



Technology Revolution: The Future of Now
Wednesday at 8 AM Pacific/11 AM Eastern
June 29th 2022: The Future of Music and
Technology: The Sweetest Sounds? – Part 2

The Buzz 1: ** “If you want to be a rock star or just be famous, then run down the street naked, you'll make the news or something. But if you want music to be your livelihood, then play, play, play and play! And eventually you'll get to where you want to be.” [Eddie Van Halen, songwriter and musician] ** “Music was my refuge. I could crawl into the space between the notes and curl my back to loneliness.” [Maya Angelou, memoirist, poet, playwright] ** “Every song is like a painting.” (Dick Dale, The King of the Surf Guitar]The Buzz 2: “From synthesizers to DAWs or from CD players to

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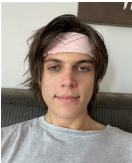
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Featured Guests



Drew Wieloch

Drew Wieloch is a digital musician and has performed as a drummer and a DJ. He has been creating music since he was 4 years old and is mostly self-taught (other than a brief stint he did with Point Blank Music School in London). Since he started producing music on his computer Drew has become proficient in 2 DAW's, mastered several VST soft synths, and has taught himself how to mix and master all of his own music. After beginning to pursue an academic path toward building a career in music, Drew has recently decided that he is better served to treat his love of creating music as a hobby.

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Scott Campbell

Scott Campbell is Head of Media & Telecom Industries North America at SAP. His early career included working with artists like Annie Lennox and Robbie Robertson and then helping the BBC, Virgin Radio and others transform to Digital. Scott won an Innovation award in 95 and in 96 he helped launch Virgin Radio's website, which became the world's most listened to Radio Station on the internet for 10+ years. Scott invited CNN to Abbey Road to film Duran Duran conducting the world's 1st music download and helped George Michael launch the Older album on eCD with a fan club experience including dialup internet, exclusive merchandize and a hosted email account. Thomas Dolby invited Scott to take on a

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Serge Hoffmann

Serge Hoffmann works in the Software industry since 23 years. Before that, he worked in the Automotive industry for 15 years. His main focus and passion throughout those years has been creativity with a strong focus on music composition. After his Business Studies French Grande Ecole, he considered joining the record industry. He even met the CEO of a large record company, who advised him to keep music as a hobby and not join as a professional. Time has shown it was a good but frustrating advice. During his career in the Automotive industry, Serge quickly managed to work in the Communication area, where he worked on exciting topics such as Olympic Games, Disney Theme Parks and Formula One. H

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Nelson Malléus

Nelson Malléus is a freelance orchestrator and owner of the virtual instrument company inouï samples. After his master's degree in film music composition, he worked for several film music composers in Paris and became passionate about technical film music professions. After trying most of the trades, he specialized in orchestration and musical preparation. If you like auteur cinema, mainstream French cinema, or watch Netflix series like Lupin, La Révolution, The Last Mercenary... then you've definitely heard of some of his collaborations. Nelson is also clarinet teacher at the Georges Bizet conservatory in Paris since 2014 and independent contractor in film music techniques at the Aix-Marseill

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