

## Mark Pesce

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### *Inventor, entrepreneur, writer, educator & futurist*

Mark Pesce has explored the frontiers of media and technology for over a quarter of a century. He is known internationally as the man who fused virtual reality with the World Wide Web to invent VRML, a 3D interface.

Mark's work has kept him at the forefront of emerging developments in science, technology and media. With a unique ability to make abstract concepts clear for lay audiences and to further the knowledge of the technologically savvy, he is a highly sought-after public speaker. Mark lectures throughout the world on a variety of topics - from the latest trends on the Internet, to current developments in neuroeconomics, to the future of design in an energy-conscious world.

For seven years Mark was a panellist and judge on the ABC's hit TV show *The New Inventors*, and he is a regular commentator on technology and society for *Triple J's Hack*, the *7.30 Report*, the *7PM Project*, and *ABC Local Radio*.

Mark Pesce is widely respected as a technologist, futurist, philosopher and communicator who can translate abstract concepts into concrete explanations. He has been profiled in publications that include *Forbes ASAP*, *TIME Digital*, *WIRED* and *The New York Times*. A highly-respected journalist, Mark has written for *WIRED*, *Feed*, *Salon*, *PC Magazine*, and *The Age*. His views on innovation and the interactive world that we live in are highly sought after.

From 2003 to 2006, Mark Pesce chaired the Emerging Media and Interactive Design Program at the world-renowned Australian Film Television and Radio School. His mandate - to bring cinema and broadcast television into the interactive era - led him to create a program that encouraged creative vision. Mark's work has resulted in a pipeline of award-winning entertainment professionals who are shaping the media of the 21st century.

In 2006 Mark founded FutureSt, a Sydney media and technology consultancy and in 2012 he founded MooresCloud ([moorescloud.com](http://moorescloud.com)), a company dedicated to making the Internet of Things easy to use and increasingly useful.



He is the author of several books, including *The Playful World: How Technology is Transforming Our Imagination*, which explored the frontiers of the future through an examination of interactive toys, and *The Next Billion Seconds*, an analysis of culture now that we're all 'hyperconnected', as well as numerous articles.

Mark Pesce currently holds an appointment as an Honorary Associate in the Digital Cultures programme at the University of Sydney. He brings his encyclopaedic knowledge of technology together with a consumer-focused sensibility to refine products and strategies for leading clients that include Telstra, Lonely Planet and SanDisk.

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