

CHRIS ANDERSON INTERVIEW PART ONE

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Hello Ars Technica listeners. This is the latest serialization of an episode of the After On podcast here at Ars. We're splitting this one into three segments, starting today. And I'll be talking to Chris Anderson who was the editor and chief of WIRED Magazine for 12 years. Chris then founded, and now runs 3-D Robotics – a historic innovator in the world of drones. We're gonna spend a lot of time talking about Chris as a founder. But, I'd first like to shine a spotlight on him as a thinker, because he is one of my favorite thinkers in an industry that has no shortage of them.

Rob Reid: For example, most listeners are probably familiar with the term, the long tail. This refers to the extraordinarily long diverse lists of media titles, products and more that exist beyond smash hits like Spiderman or the iPhone. The digital era makes the long tail of offerings far more accessible than it ever has been before. Just think of the list of books available at Amazon versus any library or the selection of songs on Spotify versus the dearly departed music stores of yesteryear or all the information sources gathered up by Google. The long tail has immense societal, economic and cultural ramifications and it's just one of many important and broadly known concepts that our guest Chris Anderson conceived of, flushed out and named.

Rob Reid: Now if you add to that the boundless influence he had on the culture and agenda of the tech world, running WIRED Magazine for over a dozen years, you have a major thinker indeed. That's like being the minister of culture for Silicon Valley. Hanging out with Chris is always a delight and an education for me. Just the tone of my voice, at many points in this interview will tell you how much fun I have talking to him. So, I hope you enjoy hearing this conversation as much as I enjoyed having it. With that I bring you not the one, not the only, but one of just two, Chris Anderson's that I will interview in the month of October.

(TRANSITION MUSIC)

Rob Reid: Thank you Chris so much for inviting me to your lovely Berkeley offices. For the second or third time I've been here and it has a Wonka like feeling to it with all the cool drones and other bleepy, flashy things around it.

Chris Anderson: Yeah, less bleepy, flashy than our maker era when we were making lots of drones but, more bitty, cloudy than it once was.

Rob Reid: And before we get started, this is a fun thing, as our listeners who don't know this are about to find out, despite being an intensely digital person, before becoming a tech entrepreneur you had a long and storied history in media and despite your incredible digital orientation, there's so many physical artifacts of your career. There are the three books of course, there's over what, 100 issues of WIRED?

Chris Anderson: Good God.

Rob Reid: Something like that.

Chris Anderson: 12 years times 12 issues.

Rob Reid: Yeah, over 144, a gross. And I realize coming over here that I have nothing actually physically signed by you and given the obscene markups that can be found on Ebay, I figured I should address that so, I just got one of your many items of media and I'm hoping you could sign this for me.

Chris Anderson: oh my God.

Rob Reid: This ...

Chris Anderson: oh my God. So, this is, I have not actually held this artifact, should we say what it is?

Rob Reid: Yes, absolutely, tell people who have heard the reaction now and for of those who can't see it, which is all of you.

Chris Anderson: Yes.

Rob Reid: What are we looking at here?

Chris Anderson: Okay, what we're looking at here is a, God, it's a real flashback, it's a record, as in a vinyl record.

Rob Reid: A vinyl LP.

Chris Anderson: In a cardboard sleeve.

Rob Reid: Yep.

Chris Anderson: And a plastic cover and on the back of this record, to get to the point, is a one Christopher Anderson base with hair.

Rob Reid: With quite a bit of hair, all this pre-folk of seagulls or maybe ... it's kind of a punk flock of seagulls.

Chris Anderson: I think if I'd had more hair it would've been more flock of seagulls but ...

Rob Reid: More punk, it's a much edgier look than flock of seagulls.

Chris Anderson: It's bleach blonde which is probably responsible for my lack of hair today. But, more to the point, it is an album from a band called Egoslavia.

Rob Reid: Egoslvia.

Chris Anderson: The story of that name is a story worth telling.

Rob Reid: Yeah, let's hear the story of Egoslavia.

Chris Anderson: Okay, so what you have here is my only album, and when I say mine, I mean not mine. It's my album ...

Rob Reid: You're in a band, there's four of you.

Chris Anderson: I'm a bit player in an obscure band.

Rob Reid: You're one of four, that's not [crosstalk 00:06:10].

Chris Anderson: One of four, I see copyright 1982.

Rob Reid: All right, yeah.

Chris Anderson: What's important about this album which it's a fun album, etc, etc. is that it was the band Egoslavia was not actually the original name of the band. This is a little bit of a sadness in the story because this is the losing, the reward for losing a battle of the bands is that we're called Egoslavia. We're actually called REM.

Rob Reid: Mm-hmm (affirmative).

Chris Anderson: Yep and we were the toast of Washington DC.

Rob Reid: REM I remember did quite well.

Chris Anderson: I'll have you know.

Rob Reid: Yeah, yeah.

Chris Anderson: [crosstalk 00:06:41] we were releasing our first album and our manager came to us and he said, "You, it's the weirdest thing, there's this other band called REM but, don't worry, they're from Athens Georgia, how good could they possibly be?" But we thought is and they were releasing their first singly, I think the first, maybe ours was the first EP or something like that. So, we thought it'd be fun to

have a battle of the REMs and so our managers got them to ... they slept up from Athens to Washington DC in the back of their van and ...

Rob Reid: So, you had home field advantage?

Chris Anderson: We had home field advantage, we in the 9:30 which was a cool spot.

Rob Reid: Huge and still is.

Chris Anderson: In DC etc. we flipped a coin to see who was going to go on first and we won and we did our set and we crushed it and everyone loved it because they always do and ...

Rob Reid: [crosstalk 00:07:24].

Chris Anderson: Yeah, and then we went to the bar to toast our victory and then they came on, the hicks from the sticks and their first song was Radio Free Europe which was not only their first single but, is actually a really good song.

Rob Reid: It was Chronic Town I guess would've been the EP at that time.

Chris Anderson: Probably [crosstalk 00:07:40] all I know is that it took about two chords before I realized that we had lost.

Rob Reid: Lost the name.

Chris Anderson: Well, everything, another ... the crown, the name, our pride, etc. Another two chords before I realized we were in the presence of something great and then I don't think the beers got finished. REM to their credit didn't even stick around long enough to rename us except for the bass player, a guy named Mike Mills, is a sweet guy and he stuck around ... I may be slightly misremembering the story but, it's too good to check. Basically our over confidence in assuming that we had won the battle of the bands spurred his suggestion that we name ourselves Egoslavia.

Rob Reid: Egoslavia, which is a good name actually.

Chris Anderson: Which is a good name. I think oomlots over the A may be a little wrong in all senses of the word.

Rob Reid: Put a little slash through the O. I mean, it seems a little like playful with all the ...

Chris Anderson: It was I think this was some sort of Russian constructivist image or something like that. At any rate, this was the end, well near the end of my rock and roll career and after we were not REM, I went back to college and did something else with my life.

Rob Reid: We are now deep into your prehistory here and if you don't mind, I'd like to ... I always like to start with a little bit of background where obviously have veered into it. So, you were born in the UK then you moved over to the US as a teen or a ...

Chris Anderson: As an eight year old.

Rob Reid: As an eight year old. As a pre-teen. You had ... you characterize it as a bit of a misspent youth.

Chris Anderson: I failed out of schools.

Rob Reid: Schools, plural.

Chris Anderson: Schools but, no criminal record.

Rob Reid: No criminal record, good. And schools, what were you on the East coast?

Chris Anderson: I technically didn't graduate from high school when everyone else graduated but, I did eventually graduate from high school and then I failed out of college and then I played in punk rock bands and was bicycle messenger until I was 25.

Rob Reid: Wow. So you were living this musician, bohemian life I think in Washington DC, correct?

Chris Anderson: Mm-hmm (affirmative).

Rob Reid: Is that where you had done most of your growing up?

Chris Anderson: Yeah.

Rob Reid: And that was where you had failed out of a majority of the schools that you failed out of was in the DC area?

Chris Anderson: All of them.

Rob Reid: All of them actually. Okay, so you're in the DC area.

Chris Anderson: No I didn't fail out of all the schools in the DC area.

Rob Reid: No that would [crosstalk 00:09:46].

Chris Anderson: All the schools I failed out of were ...

Rob Reid: Yeah, that would take some doing. So, you're in the DC area, you're 25 years old, you've been living like in a squat or something.

Chris Anderson: Yeah, pretty much.

Rob Reid: Bunch of really, really cool kids in their early 20s and then you went to school and you kept it a secret out of embarrassment, right?

Chris Anderson: So, yeah, I did eventually at age 25 I came home from my menial work one day and stopped at a drugstore and got a book of crossword puzzles and sat there in our squat and did crossword puzzles and I was about halfway through it and I was like, "What am I doing? This bougwa thing" no, I just never done a crossword. What's going on here? I realized I must've been board that it was time to grow up and at this point I had failed out of so many things that no one ... I couldn't go to my parents and say, "Will you please pay for me to go back to college, this time I'm serious".

Rob Reid: Because look, I finished these crossword puzzles.

Chris Anderson: Well half, didn't finish, got halfway through the crosswords.

Rob Reid: I got some of the hard words.

Chris Anderson: So, I decided that no one should believe that I could do anything until I proved it and so I secretly went to George Washington which is the local school, was not quite as good then, as it is now. I got on dean's list before I decloaked.

Rob Reid: Before you decloaked, before you came out of the closet as a college student?

Chris Anderson: Before I came out as a college student, exactly. Crossword puzzles have sociologists have said, can be a gateway drug to computational physics. That is in fact what happened, right. It is but, then again that was not because I was necessarily ... I couldn't even spell computational physics it's just that after failing, you failing quite as badly as I had, you not only have to go back to college, get good grades but, you need to do something really, really hard. It's like literally the two hardest words I could together at the time was computational and physics.

Rob Reid: Yeah.

Chris Anderson: So, I thought that would do it and ultimately I found out what it actually meant and I did it, it was hard, but it was fun.

Rob Reid: You ended up getting, am I right? You went to Berkeley for a PhD ...

Chris Anderson: I did not get a PhD, I think I can argue with some substance that I dropped out of the PhD program.

Rob Reid: Okay.

Chris Anderson: To the extent that I did post grad work but, I was never really in the PhD program.

Rob Reid: Well I mean that's a pretty elon, dropped out of a PhD program to [crosstalk 00:11:56].

Chris Anderson: All the dissertation. Steve Durveson only lasted a few days.

Rob Reid: Yeah.

Chris Anderson: Yeah. I think that dropping out of PhD programs is the best. It shows that you're smart enough to get in but, wise enough not to complete.

Rob Reid: Precisely. So you were in Berkeley there and that was when the superconducting supercollider shut down as well, right? And that's probably a lot of opportunities would've dried up.

Chris Anderson: Yeah, all of them.

Rob Reid: All of them, that's a lot of them.

Chris Anderson: Well, basically everybody said there is two terrible things that happen when you're doing physics in ... I guess this would've been the late 80s, number one is the one that hit me in the face first, which was that China opened up for the first time and sent the first class of students to US universities and basically had these geniuses, best, the smartest kids from China who had been olympic style picked were sent to the best schools and in this case it was UC Berkeley. Me and the other American kid were like the last two in the class. We just got crushed by how good they were. So, that was one bad thing. The second bad thing is that all the job opportunities dried up because as you know, the quest of physics or at least experimental physics, is to get closer and closer to the big bang. Which means higher and higher energies, which means bigger and bigger particle accelerators and energy of a particle accelerator scales, or the cost scales were the square of the energy.

Chris Anderson: Until you get to 18, 24 billion, 32 billion and boom congress cuts it and that's it. No jobs. So you gotta go to Wall Street and invent computational finance which turns you into a quant. We have the subprime crisis to thank for that.

Rob Reid: Yeah, it would've been a lot less expensive to complete the superconducting, supercollider than to suffer the crash of 2008. You do not want unemployed computational physicists.

Chris Anderson: This like after the collapse of the Soviet Union. Basically unemployed physicists in general are dangerous.

Rob Reid: You need the equivalent of night basketball leagues for these guys. You just don't want them out on the street.

Chris Anderson: Digging up imaginary particles would be better.

Rob Reid: You would be so much safer. And then so you made the second surprising pivot of your career from punk rock to computational physics certainly being the first one. But, then you became a journalist. I mean a science journalist. [crosstalk 00:14:11]

Chris Anderson: My parent were journalists and the one thing I promised I would never do was ... so, that's accidentally what I ended up doing.

Rob Reid: So, how very punk rock of you to go ahead and do it.

Chris Anderson: Well, yeah. I'm gonna zigged where you zigged [crosstalk 00:14:24]. So here's what happened, when physics cratered, in terms of physics, you were left with what else were you doing when you weren't doing physics and turns out we were doing the internet. That's what the internet was designed to do, connect physics labs. It turns out that we were doing big data because that's the only big data around was the physics data, super computers, statistics. And it turns out that we were doing the web. The web was created at [crosstalk 00:14:47] physics lab.

Rob Reid: Yeah.

Chris Anderson: So we physicists may not been able to do physic but, we could do the internet. And we could do big data and stats and all this stuff. So, that's why when ... I didn't wanna go to Wall Street to quant and so I decided I was just going to ... this internet thing that we used was probably going to big, thank you WIRED Magazine for revealing that.

Rob Reid: Okay, so you were reading WIRED, the first issues of WIRED came out in 92.

Chris Anderson: 93.

Rob Reid: 93 and you were reading and being influenced by those.

Chris Anderson: Absolutely, at this point I was working for one of journals, Nature.

Rob Reid: Okay, so you started at Nature?

Chris Anderson: Absolutely, but that was still kind of a safe place for scientists and everyone that was an academic of some sorts. It was a safe place for scientist and these are journals but, it wasn't really media, traditional media.

Rob Reid: No.

Chris Anderson: But then WIRED comes out and WIRED's like this internet thing, which at that time people were still calling the information super highway, or the arpenet or something like that. This is going to change the world. It's a social revolution, cultural revolution, end of the nation state. You remember, we drank the same Kool-Aide.

Rob Reid: I have a signed copy of the first issue of WIRED from Louis Resetto and that was equally influential to me. I was getting an MBA which was a very boring thing to do.

Chris Anderson: Yeah, so imagine if you're a nerd and you use this tool and it's like a wrench of some sorts and you're like it's only a wrench but, it's my wrench. I'm pretty good at this wrench and then somebody tells you this wrench is actually a magic wand that can change the world. That'd be pretty cool. That's kind of what WIRED did for the internet. But at that time you were still fairly removed from the consumer present magazines like WIRED because you first spent several years writing for each of the two leading scientific journals. One of which is creatively titled Science, the other which is called Nature. Science and Nature, yeah, so it was very much incentural and then I decided this was bigger than science. This internet thing was gonna have application outside and I was just gonna follow that story and a lot of people from that era decided that ... especially from the science side of that era created the internet.

Chris Anderson: So you commercialized, you went from arpenet to the internet, you ... the dot com thing. Commercial use was allowed. The web was created then it became cultural and content and all this ... music and things like that. So, I decided that the internet was the biggest story of my day, okay, might be my life and that I was going to follow it and so then I went to the economist which typically was hiring scientists out of the journals but, I convinced them to start the internet beat. This was 93 so, it's early days.

Rob Reid: 1993.

Chris Anderson: Yeah.

Rob Reid: Oh, that's very early. That's remarkable.

Chris Anderson: Maybe it was 94.

Rob Reid: Yeah, yeah but in that time frame. So, you covered the rise of the internet for the economists. Then coming full circle, you became the editor in chief ... was editor in chief your first position at WIRED?

Chris Anderson: Mm-hmm (affirmative).

Rob Reid: And that was 2001 am I right?

Chris Anderson: Yeah.

Rob Reid: So your tenure there was extremely long. Longer than the folks who'd founded it.

Chris Anderson: 12 years.

Rob Reid: Yeah. 12 year. [crosstalk 00:17:40] although not as ... we all worship at the feet of Louis [inaudible 00:17:45] I actually had dinner with Louis last week and he continues to be a mentor.

Chris Anderson: Yeah. [crosstalk 00:17:51]

Rob Reid: [crosstalk 00:17:51] WIRED editors must go and pay and do the pilgrimage.

Chris Anderson: Pay omage.

Rob Reid: Well, yeah. There is something special in any company about being the founder, there's no question. Even if the later CEO comes along and shapes it in bigger ways then the founder.

Chris Anderson: Well, especially when there is not just a DNA but a world view. Louis, Jane, Kevin and John had a particular worldview. Which I think at the time is slandered as a narco capitalist. Anarchy plus capitalism.

Rob Reid: So anarco, not narco.

Chris Anderson: No, anarco capitalist exactly but, that particular worldview was so WIRED and so Louis and Jane and Kevin to some extent and so distinct. Especially in a world of homogenized media. It was necessary to refresh the founding Kool-Aide for all new editors.

Rob Reid: Well, and it was so right and those who denigrated it were so smug. The pitch of people who were saying, "Oh, this internet is nonsense and it's over hyped and it's so stupid" in 1998, 99 I would challenge anybody to go back and look at anything that was in WIRED in the late 90s that was predictive about the significance of all the things that were going on digitally and prove that they were just over hyped. Anyway. So in the midst of all this, this is the pivot that in many ways fascinates me the most because, you had been very, very much a thinker and a writer and a person who operated heavily in the realm of ideas but, of course, when you take over as editor in chief of an operation as large as WIRED you become intensely operational whether you want to or not. But, it's a relatively rare editor in chief of any magazine of any scale that starts a raw start=up and you did that.

Rob Reid: No you did it in a very, very unusual sequence of events that I'd love to go through. So, we're sitting in the offices of 3-D Robotics which some might

imagine is a 3-D printing company or something but, it's a drone company. The roots of it as a company and the roots of your fascination with drones, definitely, obviously extended to your tenure at WIRED, tell us the lego mine story because, I think it's a great tale.

Chris Anderson: The moral of this tale is that you can take the guy out of computational physics but, you can't take the computational physics out of the guy.

Rob Reid: Which is why crossword puzzles are so very dangerous, they lead to that.

Chris Anderson: Weaponized puzzles. So, basically this is a case of parenting gone horribly wrong. I've got five kids, my wife and I, we met at Nature. We're both technical, scientific, and the kids are not. That shall not stand so, we're constantly trying to inspire them with nerdy projects and it's just not working so, I thought ... every weekend I would come home from WIRED and there's these projects that would come in for review. You could take something home for review for the weekend if you promised to review it.

Rob Reid: Or if you run the magazine.

Chris Anderson: That would be abuse of power.

Rob Reid: All right.

Chris Anderson: So, this one Friday there was the new Lego Mindstorms and NXT robotics kit had just come out and there was a radio control airplane and I thought, Saturday we'll make a robot, Sunday we'll fly a plane, something's going to stick. So, we did that, I got ... gather round kids, we're going to build a Lego robot. Kids like Lego enough and ... but, it turns out that building a robot of any sort is really boring for a couple reasons. First of all it takes forever. Second of all, when you're done, what you have is a plastic thing that rolls slowly towards a wall as opposed to transformers. So, they couldn't believe how boring that was. I'm like, "Okay, tomorrow we're going to fly plans, watch videos of acrobatics" and we go to the park and I fly it into a try. As you might imagine.

Chris Anderson: So, they're like, predictably, "That sucked" and I said, "In ... predictably that did suck. How would that have sucked less?" I thought well, if we'd had a cooler robot and a better flying plane, that would've sucked less. Maybe if the robot had flown the plane. Maybe it was a flying robot, that would've sucked less and I literally Googled flying robot. And if you do this particularly in whatever year it was, maybe even today actually. Google flying robot you will discover that a drone is a flying robot and then you say, okay, what's a drone. If you Google drone, you'll find out that it's essentially a plane with a brain. It's got some sort of ... no human onboard. There's some sort of machine. If you find out what is this autopilot, it turns out that it's a combination of sensors and computers and magnetometers and accelerometers etc, etc. which was more or less what was in the box. The Lego Mindservice box.

Chris Anderson: So, my kids, I've Google four times at the end of the Googling it said something about software and hardware. So, here we have software and hardware in front of us, let's make an autopilot out of Lego. They're like, all right. We did that and it almost worked and we stuck it in a plane and it almost worked. We went to the field and it almost worked.

Rob Reid: So, it's a Mindstorm plane at this point.

Chris Anderson: Basically it's a balsa wood plane with a Mindstorm stuck in the cockpit.

Rob Reid: That's cool.

Chris Anderson: And it controlled the services, and it had a blue tooth connection to a GPS device and ... it wasn't fully autonomous, but it was semi-autonomous and ...

Rob Reid: What year is this?

Chris Anderson: 2007.

Rob Reid: Wow, that's early.

Chris Anderson: Yeah.

Rob Reid: Yeah.

Chris Anderson: So the kids thought that was mildly amusing for 10 minutes and I was, my mind was blown. If you continue Googling you will discover that drones are military industrial technology, they're export control, they're extremely classified, they're purely super, super high tech and the fact that my kids and I just made one out of Lego on the dining room table, should not be possible. So, it wasn't so much that I was into drones, I just rarely have an experience where I accidentally, there's that word again, accidentally encounter the impossible. Just the fact that I'd accidentally with my children, created a fully ... semi-autonomous drone and we've essentially weaponized Lego, made me ask how did that happen? What in the world has changed that allows me to do this?

Chris Anderson: So, I set up a community called DIY drones.

Rob Reid: An online forum, basically.

Chris Anderson: An online forum, yeah, but it was blogs, and it was a social network. So, earlier would've been a blog, maybe earlier would've been a forum, this was now a session at work. It was largely to ask the question what the heck is going on here? What combination of things of software and hardware and sensors and computing, etc. makes this interesting thing accessible to regular people? So, the breakthrough was just the notion that you could put the letters DIY in front

of a traditional industry, which by the way, is the story of the personal computer. It's the story of the internet. Anytime you can put the letters DIY.

Rob Reid: Or home brew.

Chris Anderson: Or home brew or desktop or personal in front of some traditional industry, there's something bigger than technology at play. This is a social moment. DIY nukes for instance. Huge community. Thankfully not, but you know, but data biology, could be.

Rob Reid: Will be, no question.

Chris Anderson: Will be. [crosstalk 00:24:59] and energy and things like that. And cars which we'll get to in a moment. So, what happened is that year, that year 2007 just turned out to be the right year. It wasn't that I was particularly insightful it was just that there was ... a signal had propagated into the ether and anyone who's paying attention to ... as the editor of WIRED it was my job to pay attention but, anybody who was paying attention had this glitch in the matrix and it's suddenly hardware which had been once cool back in the home brew computing era and ...

Rob Reid: 70s.

Chris Anderson: In the 77 [crosstalk 00:25:31].

Rob Reid: Heathkit and stuff like that.

Chris Anderson: Yeah exactly got uncool for many, many years and then was suddenly cool again, and you can what was it? For me it was Lego Mindstorms for others it was 3-D printing, the maker movement, MAKE magazine, maker affair. But, the you know, the big one was the iPhone.

Rob Reid: Yeah.

Chris Anderson: That was the year the iPhone came out and it turns out that at least for us, the guts of an iPhone, the chips, the sensors, the camera, the wireless, the batteries, all that kind of stuff was the supercomputer ... those components would be transformative to other industries.

Rob Reid: Those were all the things that were missing for robots, drone and all of sudden they were being manufactured in scale for this one thing in the 10s, then 100s of millions of units. So, they were gonna get cheap and ubiquitous.

Chris Anderson: So, just take those sensors, the excellerometers, the gyros, those used to be mechanical refrigerator sized devices that cost hundreds of thousands of dollars, were classified and now it's a tiny chip in your pocket.

Rob Reid: Yep.

Chris Anderson: So, rather than approaching a drone as a airplane minus a pilot, we approach it as a smart phone with propellers.

Rob Reid: That was philosophy of DIY drones community.

Chris Anderson: It wasn't obvious in the first day that's what we were doing but, a year or two we realized we're just surfing the way that the smart phone was created.

Rob Reid: And what was going on in the community in those early days where basically people ... essentially swapping recipes [crosstalk 00:26:52] was it hundreds, thousands of people?

Chris Anderson: Actually it started with a thousand, then the tens of thousands but, basically it was a fascinating interdisciplinary moment where you had software and you had hardware. So, some people were writing code and some people were spinning printed circuit boards and the recipe consisted of the following, hey welcome to DIY drones, you want your own drone? Well first, fab this PCB then solder on these components then load your tool chain and compile this code then plug it into some janky radio control thing and then good luck. Which I thought was like that's spoon feeding but, it turns out that regular people are like, come on. Can you just make it for me?

END INTERVIEW ELEMENT OF PART ONE

So, Ars Technica listeners. Will he Chris make drones for the common people? Or will he issue a regal refusal? Find out tomorrow, when we'll post part two of this three-part conversation with Chris Anderson. Of course. If you can't wait to hear the rest of it— or, if you'd like to browse my three-dozen-plus other episodes, you can just head on over to my site, at after-on.com. Or, type the words After On into your favorite podcast player. Either way, you should then see my full archive of episodes in reverse chronological order - with Chris's interview appearing on October 3rd of last year. You'll also find unhurried conversations with world-class thinkers, founders & scientists on subjects including life sciences - above all, genomics and synthetic biology. Also, robotics, privacy and government hacking, cryptocurrency, astrophysics, astroarchaeology, and a whole lot more.

Or, you could join me here on Ars tomorrow for more with Chris Anderson.

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