

(Approx. 734 words)

The World of TED

March Meeting recap by Anne Moss, Secretary

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TED is a nonprofit devoted to Ideas “Worth Spreading through TED.com,” annual conferences, the annual TED Prize and local TEDx events.

IDEAS WORTH SPREADING is the stated purpose of the organization, accomplished by building a community of curious souls to engage with ideas and each other. TED began as began as a conference in 1984 which focused initially on Technology, Entertainment and Design, hence the acronym, TED. It featured demos of a Sony CD Player and the inaugural Apple computer. Speakers included Benoit Mandelbrot (invented fractals) and Nicholas Negroponte (founder of *MIT*'s computer LAB and *Wired* magazine)It was very high-minded and expensive and resulted in financial failure

In the early 2000's TED was reorganized and focused on semi-annual TED conferences in US/Canada, TEDGlobal, and smaller events.

TED Conferences are for one week, with 50 speakers, each limited to 18 minutes; it is limited to 1000 attendees It costs \$7500 to attend BUT one must submit a test, with essay, to be invited. Despite the cost and admissions test, it is hard to get inIn 2009 an attendee was mugged for his conference badge.

Alternatives to attending a conference are: gather with others to watch a live simulcast of a conference for \$3750, watch a live webcast of the conference from your own PC, a \$600.00 fee or one can view selected videos of TED Talks at TED.com for FREE.

There are 1600 talks, not limited to the original TED fields. Five to seven new talks are posted each week. These are viewed by over 1 million people/day and have been viewed over 1 billion times total. They are drawn from Conference Themes such as: Rediscovery of Wonder, Substance of Things Not Seen, and Radical Openness.

TED.com Topics

Subject areas and a few examples are:

- Technology: How technology evolves, Technology crafts for the digitally underserved, Are droids taking our jobs?, The birth of the computer
- Future Devices. Could future devices read images from our brains?, A computer that works like the grain, The wireless future of medicine, Synthetic Voices – Unique as Fingerprints, and Robots with Soul
- Science: Emergency Shelters Made from Paper, My DNA Vending Machine, Sampling the ocean's DNA.

- Music and Art: Design for all 5 Senses, Software as art, Toy tiles that talk to each other, To hear this music you have to be there. Literally.
- Artificial Life: Robots that show emotion, There might just be life on Mars, Researcher Food Security expert, Robots with “soul,” A monkey that controls a robot with its thoughts. No really.

Exploring the web site is highly recommended

Past speakers include: Karen Armstrong, Jeff Bezos, Isabel Allende, David Blaine, Julie Taymor, Amy Tan, JK Rowling, T Boone Pickens, Michael Tilson Thomas, Tim Berners-Lee (invented the WWW) and *Einstein the Parrot*.

Exploring the Ted.com Website is highly recommended. One can browse talks, go to TED.com and watch TED Talks

- Watch: TED Talks. Explore the full library. You can then find Talks by broad topics, or tagged categories such as “jaw-dropping, beautiful, ingenious,” etc
- Browse by Topics: either Watch: Topics: or Watch: Playlists
- Once you’ve picked a Talk, you can: Download the Talk, Read a concurrently running Transcript (sometimes translated by volunteers into other languages), and find other Talks on similar topics (via suggestions or Tags)
- Some Talks offer: Suggestions to Learn More (Leslie Steiner), Suggestions to Take Action (Mitch Resnick), or Updates on the Speaker’s activities since the Talk (Salmon Kahn)

If you register, you can:

- Save a Talk as a Favorite or to Watch Later
- Leave Comments on a Talk
- Participate in TED Conversations (path TED.com:/Participate/Discuss)
- Sign up for emails on new Talks posted
- Share a Talk and see how many contacts actually view the Talk.

TEDx Events are organized locally under license from TED, with local speakers or screenings of TED videos. Eight TEDx events are organized per day 30,000 TEDx video Talks are online from 130 countries. One can attend a TEDx Event (TED.com Watch TEDx) or explore the TEDx library (TED.com: Watch: TEDx).

OTHER TED OUTLETS

- TED Blog of daily news (blog.ted.com OR TED.com: Read/News)
- TED Radio TED.com: TEDRadio on NPR
- TEDTV on PBS – TED.com TED TV Programs, Podcasts of TED.com Talks, NPR Radio and PBS Programs – some in audio versions, TED Talks streamed via Netflix.