# Media Release

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*Social media:* [*http://linux.conf.au*](http://linux.conf.au)*, @linuxconfau, hashtag #lca2016, Facebook:* [*https://www.facebook.com/lcabythebay*](https://www.facebook.com/lcabythebay)

Audience: for public release

# Intel Fellow and cultural anthropologist Genevieve Bell to keynote linux.conf.au 2016 Geelong

Intel Fellow and Vice President of Corporate Strategy at Intel, Australian-born Genevieve Bell leads a team of social scientists, interaction designers, human factors engineers and computer scientists whose mission is to build products in tune with people’s needs and desires. An industry expert and commentator on the intersection of culture and technology, she has published widely around the societal challenges facing us all as computing becomes ubiquitous. An accomplished anthropologist and researcher, Bell joined Intel in 1998. She has been granted a number of patents for consumer electronics innovations throughout her career, with additional patents in the user experience space pending, and is the author of numerous journal papers and articles. She was named an Intel Fellow in 2008.

In addition to her position at Intel, Bell is a highly regarded industry expert and frequent commentator on the intersection of culture and technology. She has been featured in publications such as Wired, Forbes, The Atlantic, Fast Company, the Wall Street Journal and the New York Times. She is also a sought-after public speaker and panelist at technology conferences worldwide for the insights she has gained from extensive international field work and research.

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Her industry recognition includes being listed among the "100 Most Creative People in Business" by Fast Company in 2010, induction in the Women in Technology International Hall of Fame in 2012, and being honored as the 2013 Woman of Vision for Leadership by the Anita Borg Institute. Bell's book, "Divining a Digital Future: Mess and Mythology in Ubiquitous Computing," written in collaboration with Paul Dourish, was published by MIT Press in 2011.
Bell holds a combined bachelor's and master's degree in anthropology from Bryn Mawr College and a master's degree and Ph.D. in cultural anthropology from Stanford University, where she was a lecturer in the anthropology department from 1996 to 1998.

She is attributed with formalising user experience as a discipline, and ensuring that its practises are recognised as not just valuable, but vital, for ongoing technical success.

Conference 2IC and Speaker Liaison, Kathy Reid, was delighted to announce Ms Bell as one of four outstanding keynotes for linux.conf.au 2016.

“As Linux moves from servers and desktops into embedded hardware, into the cloud, into mobile devices, the need for those products to be in affinity with user needs becomes ever more important. Genevieve’s area of practise is such a natural fit for our conference theme - Life is better with Linux - and we can’t wait to learn from Genevieve!”

One of the most respected technical conferences in Australia, Linux Conference Australia (linux.conf.au) will make Geelong home between 1st-5th February 2016. The conference is expected to attract over 500 national and international professional and hobbyist developers, technicians and innovative hardware specialists, and will feature nearly 100 Speakers and presentations over five days. Deakin University’s stunning Waterfront Campus will host the conference, leveraging state of the art networking and audio visual facilities.

The conference delivers Delegates a range of presentations and tutorials on topics such as open source hardware, open source operating systems and open source software, storage, containers and related issues such as patents, copyright and technical community development.

[Linux](http://linux.org.au) is a computer operating system, in the same way that MacOS, Windows, Android and iOS are operating systems. It can be used on desktop computers, servers, and increasingly on mobile devices such as smartphones and tablets.

Linux embodies the ‘open source’ paradigm of software development, which holds that source code – the code that is used to give computers and mobile devices functionality – should be ‘open’. That is, the source code should be viewable, modifiable and shareable by the entire community. There are a number of benefits to the open source paradigm, including facilitating innovation, sharing and re-use. The ‘open’ paradigm is increasingly extending to other areas such as open government, open culture, open health and open education.

Potential Delegates and Speakers are encouraged to remain up to date with conference news through one of the following channels;

*Website:* [*http://lcabythebay.org.au*](http://lcabythebay.org.au)

*Twitter: @linuxconfau, hashtag #lca2016*

*Facebook:* [*https://www.facebook.com/lcabythebay*](https://www.facebook.com/lcabythebay)

*Google+:* [*https://www.google.com/+LcabythebayOrgAu*](https://www.google.com/%2BLcabythebayOrgAu)

*Lanyrd:* [*http://lanyrd.com/2016/linuxconfau/*](http://lanyrd.com/2016/linuxconfau/)

*IRC: #linux.conf.au on freenode.net*

*Email: info@lcabythebay.org.au*

*Announce mailing list:* [*http://lists.linux.org.au/mailman/listinfo/lca-announce*](http://lists.linux.org.au/mailman/listinfo/lca-announce)

We warmly encourage you to forward this announcement to technical communities you may be involved in.

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