



# Hearables

And The Age of Mediated Listening

#IEEEhear

**SXSW Interactive**  
Saturday, March 11, 2017



**IEEE TECH FOR  
HUMANITY SERIES  
@ SXSW 2017**

## Hearables and the Age of Mediated Listening

 Saturday, March 11, 9:30-10:30am

 JW Marriott, Salon 8

**In an age of mediated listening, technology will help us filter, amplify, process and respond to signals in the world around us, enabling hands-free control over our environments. Devices that enable “super hearing” in patients will “listen” to our biometrics and respond to our brain waves. As passive listening gives way to more pervasive listening within our public and very private worlds, “hearable” devices from Google Home and Amazon will take center stage. In a world where everything is listening, how will our lives, thinking and behavior change? Join experts from Karten Design, Starkey Hearing Technologies and Dolby Technologies Inc. to find out! Part of IEEE’s Tech for Humanity Series.**

## About SXSW Interactive

The 24th annual SXSW Interactive Festival returns to Austin from Friday, March 10 through Thursday, March 16. An incubator of cutting-edge technologies and digital creativity, the 2017 event features five days of compelling presentations and panels from the brightest minds in emerging technology, scores of exciting networking events hosted by industry leaders and an unbeatable lineup of special programs showcasing the best new websites, video games and startup ideas the community has to offer. From hands-on training to big-picture analysis of the future, SXSW Interactive has become the place to discover the technology of tomorrow today.

## ABOUT IEEE

IEEE is a large, global professional organization dedicated to advancing technology for the benefit of humanity. Through its highly cited publications, conferences, technology standards, and professional and educational activities, IEEE is the trusted voice on a wide variety of areas ranging from aerospace systems, computers and telecommunications to biomedical engineering, electric power and consumer electronics. Learn more at

Learn more at <http://www.ieee.org>.



# Stuart Karten

## Topics of Expertise

- ✓ Creating positive user experiences in healthcare
- ✓ User-centric design
- ✓ Medical devices, digital health products, mobile apps, and consumer products
- ✓ Front-end innovation, design strategy, and design research
- ✓ Designing for engagement and behavior change
- ✓ Designing for aging users

## Recent Press

<i>Assembly Magazine,</i> February 2017	<b>How to Work With Medical Device Design Firms</b>
<i>Fast Company Co.Design,</i> October 2016	<b>Designing the Embarrassment Out of Incontinence</b>
<i>TechHome Builder,</i> August 2016	<b>The Smart, Healthy Home Hub of the Future</b>
<i>Qmed,</i> November 2015	<b>Humanizing Implantables: The 'Invisible' User Experience</b>

## Contact Info

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## Biography

Stuart Karten is President of the award-winning product design and innovation consultancy, Karten Design. For over 30 years, he has partnered with medical and consumer product companies, ranging from start-ups to Fortune 500 corporations, to build their business through design. Stuart is known for an approach to design that emphasizes people and emotion. His firm studies people's behaviors, ceremonies, workflow, and pain points to develop deep user empathy. Driven by these insights, Stuart and his creative team of 30 help leading companies seize new opportunities and create compelling products that resonate with end users, increasing adoption and enabling better health outcomes. Stuart graduated from the Rhode Island School of Design. He worked for Gould Medical Products, Mattel, and Baxter Medical Products before founding Karten Design in 1984. Stuart is a founding member of the USC Center for Body Computing and serves on the Board of Regents for the Da Vinci Design High School.

## KARTEN:DESIGN

Product Innovation

## About Karten Design

Based in Los Angeles, Karten Design is a product design and innovation firm that creates extraordinary experiences between people and products. For 33 years, Karten Design has partnered with medical device manufacturers and consumer product companies to build their business through design strategy and research, product design, digital design, and engineering. Driven by strategic market understanding and deep user empathy, Karten Design helps companies seize new opportunities and create beautiful, easy-to-use products that resonate with end users, increasing adoption and enabling better health outcomes.

*For more information about Karten Design, please visit <http://kartendesign.com>.*

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# Simon Carlile

## Topics of Expertise

- ✓ Engaging consumers and patients with their health, fitness, and well-being using digital health technologies
- ✓ Connected, mobile, and home-based health solutions that address chronic disease prevention and management
- ✓ Mobile and home-based technology solutions
- ✓ Remote patient monitoring
- ✓ Wearable technology

## Recent Press

<i>DOTmed News,</i> March 2016	<b>Remote Patient Monitoring – Paradigm Shift Enhancing Care</b>
<i>Qmed,</i> November 2015	<b>Medtronic, Samsung to Develop Consumer Tech Tools for Neuromodulation Therapies</b>
<i>Healthcare-CommuniT,</i> June 2015	<b>Connected Home Transforming Aging Experience</b>

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### Simon Carlile

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## Biography

Simon Carlile Ph.D. is Senior Director of Research and leads Starkey Research in their quest for ground breaking and innovative hearing solutions. Simon has a BSc (Hons) and PhD in Auditory Neuroscience from the University of Sydney. He completed his postdoctoral training at Oxford University (UK) where he was a Junior Research Fellow of Green college. He later established and became Head of the Auditory Neuroscience Laboratory at the University of Sydney where he is also a Professor of Neuroscience in the School of Medical Sciences. Simon has held senior management roles as CIO (University of Sydney) and as the CTO for two start-up technology companies. Simon has published more than 110 articles in peer-reviewed international journals, a strong patent portfolio, edited a foundation volume on auditory virtual reality and is Associate Editor for Nature – Scientific Reports.



## About Starkey Hearing Technologies

Starkey Hearing Technologies is a privately held, global hearing technology company headquartered in Eden Prairie, Minnesota. The company is recognized for its innovative design, development and distribution of comprehensive digital hearing systems. Founded in 1967, Starkey Hearing Technologies currently employs more than 4,800 people and operates 21 facilities and conducts business in more than 100 markets worldwide. The company develops, manufactures and distributes hearing aids via three distinct brands – Audibel, NuEar and its original brand, Starkey.

*To learn more, please visit [www.starkey.com](http://www.starkey.com) or follow Starkey Hearing Technologies on Twitter @Starkeyhearing.*

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# Poppy Crum

## Topics of Expertise

- ✓ Wearables/hearables and regulatory efforts and considerations
- ✓ Neuroscience, Sensory perception and immersive technologies
- ✓ Augmented reality and information optimization
- ✓ Enhancing our senses
- ✓ Accessibility and immersive technologies
- ✓ Wearable technologies and sensory plasticity

## Recent Press

<i>San Francisco Chronicle,</i> November 2016	<b>Inside Dolby Laboratories As it Moves Beyond Sound</b>
<i>Los Angeles Times,</i> December 2015	<b>Theaters Are Messing with Your Senses to Make Movies More Real</b>
<i>O'Reilly Radar,</i> July 2015	<b>Understanding Neural Function and Virtual Reality</b>
<i>VentureBeat,</i> April 2013	<b>Dolby's Poppy Crum Wants to Give You Sensory Superpowers</b>

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## Biography

Poppy Crum is Chief Scientist at Dolby Laboratories. She also holds an appointment as an Adjunct Professor at Stanford University in the Center for Computer Research in Music and Acoustics and the Program in Symbolic Systems. At Dolby, Poppy directs the growth of internal science. She is responsible for integrating neuroscience and sensory data science into algorithm design, technological development, and technology strategy. At Stanford, her work focuses on the impact and feedback potential of new technologies with gaming and immersive environments on neuroplasticity. Poppy is also a U.S. representative to the International Telecommunication Union (ITU), and was a fellow of the US Defense Science Research Council. Prior to joining Dolby Laboratories Poppy was Research Faculty in the Department of Biomedical Engineering at Johns Hopkins School of Medicine where her research focused on the functional circuitry of the auditory cortex. Poppy is a Fellow of the Audio Engineering Society. She completed her Post-Doctoral work at Johns Hopkins Medical School in Biomedical Engineering; PhD at UC Berkeley in Neuroscience/Psychology; M.A at McGill University in Experimental Psychology, and B.Mus at the University of Iowa in Violin Performance.



## About Dolby Laboratories Inc.

Since 1965, Dolby has been elevating entertainment. From its humble London beginnings to its long-time home in San Francisco, California, Dolby has been making media more real, more amazing and more intense. The pioneering advances Dolby has made in noise reduction, surround sound, and most recently digital 3D imaging, enhance your experience in cinema, home theater, computing, and even your games. If you've walked into a movie theater, listened to music, watched movie at home in the past 45 years, odds are you're a Dolby fan – you just didn't know it, until now.

Learn more at <http://dolby.com> or follow Dolby on Twitter at @Dolby.

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