

into a medical spin-off called TEDMED. Previously held in 1995 and 1998, the third TEDMED (see TEDMED.com) will be held June 11 to 14 in the Merriam Theater at the University of the Arts in Philadelphia.

A TEDMED, like a TED, might best be described as aggressively eclectic. Past TEDMEDs featured the likes of Segway inventor Dean Kamen, former surgeon general C. Everett Koop,

and evolutionary biologist Stephen Jay Gould. TEDites, as participants call themselves, uniformly report a TED experience as life altering. TEDMED is open to the public, but it is expensive—a ticket to TEDMED3 costs \$3,000.

On behalf of those who lack the price of admission or the time, *Discover* tracked down most of the confirmed speakers for the upcoming TEDMED to get an overview of just where the

bleeding edge of medicine is these days. (Warning: We may simply whet your appetite for this information.) We asked the speakers to summarize their talks, then picked the best and summarized their summaries. Per Wurman's stated desire, many of the presenters will touch on their companies' products, which are versions of his longed-for dashboard for the body. Other topics, however, are simply transcendent.

► **Astro Teller, CEO, BodyMedia:** "In health care, we don't know what's happening during the 99.9 percent of the time when people are not in the hospital. We need regular monitoring. Can you imagine how difficult it would be to monitor weight if there were no scales? But there is no scale for sleep or pain or stress, or for a variety of basic behaviors. So you need something on your body, but it must be extremely consumer

friendly, at the level of your glasses or wedding band, or people just won't wear it. It must also be rugged enough to withstand what people do every day. That's what BodyMedia set out to create four years ago, and we have created the SenseWear armband. We have been selling them now for about 18 months; we've sold about 600 so far. What we developed is larger than a watch but smaller than a jogging radio. We monitor mo-

tion in the body via an accelerometer. We also track skin temperature, ambient temperature, heat flux, galvanic skin response, and pulse. Then we build mathematical models using this data.

But presenting that information is a challenge because patients, therapists, and doctors may need different levels of information."