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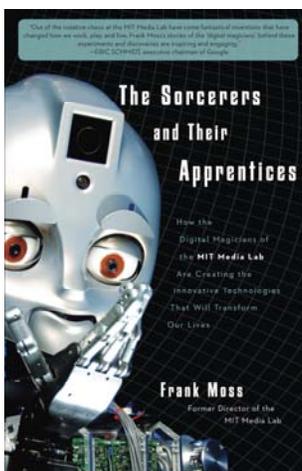
Innovation is the key to meeting the complex challenges of our modern world. In *The Sorcerers and Their Apprentices*, former MIT Media Lab Director Frank Moss presents an inspiring blueprint for the kind of game-changing innovation needed to improve all of our lives—as individuals, as businesspeople, and as members of society.

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THE SORCERERS AND THEIR APPRENTICES

How the Digital Magicians of the MIT Media Lab Are Creating the Innovative Technologies That Will Transform Our Lives

By Frank Moss



Over the past 25 years, we have seen countless digital technologies emerge from the famed MIT Media Lab. In *THE SORCERERS AND THEIR APPRENTICES: How the Digital Magicians of the MIT Media Lab Are Creating the Innovative Technologies That Will Transform Our Lives* (Crown Business; June 7, 2011), Frank Moss, who just recently stepped down as director, finally reveals how the Lab's eclectic and eccentric researchers have spun out these unparalleled ideas and inventions that have transformed our lives over the past quarter century, and what they have in store for the next. Moss shows us not only how the Lab has fostered a culture of creativity and innovation, but also how this culture can be replicated in any business, in any non-profit, and across America as we push ahead to, in the words of US President Barack Obama, out-innovate the world.

A breathtaking tour of one of the most extraordinary idea incubators on the planet—a place where boundaries are non-existent, playful learning is prized, and *not* taking risks is the biggest risk of all—*THE SORCERERS AND THEIR APPRENTICES* introduces us to those Media Lab researchers who are leveraging dramatic advances in the biological, physical and social sciences to create a new generation of inventions that will have a deeper and more meaningful impact on people's lives. Moss begins by explaining the Media Lab's current mission—to *empower ordinary people to do truly extraordinary things and, in the process, take control over their health, their wealth, and their happiness*—before sharing a series of fascinating and inspiring stories that illustrate perfectly how the Lab's mission is taking shape in real time. Along the way, we meet a wide variety of incredibly talented and passionate individuals, and encounter the inventions coming out of their crowded and bustling workshops, including:

- **Cynthia Breazeal**, whose *Personal Robots* group is building the world's first mobile, dexterous, and sociable robots—robots that can learn from and live with people, serving as helpful companions to the sick and elderly.
- **Hugh Herr**, head of the *Biomechatronics* group and a bilateral amputee, who walks effortlessly on robotic prosthetic feet that restore normal motion by replicating a biological limb.
- **Pranav Mistry**, a member of the *Fluid Interfaces* group, who is test-driving SixthSense, a compact wearable device that transforms any surface—wall, tabletop or even your hand—into a touch-screen computer.
- **Amy Farber**, a social anthropologist chronically ill with a rare lung disease, who has joined computer scientist **Ian Eslick** of the *New Media Medicine* group to launch a medical social network that brings the vast experience of patients to the attention of clinicians, turning the drug discovery process upside down.

- **Rosalind Picard**, whose *Affective Computing* group creates face-reading technology that not only helps people with autism function better in school and society, but also has surprising commercial applications with huge markets.

An inspiring blueprint for the kind of game-changing innovation that can improve all our lives—from the neediest on up—and a clarion for the “innovating on innovation” spirit that America desperately needs, ***THE SORCERERS AND THEIR APPRENTICES*** includes Moss’s insights on:

- **The New Normal:** *Human augmentation* technologies that will forever alter our most basic concepts of human abilities, first addressing the challenges of people normally considered to be “disabled,” such as amputees and people with autism, then ultimately improving the quality of life for everyone.
- **Living and Learning Together:** The new relationship between people and technology, in which robots learn from, understand and help people as true partners.
- **The Age of Agency:** How technology will eliminate the age-old divide between ordinary people and the “high priests” of society, such as doctors and bankers, empowering individuals with unprecedented control over their health and finances.
- **I Am a Creator:** Technologies that unleash the full powers of expression and creativity existing within each and every human being, just waiting to be released, and how these powers will transform the very identity of individuals and society as a whole in the future.
- **Disappearing Disciplines:** The Lab’s *anti-disciplinary* ethos, where people from widely different backgrounds—from computer scientists, to musicians, to physicists, to designers, to neuroscientists and many others—think about problems in wildly different ways, unencumbered by notions of what solutions “should” look like.
- **Hard Fun:** The distinctive approach to *playful invention*, which teaches students how to build almost anything, and then encourages them to build their most fanciful ideas and then see how people actually use them.
- **Serendipity by Design:** How the Media Lab fosters an environment where the unlikely and seemingly random connections that spark truly big ideas not only happen, but *can’t help but happen*.

Working together in a radically multi-disciplinary, atelier-style environment, faculty and students at the MIT Media Lab “build what they think about rather than think about what to build.” This complete abandon of traditional specialty, coupled with unique open and transparent collaboration between academia and industry, plants the seeds for new ideas and technologies that neither party would arrive at on its own. In an anything-goes environment, concepts germinate, cross-pollinate and mutate in a rapid-pace fashion that appears out of control. But out of this creative chaos emerges hundreds of inventions—from the practical to the madcap—that may survive and grow, upending an industry, spawning entirely new industries, or transforming society from the bottom up.

As Frank Moss reveals again and again, *individuals*, empowered with radically new technologies, can succeed where our *institutions* have dismally failed. ***THE SORCERERS AND THEIR APPRENTICES*** is not only a great read, but also a wellspring of optimism for our future.

FRANK MOSS, director of the MIT Media Lab from 2006-2011, is Professor of the Practice and head of the *New Media Medicine* group there. He has held positions at IBM Research, Apollo Computer and Lotus Development and was CEO and chairman of Tivoli Systems Inc, which he took public and merged with IBM. He is a co-founder of many companies, including Bowstreet, Infinity Pharmaceuticals (symbol INFI) and his latest start-up venture, Bluefin Labs. Moss has appeared on *CNN*, *CBS Sunday Morning*, and *CNBC*, and has been featured in *The Wall Street Journal*, *The New York Times*, *Fast Company* and *Scientific American* among others.

THE SORCERERS AND THEIR APPRENTICES by Frank Moss
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www.FrankMoss.com

Praise for Frank Moss’
THE SORCERERS AND THEIR APPRENTICES
How the Digital Magicians of the MIT Media Lab Are Creating
the Innovative Technologies That Will Transform Our Lives

“Out of the creative chaos at the MIT Media Lab have come fantastical inventions that have changed how we work, play, and live. Frank Moss’s stories of the ‘digital magicians’ behind these experiments and discoveries are inspiring and engaging.”

—Eric Schmidt, Executive Chairman, Google

“This book will be a delight for anyone who cares about innovation. For more than twenty-five years, the MIT Media Lab has been inventing the future and humanizing technology. Weaving fascinating tales with insightful concepts, Frank Moss tells us how. He shows the way to harness passion and break down the walls between disciplines in order to unleash creativity in fields ranging from robotics to music to the making of mechanical limbs.”

**—Walter Isaacson, CEO and President, The Aspen Institute,
and bestselling author of *Einstein: His Life and Universe***

“Anyone who wants to succeed—be it in technology, art, or business—needs to follow the unique multi-disciplinary approach described in this book. Our future depends on innovation. This book provides the inspiration and motivation we need to change the world, one page at a time.”

—Chad Hurley, Cofounder and former CEO, YouTube

“As a CIO, I understand the challenges of managing brilliant and creative people. Frank Moss’s insightful case studies from the Media Lab provide a road map for leaders who want to accelerate innovation. There is no better example of a culture that inspires and enables invention.”

**—Dr. John Halamka, Chief Information Officer, Harvard Medical School
and The Beth Israel Deaconess Medical Center**

“The stories begin about the gadgets for which the MIT Media Lab is well known, but then they turn human, as Frank Moss introduces us to the professors and students flourishing in the Lab’s unique innovation ecology. SORCERERS ends too soon, leaving you curious, excited, and determined to know more about the MIT Media Lab’s unique approach to inventing and innovation. This book is timely for America, which is right now looking to innovate on innovation and toward winning the future.”

**—Bob Metcalfe, Ethernet inventor, formulator of Metcalfe’s Law,
and Professor of Innovation at the University of Texas, Austin**

“Our world is changing at an exponential rate. Billion dollar industries are folding overnight and billion dollar start-ups are seemingly coming out of nowhere. Small teams empowered by technology can now do what was once only possible by large corporations and governments. Frank Moss’s book shares countless examples of inspired creativity and fearless innovation. This is a must-read book for anyone who wants to change their company, industry or the world.”

**—Peter H. Diamandis, MD, MS, Chairman/CEO, X PRIZE Foundation,
and Chairman/Vice-Chancellor, Singularity University**

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