The fourth keynote speaker, Huw Jarvis, founder and editor of www.TESOLacademic.org, began his talk with a historical overview of research on the role technology in L2 learning, starting from the early stages of traditional computer assisted language learning (CALL) and mobile assisted language learning (MALL) research towards a new era of mobile assisted language use (MALU) and digital L2 immersion. After a review of past research into CALL/MALL and the emergent field of MALU, Jarvis talked about some implications for practice, comparing a stereotypical computer- or mobile assisted ‘presentation, practice, production’ lesson to a task-based language teaching lesson, designed with MALU in mind. The talk concluded with a call for action to the present practitioners and researchers, to work together to create a model for integrating informal learning into the classroom.