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California Polytechnic State University

April 5, 2002

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FOR IMMEDIATE RELEASE

Future of Communication Technology is Focus of Talk April 15

What promise does the future of communication technology hold? Will it really be possible to embed a device in the human body that improves health and communication?

Lisa Wellman, a leader in online technology and strategies, will explore such questions and talk about the breakthroughs, trends and future of communication technology from 7 p.m. to 8 p.m. April 15 in the Christopher Cohan Center's Philips Hall.

Her talk, "What do Ubiquitous Computing, Neal Stephenson and Steven Spielberg Have in Common?," kicks off Cal Poly's Liberal Arts Week, April 15-19. It is also part of the Graphic Communication Department's Distinguished Scholar Lecture Series 2002, "Communication Technology: The Next 50 Years."

Wellman is president and CEO of CampusCE Corp., a firm that provides course and facilities management and online registration services for higher education institutions and corporate training centers.

"How people adapt and use technologies has always been surprising," Wellman said. "At best, we can only state probabilities and explore possibilities."

"In a basic sense, communication is the process humankind uses to survive in its quest to satisfy wants, needs and desires," Wellman said. "Communication is the central issue of the next 50 years, and it appears crucial that we give it thought if we are to survive our own best efforts."

Breakthroughs in the past 10 years suggest new tools and applications that will dwarf all technological progress to date, according to Wellman.

"The criteria for product design have been smaller, faster, cheaper, more powerful, with more storage and communication capabilities," Wellman said. "How far can we go in meeting these goals? Many suggest far enough to embed in our environment -- and in ourselves -- devices that enhance our health and communications capabilities."

Wellman has more than 20 years' experience in the high-tech industry. She has served as vice president and spokesperson for Apple's worldwide markets in publishing, entertainment and new media. She was also director of marketing for Letraset, an early developer of graphic design software for the Macintosh. She has served on the Cal Poly Graphic Communication Department's Advisory Board.

A reception will follow Wellman's presentation. The public is invited to the free talk and reception. For more information, call Cal Poly's Graphic Communication Department at 756-1108.

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(NOTE TO EDITORS: For an electronic image of Lisa Wellman, please contact Jo Ann Lloyd at (805) 756-1511 or jlloyd@calpoly.edu.)

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