

THE HUMAN FACE OF BIG DATA

THE PROMISE AND PERILS
OF GROWING A PLANETARY
NERVOUS SYSTEM.

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With the rapid growth of Internet connected devices and sensors, an unstoppable, invisible force has begun changing human behavior in ways from the microscopic to the gargantuan. Billions of interconnected devices are generating tremendous amounts of “Big Data”, a word that was barely used a few years ago but which now affects almost every aspect of our lives, from the moment we first awaken to the extinguishing of the final late-evening light bulb.

The Human Face of Big Data explores how the real time visualization of data streaming in from satellites, billions of sensors, GPS enabled cameras and smart phones is beginning to enable us, as individuals and collectively as a society, to sense, measure and understand aspects of our existence in ways never possible before.

The premise of this award-winning documentary is that all of these devices are creating a planetary nervous system and that the massive real time gathering and analyzing of data is suddenly allowing us to address some of humanity's biggest challenges, including pollution, world hunger and illness.

After nearly two years of research and filming and via interviews conducted with dozens of the scientists, engineers and entrepreneurs pioneering this space, the The Human Face of Big Data illustrates both the promise and peril in the growing big data revolution, a sea change which many experts believe will have a thousand times greater impact on our lives than the Internet. The film features conversations with more than thirty leading voices in the field of data science, artificial intelligence, technology and digital medicine including:

- Jack Dorsey (the founder of Twitter and Square)
- Linda Avey (co-founder of 23&Me)
- Joi Ito (Director of the MIT Media Lab)
- Jay Walker (Director TEDMED)
- Tim O'Reilly (author and futurist)
- Aaron Koblin (Director Google Creative Lab)
- Charles Duhigg (The New York Times)

Executive Producer Rick Smolan is a former Time, Life and National Geographic photographer best known as the creator of the “Day in The Life” Series and “America 24/7” series. Many of his books have been New York Times best-sellers and his cross media projects have been featured on the covers of publications around the globe including Time, GEO, Fortune, Stern and The London Sunday Times. More than five million books adorn coffee tables around the world and include *A Day in the Life of America*, *The Human Face of Big Data*, *INSIDE TRACKS*, *America 24/7*, *24 Hours in Cyberspace*, *The Power to Heal*, *One Digital Day*, *From Alice to Ocean* and *Blue Planet Run*.

Sandy Smolan, the director of “The Human Face of Big Data,” is an award-winning filmmaker whose work spans features, documentaries, television, and commercials. His critically acclaimed debut feature film “Rachel River”, was nominated for the Grand Jury Prize at the Sundance Film Festival and took awards for Best Cinematography and a Special Jury Prize for Acting. He has directed over 50 network series, pilots and TV movies, and as the CEO of Luminous Content, he collaborates with corporations, foundations and NGO's to create character driven content that focuses on how technology impacts lives around the world.

The film is narrated by Joel McHale, was edited by Dan Oberle, features cinematography by Jacek Laskus and stunning graphics and animations created by the LA based VFX house Psyop, and includes an original score by the English composer Phillip Shepard. Running length is 55 minutes.

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Every two days the human race is now generating as much data as we generated from the dawn of humanity through 2003.