



# Michael Looney

## VP Vertical Markets



# Changing Learning Through Great Technologies



That Is Exactly  
What Wolfram|Alpha  
Will Do



But What Is  
Wolfram|Alpha?

It's **Not** A Search Engine

One Way To Think Of It Is

Fact Engine or  
Answer Engine or  
Knowledge Engine

And It Will Change  
Education Forever

# A Computational Knowledge Engine





**Who Made This  
Possible?**

# Stephen Wolfram

## Background:

- **Physicist,**
- **Software developer**
- **Mathematician**
- **Author**
- **Businessman**

## Known for his work in:

- **Theoretical particle physics,**
- **Cosmology,**
- **Cellular automata,**
- **Computational**
- **Complexity theory,**
- **Computer algebra**

## And:

- The Wolfram Alpha computational knowledge engine



He Had/Has  
A Vision

Make All The Factual  
Knowledge Of  
Mankind  
Available and  
Computable

# The Results Are Already Astounding



And...

It is the quintessential  
**STEM** learning tool

# Where Do We Go From Here?

- Everywhere – ubiquity
- Mobile
- Interactive Learning
  - eCurriculum
  - eBooks



# THE THEODORE GRAY Elements



I GIVE YOU HERE THE UNIVERSAL CATALOG OF EVERYTHING YOU CAN DROP ON YOUR FOOT. THESE ARE THE ELEMENTS, THE BUILDING BLOCKS OF YOUR WORLD AND THE BASIC STUFF OF ALL THAT IS HERE OR THERE OR ANYWHERE. ENJOY! TOUCH ANY ELEMENT TO SEE MORE, THEN GO TO ITS SECOND PAGE FOR ROTATABLE SAMPLES AND A STORY OR TWO.

PHOTOGRAPHS BY THEODORE GRAY AND NICK MANN

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# W|A Widgets



bing™

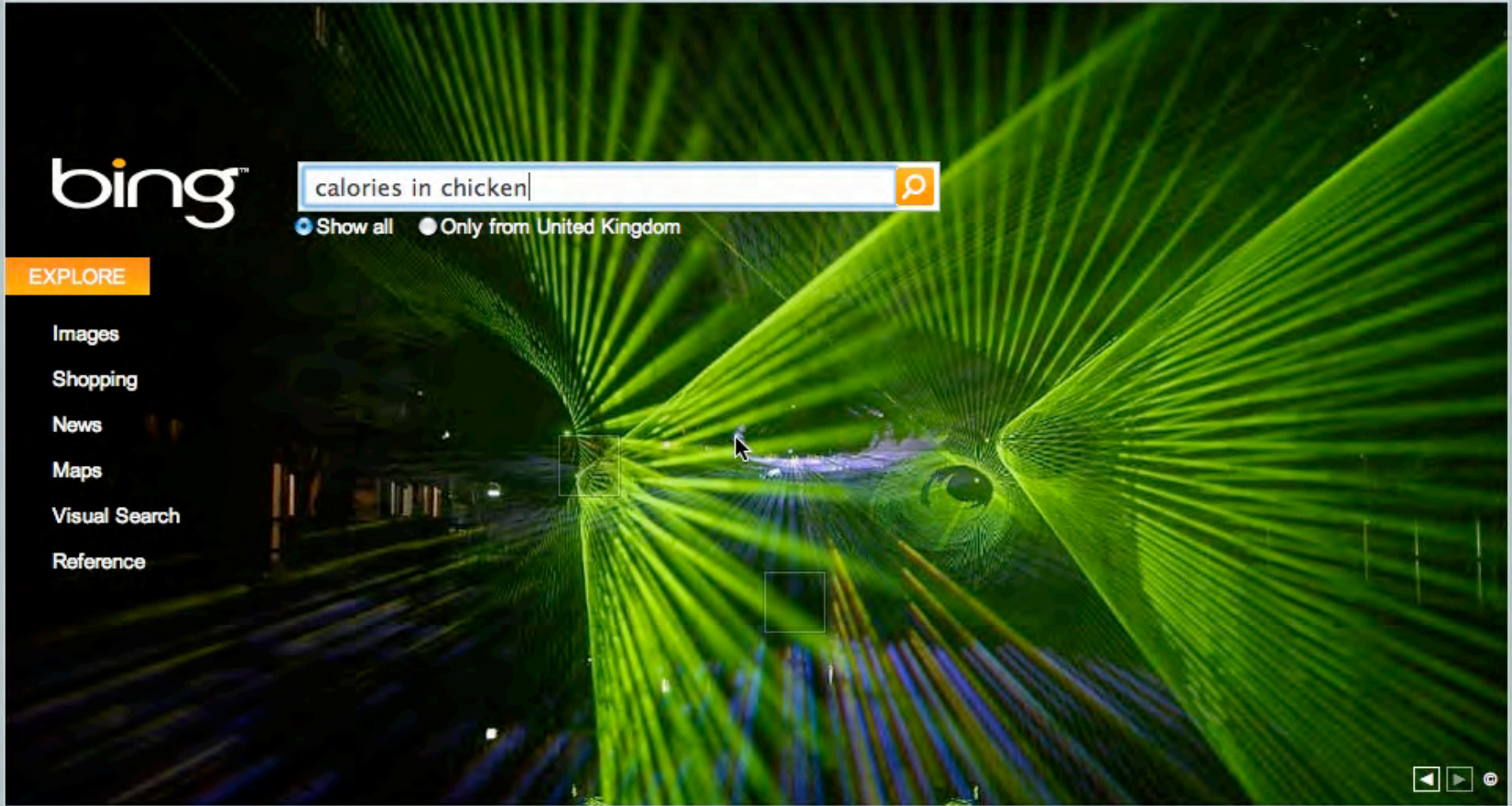
calories in chicken



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- Reference



Bing video of the day  
Fighting malaria with lasers

Laze the day away  
But you must check the weather

Jim Henson died 20 years ago today  
Let's remember one of the world's best puppeteers with some of his work

Go to Bing in the United States

# The Future of Wolfram|Alpha in Education

What Are the Problems We Want to Address?  
What are Opportunities We Haven't  
Even Thought Of?



# A Revolutionary Tool for 21<sup>st</sup> Century Learning