

**THE IMPACT OF COMMUNICATION
THEORY ON TECHNOLOGY DEVELOPMENT:
*IS THE BEST BEHIND US, OR AHEAD?"***

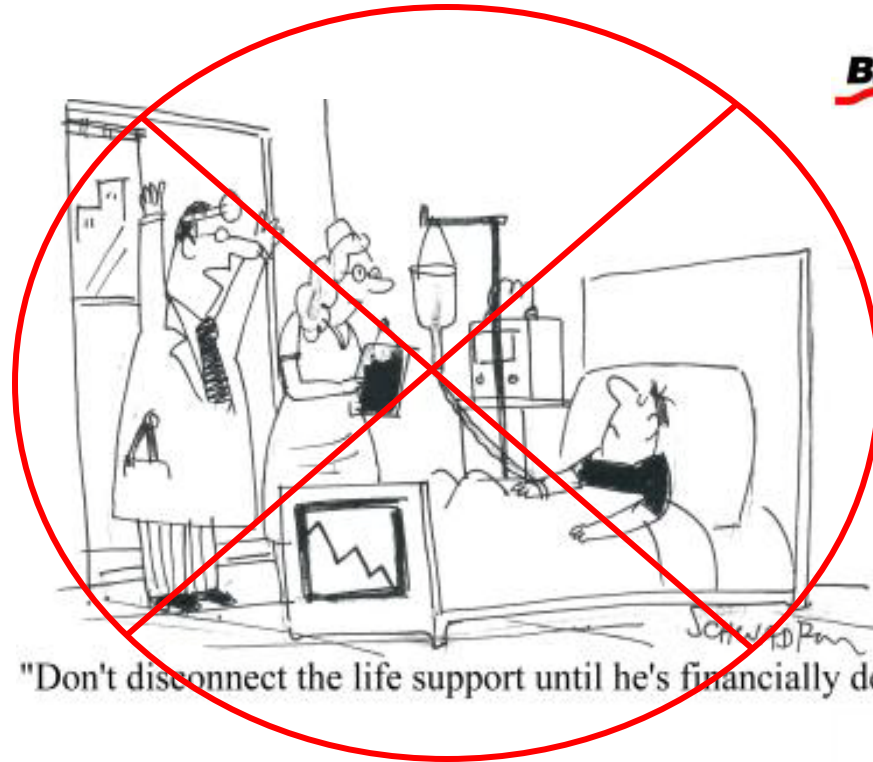
aka "Is Communication Theory Dead"?



- **Communication theory is not dead**



- **It is not even on life support**



"Don't disconnect the life support until he's financially dead."



- **The work we do has had, and will continue to have, a big impact on commercial systems**
 - *But we could have much more impact, in policy, standards, tech transfer, etc.*
 - *We must be the champions of our own destiny and relevance*
- **CT will remain dynamic and vibrant if we become more interdisciplinary and work on problems that need to be solved, which may be outside our traditional comfort zone**

PANELISTS

- Christopher Rose
– Rutgers, Winlab



- Rajiv Laroia
– Qualcomm-Flarion



- Giuseppe Caire
– USC



- Mischa Dohler
– CTTC: Centre Tecnològic de
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