Center for Human Rights Policy at Harvard, author of the critically acclaimed bestseller, *The Places In Between*. Sponsored by Verizon.

Book Worms and Net Crawlers

PARTICIPANTS: Ben Mezrich, Ethan Gilsdorf; EVENT HOST: Jeffery Howe

This panel provides an examination of the ubiquitous internet and the explosion of social media. Ben Mezrich, author of *Bringing Down the House*, talks about his new book *The Accidental Billionaire*, a look at the founding of Facebook by two Harvard undergraduates and the viral growth of the site into a world-wide phenomenon. Ethan Gilsdorf tells about *Fantasy Freaks and Gaming Geeks*, a chronicle of his own travels through the worlds of online gaming and live-action role-playing. The panel will be hosted by *Wired Magazine* contributing editor Jeffery Howe, author of *Crowdsourcing: Why the Power of the Crowd is Driving the Future of Business*.

In addition, Cambridge-based E Ink Corporation will have a Festival booth on Copley Square showcasing cutting edge technologies, such as flexible screens and color electronic ink. The company is a pioneer in and the leading supplier of the electronic paper display technologies used in e readers.

"While books on paper continue to be the norm, we're seeing an exciting explosion of technology-assisted publishing via the Web, new e readers, and even on cell phones," says Boston Book Festival President Deborah Z Porter. "Boston has been a hub of technological breakthroughs with far-reaching impact, including Facebook, e reader technology, and the One Laptop Per Child initiative."

Other events at the inaugural Boston Book Festival will include presentations and panels featuring internationally-known fiction and non-fiction writers, scholars, critics and commentators; programming for children, teens and families; writing workshops and word-based competitions; and theatre, spoken word and music performances. For the press release containing the full Boston Book Festival program, go to http://www.ashmontmedia.com/releases/BBF_inaugural.pdf.

Sponsors

Additional sponsors include Houghton Mifflin Harcourt, The Boston Foundation, Verizon, Rodale, Hachette Book Group, Liberty Mutual, and E-Ink. Media sponsors include WBUR, New England Cable News, *The Boston Globe*, *The Boston Phoenix*, Mix 104.1, Oldies 103.3, WGBH, *The New York Review of Books*, and *The Boston Parents Paper*. Partners include Mayor Thomas M. Menino; The Mayor's Office of Arts, Tourism and Special Events; The City of Boston Parks and Recreation Department; ReadBoston; Boston Public Library; the Boston Athenæum; PEN New England; Grub Street; Trinity Church; Old South Church; Boston Children's Museum; New Center for Arts and Culture; 826 Boston; Berklee College of Music; Emerson College; Harvard Bookstore; Brookline Booksmith, Porter Square Books; and Newtonville Books.

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