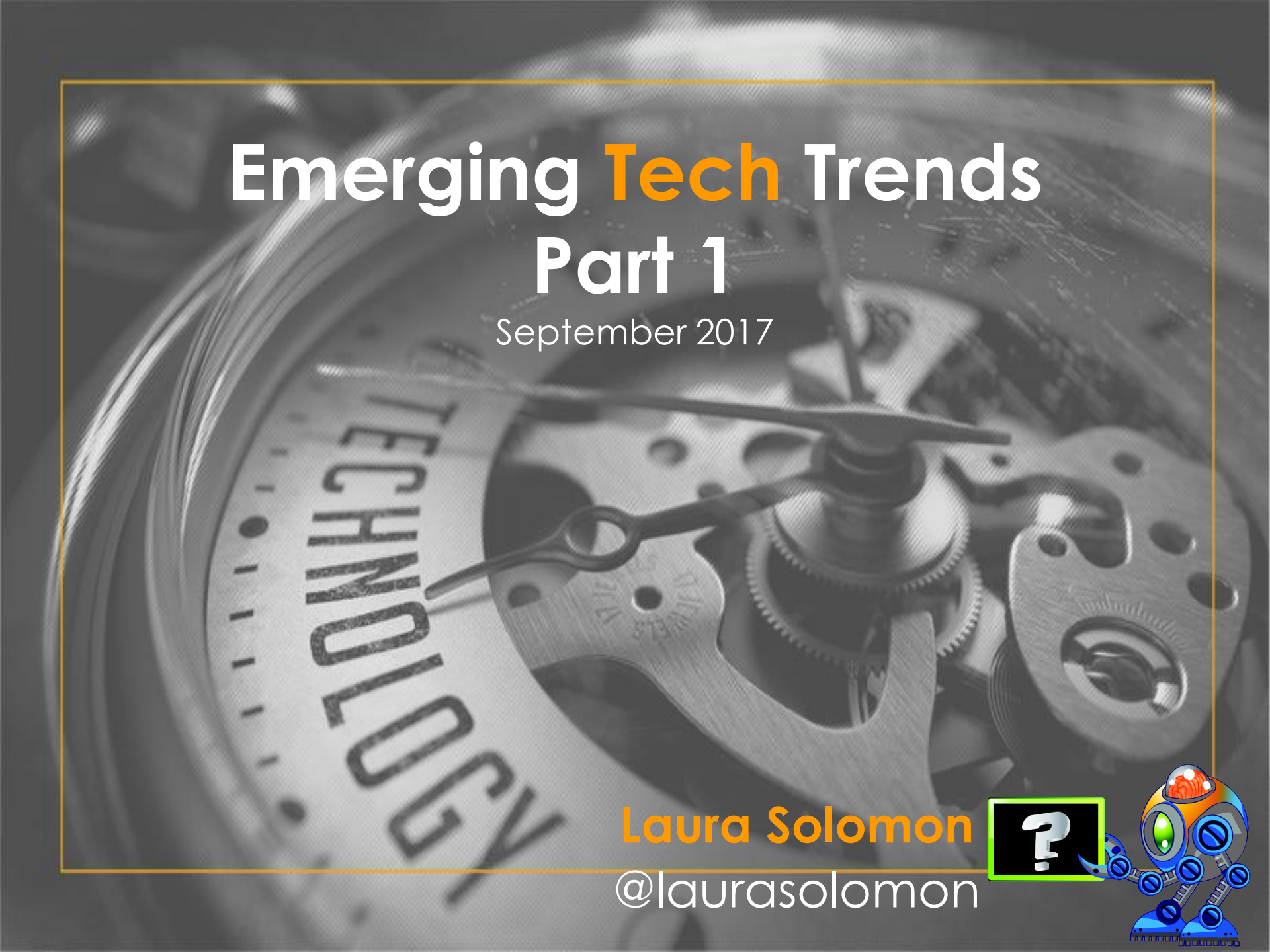
Emerging Tech Trends Part 1

September 2017

Laura Solomon

@laurasolomon



Agenda

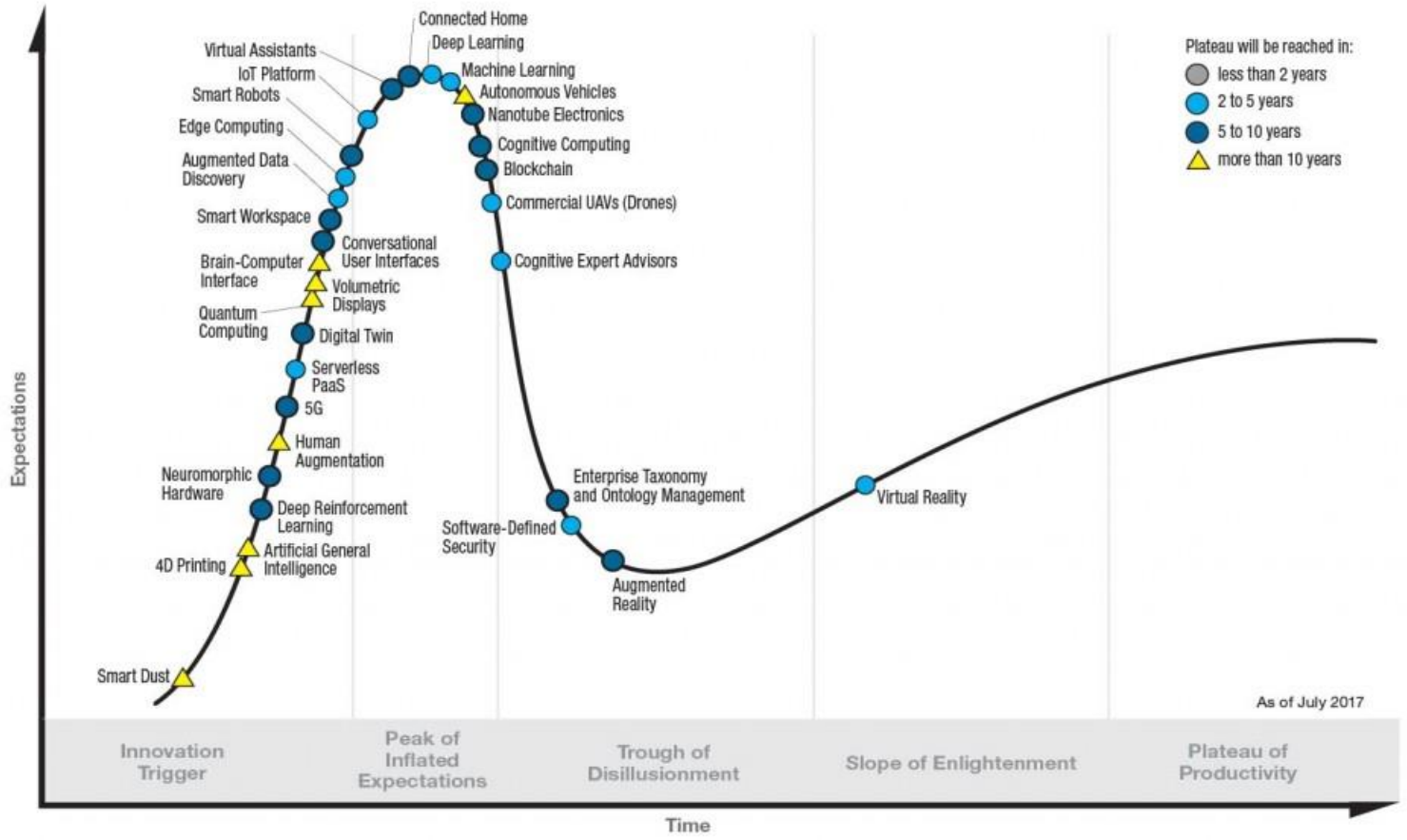
1. The Googly-Eyed Reminder
2. Wearables evolve
3. Content gets interactive
4. Everyday AI
5. Realistic take-aways

1

The Googly-Eyed Reminder

Image from http://www.huffingtonpost.com/impatient-optimists/cookie-monster-the-ultima_b_3103777.html

Gartner Hype Cycle for Emerging Technologies, 2017



gartner.com/SmarterWithGartner

Source: Gartner (July 2017)
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Gartner

https://www.gartner.com/smarterwithgartner/top-trends-in-the-gartner-hype-cycle-for-emerging-technologies-2017/

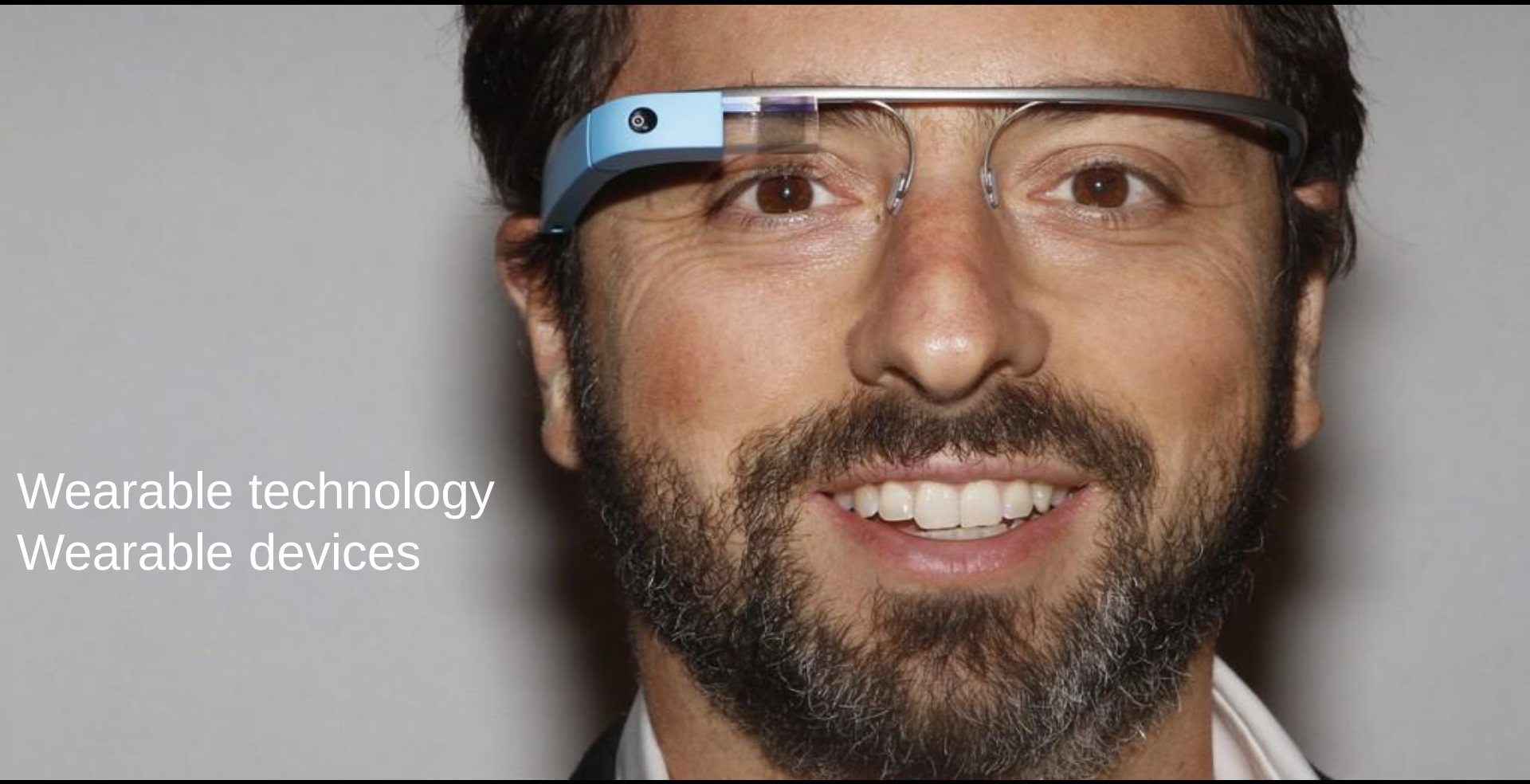
Photo from http://jezebel.com/grumpy-cat-gets-a-movie-deal-is-still-pissed-510399516

2

Wearables

evolve

What is a wearable?



Wearable technology
Wearable devices

Image from http://www.wearabledevices.com/what-is-a-wearable-device/ /

Image from
https://www.boutiqueacademia.com/collections/math/products/abacus-necklace

© 2003 Nigel Tout

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/

Image from: 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**

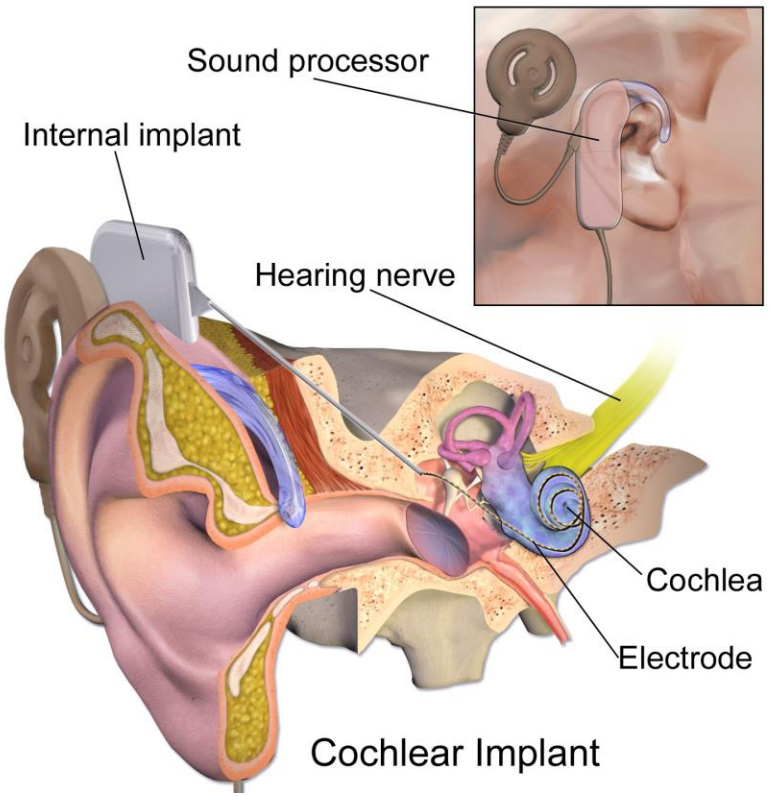


Image from http://www.cbsnews.com/news/meet-the-humans-with-microchips-implanted-in-them/

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

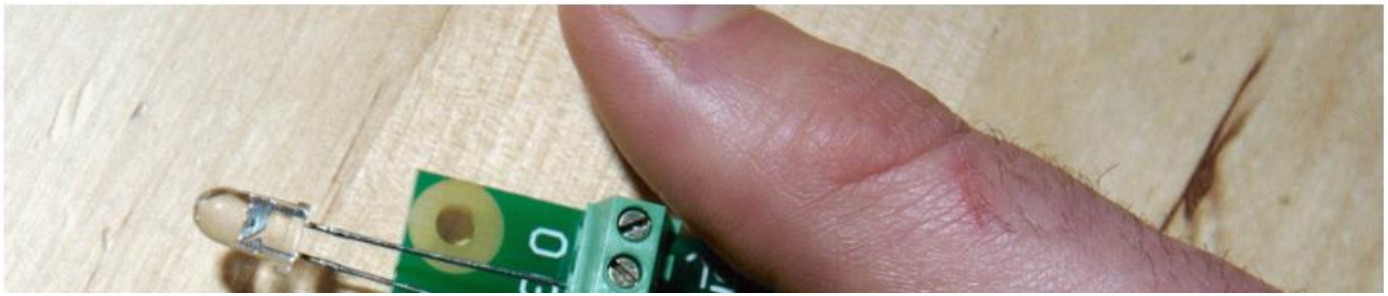
https://www.independent.co.uk/news/business/news/us-tech-company-microchip-employees-first-three-square-market-wisconsin-a7856971.html

US tech company becomes first to microchip employees

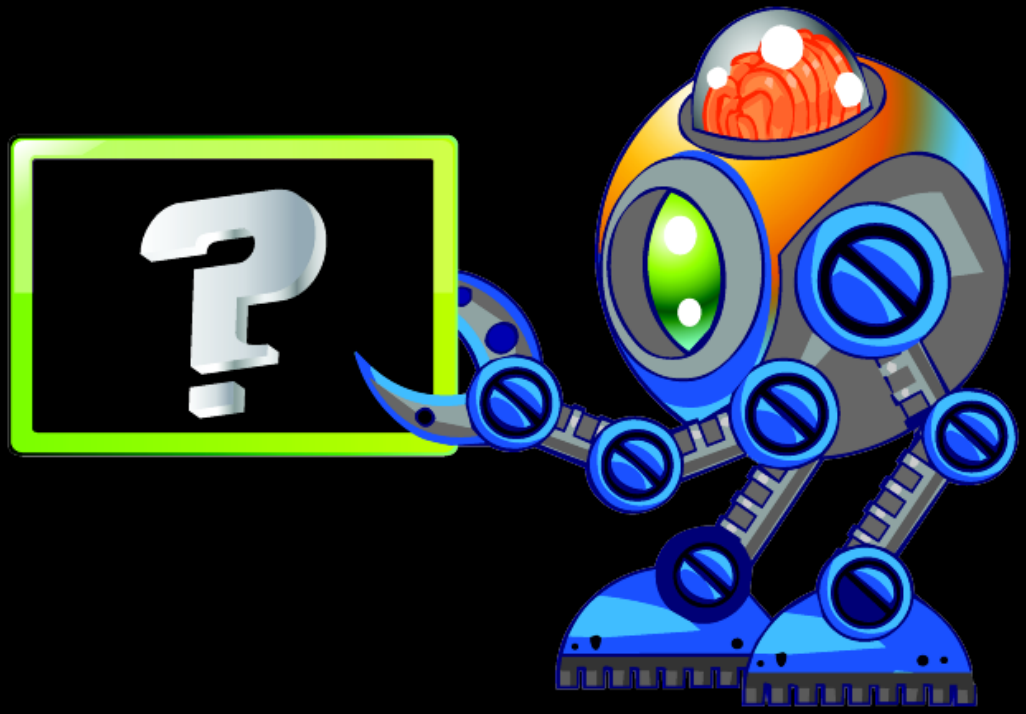
The chips will allow employees to pay for food and drink in the company's break room, open doors, login to computers and use the copy machine

Josie Cox Business Editor | @JosieCox_London | Monday 24 July 2017 11:37 BST

Like



What does the **wearable revolution** mean to me?



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

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

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/

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

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

Image from

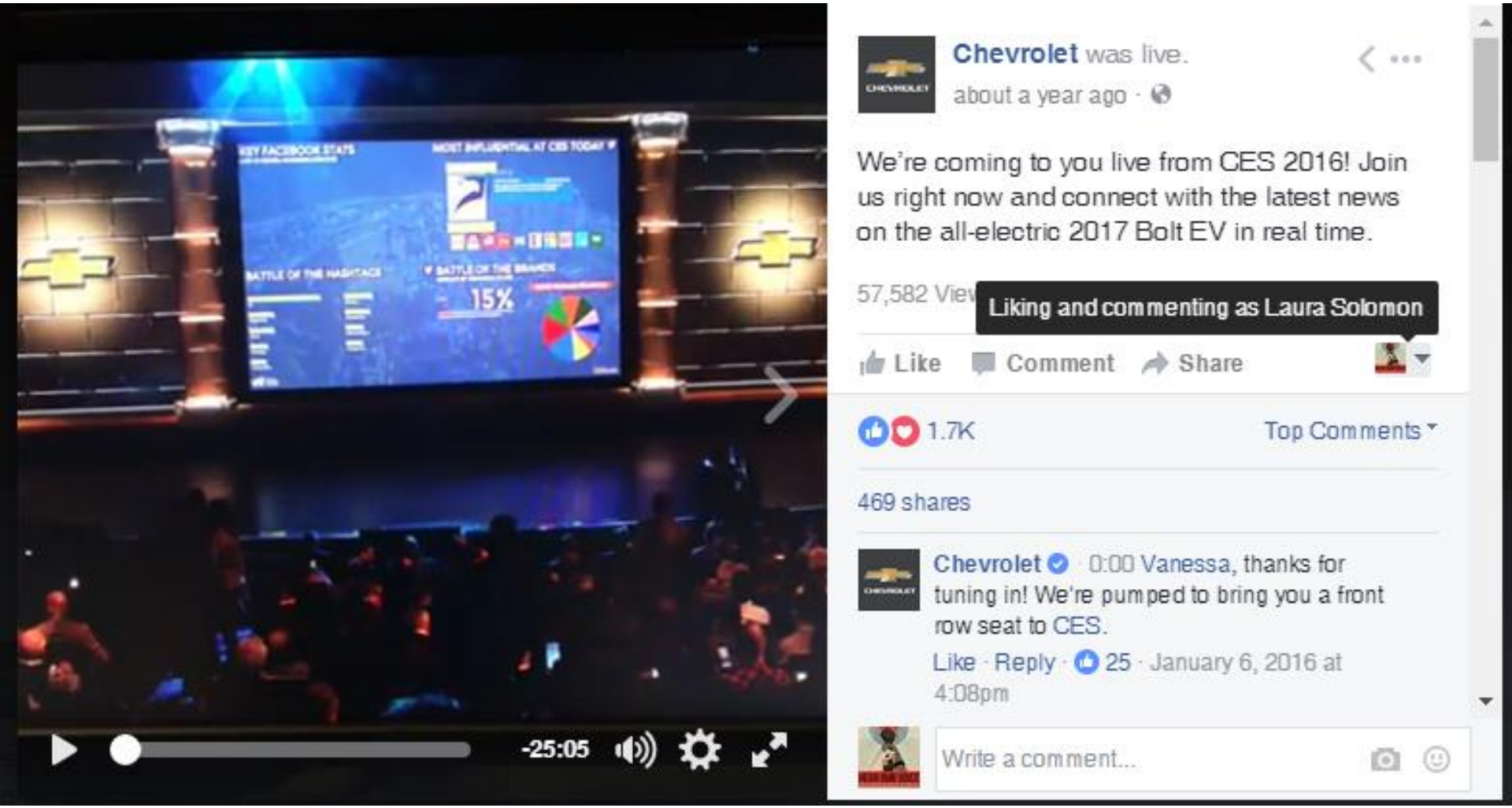
https://live.fb.com/about

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

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



Sneak **peeks**

TARGET

Live events

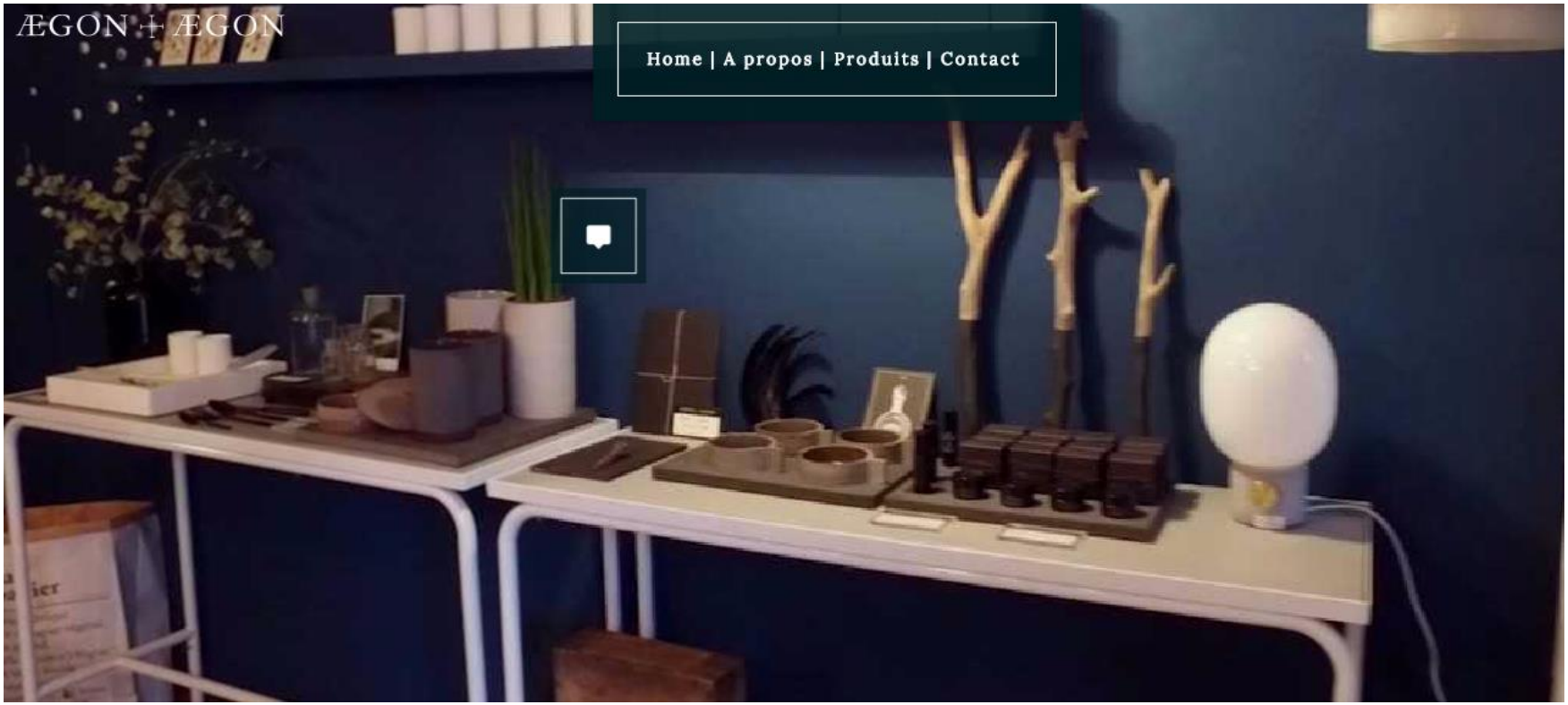
- Presentations
- Conferences
- Performances
- Concerts
- Tours
- Demos

“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

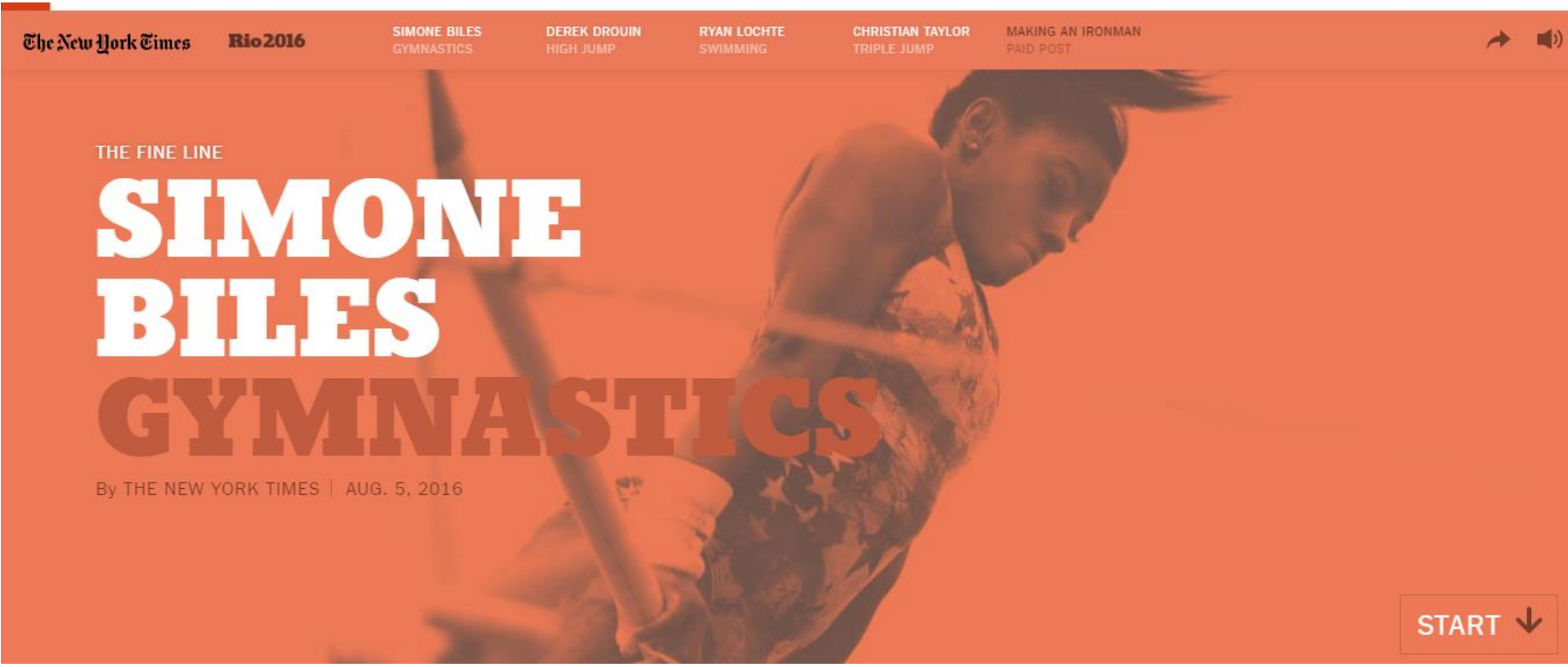
Image from http://www.theverge.com/2016/3/9/11188728/facebook-oculus-gear-vr-video-like-share

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



Go look at this!

http://nyti.ms/2kJJNxW



Introducing The Daily 360 From The New York Times

By THE NEW YORK TIMES NOV. 1, 2016

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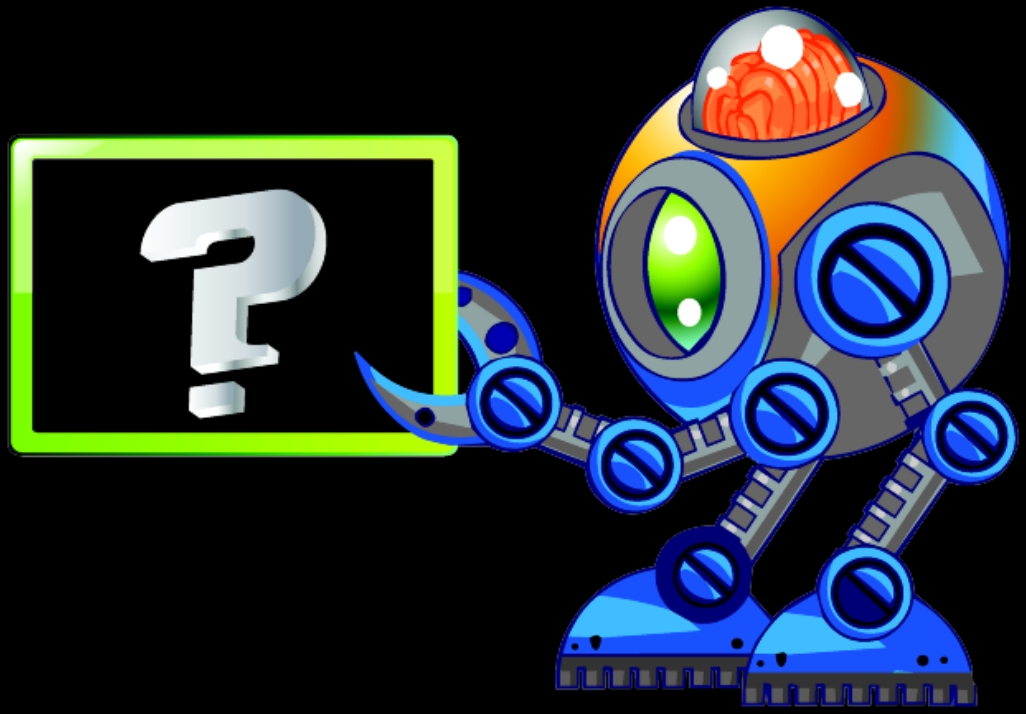
BMW 5 SE
Learn more
European model show

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

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

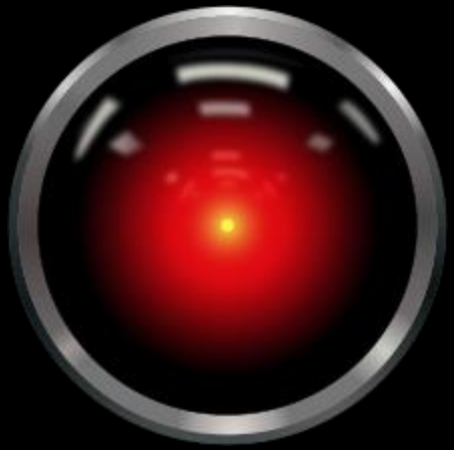
What does **interactive content** mean to me?



4

Everyday AI

What we were promised…



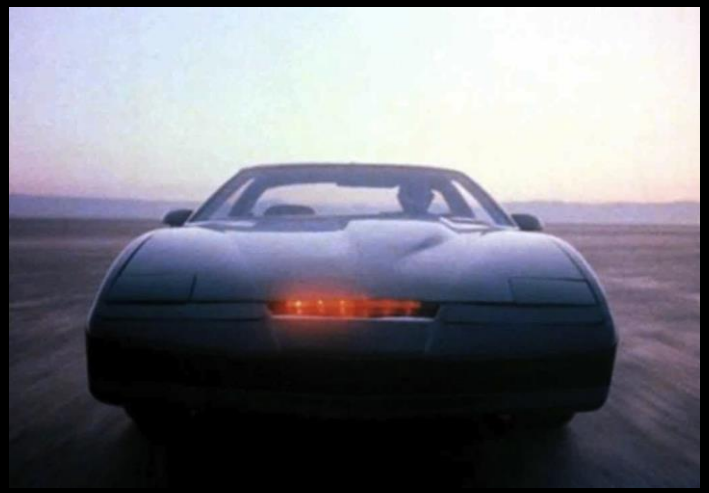
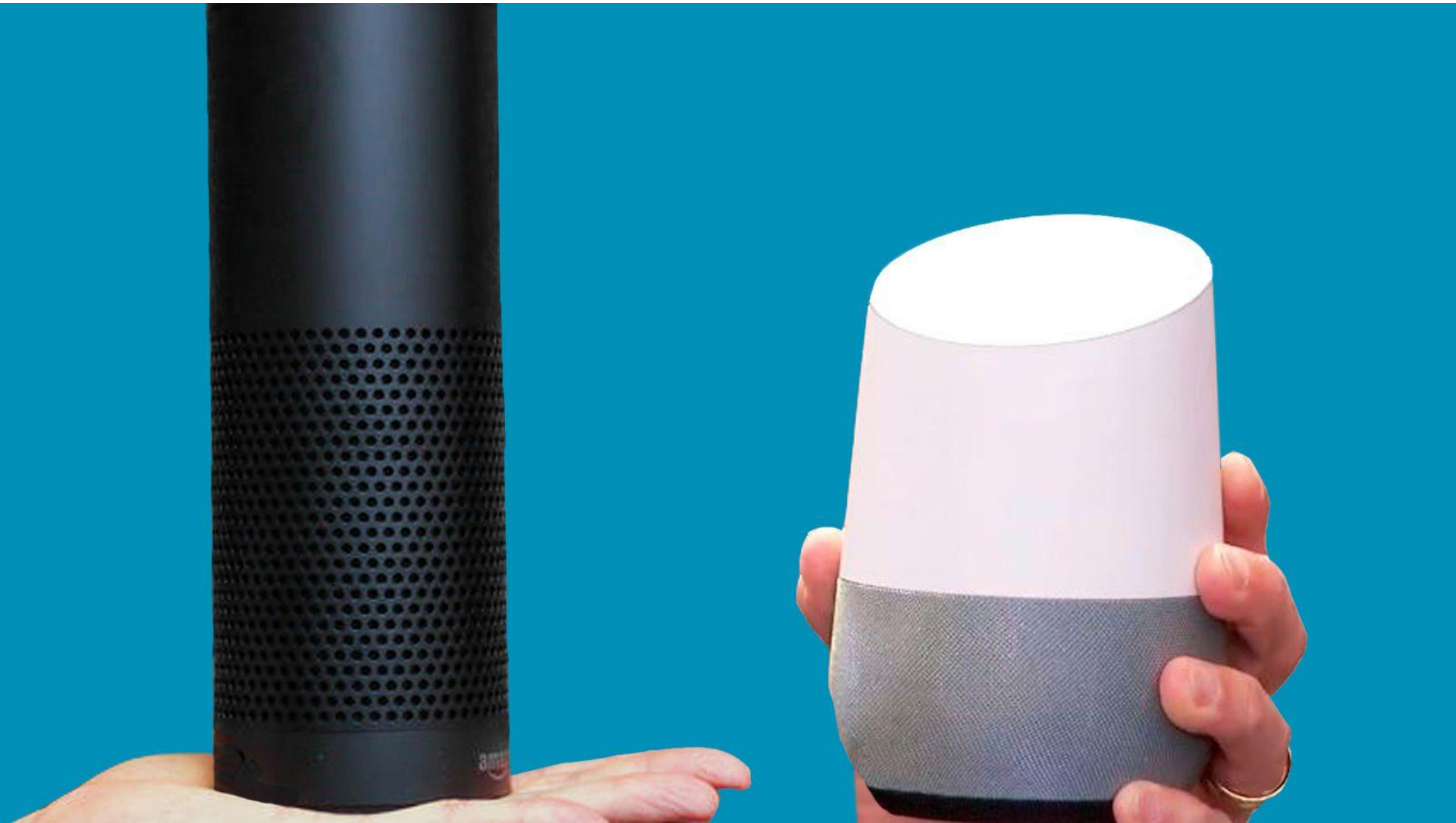


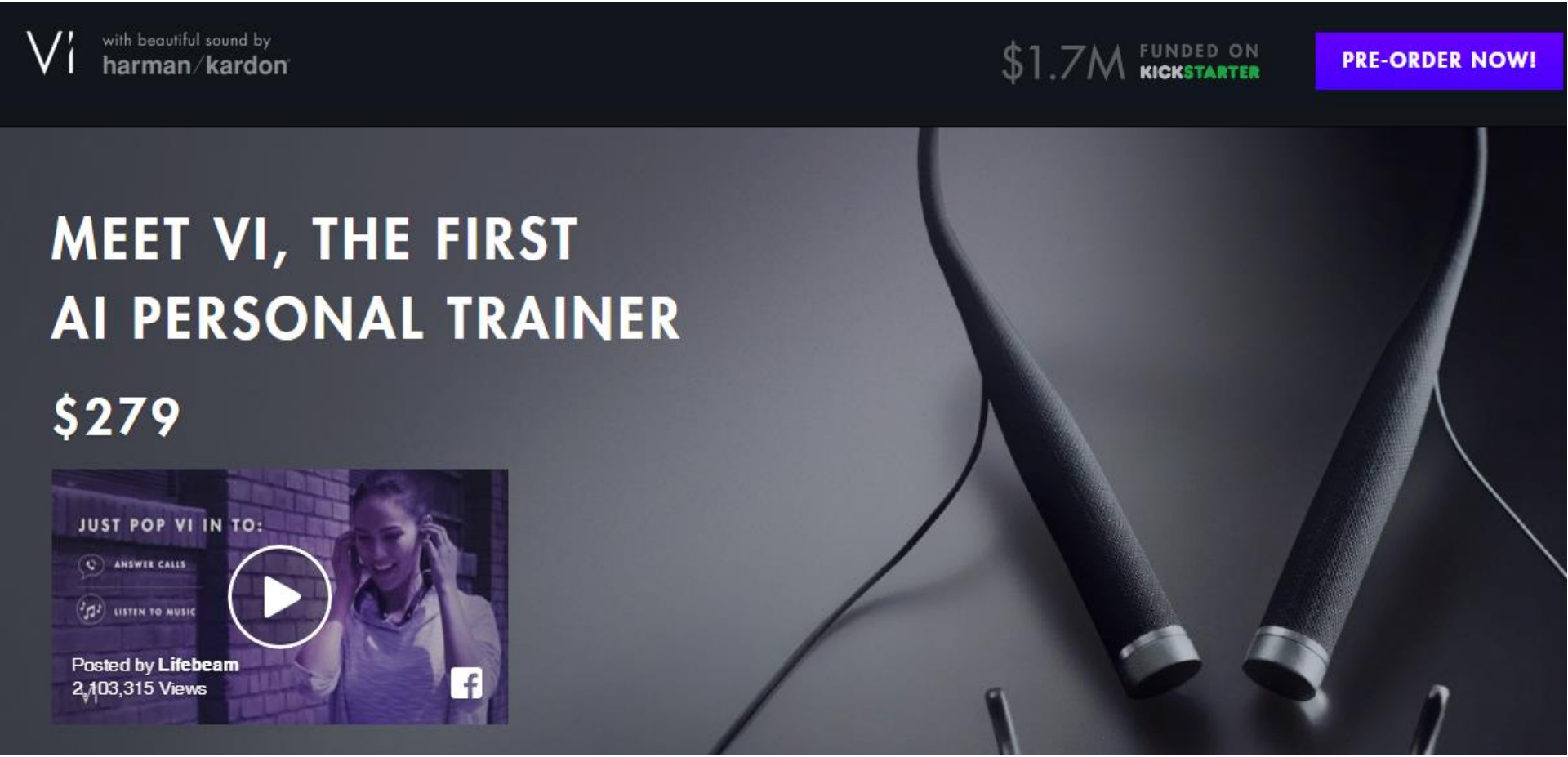
Image from https://www.cnet.com/how-to/things-alexa-can-do-that-google-home-cant/



Where's **Siri**?

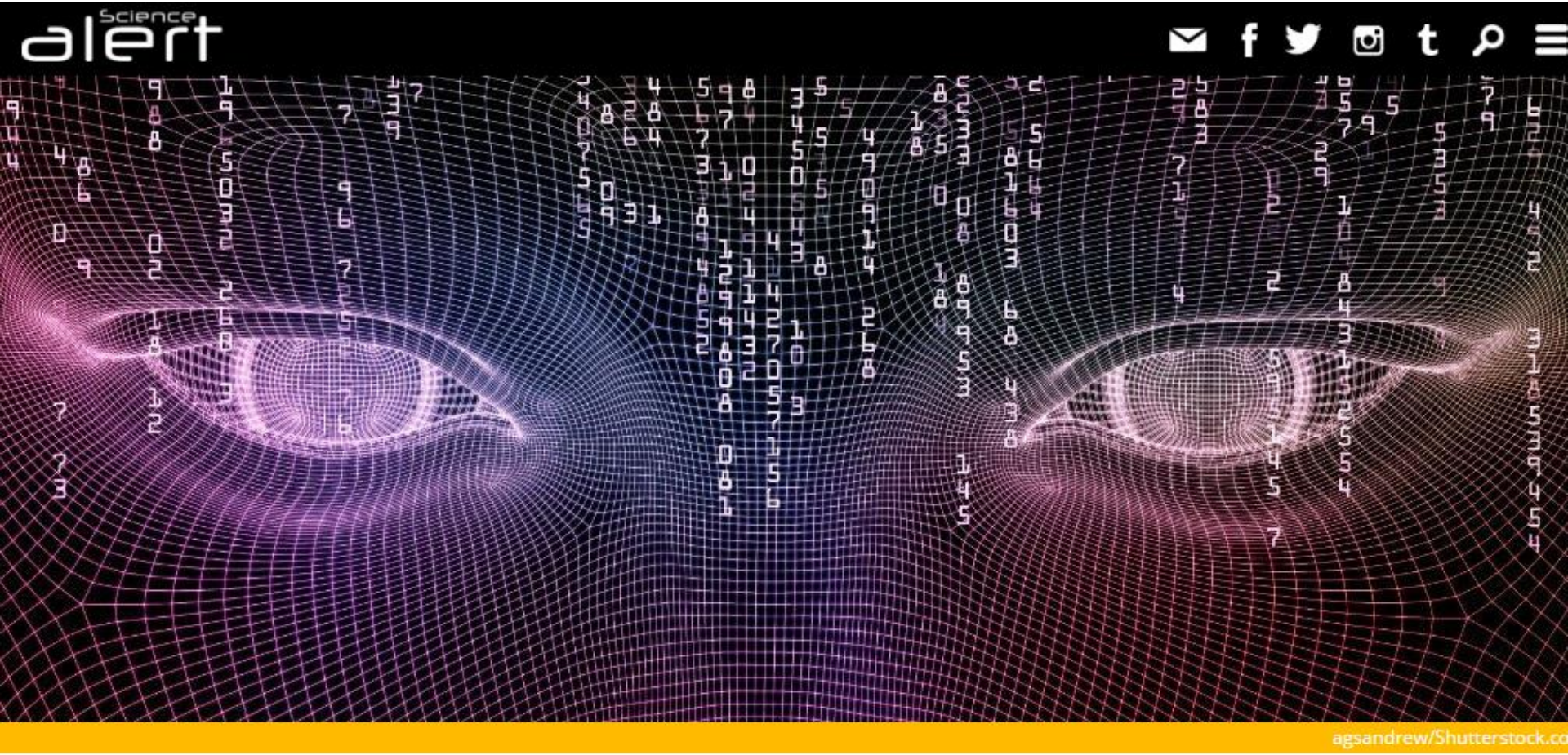
Image from
https://www.kickstarter.com/projects/1598272670/dashbot-a-49-robot-for-your-dashboard

http://www.getvi.com/



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

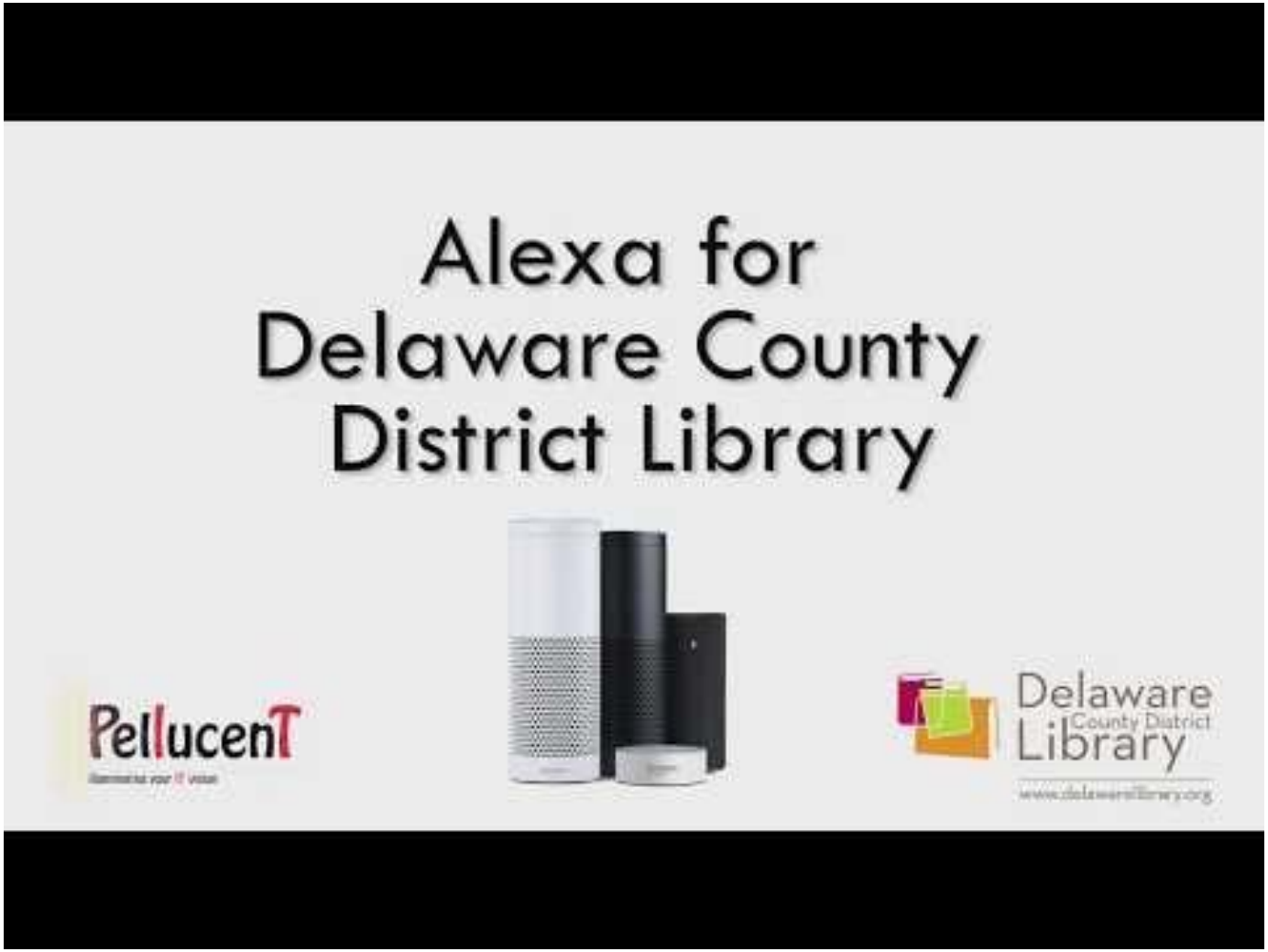
http://www.sciencealert.com/google-s-new-ai-has-learned-to-become-highly-aggressive-in-stressful-situations



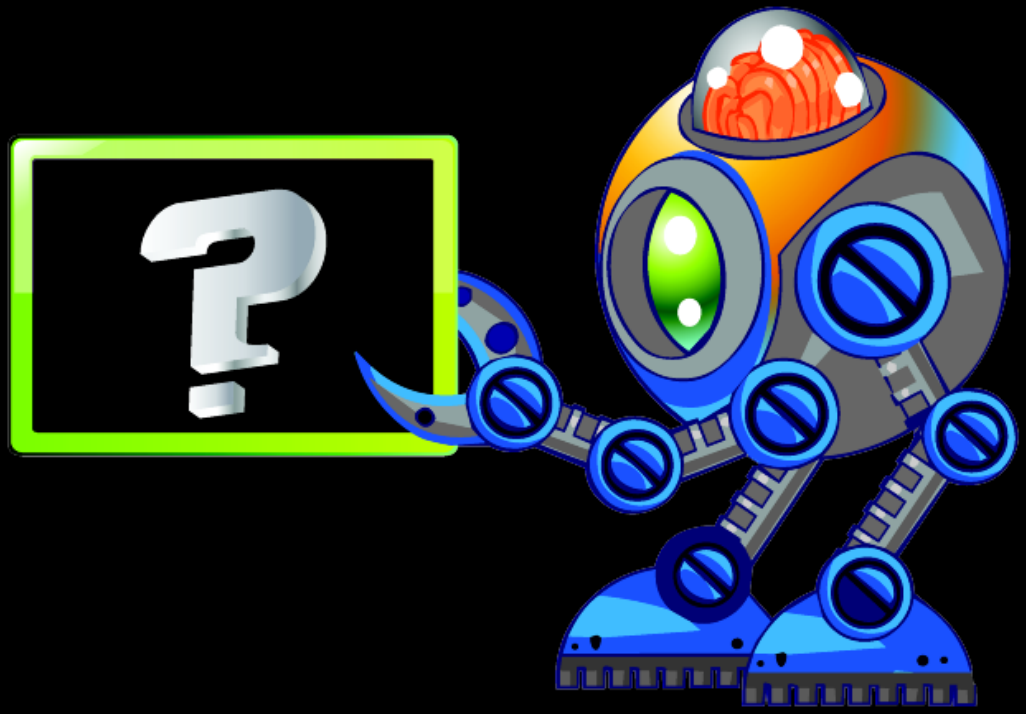
Google's New AI Has Learned to Become "Highly Aggressive" in Stressful Situations

Is this how Skynet starts?

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



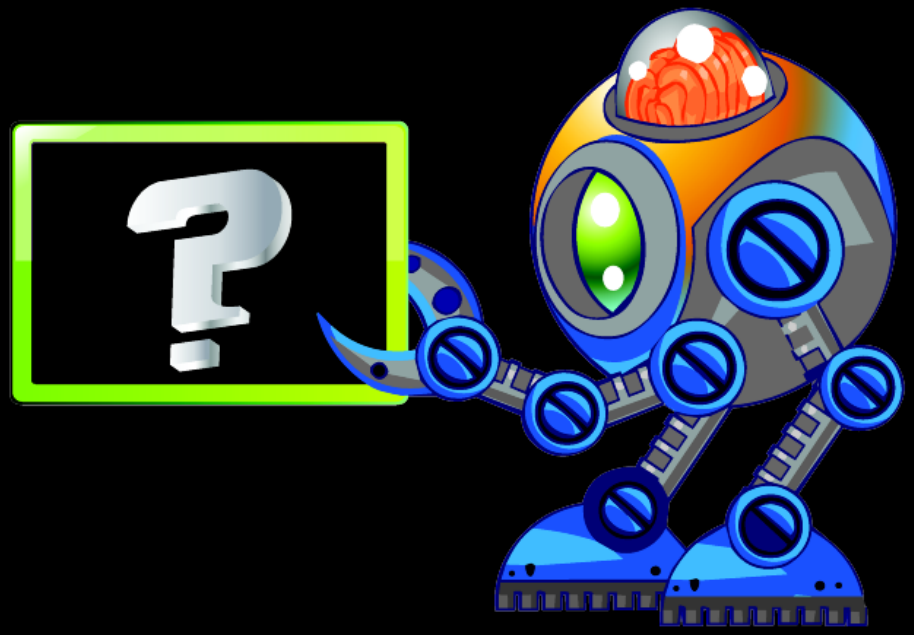
What does **everyday AI** mean to me?



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
Meanlaura.com