

Grandpa's toolbox

(making closets)

Dad's hobby

(cleaning closets)

Uncle's friends

(talking closets)

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- there's closets and closets
- take the ones you put stuff in ... e.g. that you buy at ikea
- you have to assemble them so you get out your toolbox
- this kid sits next to you wondering what that tool is
- what is natural for you to use might not be so for them
- but grandpa likes to carry over his knowledge and experiences

- but . . . kids get their information from the internet, not from you
- (they watch discovery channel or national geographic and know a lot)
- or they look at vloggers (no bloggers) trying to learn something
- and they keep moving on . . . and on
- do gp's live long tools really make sense to them?

- grandpa also has a vlogger, he is called knuth
- gp is as locked into tex as the kids are into apps
- he's a do-it-him-self kind of person
- will his grandkids love watching him crafting
- and hear his stories about meetings and journals

- will future generations still putting things on paper
- just watch how handwriting evolves
- compare today's scribbles to your grandmother's letters
- the possibility of reuse doesn't even ring a bell
- after all, why should they keep that text
- eventually they will de-facebook, un-twitter and no-app
- and who cares what get lost (most eventually gets lost anyway)

- say you help someone out with some graphic work
- you send them an example
- and then get remarks based on previewing on a phone
- possibly with a broken screen
- of a fuzzy backlight
- or some blue-filtering going on
- no color profiled monitors needed

- going to a meeting with you is no problem
- they are even willing to attend workshops
- the impressions they get are great, but what was it about?
- oh, that backslash (slanted thingie), they might recognize that (and never need it)
- fonts, languages, clever solutions, beautiful macros . . . what impresses us leaves no dent
- and let's face it: topics get weirder (much has been told by now)

- phones, phablets and tables ..
retinal project some day
- epub devices are accepted,
probably for as long as phone
battery life is bad
- quality rendering is irrelevant
- larger laptops are still popular
but not for long
- so in the end ... do they need
typesetting at all
- a one-time enforced user
doesn't count
- does 'installed on 3 billion de-
vices' really impress

- accept your fate: what is current now, is obsolete tomorrow (take cars)
- how to determine what is stable (quality) anyway (how much stayed)
- how to locate the good in the pool of mediocre
- how to be able to use your live long tools at work
- just in a few generations: scratches, chisseling, scribes, monks, gutenbergs, tex, ...
- the longer we live, the more old fashioned we'll look: we live on islands of technology

- there id this historic cycle (reinvent the wheel)
- for instance we currently see a revival of vinyl
- is this a side effect of crappy mp3 and/or poor digital equipment?
- does it mean that eventually paper books will flourish again too?
- and that old fashioned rendering and printing will return?

- will superintelligence really show up soon and make all our efforts futile
- maybe moderate artificial intelligence is already a killer
- scifi books seldom mention reading books
- let alone high quality typeset books
- we have an experimental hive-mind outside the canteen here that we're learning to typeset a paragraph

- there is something called context
- say that we want to make it popular
- we make it into an phone app
- that sits in its own namespace
- but wants access to all your document
- and your adressbook, so that we can tell your friends
- it is free for personal use
- but mixed with advertisements
- and it predicts your favourite look and feel

- of course it collects your data (for your benefit)
- it organizes your content the way it thinks best
- and offers you only all kind of benefits
- and it keep buzzing and popping up
- this is what kids find normal
- and discard at a daily basis

- or we can take the business view (for the old folks)
- let's call it context professional or enterprise
- subscription (only affordable for large companies, no simple plans)
- support is charged per cpu / core
- forget about the small, go 5 digit numbers
- configurations happen via the cloud (only)
- we use open source but don't tell that

- we make sure we use a many page license, we share because we ...
- we then need investors ... going big is a 'must'
- so eventually we sell ourselves
- naturally we get sold over and over again
- and then quit and start new
- and expect sympathy from users in the process

- do we really want that kind of adapting
- do we really expect next generations to take over
- maybe we should keep tex in our closet
- you don't want it to become a dirty (highway) closet, does you?
- think different, think like kids (jc example)