Grandpa’s toolbox
(making closets)

Dad’s hobby
(cleaning closets)

Uncle’s friends
(talking closets)

bachoTEX 2016
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 won-
  dering 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 ex-
  periences
• 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 todays scribbles to your grandmothers 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 devices’ 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• accept your fate: what is current now, is obsolete tomorrow (take cars)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, gutenberg, 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

think of this
• 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

– think of this 2 +
• 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)