

# **Ian/epredator Hughes**

**Metaverse Evangelist at Feeding Edge Ltd**

Southampton, Hampshire, GB

Metaverse Evangelist, TV presenter, taking a bite out of technology so you don't have to. Mixing tech with social change

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## **Biography**

Ian Hughes a.k.a epredator when online, is a Metaverse Evangelist who set about leading a group of like minded individuals, in 2006 when at IBM, into virtual worlds like Second Life. This sparked a large community of over 8000 of his colleagues to do the same. Powered by an open way of thinking and string ideas across social media it led to a massive growth in interest from press and enterprises alike. He is former IBM Consulting IT Specialist who has worked on leading edge emerging technologies for the past 23 years, and now an independent consultant and director of Feeding Edge Ltd, "taking a bite out of technology so you don't have to". A programmer since he was 14. As a gamer he has seen a massive increase in the capability and design ethics within games and the rise of online gaming. In 1997 Ian started working on all things web, changing his perspective on the technology and the business due the much richer mix of people involved in the web revolution. Graphic Designer, Producers and Programmers all having to work together. As a public speaker he shares his experiences both of the growing virtual worlds industry, the changes in culture, personal experiences of challenging the status quo and leading through doing. He writes and presents a thread on emerging technology on the ITV programme Cool Stuff Collective by Archie Productions, covering 3d printers, haptics, open source, scanning, virtual worlds.... First shown weekly Monday 13th September 2010 CITV (UK), with series 2 airing January 2011. Series 3 ran October-December 2011. So far totalling 39 shows. He is chairman of the British Computer Society Animation and Games Specialist Group. Promoting the games industry and associated technology within the BCS but also reaching out to the games industry to help provide professional recognition to the development community.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## **Industry Expertise**

Media - Broadcast, Computer Gaming, Computer Software

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## **Areas of Expertise**

Metaverse, Virtual Worlds, 3d Printing, Maker Culture, Kids Technology

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## **Affiliations**

<http://www.feedingedge.co.uk>, <http://www.bcs.org/category/13784>

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## **Sample Talks**

### **Changing the world with emerging technology**

Sharing some tales from recording The Cool Stuff Collective kids ITV show and how the Future Tech elements in the show is actually threaded together to get more people into STEM subjects through maker culture. From Metaverses to 3d printing, Arduino to Hydrogen Fuel cells and with the odd saturday morning custard pie, there is a lot of cool technology out there. When it is all put together it shows us a path to an exciting future powered by people willing to share online.

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## **Event Appearances**

### **Technology FTW**

BCS Branch events

### **Tech on kids TV**

Immersion 2011

### **Where am I? - Virtual Worlds**

BBC Newsnight interview

### **Virtual Worlds for librarians**

British Library showcase

### **Virtual Worlds in enterprises**

Tweakfest

### **Future tech for 2020**

Marketing Natives 2020

### **Emerging Technology and Virtual Worlds**

IBM analyst briefings

### **Washing away cave paintings**

ACE 2009 (Awakening, Creative, Entrepreneurship)

### **It's not all avatars and islands**

Metameets 2010

### **The Future of enterprise communication**

Virtual Worlds 2008

### **Washing away cave paintings**

3DTLC

**It's not all avatars and islands**

Apply Serious Games

**Sport technology futures**

Wimbledon Tennis IBM corporate hospitality tours

**Washing away cave paintings**

Apply Serious Games

**Washing away cave paintings**

Learning in other worlds

**Virtual Worlds and Augmented Reality Panel**

Virtual Worlds 2009

**Washing away cave paintings**

ITM at NEC

**Future tech presenter - series 1,2 and 3**

Series 1 thru 3 mid 2010 to end 2011

**Hursley 50th anniversary looking forward**

Sky News/IBM Hursley 50th event

**Metaverse updates**

Metaverse Week in Review

**IEEE virtual worlds**

Federal Consortium of Virtual Worlds

**The future of communication - Metaverses**

VWFE Europe

**Washing away cave paintings**

Train 4 Success

**Metameets (Moderator)**

Metameets 2011

**Educating with new technology**

Handheld Learning

**Washing away cave paintings**

BCS/IET joint event

**Virtual worlds in enterprise**  
IBM technology road show

**So you think virtual worlds aren't important**  
Develop 2011

**The future of the workplace**  
Workplace trends

**Future of the workplace pt2**  
Workplace Trends

**You can be a games programmer**  
6th form open day

**Virtual worlds in enterprise**  
IBM technology road show

**Life as a entrepreneur in a corporate environment**  
Global Entrepreneur Week

**Washing away cave paintings**  
Smarter Technology

**Future tech panel**  
Relive11

**Metaverses for the CIO**  
Virtual Worlds 2007

**Inspiring young developers**  
Bafta/BFI kids and games event

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## **Education**

**DeMontfort University**  
Bsc 2.1 Information Technology

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