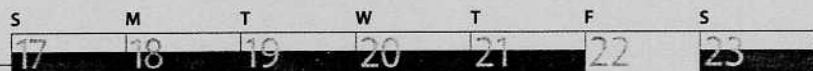


Meetings of the minds. By Catharine Lo



January 17-21

RSA '99

San Jose, California

In 1991, 100 eager code slingers gathered for the first RSA Data Security Conference. "We thought we were *the bomb* to have so many people interested in crypto show up," laughs director Kurt Stammberger. This year, attendance is expected to exceed 5,000, a testament to the growing interest in encryption, particularly for ecommerce. "It's a very funky mix of Ferragamos and Birkenstocks, but it's fun," Stammberger says. Between speeches by PBS's James Burke and Intel's Patrick Gelsinger, conference-goers can pay their respects to the famed code-cracking supercomputer Deep Crack or cut loose at the IBM Cryptographers' Gala, hailed as one of the computer industry's last great parties.

- Tête-à-Tête Potential ★★
- Geek Factor ★★
- Idea Takeaway ★★
- Star Power ★★★

Registration: \$1,595. Contact: (888) 806 1545, fax +1 (513) 733 1302, www.rsa.com/conf99/.

January 23-24

International Symposium of Science, Technics, and Aesthetics

Lucerne, Switzerland

The theme "Frontier Communication: Human Beings, Apes, Whales, Electronic Networks" sounds like the *Sesame Street* game "one of these things is not like the others," but by the time you leave this conference, you'll understand the connection. Artists and scientists convene to discuss how new links between communication and behavior confront basic principles of existence. Don your metaphysical thinking cap for "The Global Brain as a Modeling Paradigm for Crisis" and Margot Lovejoy's "Transaesthetics." If those topics sound too New Age for you, try "Bonobo – the Forgiven Ape" or "Why Do Whales Sing?"

- Tête-à-Tête Potential ★★★
- Geek Factor ★★
- Idea Takeaway ★★
- Star Power ★

Registration: SwF80 (US\$57) per day. Contact: +41 (41) 370 3818, www.parterre.ch/neugalu/.

January 25-28

1999 National Association of Television Programming Executives Conference

New Orleans

How do TV execs decide what to air for the next fall season? They go to NATPE's conference, an annual content bonanza for more than 17,000 broadcasters, cable representatives, advertisers, and studio bigwigs from all over the world. "Every show that is seen in another country but isn't developed there is bought and sold through partnerships created at NATPE," explains Beth Braen, vice president of creative services. Programming deals – for everything from Donny and Marie's new talk show to reruns of *The Simpsons* in Spain – are brokered on the exhibition floor. Practical sessions like "Stick or Click" cover the impact of media convergence and industry regulation, but celebrity interviews by Larry King and a keynote by Howard Stern promise to be the real treats.

- Tête-à-Tête Potential ★★★
- Geek Factor ★
- Idea Takeaway ★★
- Star Power ★★★

Registration: \$400. Contact: +1 (310) 453 4440, fax +1 (310) 453 5258, www.natpe.org/conference/.

January 28-29

1999 Measurement Science Conference

Anaheim, California

Back in the 1870s, no matter where you were, noon was when the sun was at its zenith. The need for standardized time zones became apparent only when transcontinental railroad operators were unable to tell passengers what time they'd arrive. Such legacies aren't taken for granted by the engineers and technicians who meet at the Measurement Science Conference, which began as "a group of people who knew how to measure very difficult things and could tell others how to do it," according to spokesperson John Schulz. Experts assess different calibrations, from pressure gauges to flowmeters, so we can all rest assured that if we give an inch, they won't take a mile.

- Tête-à-Tête Potential ★★
- Geek Factor ★★★
- Idea Takeaway ★★
- Star Power ★

Registration: \$235-350. Contact: +1 (714) 847 7380, fax +1 (714) 672 9321, www.msc-conf.com/.

February 9-12

Milia '99

Cannes, France

With a little genius and a big idea, 30 lucky contestants will receive a coveted invitation to Cannes. There, they will have the chance to showcase their homegrown interactive software projects before the 7,000-plus media professionals at Milia, the acclaimed International Content Market for Interactive Media convention. Industry scouts from big gaming and entertainment companies like Disney and Infogames match aspiring developers with hungry content seekers. In response to the popularity of online and interactive gaming, Milia launches a concurrent spinoff this year – Milia Games. Organizing the play will be Peter Molyneux, creator of the groundbreaking God-sim game *Populous* and founder of Lionhead Studios.

- Tête-à-Tête Potential ★★★
- Geek Factor ★★
- Idea Takeaway ★
- Star Power ★★★

Registration: f4,764 (US\$794). Contact: +1 (212) 689 4220, fax +1 (212) 689 4348, www.milia.com/.

Send event information to junkets@wired.com.