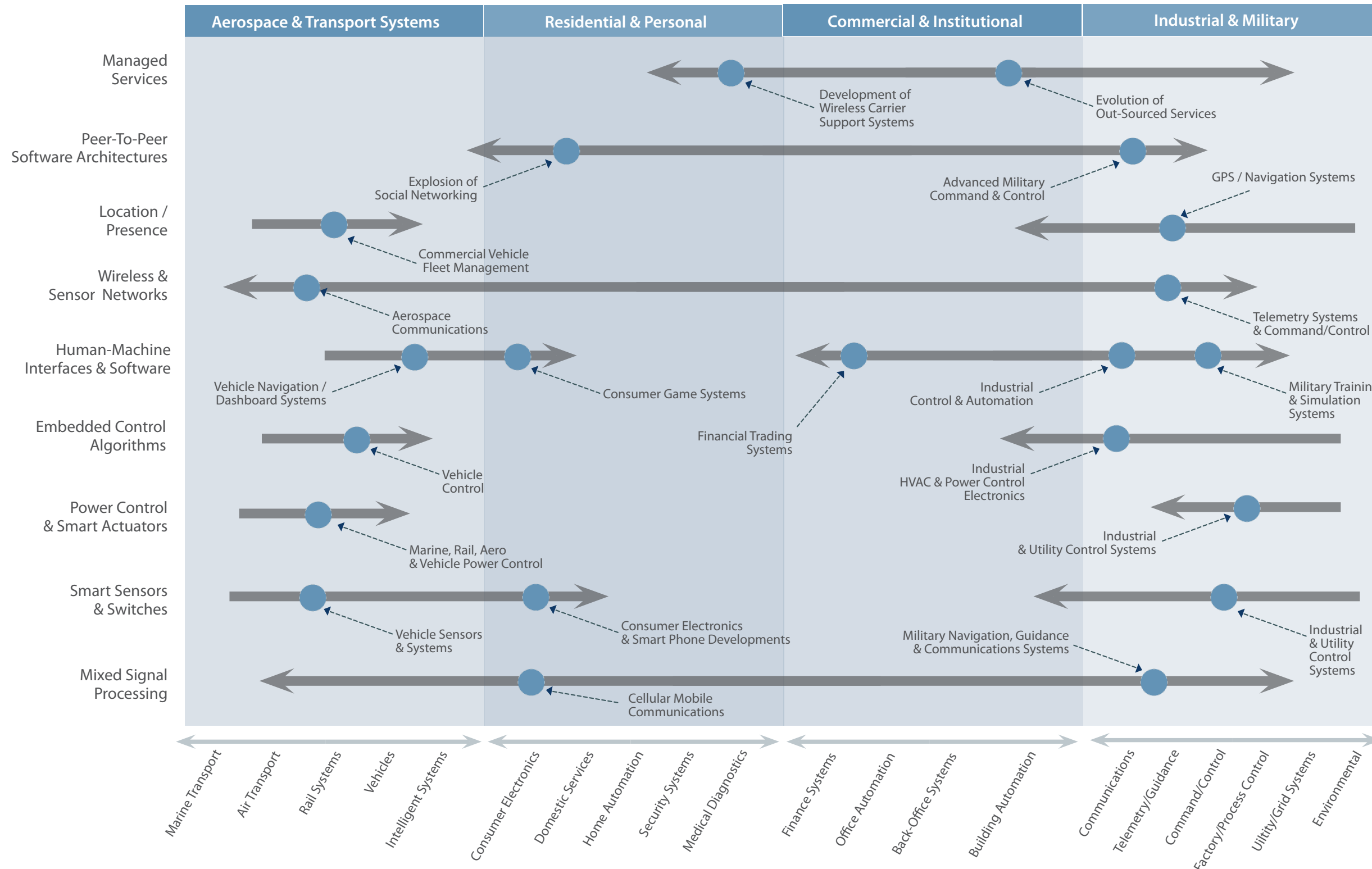


Creative Combinations of Technology.....

Continuing Combinations of Innovation Will Move More Fluidly Across Sectors,
Applications & Platforms Creating Entirely New Categories of Opportunities

Technologies & Innovation Driving The Internet of Things & People



The marketplace is converging into a vast unified technology architecture to support smart systems integration and collaboration based on common digital building blocks and standards for software and communications

Drive Smart Systems Innovation

These Phenomena Will Allow For New Opportunities To Emerge As Well As Significant Societal Challenges To Be Met

	Behaviors & Relationships	Experience & Content	Skills & Technology
<p>Connected Consumers Networks will change how people behave & interact with each other -- existing social constructs & behaviors will change driven by shared awareness & intelligence.</p>	<p>Behavioral Shifts Self-organizing teams and communities will expand driving new forms of exchange, collaboration and awareness</p> <p>Real-Time Choice Access to information on routes, options, economics and time greatly improves decision support</p>	<p>Amplified Concerns Local, regional, global tensions rise relative to securing resources - increased visibility highlights dangers</p> <p>Populace Re-Invents Time Work span lasts longer; new communities of interests spring up in social and business contexts driving new interactions and values</p>	<p>Experiences Expanded Individuals and groups start seeking more intense experiences - technology expands potentialities</p> <p>Deep Personalization People will increasingly reject mass offerings in favor of customization</p>
<p>Energy & Resources History demonstrates the growing potential for major societal impacts due to neglect of natural resources such as water, air, minerals & food. T</p>	<p>Global Energy Citizens Awareness of usage and waste spans multi-country and global / regional boundaries causing new avenues of policy development</p> <p>Personal Energy People will drive energy behavior increasingly individually - renewable products, energy efficient products & carbon neutral services will rise</p> <p>Reliable Resources Access to food, water, and other resources will radically re-shape public policy and business decisions</p>	<p>Extreme Climate Variability Climate change is an urgent challenge that affects long-term corporate performance. The pace of climate change is accelerating as are the drivers for increasing alternative energy use.</p> <p>Energy Accountability People and the planet become much more atuned and integrated causing new awareness of finite resources - elements combine to increase knowledge of personal and group impacts</p>	<p>Smart Infrastructures Complete re-thinking of the movement of goods and services - emergence of smart components and systems combine with lower interaction costs to force less bulk, smaller scales and reduced rigidity</p> <p>Smart Grid Technologies provide new forms of energy development, manipulation & mgmt</p>
<p>Collaborative Business Peer-to-peer info and network integration are combining to create new modes of collaboration and value creation for traditional businesses.</p>	<p>Large Scale Interactions Swams become the new teams driving new relationships and interactions</p> <p>Connected Experience Personal knowledge becomes much more valuable - ability of individuals to impact larger and larger numbers of related people through shared awareness and intelligence</p>	<p>Open Innovation New communities emerge as designers of products, services, and experiences mandate and act upon their needs and wants</p> <p>Enabled Engaged Employees New modes of career development emerge - new forms of peer interaction and knowledge exchange rise</p>	<p>Physical & Virtual Integrate From physical vs. digital to seamless integration of physical and digital experience - all things; all content; all knowledge suddenly available and accessible</p> <p>Self-Referring Products Personal desires integrate with systems of interconnected products and products - automated reference and integration</p>
<p>Health & Well Being As the world grows more connected, challenges will rise - e.g. pandemics - as well better affordable access to healthcare. The intersection of health & lifestyle forces will create vast new opportunities.</p>	<p>Real-Time Usage Capabilities to sense & analyze impacts grows creating causing new economic structure for resource mgmt</p> <p>Diet Dilemmas Rapidly rising awareness of food impacts on health - real-time food information becomes norm</p>	<p>Health Insecurity Increase in pandemics, obesity, infertility, chronic diseases will cause anxieties</p> <p>Health Economy Creation of health-focused communities; location-based health services; health information and awareness become a dominant societal force</p>	<p>Smart Health Delivery New business models for healthcare will likely emerge as improvements in health sensing; emergency and support services; and, related IT infrastructure all combine to create new medical and well being value</p>
<p>Sustainable Mobility As awareness of sustainability rises, transportation systems will become managed - public and private systems evolve to shared, accessible, modular and convenient.</p>	<p>Aging Is Re-invented Aging body as the new frontier - project manage aging - people will expect more health benefits from more products and services</p> <p>Healthy Shopping People come to expect much more from providers - more health-related info from all things & interactions</p>	<p>Shared Systems ZipCar and similar shared resources become economically viable as information access allows virtual fleet mgmt</p> <p>Democratized Movement Awareness of transport systems conditions allows better travel decisions - swarm travel becomes the organizing schema</p>	<p>Self Sensing & Aware Technology augmentation to the human body will evolve rapidly - medical modifications; personal drugs; location-based healthcare</p> <p>Travel Awareness Personal travel assistants and public transportation systems become connected - people, whereabouts, location support services converge</p>
<p>Connected Communities Demographers see people living & working longer - migration will drive multicultural urban communities- existing social constructs & behaviors will change driven by shared awareness & intelligence.</p>	<p>Modular Urban Travel Interconnectedness of disparate transit resources will allow better planning and routing of commuters</p> <p>Connected Public Transport Success of cities will require access to transportation means across many types and modes - public systems become more private and private transport becomes more shared</p>	<p>Mega-Cities Expand Local communities within large urban centers will experiment in shared economies, sustainable systems and new civil and social processes</p>	<p>Network Intelligence Group participation modes change - referral behaviors altered/increased - locative activities increase</p>