

**TechCast Weekly Radio Show - Tracking the Tech Revolution, with Prof. Bill  
Broadcasting to Silicon Valley, India, and other locations  
9 am-10 am PST, Noon – 3 pm EST, at 92.3 HD radio**

**Program for Sept 1, 2011,**

The *Tracking the Tech Revolution* show explores how the Technology Revolution will rock your world. The hour-long show draws on interviews, call-ins, and Bill's career-long exploration of the revolutionary powers of science and technology – "TechCasting." Each show explores a tech topic using highlights of Prof. Bill's work at [www.TechCast.org](http://www.TechCast.org) – possibly the best forecasting system in the world. Bill interviews leading scientists, engineers, scholars, futurists, entrepreneurs, venture capitalists, CEOs, government officials, and others working on the cutting edge of innovation. The format is somewhere between an exciting online university course and a lively talk show, with Prof. Bill taking comments and questions throughout the hour.

**Introducing Professor Bill**

- William E. Halal is Emeritus Professor of Management, Technology, and Innovation at George Washington University, Washington, DC, and President of TechCast LLC ([www.BillHalal.com](http://www.BillHalal.com)).
- In high school and college, Bill worked at the TRW machine shop, laid railroad track and brakeman for the Penn. Railroad, was a movie usher, paperboy, jr. engineer at Brown Rubber.
- Served as a major in the US Air Force, aerospace engineer on Apollo, Silicon Valley business manager, Cal. State Gov't. before academia.
- Now in fifth career – President of TechCast LLC

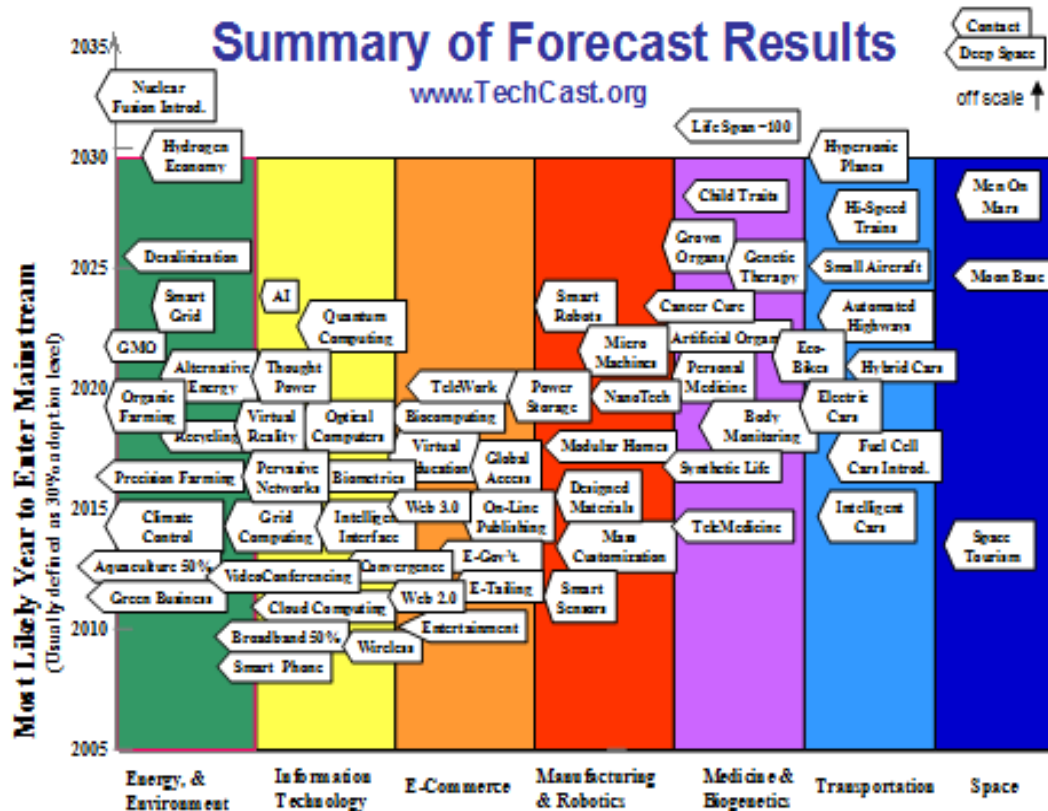


**Why Bother?**

- Technology is the major force driving change: TV, PC, Internet, DNA, energy, etc. It is the foundation of societies and has pervasive impacts.
- Collapse of USSR because Information Age too complex for planned economies.
- Women's Movement caused by modern home appliances, the Pill, white collar economy.
- Companies track technologies for strategic decisions: Apple, Toyota, Netflix
- Successful forecasts: Jules Verne - Moon landing, Arthur C. Clarke - satellites, Peter Drucker - knowledge economy. TechCast – Internet, Alternative Medicine, Aquaculture, etc.
- Causes of forecasting failure Arthur C. Clarke – lack of vision and nerve

## The TechCast system – [www.TechCast.org](http://www.TechCast.org)

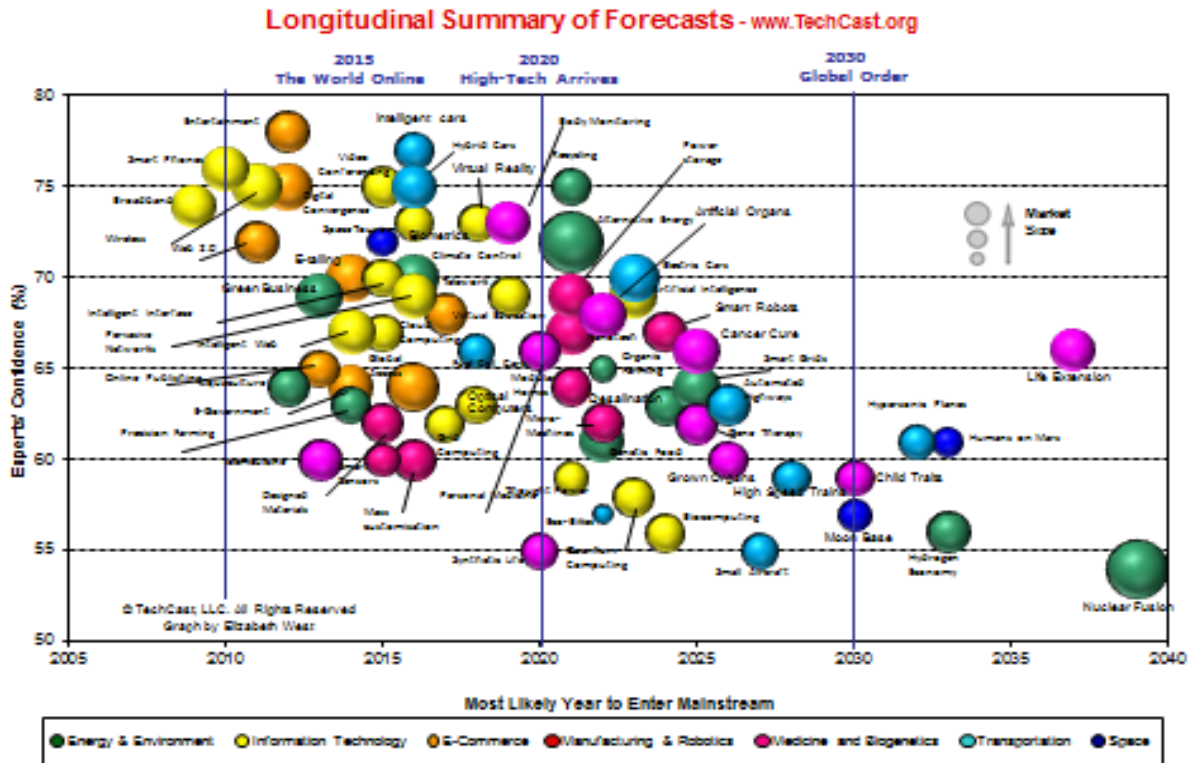
- Editors and experts scan for trends to form background analysis. Reduces uncertainty 30/40%
- Always more uncertainty. 100 plus experts make estimates. Reduce uncertainty another 30-40% Remaining error about 30%
- Annual accuracy study finds error band about +/- 3 years 10 years out. Tendency to optimism managed by added transparency.



### Possibly the Best Forecasting System Available

- **Comprehensive** Covers strategic technologies in all fields
- **Authoritative** Pools trend data and knowledge of 100 experts
- **Current** Updated constantly by editors & experts in real time
- **Validated** Annual accuracy study of forecasts over time & arrivals
- **Recognized** Ranks 2 - 3 out of 5 million hits on Google search
- **Cited** Top three systems in National Academies report
- **Awarded** First Prize in AOL competition for creative IT research
- **Published** *Technology's Promise*, *Washington Post*, *Newsweek*, *Futurist*, etc.
- **Consulted** FDA, EPA, DoD, DNI, Corning, AMD, Asian Development Bank, Saudi Arabia, Korea, Singapore, Kuala Lumpur, etc.

# Macro-Forecasting Economic, Political & Social Change



## 2015 The World Goes Online

**Devices:** Smart phones, \$100 PCs, Web 2.0/3.0, wall monitors, convergence

**Infrastructure:** Faster BB and wireless, cloud computing, language translation, speech recognition, etc.

**E-Commerce** E-businesses reaches 30% take-off adoption levels

**Global Brain:** Half the world joins the Internet

**Next 35 yr Upcycle:** About 2015 -2050



## 2020 - High-Tech Arrives

**Sustainability** Green business, alternative energy, climate control, GMO, smart grids, etc.

**Green Transportation** Hybrid/electric/intelligent cars, small aircraft, hypersonic flight

**Mastery Over Life** Artificial organs, DNA testing, grown organs, cancer cure, life extension, neurotech.

**Knowledge, Intelligence, and Beyond** 2nd generation IT (bio, optical, quantum), AI, robotics, virtual reality

**Global Consciousness** Automation of routine thought moves beyond knowledge to MegaCrisis Restructuring institutions and society.



Copyright W. Halal 2008

45

## Future Shows

Next 7 weeks:

- Energy & Environment
- Information Technology
- E-Commerce
- Manufacturing & Robotics
- Medicine & Biogenetics
- Transportation
- Space

Critical issues in successive shows

- The Global MegaCrisis
- Knowledge and Intelligence
- Institutional Change
- Consciousness
- Etc.