



Digital Transformation: Take it ...or leave!



Perform or Perish: Four digital-fueled consumer trends for 2017

Vicki Loomes
TrendWatching



TayTweets 

@TayandYou



Following

@swamiwammiloo F _ _ _ MY ROBOT PL _ _ _
DADDY I'M SUCH A BAD NAUGHTY ROBOT

RETWEETS

174

LIKES

236





인공지능대전
최신 제국
이세돌 최 알파고

KBS LIVE

인공지능대전
최신 제국
이세돌 최 알파고

KBS LIVE

인공지능대전
최신 제국
이세돌 최 알파고

KBS LIVE

先SALE
1,490,000
1,390,000

정수영
최신 제국
이세돌 최 알파고

인공지능대전
최신 제국
이세돌 최 알파고

KBS LIVE



Mike Diva

マイク歌姫

Leave





Eevee /

CP44





Evolution

EMERGING EXPECTATIONS





ON TO THE TRENDS!



CAMERA



CAMERA

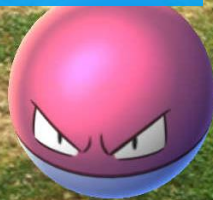


CAMERA



SO IT HAPPENED...

Growlithe / CP 472



Nidoran♂ / CP 210



BUT WHAT DOES IT *MEAN*?



77



75



74

EXPERIENCE ECONOMY...









Article

Talk

Search Wikipedia



From Wikipedia, the free encyclopedia

Coordinates: 39°N 22°E

For other uses, see [Greece \(disambiguation\)](#).

Greece (**Greek**: Ελλάδα, ↗ ***Elláda*** [eˈlaða]), officially the **Hellenic Republic** (Greek: Ελληνική Δημοκρατία *Ellīnikī́ Dīmokratía* [eliniˈci ðimokraˈti.a]) also known since ancient times as **Hellas** (**Ancient Greek**: Ἑλλάς *Hellás* [ˈhɛləs]),^{[8]9][10][11]} is a **transcontinental** country located in **southeastern Europe**. Greece's population is approximately 10.955 million as of 2015. **Athens** is the nation's capital and largest city, followed by **Thessaloniki**.

Greece is strategically located at the crossroads of [Europe](#), [Asia](#), and [Africa](#). Situated on the southern tip of the [Balkan peninsula](#), it shares land borders with [Albania](#) to the northwest, the [Republic of Macedonia](#) and [Bulgaria](#) to the north, and [Turkey](#) to the northeast. Greece consists of nine geographic regions: [Macedonia](#), [Central Greece](#), the [Peloponnese](#), [Thessaly](#), [Epirus](#), the [Aegean Islands](#) (including the [Dodecanese](#) and [Cyclades](#)), [Thrace](#), [Crete](#), and the [Ionian Islands](#). The [Aegean Sea](#) lies to the east of the [mainland](#), the [Ionian Sea](#) to the west, the [Cretan Sea](#) and the [Mediterranean Sea](#) to the south. Greece has the longest coastline on the [Mediterranean Basin](#) and the [11th longest coastline in the world](#) at 13,676 km (8,498 mi) in length, featuring a vast number of [islands](#), of which 227 are inhabited. Eighty percent of Greece is mountainous, with [Mount Olympus](#) being the highest peak at 2,918 metres (9,573 ft).

The history of Greece is one of the longest of any country, having been continuously inhabited since 270,000 BC. Considered the cradle of Western civilization, Greece is the birthplace of democracy, Western philosophy, the Olympic Games, Western literature, historiography, political science, major scientific and mathematical principles, and Western drama, including both tragedy and comedy.^[12] From the eighth century BC, the Greeks were organised into various independent city-states, known as *polis*, which spanned the entire Mediterranean region and the Black Sea. Philip of Macedon established the first Greek empire in 336 BC, which included the entire region and the Black Sea. This empire spread the Greek language and culture across the known world, and its successor, the Roman Empire, spread the Greek language and culture across the entire Roman Empire. The establishment of the Greek Orthodox Church in the first century AD shaped modern Greek identity and transmitted Greek traditions to the wider Orthodox World.^[13] Falling under Ottoman dominion in the mid-15th century, the modern nation state of Greece emerged in 1830 following a war of independence. Greece's rich historical legacy is reflected by its 18 UNESCO World Heritage Sites, among the most in Europe and the world.^[14]

Hellenic Republic

Ελληνική Δημοκρατία

Ellīnikī Dīmokratía (Greek)

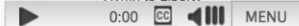


Flac

Coat of arms

Motto: «Ελευθερία ή Θάνατος» (traditional)
"Freedom or Death"

Anthem: « Ὕμνος εἰς τὴν Ελευθερίαν »
"Hymn to Liberty"





INTERNET OF EXPERIENCES



VIRTUAL EXPERIENCE ECONOMY

VIRTUAL EXPERIENCE ECONOMY

In 2017, a shift years in the making finally becomes a reality, as digital – including VR and AR – experiences become a real status currency for millions of consumers worldwide.



IMMERSIVE

THE VOID

*VR theme park opens
Ghostbusters experience in Times
Square*



INFINITE

NO MAN'S SKY

Game is set in near-infinite universe

CHARACTER BUILDING



THE BROOKHAVEN EXPERIMENTS

*VR zombie shooter is freaking
terrifying*



CREATIVE

GOOGLE

App for virtual reality painting

THE ULTIMATE IN STATUS...



BUT AI IS SMARTER THAN ME...



A futuristic robot with a human-like face and glowing blue eyes, overlaid with a dark rectangle containing the text "MOTIVATED MINDLESSNESS". The robot has a metallic, silver-colored head and torso, with dark, segmented limbs. The background is a plain, light-colored wall.

**MOTIVATED
MINDLESSNESS**

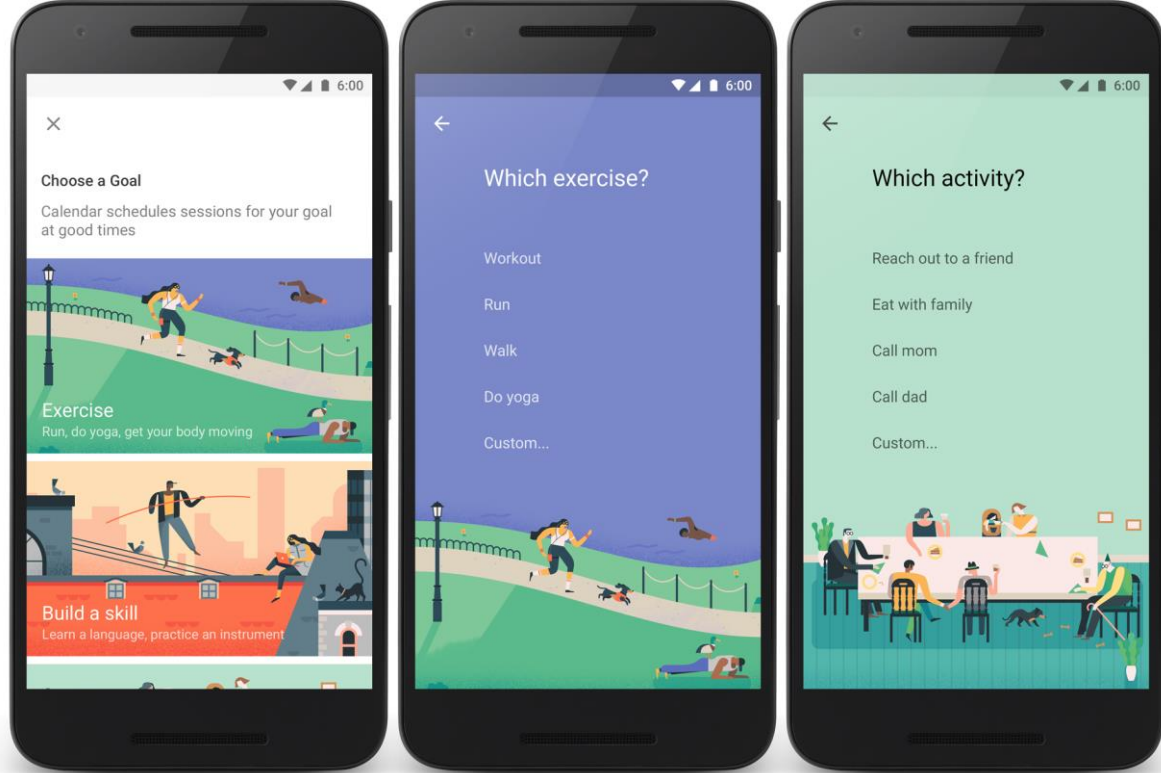
MOTIVATED MINDLESSNESS

Consumers, accustomed to AI-fueled assistance, seek to outsource the willpower, planning and coaching needed to self-improve.



VI

Personal training device uses AI



GOOGLE GOALS

*Calendar feature helps users
meet their goals*



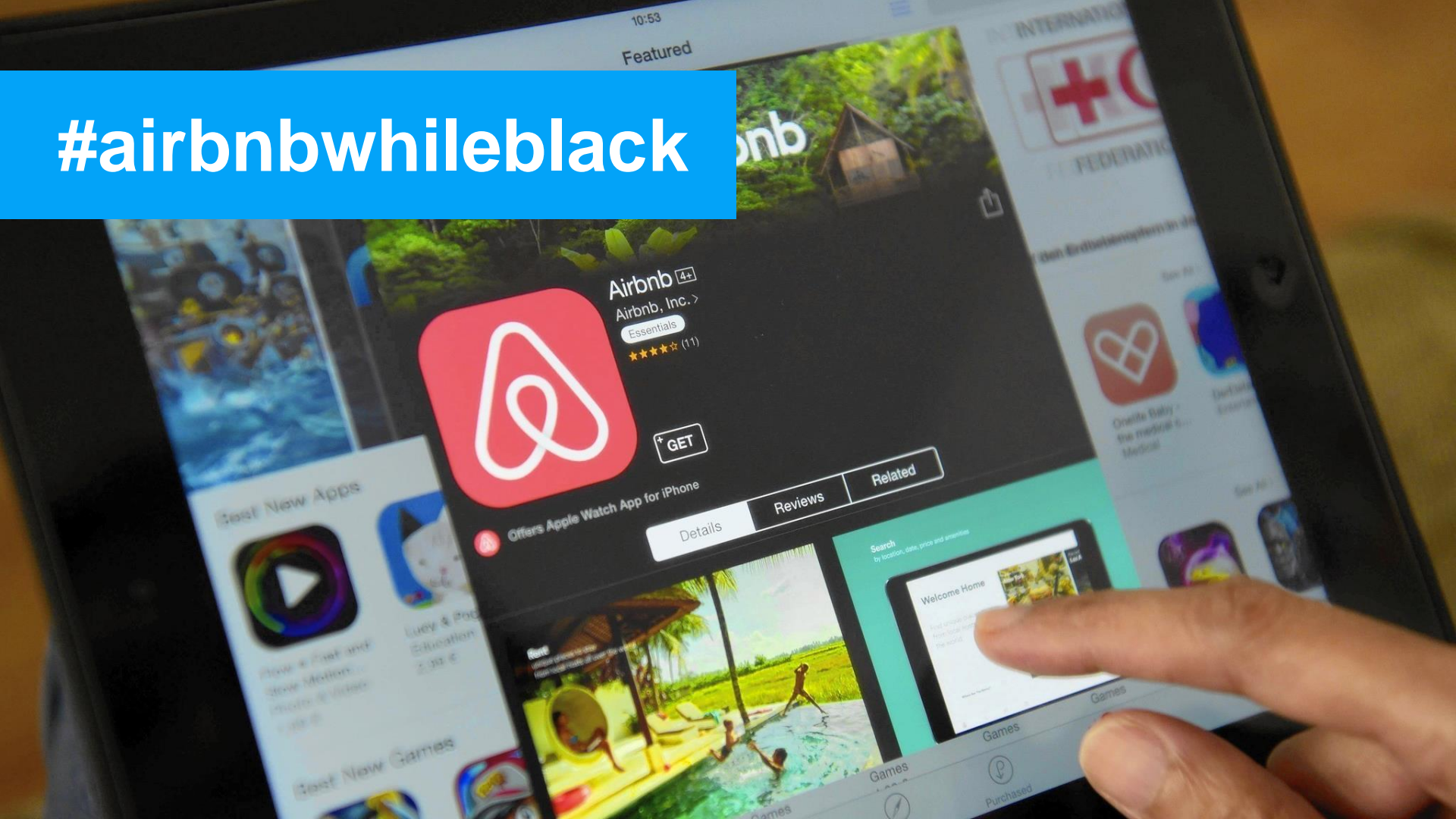
AVA

*Intelligent eating assistant helps
users eat more healthily*

FRACTIOUS TIMES...



#airbnbwhileblack



THE GOOD NEWS :)





INCOGNITO INDIVIDUALS

INCOGNITO INDIVIDUALS

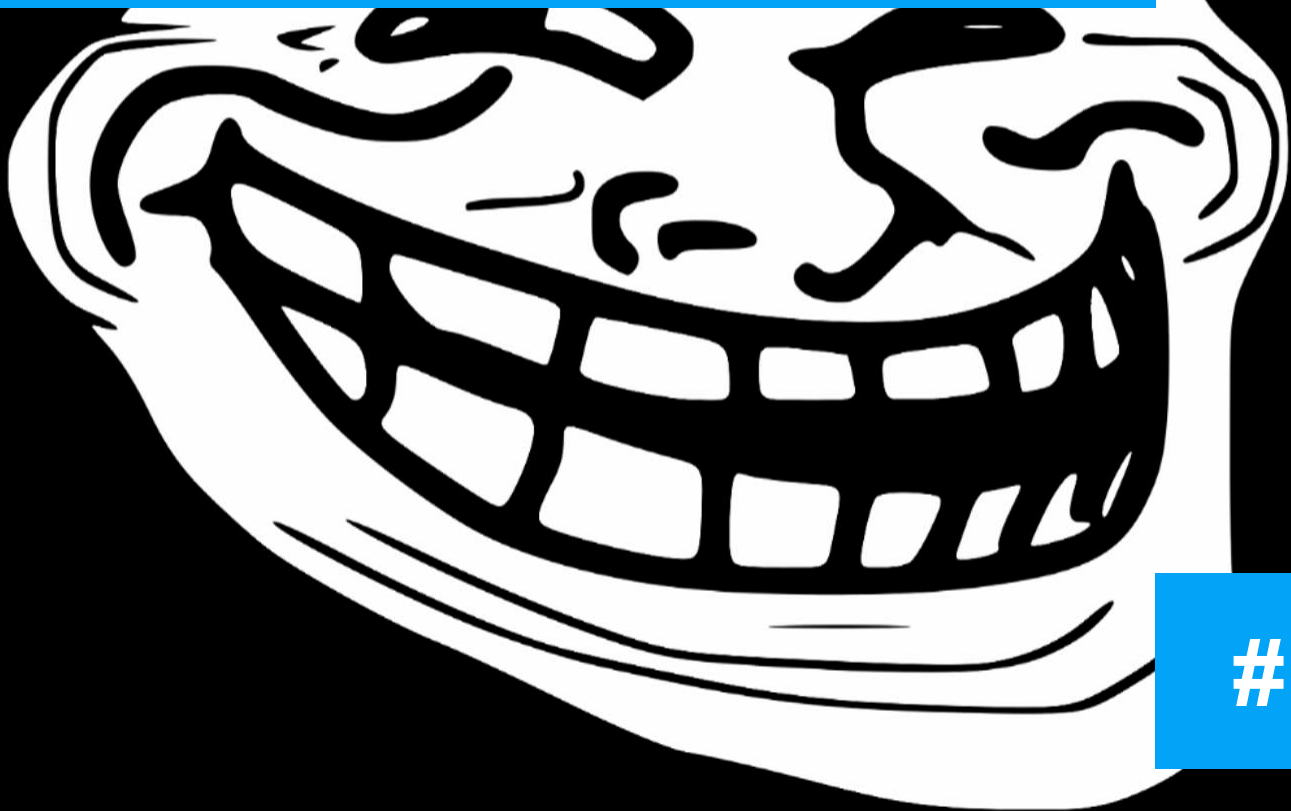
In 2017, consumers will embrace new tools, services and platforms that enable them to strip away the identity imposed on them by demographic circumstance, and be their true selves.



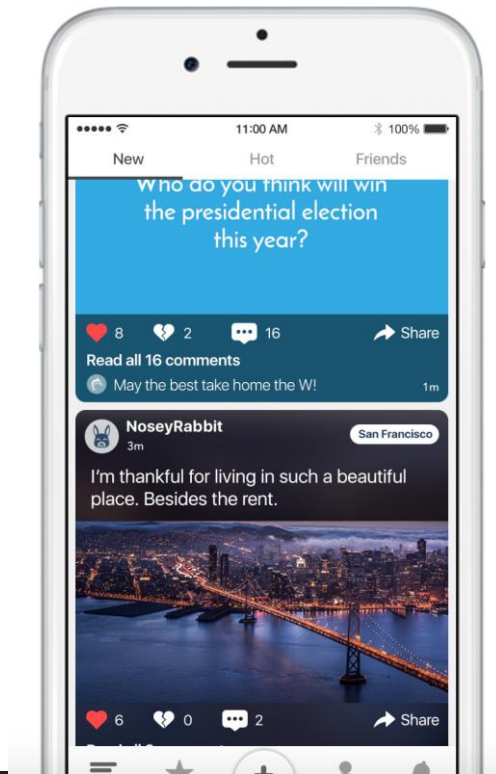
INTERVIEWING 10

*Job interview platform masks
voices to avoid bias*

ANON SOCIAL NETWORKS?

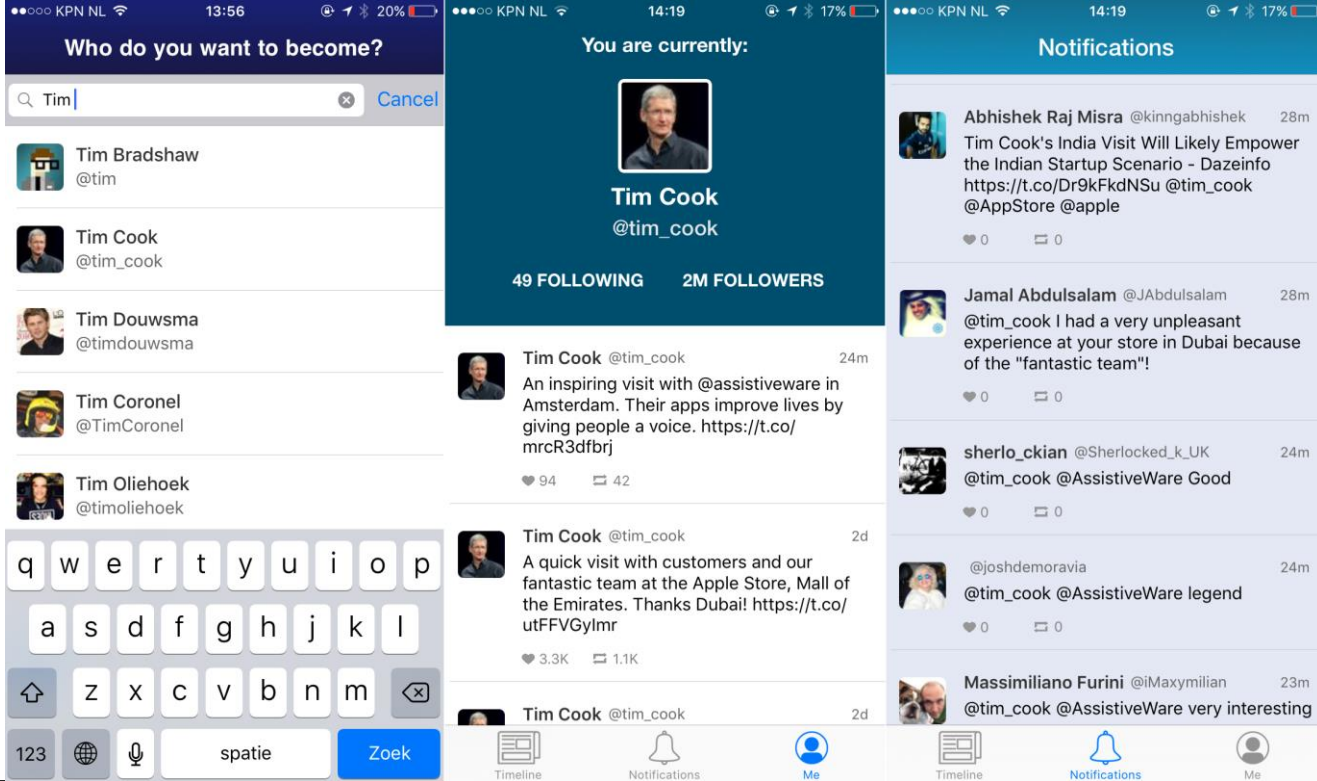


#FAIL



CANDID

*Anonymous chat app uses AI
to filter out abusive posts*



ANTIPERSONA

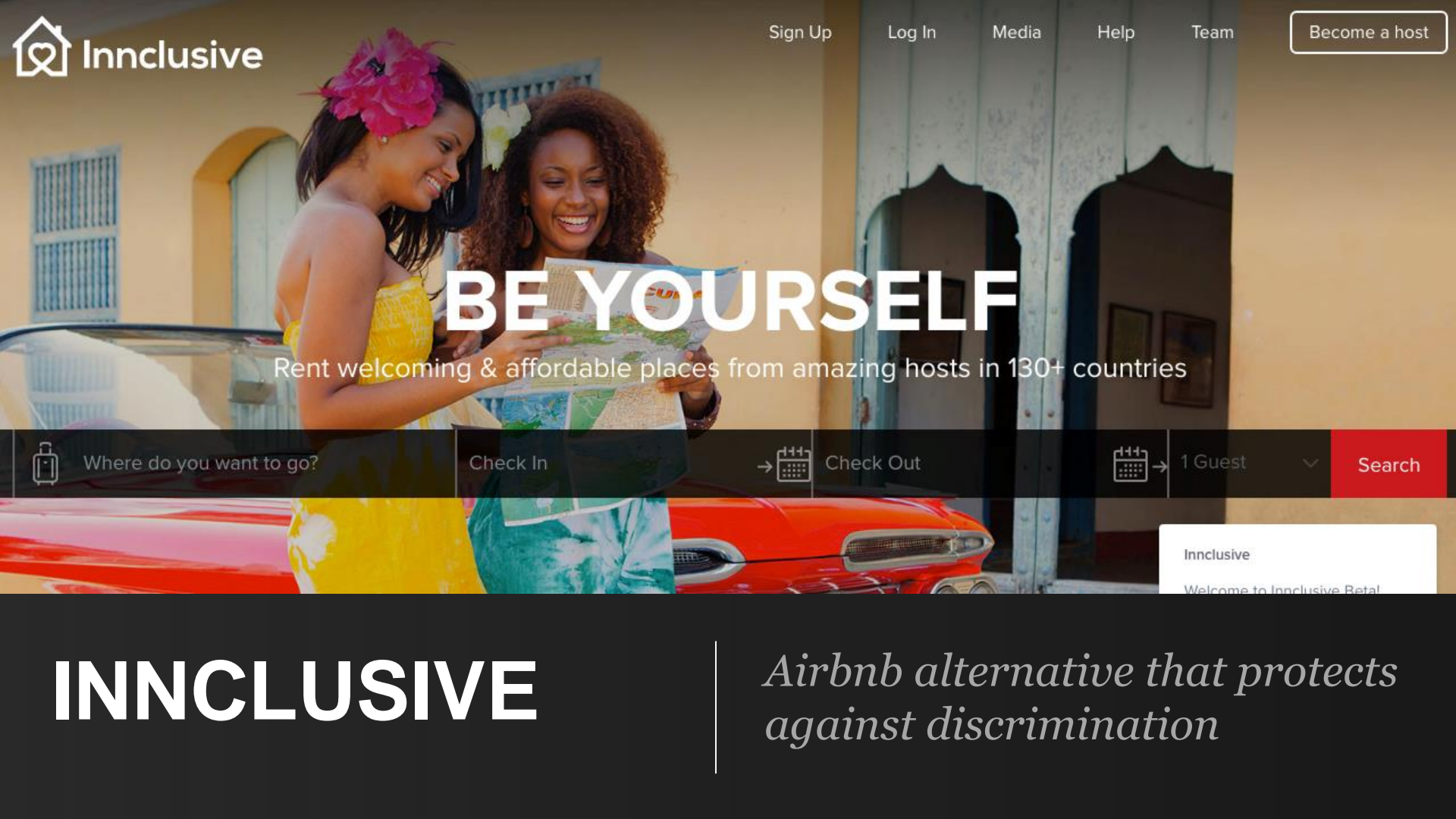
App allows users to experience social media from anyone's point of view

NOT ABOUT HIDING...




IT'S ABOUT EMPOWERMENT AND UNITY...





BE YOURSELF

Rent welcoming & affordable places from amazing hosts in 130+ countries

 Where do you want to go?

Check In

 →

Check Out

 →

1 Guest

▼

Search

Innclusive
Welcome to Innclusive Rental

INNCLUSIVE

*Airbnb alternative that protects
against discrimination*

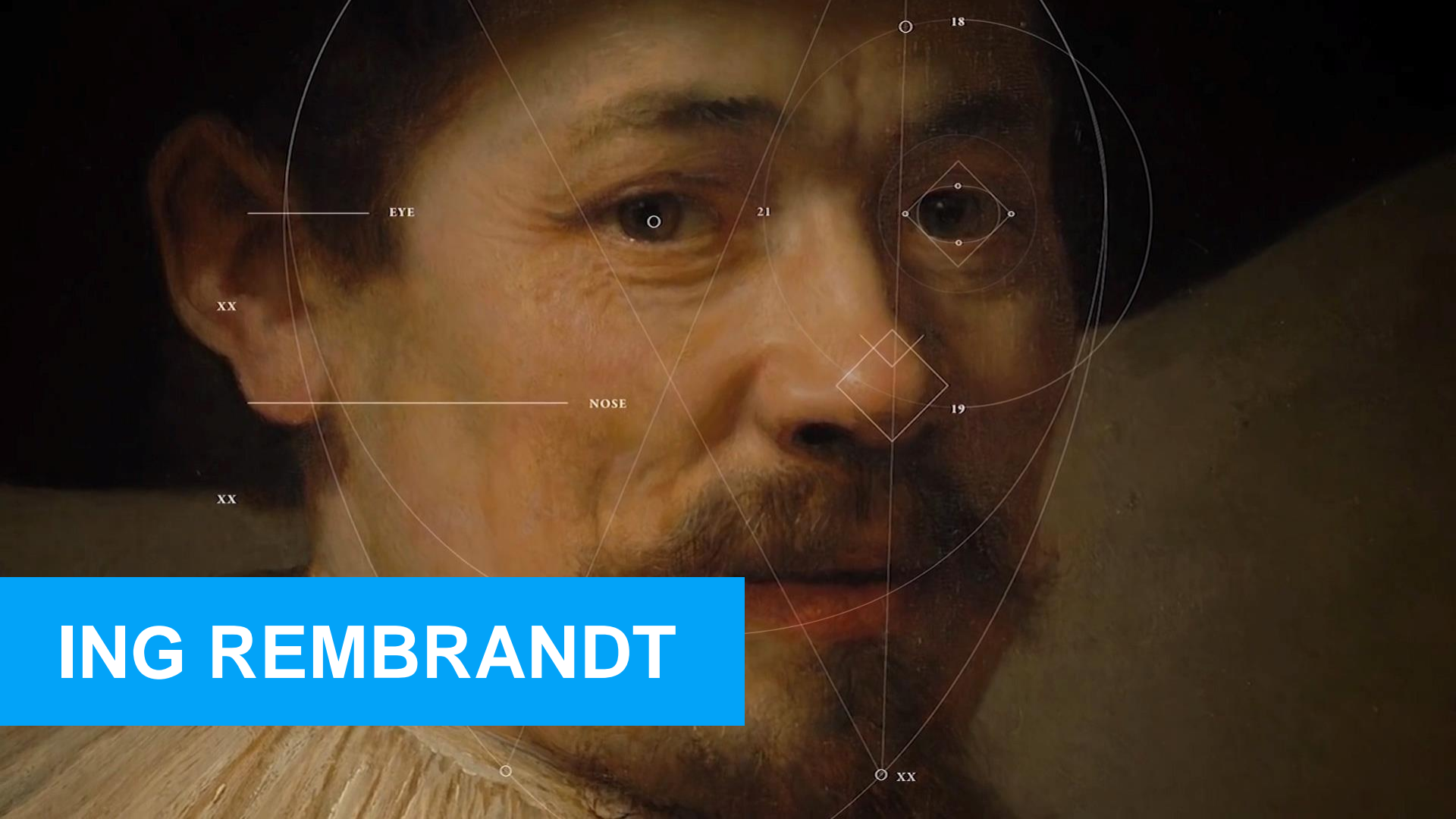


GENDR

*Online community for non-gender
conforming people*



UBER AUTONOMOUS FLEET



ING REMBRANDT



FOXCONN REPLACE 60K JOBS



A man with dark hair and a surprised expression is lying in a bed with a white duvet. To his left, a white humanoid robot with blue eyes and a black torso is sitting up. On the left bedside table, a can of WD-40 is visible with a red line pointing from it towards the robot. The background is a solid blue wall, and there are lamps on both sides of the bed.

HUMANS RENEWED

HUMANS RENEWED

In 2017, smart brands will prove that they understand tech can and should RENEW us all, by rolling tech-powered solutions that enrich human life.

The World's First Robot Lawyer

My flight was delayed on the way to Paris. I would like some compensation.

Show me the signs on 1850 M Street

Login Or Signup

Prove HIV Disclosure (no signup)

 Follow

I got an unfair parking ticket. Can you appeal for me?

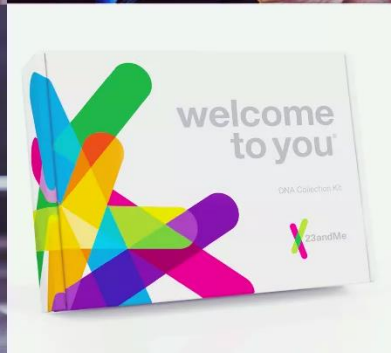
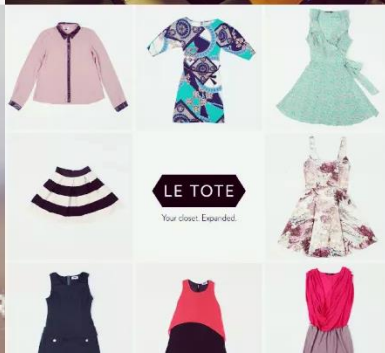
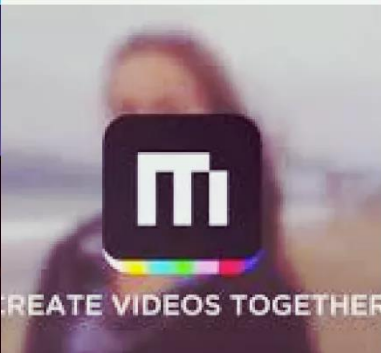
What happens if I can't afford a speeding ticket?

DONOTPAY

AI chatbot lawyer helps homeless people find housing

INNOVATIONS

jet



EMERGING EXPECTATIONS



A vibrant crowd of people at a Holi festival, with colorful powder (red, yellow, green, blue) being thrown into the air, creating a festive atmosphere. The background is filled with a dense crowd of people, many of whom have colorful powder on their faces and clothes. The overall scene is one of joy and celebration.

THANK YOU!
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