



## NEWS RELEASE

May 13, 2008  
For Immediate Release

### **EXPERTS GATHER TO DISCUSS HOW RADIO FREQUENCY IDENTIFICATION TECHNOLOGY IS CHANGING OUR WORLD**

Will a silicon chip in your Viagra pack report back to the pharmaceutical company on how much you took and when? When you fetch the last Coke from your chip-tagged fridge, will your TV air a Pepsi ad? Technology is changing our world and changing us in the process.

Three leading academics are gathering in Vancouver on Thursday to give a free public lecture on the little chips that are transforming machine-to-machine communication and our privacy landscape.

#### ***What's the Frequency, Kenneth?***

Radio Frequency Identification and the Future of Humanism

Thursday, May 15, 2008 at 7:30 pm

Vancouver Public Library

350 West Georgia Street, Alma VanDusen Room

Event Chair: David Loukidelis, BC Information and Privacy Commissioner

#### Expert Panelists:

Jacquelyn Burkell, Information and Media Studies, University of Western Ontario

Ian Kerr, Canada Research Chair in Law, Ethics and Technology, University of Ottawa

Valerie Steeves, Criminology, University of Ottawa

**Panelists are available for interviews between 10 am and 6 pm, Thursday, May 15<sup>th</sup>.**

This event is co-sponsored by the Sheldon Chumir Foundation and the BC Civil Liberties Association.

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