

COE Speaker Series—October 27, 1:00-3:00PM

One Laptop per Child and the \$100 Laptop: A Global Humanitarian Cause



**Professor Mary Lou Jepsen
CTO
One Laptop Per-Child**

Mary Lou Jepsen has been a pioneer in developing display technologies—from flat-panel televisions, to holography, to laser displays and day-lighting. She was most recently director of technology development in Intel's Display Division. Previously, she co-founded the MicroDisplay Corporation and served as its CTO. Her recent emphasis has been on single-panel LCOS systems, and her leadership in this area has brought her worldwide recognition as a top innovator in the industry. Jepsen also contributed to several breakthroughs in diffractive optics and holographic display technology, including building the world's first holographic video system, and the largest hologram in the world, one that spanned a city block (in Cologne). Jepsen holds a PhD in optics, a BS in electrical engineering, and a BA in studio art, all from Brown University. She also holds an MS from MIT, where she studied in the Media Lab's Spatial Imaging group

Come hear Dr. Jepsen speak about the \$100 Laptop and One Laptop per Child (OLPC)—a new kind of startup designed to get to high volume manufacturing quickly, get massive purchase orders from the outset, and in the process has had to ignore some of the traditional tenets of business including maximizing gross margin (they have none), intellectual property protection (they believe in open source) and traditional sustainable competitive business advantages. Jepsen will discuss OLPC's thinking about this, and why it may be relevant to other business efforts trying to reach and help the developing world—the 4 billion people outside the reach of most of today's technologies.

When: Friday, October 27, 2006 from 1:00 – 3:00 pm

Where: Barus & Holley, room 190

Contact: Gregory_Crawford@brown.edu or biga@brown.edu