



Akhtar Badshah, Sailesh Chutani and Jessica Rothenberg Aalami, co-authors, present:

Technology at the Margins: How IT Meets the Needs of Emerging Markets

Thursday December 2, 2010

3:30 PM

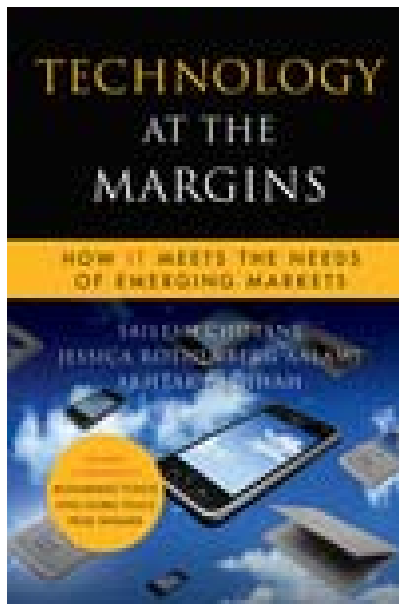
Burke Museum, UW Campus, Seattle

Reception to follow.

Akhtar Badshah is senior director of Global Community Affairs at Microsoft Corporation

Sailesh Chutani is the cofounder and CEO of Mobisante, Inc.

Jessica Rothenberg Aalami is the Managing Director of the Gobee Group.



The co-authors of this volume discuss information and communication technologies (ICTs) which have revolutionized our lives by changing the way we live, play, work, communicate, learn, manage our finances, and stay healthy—just think of life without Facebook, cell phones, or email! But the majority of the world's people—the four billion at the bottom of the global economic pyramid living on less than \$2 a day—remain largely unable to benefit from the ICT revolution, mainly due to its irrelevance to their needs and the high cost of technology in relation to their purchasing power. What if we could change all this? What impact would it have on reducing poverty and improving lives? What barriers need to be overcome before this can happen?

Sponsored by the South Asia Center, Henry M. Jackson School of International Studies and the Global Business Center, Foster School of Business, University of Washington

Inquiries: Keith Snodgrass, Associate Director, South Asia Center
snodgras@uw.edu, 206-543-4800

RSVP to snodgras@uw.edu