

# Emerging **Tech** Trends

## Part 1

September 2017

**Laura Solomon**

@laurasolomon



# Agenda

1. The Googly-Eyed Reminder
2. Wearables evolve
3. Content gets interactive
4. Everyday AI
5. Realistic take-aways

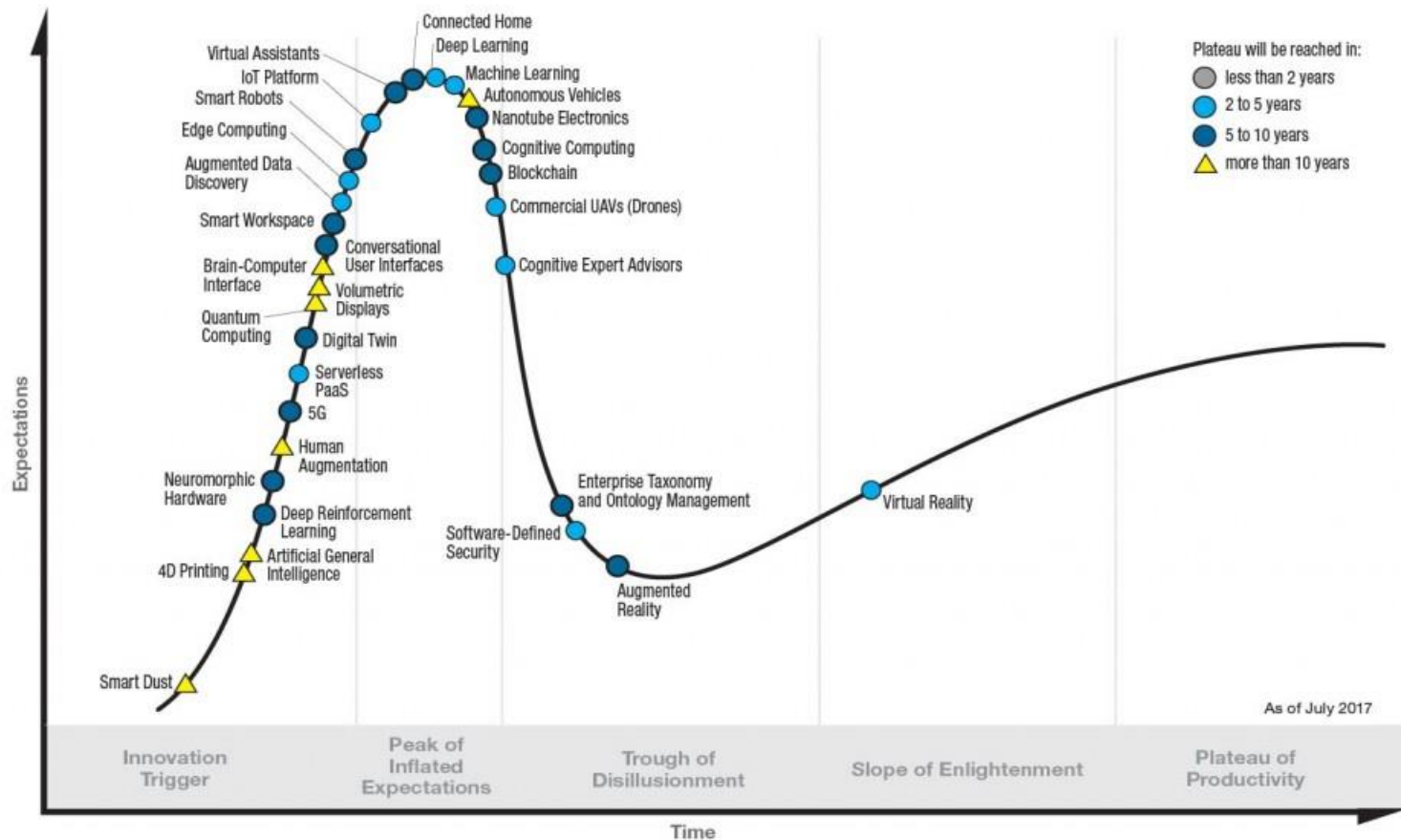
**1**

# **The Googly-Eyed Reminder**



Image from [http://www.huffingtonpost.com/impatient-optimists/cookie-monster-the-ultima\\_b\\_3103777.html](http://www.huffingtonpost.com/impatient-optimists/cookie-monster-the-ultima_b_3103777.html)

# Gartner Hype Cycle for Emerging Technologies, 2017



[gartner.com/SmarterWithGartner](https://www.gartner.com/SmarterWithGartner)

Source: Gartner (July 2017)  
© 2017 Gartner, Inc. and/or its affiliates. All rights reserved.

**Gartner**





Photo from <http://jezebel.com/grumpy-cat-gets-a-movie-deal-is-still-pissed-510399516>

**2**

# **Wearables**

## **evolve**

# What is a **wearable**?



Wearable technology  
Wearable devices





Image from

<https://www.boutiqueacademia.com/collections/math/products/abacus-necklace>



Image via <http://twitter.com/danlev>





<https://techcrunch.com/2017/07/18/google-glass-is-back-with-hardware-focused-on-the-enterprise/>



Image from <https://ideaing.com/ideas/best-fitness-wearables>





Image from

<http://www.theverge.com/2017/1/3/14161738/polar-smart-shirt-fitness-tracker-teams-ces-2017>



# Smart clothing



Image from <https://healthinformatics.wikispaces.com/Smart+Clothes>

<https://atap.google.com/jacquard/>

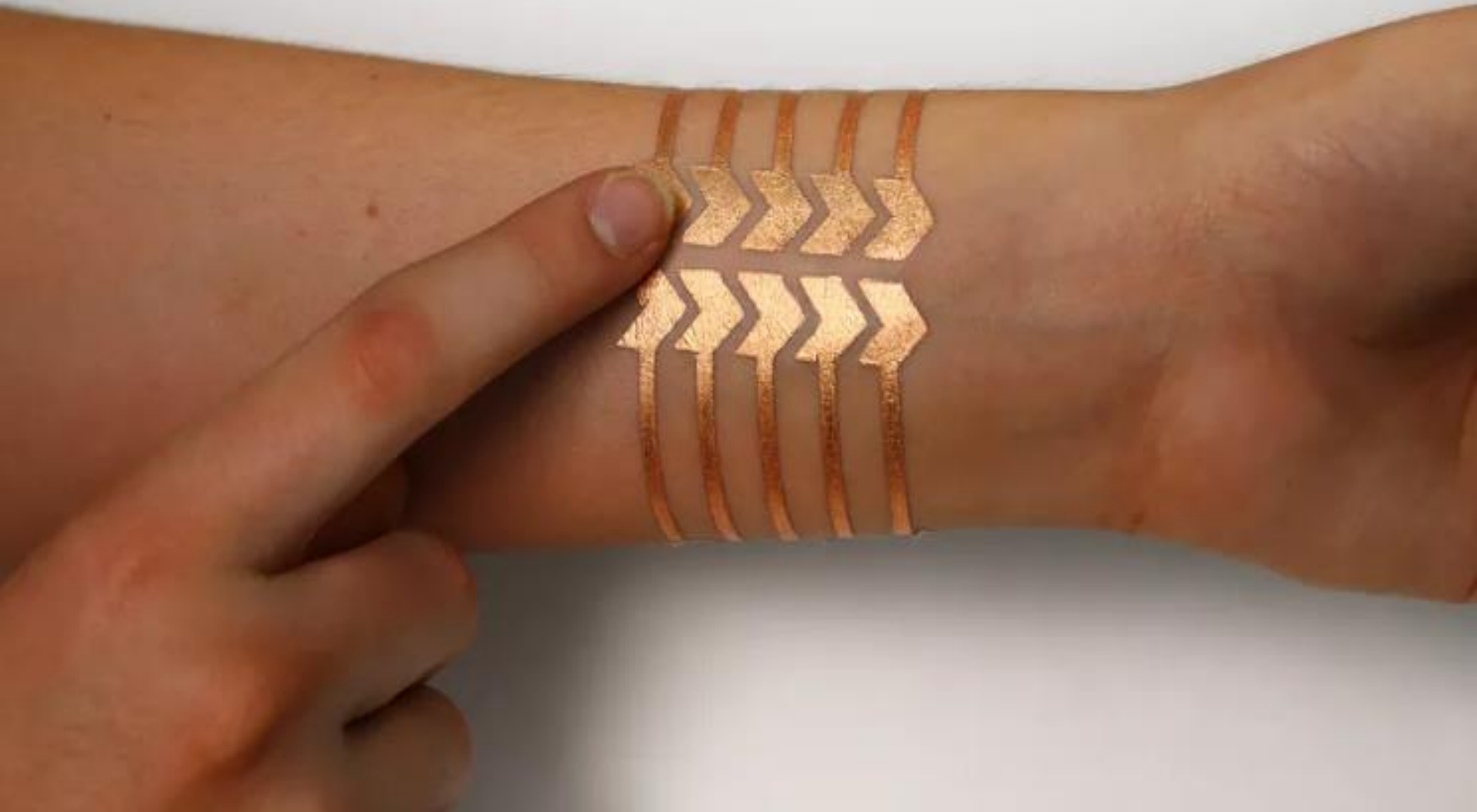


JACQUARD  
by Google

[Image from: http://www.theverge.com/2017/1/9/14215686/digitsole-smart-high-heels-customizable-shoe-ces-2017](http://www.theverge.com/2017/1/9/14215686/digitsole-smart-high-heels-customizable-shoe-ces-2017)



Image from <http://www.theverge.com/circuitbreaker/2016/8/13/12460542/mit-microsoft-research-gold-leaf-smart-temporary-tattoo>





One  
in  
three

<http://www.zdnet.com/article/forrester-nearly-1-in-3-americans-will-use-a-wearable-device-by-2021/#ftag=RSSbaffb68>

*Really?*

Yeah.



# Implants aren't **new**

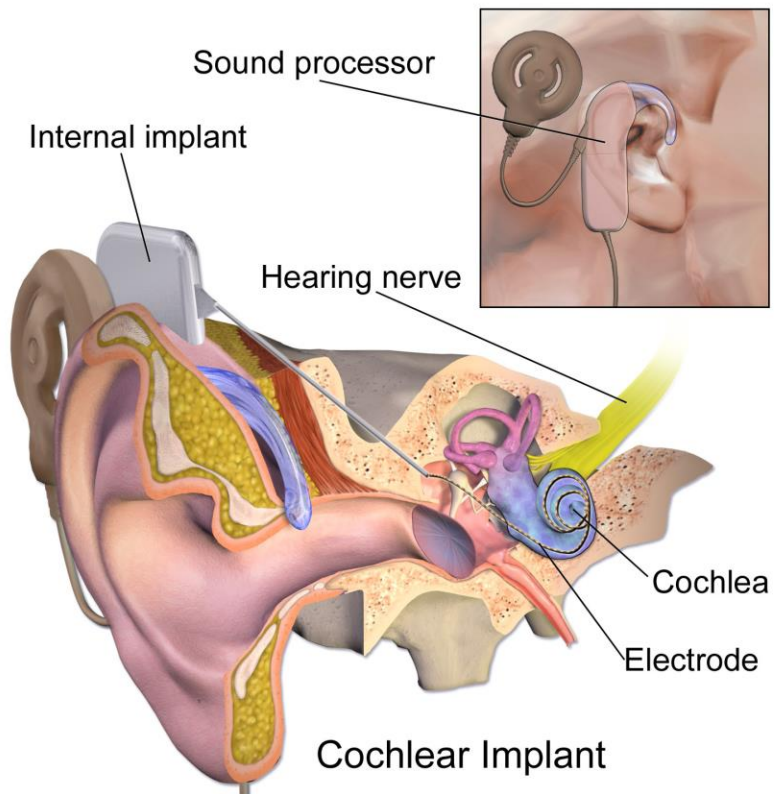


Image from <http://www.cbsnews.com/news/meet-the-humans-with-microchips-implanted-in-them/>



<http://www.businessinsider.com/swedish-rail-company-scans-microchip-tickets-17-6>






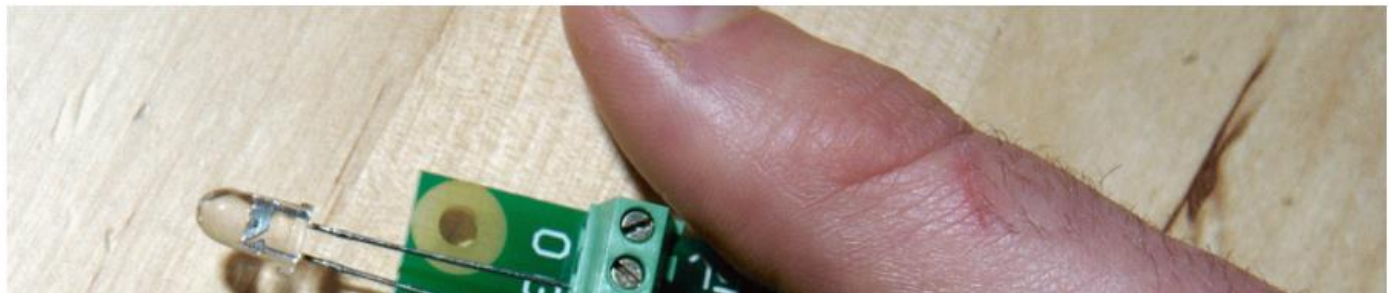
<https://www.independent.co.uk/news/business/news/us-tech-company-microchip-employees-first-three-square-market-wisconsin-a7856971.html>

News > Business > Business News

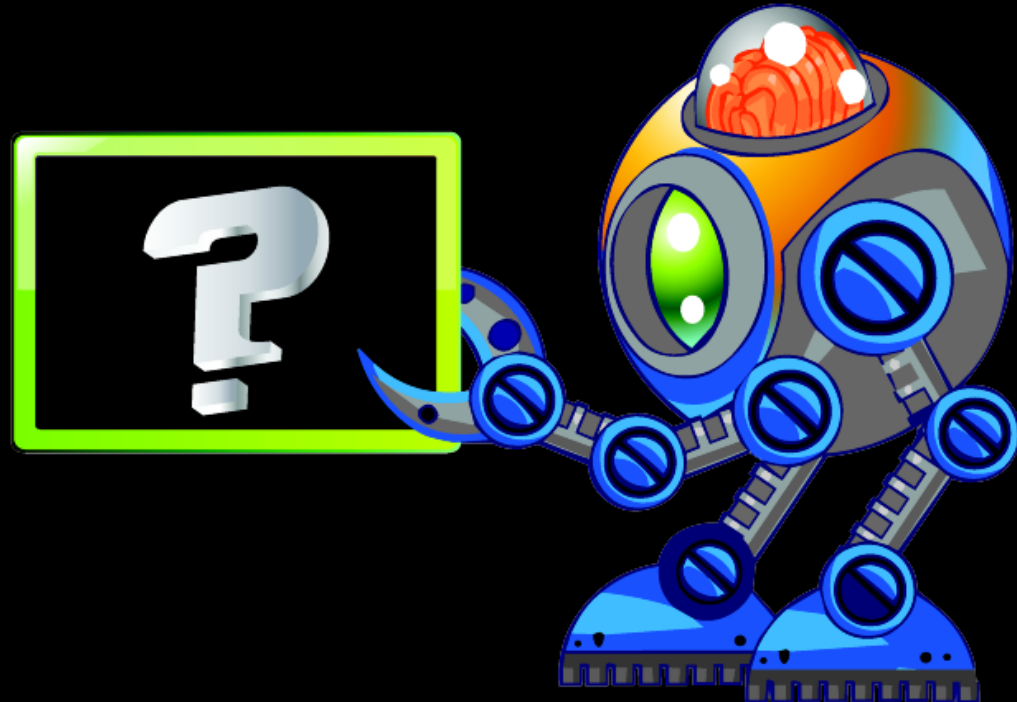
# US tech company becomes first to microchip employees

The chips will allow employees to pay for food and drink in the company's break room, open doors, login to computers and use the copy machine

Josie Cox Business Editor | @JosieCox\_London | Monday 24 July 2017 11:37 BST | 



What does the wearable  
revolution mean to me?



3

**Content**  
*gets interactive*

Snapchat + Facebook = 10 billion video  
views

**DAILY**

<http://www.technewstoday.com/29494-snapchat-leads-facebook-with-10-billion-daily-video-views/>

# Video engagement

# 135%

# higher than photos



# Video content is **king**

- Shared 1200% more than text & links COMBINED
- 60% will watch a video before reading ANY text
- 92% of mobile viewers SHARE video

<https://www.singlegrain.com/video-marketing/just-stats-science-video-engagement/>

<https://www.spectacles.com/>

 Spectacles



Image from <https://medium.com/twelveam/spectacles-fae0fc2ee743#.tg5cr2ua6>



Image from <https://www.spectacles.com/>







Image from

<https://live.fb.com/about>



<http://www.experian.com/blogs/news/about/creditchat/>



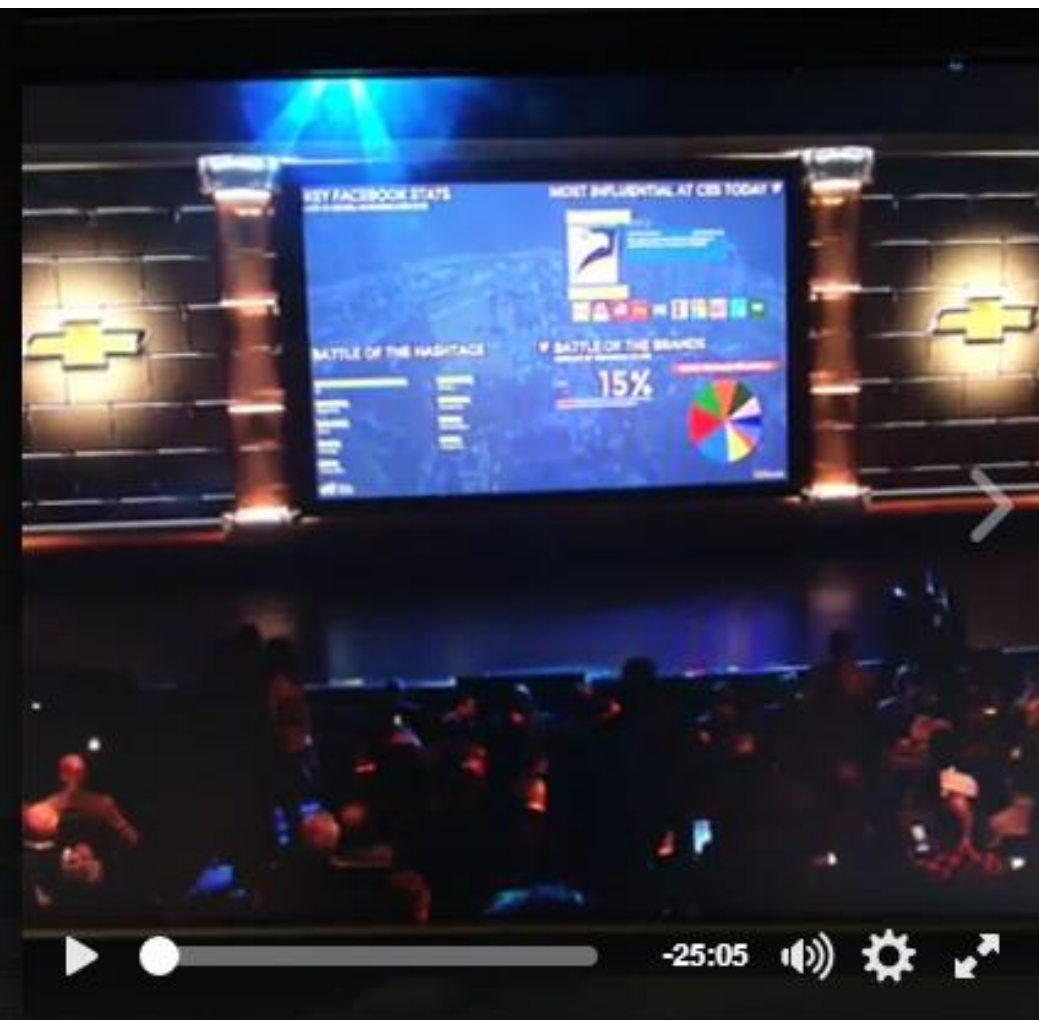
# Divorce and Credit

## Financial Mistakes to Avoid

Join our weekly #CreditChat on Periscope, YouTube Live, Twitter, and Snapchat every Wednesday at 3 p.m. ET. This week, we'll discuss common financial mistakes couples can make when getting a divorce.

Topic: **Divorce and Credit: Financial Mistakes to Avoid**

<https://www.facebook.com/chevrolet/videos/10153831975917296/?theater>



**Chevrolet** was live.  
about a year ago · 🌐



We're coming to you live from CES 2016! Join us right now and connect with the latest news on the all-electric 2017 Bolt EV in real time.

57,582 Views

Liking and commenting as Laura Solomon



Like



Comment



Share



👍❤️ 1.7K

Top Comments ▾

469 shares



**Chevrolet** · 0:00 Vanessa, thanks for tuning in! We're pumped to bring you a front row seat to CES.

Like · Reply · 👍 25 · January 6, 2016 at 4:08pm



Write a comment...



# Sneak **peeks**



# Live events

- Presentations
- Conferences
- Performances
- Concerts
- Tours
- Demos



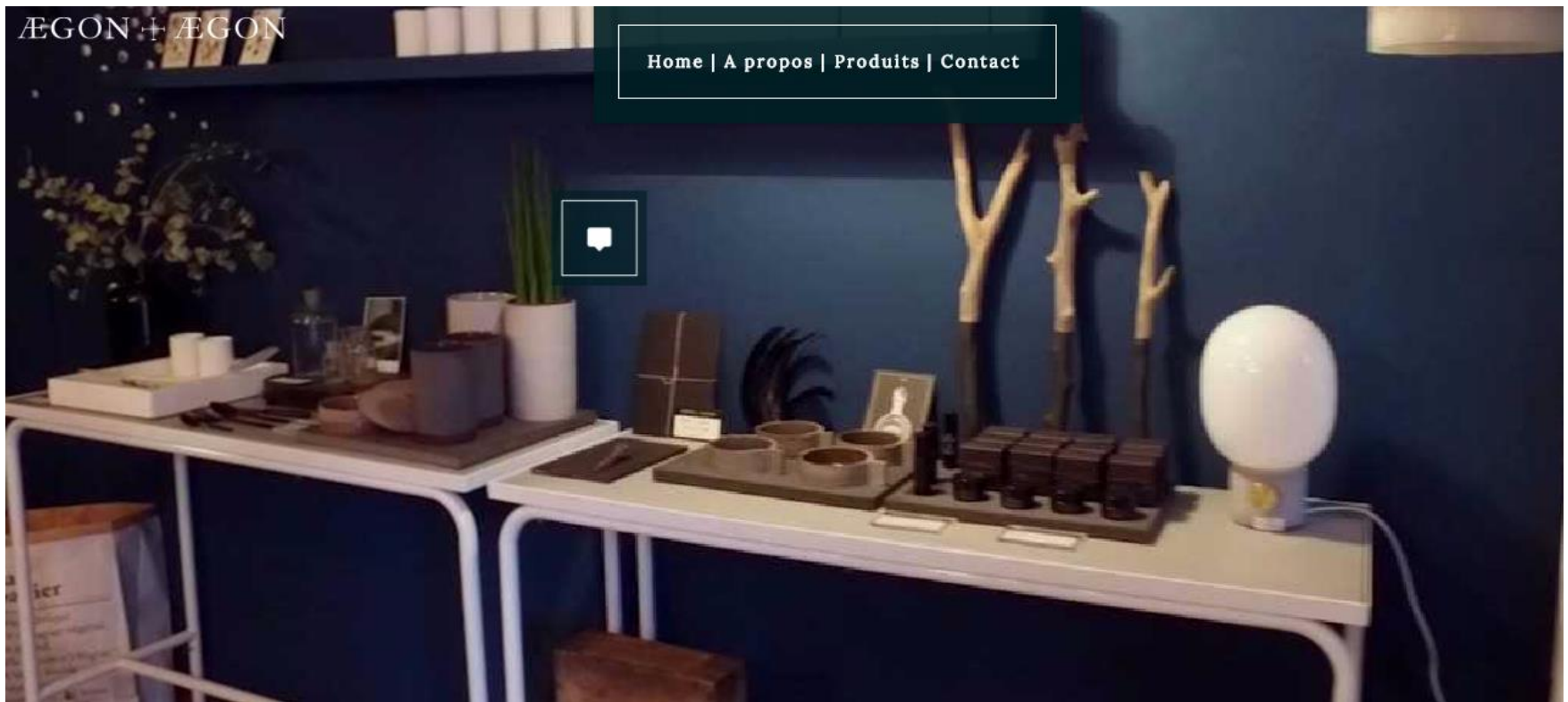
“Social video will be viewed as the required gateway drug for all brands that want to move into AR/VR in the next three years.”

*Brian Fanzo*



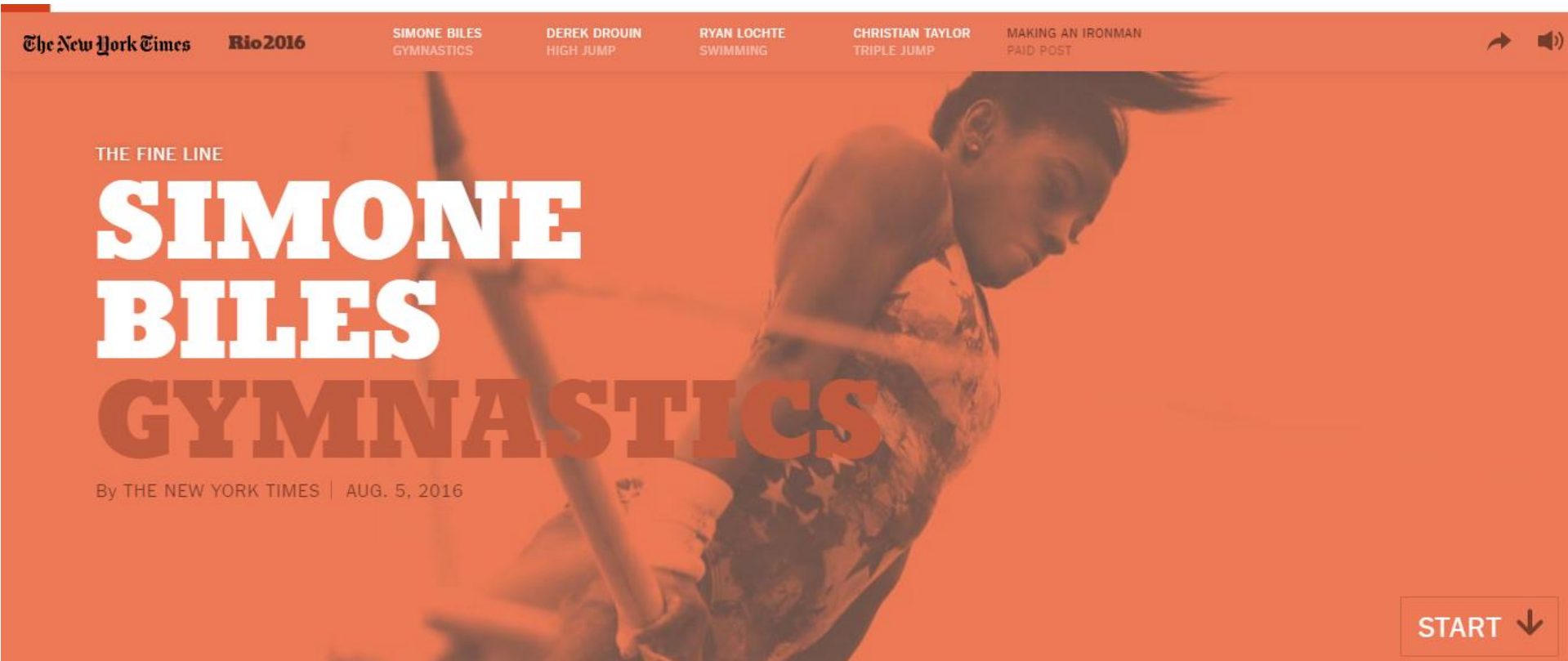
Image from <http://www.theverge.com/2016/3/9/11188728/facebook-oculus-gear-vr-video-like-share>

<https://app.teleport.ninja/t/MD6NfajQPxeZXs2hC>



# Go look at this!

<http://nyti.ms/2kJJNxW>

The image shows the top section of a New York Times article page. It features a solid orange background with a photograph of Simone Biles performing a gymnastic move on a vaulting horse. The text is overlaid on the left side of the image.

The New York Times   **Rio 2016**

SIMONE BILES  
GYMNASTICS

DEREK DROUIN  
HIGH JUMP

RYAN LOCHTE  
SWIMMING

CHRISTIAN TAYLOR  
TRIPLE JUMP

MAKING AN IRONMAN  
PAID POST

THE FINE LINE

# SIMONE BILES GYMNASTICS

By THE NEW YORK TIMES | AUG. 5, 2016

START ↓





**NYT NOW** | Introducing The Daily 360 From The New York Times

# Introducing The Daily 360 From The New York Times

By THE NEW YORK TIMES NOV. 1, 2016



THE ALL-N  
ALL-INNOV  
BMW 5 SE

[Learn more](#)

European model show



[https://www.nytimes.com/video/climate/100000005342825/  
when-alaskas-permafrost-isnt-permanent.html](https://www.nytimes.com/video/climate/100000005342825/when-alaskas-permafrost-isnt-permanent.html)

CHANNELS & SHOWS



 **The Daily 360**

lebachai

## When Alaska's Permafrost Isn't Permanent

By HENRY FOUNTAIN, SAMANTHA QUICK and NATHAN GRIFFITHS



The Daily 360

When Alaska's Permafrost I...

Around the World in Seven ...

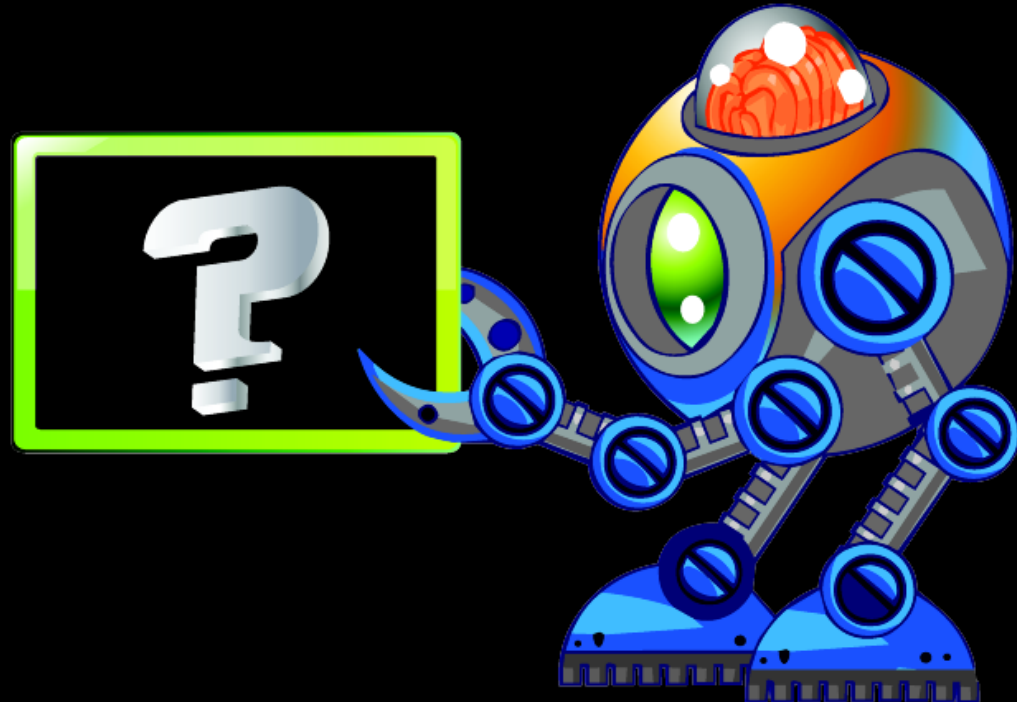
Experience Eclipse Totality

A Hmong Rice Farmer in Tr...

<https://www.ceros.com/examples/propoint-the-origins-of-podcasting/>



What does interactive content  
mean to me?



**4**

# **Everyday AI**

# What we were promised...

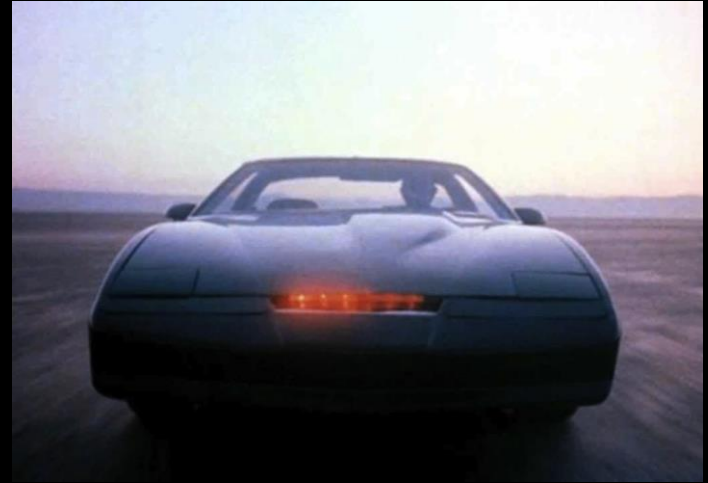
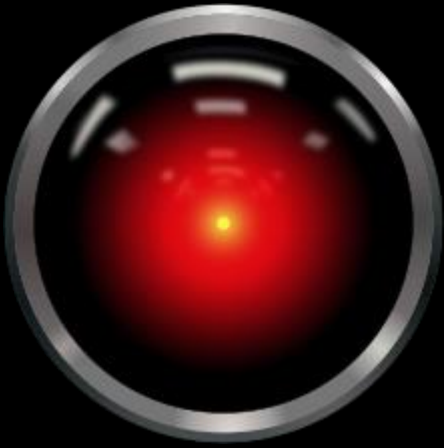
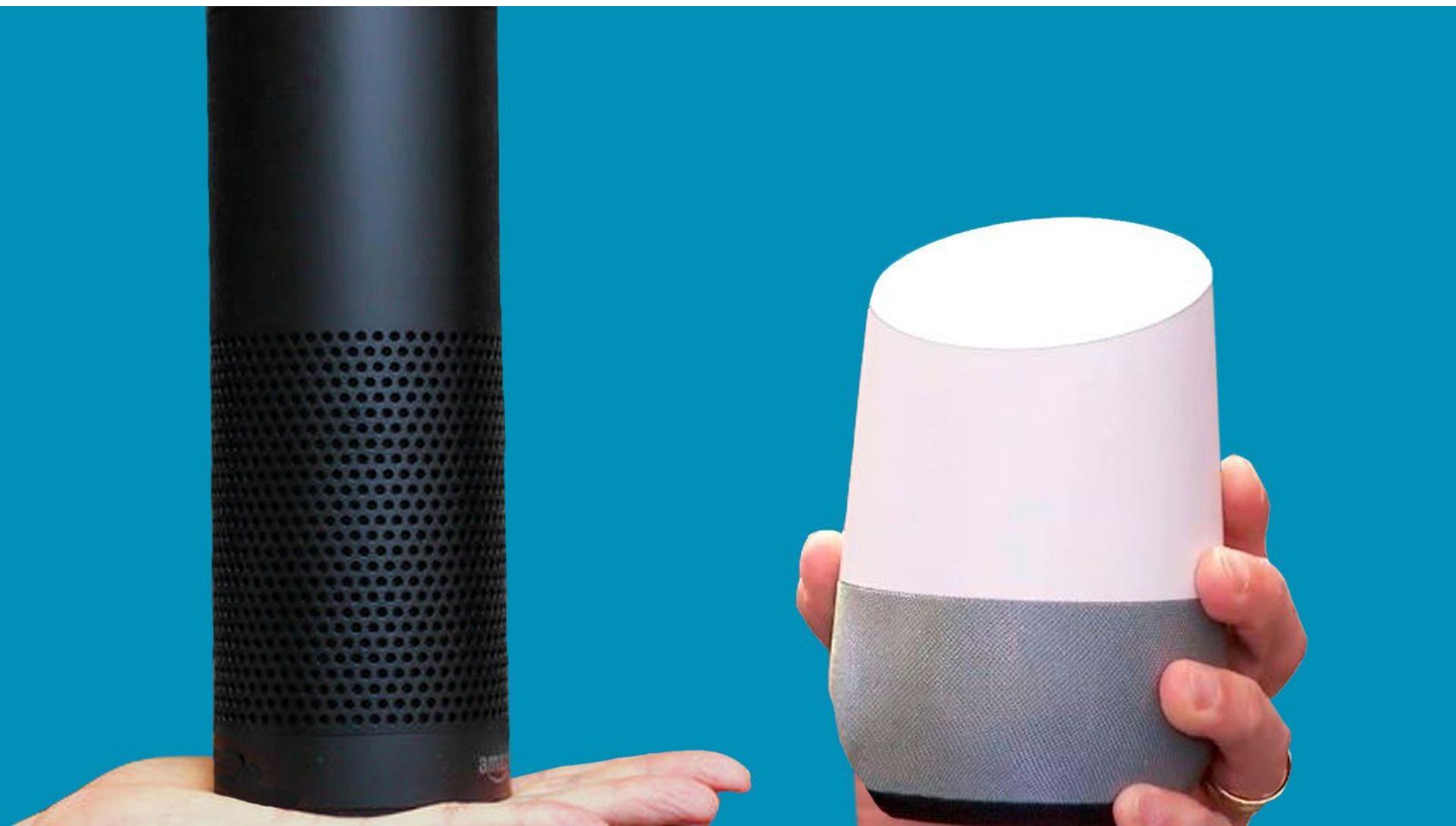




Image from <https://www.cnet.com/how-to/things-alexa-can-do-that-google-home-cant/>



# Where's **Siri**?



"Hey Siri, what's the best  
sushi place in town?"



Image from  
<https://www.kickstarter.com/projects/1598272670/dashbot-a-49-robot-for-your-dashboard>



<http://www.getvi.com/>

VI with beautiful sound by  
harman/kardon

\$1.7M FUNDED ON  
KICKSTARTER

PRE-ORDER NOW!

# MEET VI, THE FIRST AI PERSONAL TRAINER

\$279

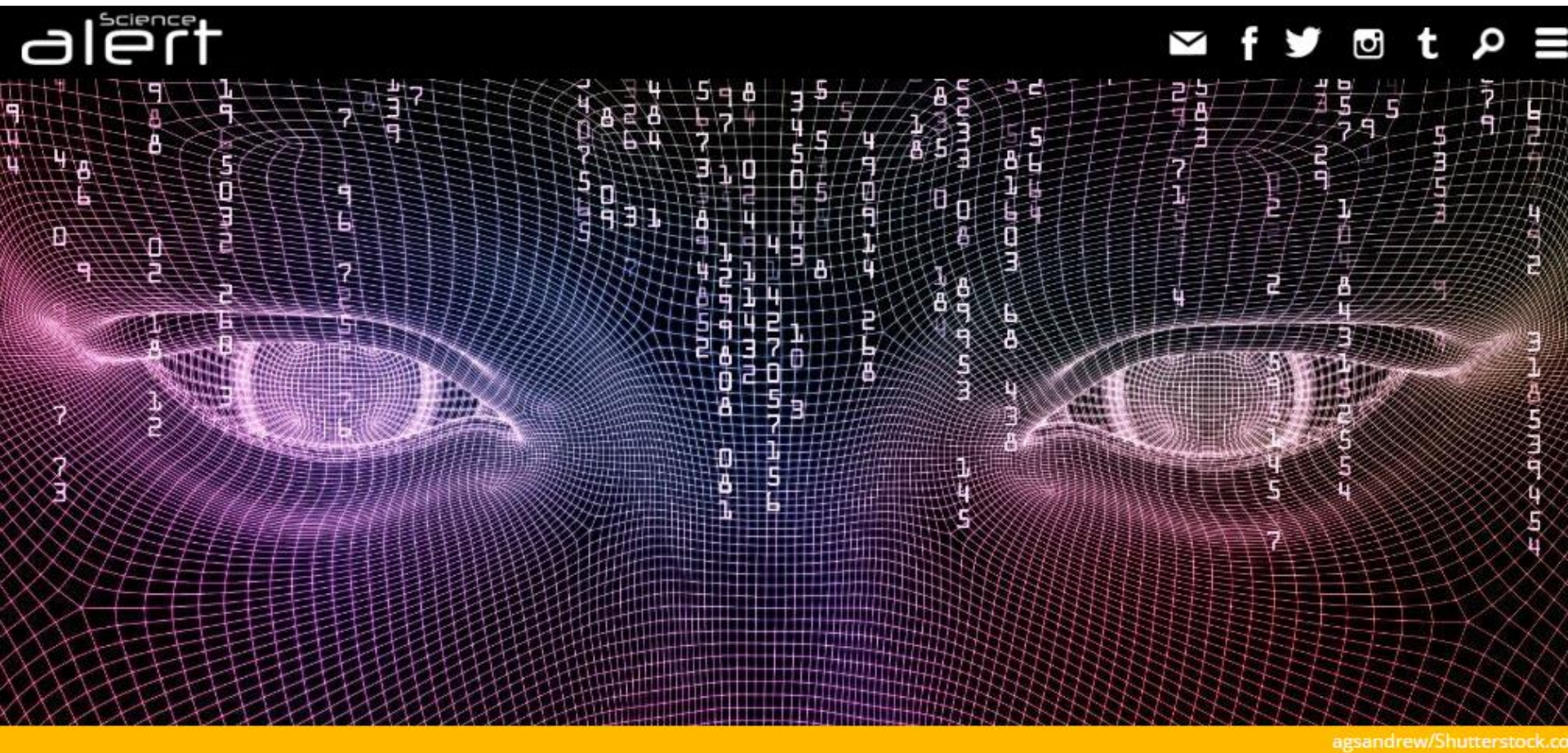


<https://www.indiegogo.com/projects/bonjour-i-smart-alarm-clock-with-a-i-sleep--2#/>





<http://www.sciencealert.com/google-s-new-ai-has-learned-to-become-highly-aggressive-in-stressful-situations>



## Google's New AI Has Learned to Become "Highly Aggressive" in Stressful Situations

Is this how Skynet starts?

<https://www.youtube.com/watch?v=g67bR4SKa6A>

# Alexa for Delaware County District Library



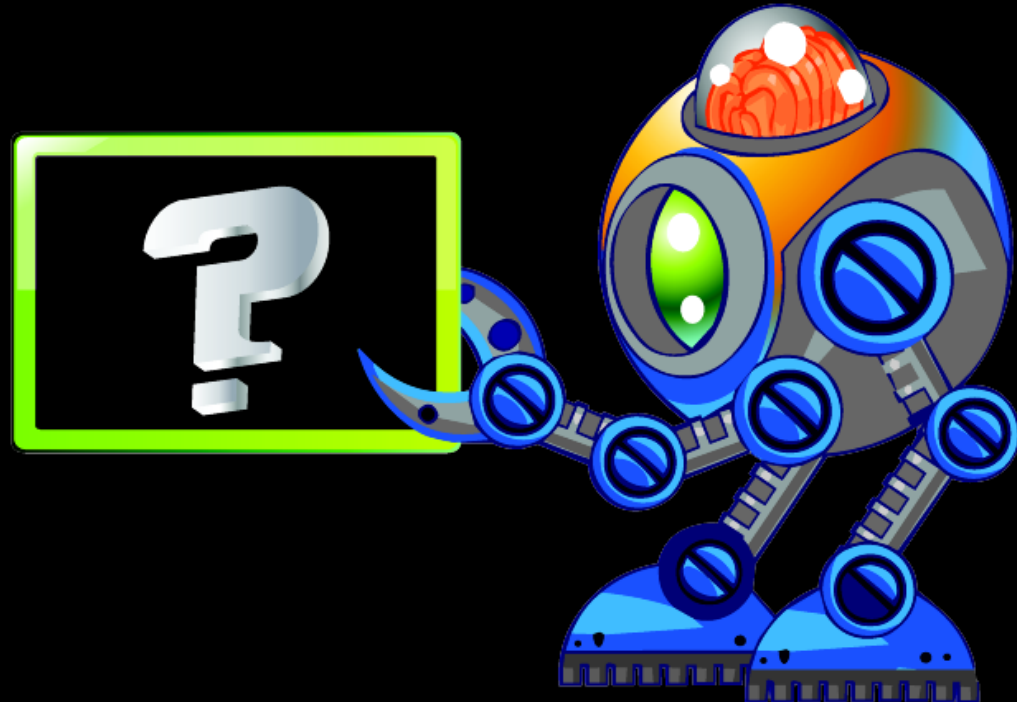
**PellucenT**  
Illuminate your IT vision



Delaware  
County District  
Library

[www.delawarelibrary.org](http://www.delawarelibrary.org)

What does **everyday AI** mean  
to me?



**5**

# **Realistic takeaways**



- **Wearables** are evolving fast and may bring up security or safety issues in time
- Time to start doing **live video** and **interactive content**
- I, for one, welcome our new **AI overlords**
- (Just kidding!) Keep an eye on **AI**, but nothing for libraries to do...yet



# BREAK

Laura Solomon

@laurasolomon

[laura@designforthelittleguy.com](mailto:laura@designforthelittleguy.com)

Meanlaura.com

