



Global Spa & Wellness Summit

JOINING TOGETHER. SHAPING THE FUTURE.

Creating Intimacy with Technology

General Session: Keynote Speaker

Wednesday June 6th 2012 12:15pm – 12:30pm

Paepcke Auditorium Walter Paepcke Memorial Building, The Aspen Institute

Speaker:

Nader Vasseghi, CEO, Self-Optima, U.S.

Transcription:

Taylor Gannon, Assistant Marketing Coordinator, Global Spa & Wellness Summit

Thanks very much. It's great to be here. Before I move to my presentation, I'd like to say a few things about [SpaEvidence](#). Right now we have over 35 modalities that we are covering – with links to the evidence-based medicine involving them – and we also added the Google translator (which can translate the site into one of dozens of languages with the click of a button) and a little video tutorial that you can watch. I really want all of the Summit delegates to go through this great source of information on these evidence-based therapies.

There are three ways that you can hook up to SpaEvidence.com from your own website:

1. Add a **simple link**: www.spaevidence.com
2. Add a **logo or banner** which links to SpaEvidence.
3. Do a **private “white-label”** of SpaEvidence which is a custom branded version of the site. We actually built SpaEvidence.com with that in mind – so that users on your side don't have to leave your site; everything is actually integrated within your brand and your site. You can also use our comprehensive platform/experience management system, which is a wellness platform that we use both for spas and for corporations – and this information is already embedded in there.

Now, with that, let me talk to you a little about creating intimacy with technology.

I want to start by quickly going over the health spectrum. Down at the bottom is the sick zone, and of course, Dr. Carmona talked about this on Monday at the Summit – saying that our system is focusing on sick care rather than health care. And up on the top, we have the optimum health zone – and that’s not just a lack of physical disease, it’s basically being at our optimum across mind/body/spirit.

Now, **the majority of the people are in the seemingly health region, but underneath they are challenged with stress, nutrition, lack of exercise and exposure to toxicities.** If nothing is done proactively, there is a tendency to go into the chronic region. We all heard over these last couple of days at the Summit that the chronic region is where all the trouble starts, and where your money goes into.

Now the cool thing is that this is a preventable and reversible scenario – and I see this shift already happening: this shift to a more holistic view of health and healing – and a shift to really work with the body to heal itself, to really stimulate the body’s own healing mechanism. **I see spas and healing resorts as the next wellness of the future.** This shift is happening as more and more people experience this transformation and it is becoming more and more powerful. There’s another related and complementary shift that is happening – and that to me is the good use of technology to better human condition and experience.

Think of the Internet as a social and emotional web. There’s an amazing amount of information about the human condition – preferences, needs, fantasies, everything is there. And this database is becoming bigger and bigger by the minute. In fact a recent survey showed that average teenagers send about 100 texts a day. That’s a generation moving forward.

What if we could extract human emotions out of this blob of information? There’s a project called, “[We Feel Fine](#),” that does exactly that. It’s an emotional search engine, and its mission is to collect the world’s emotions in order to help people better understand themselves and others. **It crawls the web – all blogs, social networking sites – and its searches for the phrase, “I feel” or “am feeling,” and it matches that emotional state to age, gender and location.** It was launched in 2006, and it already has about 50 million emotions cataloged. I consider this making the collective unconscious conscience.

Let’s look at some of the data. This is a very happy conference. The reason I know this is because there are more women than men, and **data shows that women are**

happier by almost a factor of two. And happiness is contagious, so I'm really happy to be in this environment here. Now, what's interesting to note is Ontario, Canada is at the top of the list of places where people feel depressed, followed by Australia and England. I did a little emotional search yesterday on Colorado, and it's a happy place. So that's a good thing.

Now for those of you who don't feel good about getting old – there's some good news here. **As people get older, there is significant reduction in anger and sadness. Unfortunately, there is also a reduction in the surprise factor too.** Now on Valentine's Day, there is sort of a recurring spike for people feeling loved and special. Unfortunately, there is also a bigger spike of people feeling lonely, which actually starts a few days before Valentine's Day.

Interesting observation.

This is a picture (right) of Aros Tower in Denmark. The interesting thing about this tower is that it is lit up according to how the people of Denmark are feeling at any given time.



Nuns of a convent in England have a little device called a “prayer companion” – with a little screen. These nuns use this device as prayer inspiration – so the prayer is directed towards the people who are expressing these emotions (which can be all around the globe).

I just want to quickly talk about the quantified self. [Dr. Jay Williams](#) talked about that a lot, so I'm going to move through this very quickly and examine what it is bringing to our world. Gadgets – like this wristband, [FitBit](#), and the sleep manager, [Zeo](#) – is all about gathering information, tracking activities, calories burned, sleep, and it keeps you on track. We talked about stress a lot in these last couple of days. [Dr. Daniel Friedland](#) talked about how stress blocks creativity. [Dr. Elissa Epel](#) talked about how stress reduces longevity (in regards to Telomeres). So these companies have put a lot of research behind stress and found the connection between heart, mind and stress. **This little gadget can change your heart rhythm, and take you to a coherent state or a zone where there is reduced emotional stress and increased balance.**

This is a little app with which you can take a picture of your meal – a few seconds later, it tells you what’s in your food and how [many] calories it is. And it’s working. I have it.

Another example is an intelligent pill, which has a little sensor attached to it. It not only reminds you if you forget to take it on time (it sends you a message that it is time to take your pill) but, once you take it, it actually gets activated by the stomach’s acidity – like a potato battery – and it **starts monitoring local parameters like temperature, acidity, and it also tracks how the body is responding to this medication.** I really see a couple of really interesting things coming into play with these gadgets.

1. First, in regards to [Zeo](#), I think **being able to track all of this information, on this individual and mass level, has compiled the biggest database on sleep**, and it already is finding some patterns on the differences between men and women in terms of the rapid eye movements stages of sleep.
2. The other interesting thing is you can find correlations between these parameters – like how sleep can affect your weight, or how stress can affect your immune system. These things will come up. **I think these devices are really helping us to be more conscious, more aware, more present, and to just be on our toes all the time.**

The fantasy of holographic tele-presence first appeared in the *Star Wars* movie [in] 1977. That was when I actually came to the United States to study, and that was when I saw this movie. At that time, making an international phone call was very expensive – out of my budget. And really the next best thing was to write a letter. It took basically five to six weeks to get a response to my letter. **Now, today, we have this reality: full size, full color, three dimensional figures, and instantly, this fantasy turned to reality (in less than five years).** [John Kao](#) actually talked about the creative power of imagination, and **I think every thought, every image that comes to my mind, every fantasy has creative powers. And it’s all about time and tension to bring it into existence.**

How about Snow White’s magic mirror? I think some of you saw a little clip yesterday during lunchtime, which will sort of give you a feel on this. **For those of you who are really interested in spending hours trying to find different clothes, this is your [Magic Mirror](#) – it’s actually implemented in a store in England. By the**

move of a hand, you can try different clothes, different colors and different sizes. You can even get a snapshot picture of your clothes to your friends to get some feedback right away.

Now for those of you who don't feel that external appearances is that important – and what counts is what is inside of you – here's a mirror for you. **Called [Mirracle](#), it shows your internal bone structures and your internal organs.** This has been put together by a team of researchers at Munich Technical University and uses connect technology and computer tomography. Now some of this technology is truly augmenting our skills and experience. Today, a surgeon can be sitting in Aspen doing an operation on a person in India. And he's going to have more control and more precision with less invasiveness with this type of technology.

Some of you may know [Oscar Pistorius](#), also known as blade runner. He is a 25-year-old South African who had both legs amputated when he was 11 months old. And he is a champion sprinter aiming to join the Olympic team this summer in London.

The whole concept of augmented virtual reality first came into existence for the ministry training, where you have a helmet put on your head and you add external objects to it. **But it looks similar to the reality – that's why it is called augmented reality. Now it is being used for health care reasons – for people who have, for example, phobias or trouble with things like spiders or cockroaches. It brings these objects – fear objects – into the vision, and over time, reduces their phobia.** The problem is that this type of technology is very elaborate, and it takes up a lot of space. There's a little company in Washington [that] is actually turning all of this equipment into a contact lens. So you put it on your eye, and you can go into augmented virtual reality. Amazing stuff.

So God created man and woman, and then man created the Internet, and that's when God 2.0 was born. I say born because the Internet is still in its infancy. It has already touched our lives – wait until it grows up. It speaks all of our languages, it's always present, it is on 24/7, it is all-knowing, it knows exactly what you have done, it knows what you are doing now. And it even knows some of your intentions. It knows in a few weeks that some of you are going to Japan, or that you are going to buy a book – it knows all of that.

So with that – I want to sort of mention what all this means to us. **I think we are in a new era of personalization. I think with all this information, it's now important**

for us to know our guests, or to know our customers – their desires, their fears, their fantasies. And, really, by knowing that, we can bring value to them. We can be their trusted advisor. We can be their partner, and it's all about enhancing and transforming their experience. It's about bringing the surprise factor and delight factor. It's about creating intimacy with technology. Thank you.