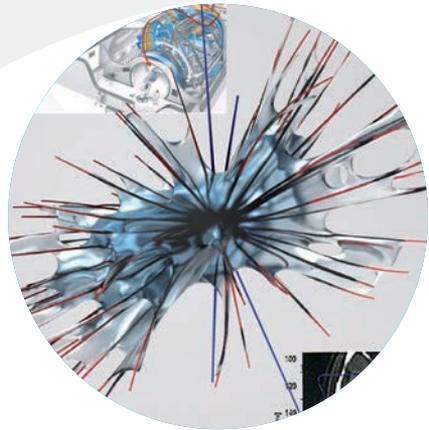


## *From Physics to Daily Life*



CERN, Main Auditorium

26.09.2014, from 8.45 a.m.

**On this special occasion, the authors featured in the *From Physics to Daily Life* books (B. Bressan, editor) will present several outstanding examples of successful cross-disciplinary technology transfer originating in fundamental physics research – practical applications that have dramatically impacted scientific progress and consequently changed modern society. Many of these applications were developed at CERN.**

**The books cover subjects such as clinical and biomedical research applications, and breakthrough developments in the worlds of IT, consumer electronics, aviation and material sciences. Additional sections are devoted to knowledge and technology transfer management, including economic aspects.**

Colloquium in English, with simultaneous interpreting into French

Colloquium webcast at [www.cern.ch/webcast](http://www.cern.ch/webcast)  
More information on [www.cern.ch/cern60](http://www.cern.ch/cern60)



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