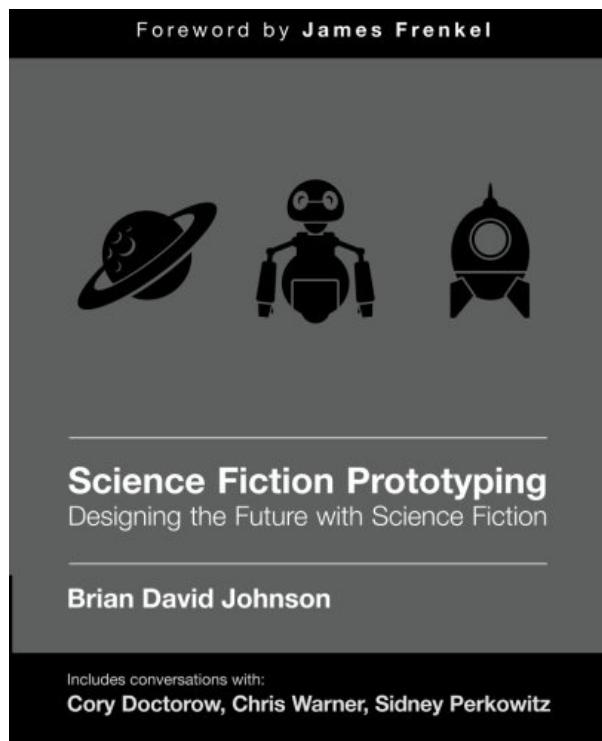


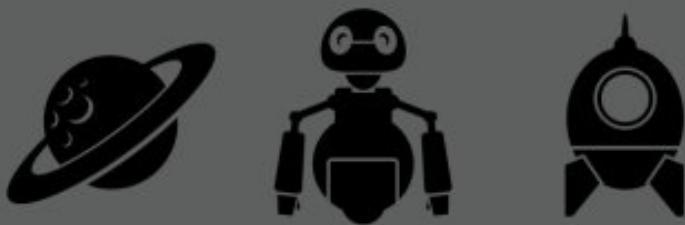
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Science fiction is the playground of the imagination. If you are interested in science or fascinated with the future then science fiction is where you explore new ideas and let your dreams and nightmares duke it out on the safety of the page or screen. But what if we could use science fiction to do more than that? What if we could use science fiction based on science fact to not only imagine our future but develop new technologies and products? What if we could use stories, movies and comics as a kind of tool to explore the real world implications and uses of future technologies today?

Science Fiction Prototyping is a practical guide to using fiction as a way to imagine our future in a whole new way. Filled with history, real world examples and conversations with experts like best selling science fiction author Cory Doctorow, senior editor at Dark Horse Comics Chris Warner and Hollywood science expert Sidney Perkowitz, Science Fiction Prototyping will give you the tools you need to begin designing the future with science fiction.

The future is Brian David Johnson's business. As a futurist at Intel Corporation, his charter is to develop an actionable vision for computing in 2021. His work is called "future casting"—using ethnographic field studies, technology research, trend data, and even science fiction to create a pragmatic vision of consumers and computing. Johnson has been pioneering development in artificial intelligence, robotics, and reinventing TV. He speaks and writes extensively about future technologies in articles and scientific papers as well as science fiction short stories and novels (*Fake Plastic Love* and *Screen Future: The Future of Entertainment, Computing and the Devices We Love*). He has directed two feature films and is an illustrator and commissioned painter.

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- Sales Rank: #1087784 in Books
- Brand: Brand: Morgan Claypool Publishers
- Published on: 2011-04-20
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .43" w x 7.50" l, .73 pounds
- Binding: Paperback

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