

Mark Thompson, Director General BBC, and Dr Patrick Dixon (Chair) at Google Zeitgeist Summit 2007

[youtube:http://www.youtube.com/watch?v=8p64EvutS-I auto]

Dr Patrick Dixon chairing session for Google Zeitgeist on the future of media, advertising, marketing and [broadcasting](#) . For more see Futurist keynote on future of the BBC by Dr Patrick Dixon.

The next techno-wave: RFID - 10 billion wireless tagging devices

Wal-Mart races ahead with Radio Frequency Identification Devices (RFIDs): electronic barcodes for manufacturing, distribution and retail - major concerns about data leakage, privacy and civil rights

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