

**TECHNOLOGY TRENDS:**

**through the lens of the**

**companies shaping tomorrow**

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# TWO DRIVERS OF TECHNOLOGY:

1. tech companies

2. users

# TECH COMPANIES ARE RESHAPING OUR SOCIETIES...



**...NONE MORE THAN THE BIG 5**



**1. MacBooks → iPads**

**2. iPhone 7 camera**

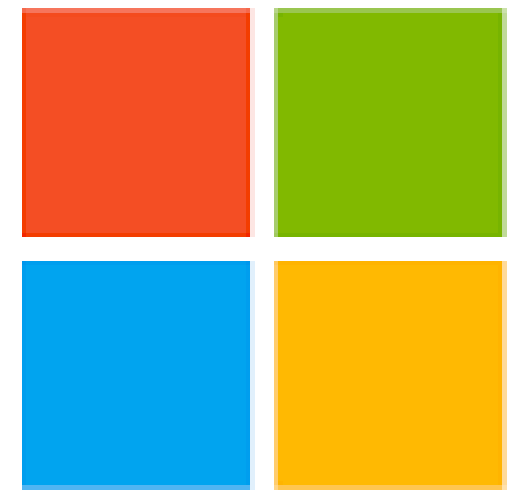
**3. Air Pods**

**4. Siri opening up**

Google



- 1. Mobile-only search index**
- 2. Pixel phone**
- 3. Google Assistant**



Microsoft

- 1. Phones no, Surface yes**
- 2. Windows → Microsoft 365**
- 3. LinkedIn purchase**
- 4. HoloLens → “mixed reality”**



**amazon**

The Amazon logo consists of the word "amazon" in a bold, lowercase, sans-serif font. Below the letters "a" and "z" is a curved orange arrow that starts under the "a" and points to the right, ending under the "z".

**1. Alexa**

**2. Echo**

**3. Prime Instant Video**

**facebook**

- 1. Ad saturation risk, pushing video ads**
- 2. New editorial responsibility?**
- 3. Diversified ecosystem**
- 4. Oculus**





# MESSAGING





**700m**



**823m**



**806m**



**1bn\***



**1bn+**

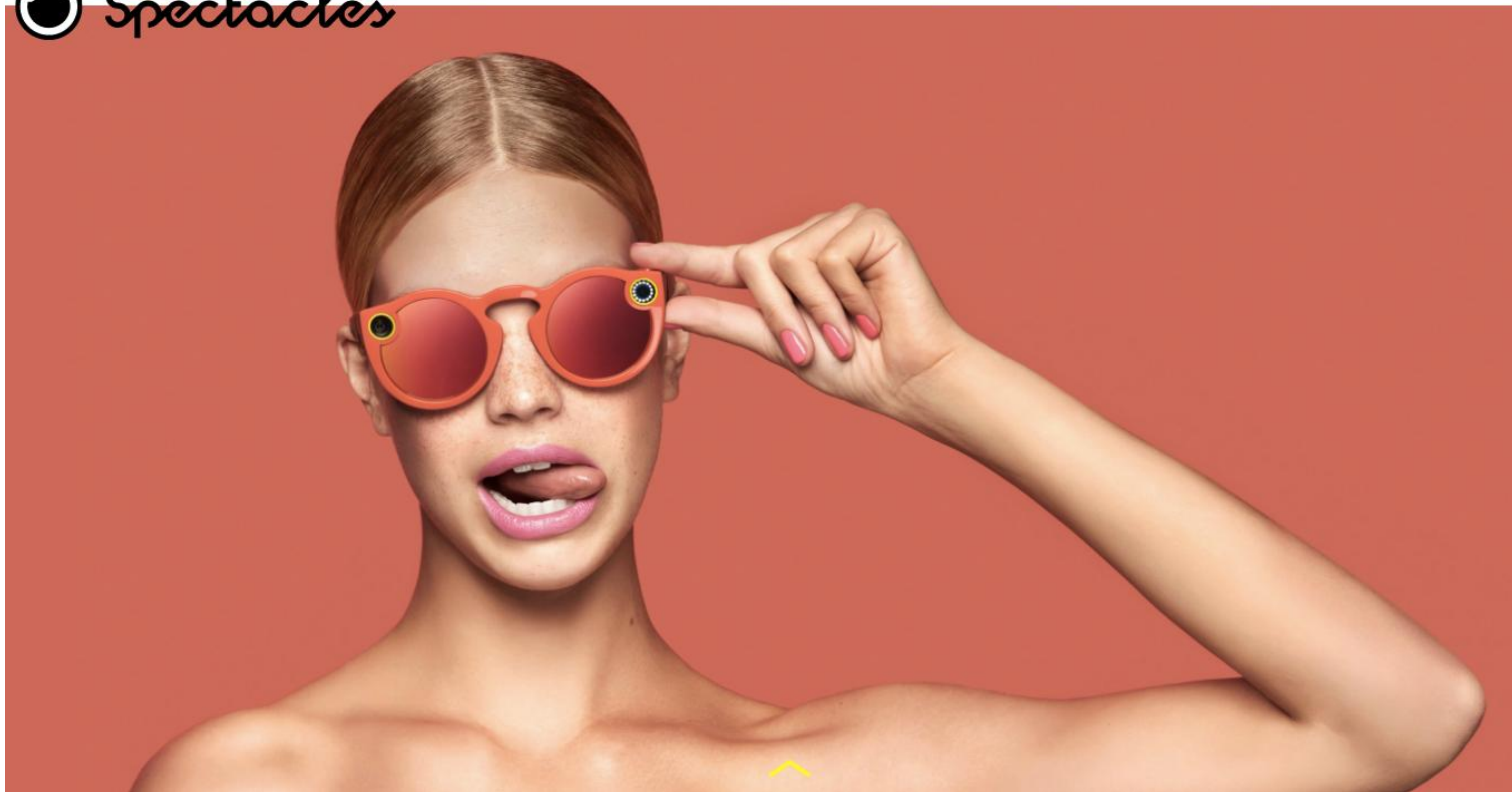


**1bn+**



- **150m DAUs**
- **1bn snaps daily**
- **10bn videos daily**
- **serious competitor to Facebook,  
and for TV ad revenue**

 Spectacles

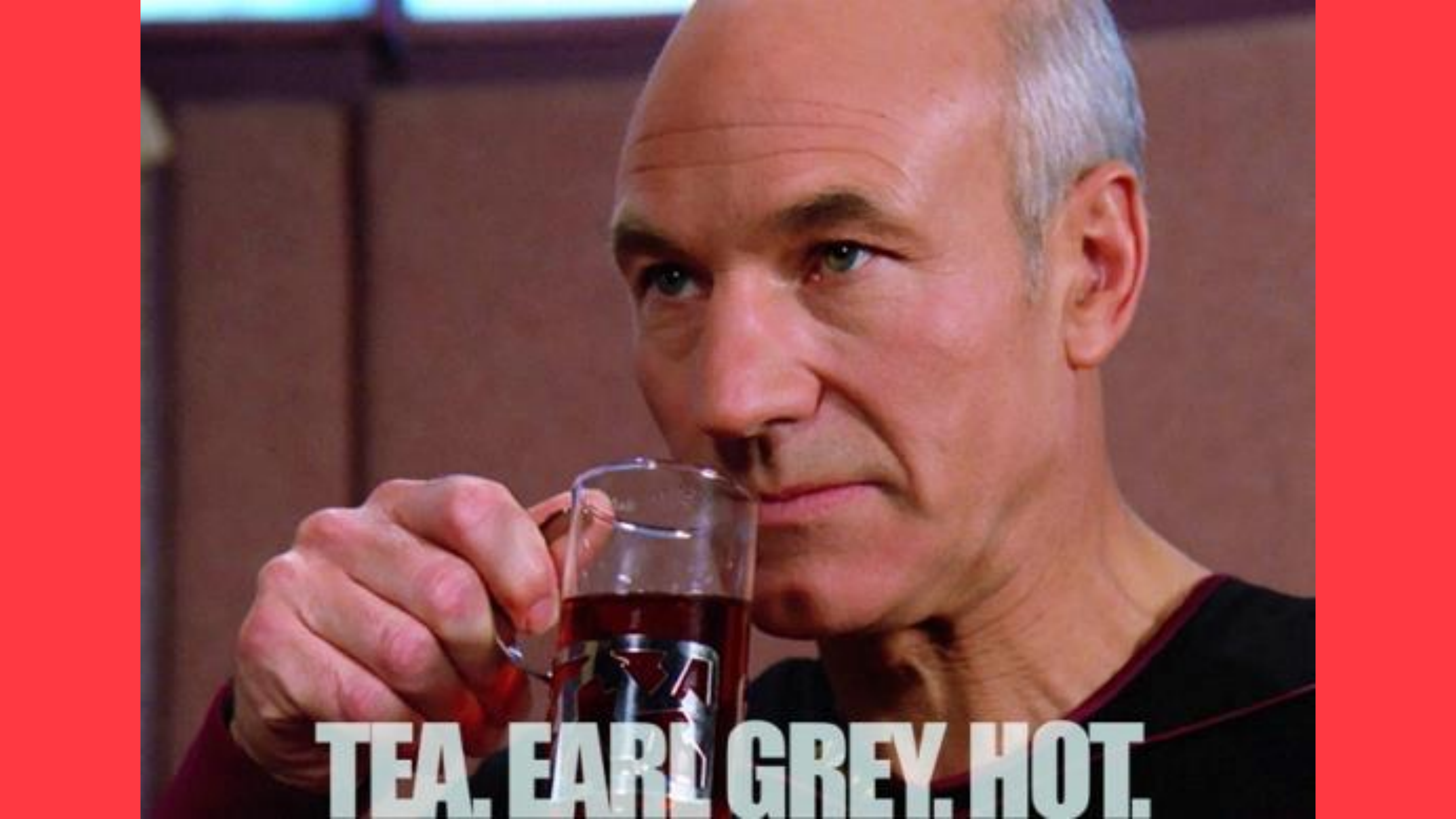


# 10 EMERGENT PATTERNS

- **Mobile is now *the* dominant consumer technology, eclipsing PCs.**
- **Voice is becoming an increasingly important UI.**
- **Wearables bring tech into ever-closer physical - and psychological - proximity to us.**
- **IoT is getting closer, driven by the intersection of mobile, wearables, APIs and voice UI.**
- **Bricks and mortar retail will come under increasing pressure from online retailers & platforms (but fulfilment remains an unsolved problem).**



- **Messaging marks a generational shift in communication preferences - asynchronous preferred**
- **AR & VR will soon be commonplace in entertainment - other use cases will follow.**
- **Visual communications and replacing textual ones for millennials: Snapchat defines that**
- **Media is increasingly in the hands of tech companies - TV ads will be disrupted (e.g. Netflix, Prime - but not in 2017)**
- **TV ad money has to go somewhere - Facebook and Snapchat look like two of the best bets there**



**TEA. EARL GREY. HOT.**

# **5 IMPLICATIONS FOR TOURISM**

# MOBILE

- Internet marketing in tourism now *must* be mobile-centric
- Ignore Google mobile index at your peril
- Local SEO is increasing in importance
- Booking & payments must be designed for mobile
- Mobile as a sales channel is becoming key for everyone

# WEARABLES

- There will be new opportunities as wearables and voice UI become more common
- “Physical-digital interactions” will increase and will become more seamless e.g. check in with an Apple Watch

# AUGMENTED REALITY

- **AR will enable a whole new set of richer, previously unavailable interactive experiences**
- **Pokemon Go has opened the door to location-based AR games**
- **Previously unexciting places can be reimagined**

# CONNECTIVITY

- **The more mobile and wearables become conduits to cloud services and IoT, the more the demand for free, flawless internet connectivity will grow.**

# CHANNELS

- **More than ever, businesses need to adapt to their customers' behaviours and habitats**
- **Message apps and visual communications are becoming increasingly critical for communicating**
- **Millennials less tolerant of “old” channels**



## **MOORE'S LAW:**

**overall processing power for computers  
will double every two years**

- **Gordon Moore, INTEL, 1965**

**Could it apply to human tech consumption too?**

**THANKS!**

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