**The Lynne and William Frankel Center
for Computer Science
Department of Computer Science
Ben Gurion University of the Negev**
Tel:08-6428032   **Fax:**08-6429021
fradmin@cs.bgu.ac.il

Distinguished Lecturer Series

Prof. Larry Rudolph
CTO, ReDigi Inc
Affiliate, MIT

MVP- Smartphone Virtualization and ReDigi – The World's First Used Digital Music Market

As the world moves from physical, durable, goods to disembodied digital ones, new technological solutions are needed to allow control of personal digital property. This talk covers two different examples. One for the software running on smartphones. Smartphones are not just little personal computers, they are closed platforms accessible to many stakeholders but not the actual owner. The VMware mobile virtualization project is described in general and some novel aspects of smartphone virtualization in particular.

The second example is the physicalization of the virtual. We describe the technology behind ReDigi -- the world's first marketplace for used digital music. That is, a way to legally buy and sell music purchased online from retails such as iTunes.

Prof. Larry Rudolph has been on the computer science faculty at CMU, The Hebrew University, and M.I.T. He was a senior staff engineer at VMware and is current CTO of ReDigi Inc. He remains affiliated with M.I.T. teaching courses and advising students while. His main field of research has been high performance computing and pervasive, human-centric computing.

12:00-13:00 on Monday, 09 January, 2012—Saal Auditorium, Alon Bldg (37/201)
12:00-13: 00יום ב '09 בינואר—2012 באודיטוריום סאל בבנין אלון (201/37)