Emerging Tech Trends

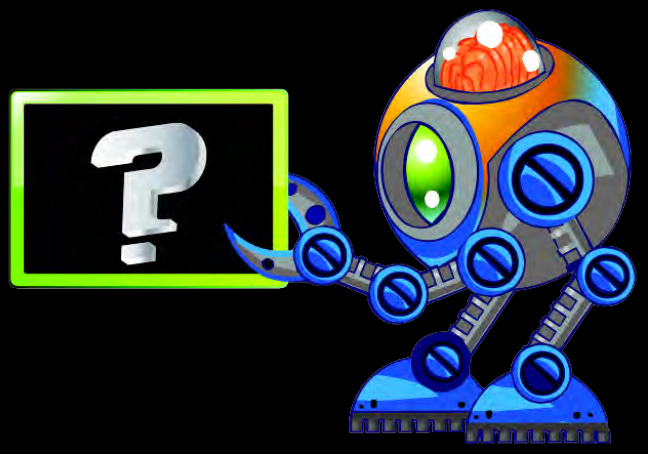
Wednesday, December 9, 2015

An Infopeople webinar

with

Laura Solomon

@laurasolomon



Agenda

1. Don’t get googly-eyed
2. Mobile matters (maybe) most
3. The hot mess of IoT
4. Social media grows up
5. Changing models
6. The big take-aways

Don’t get
googly-eyed

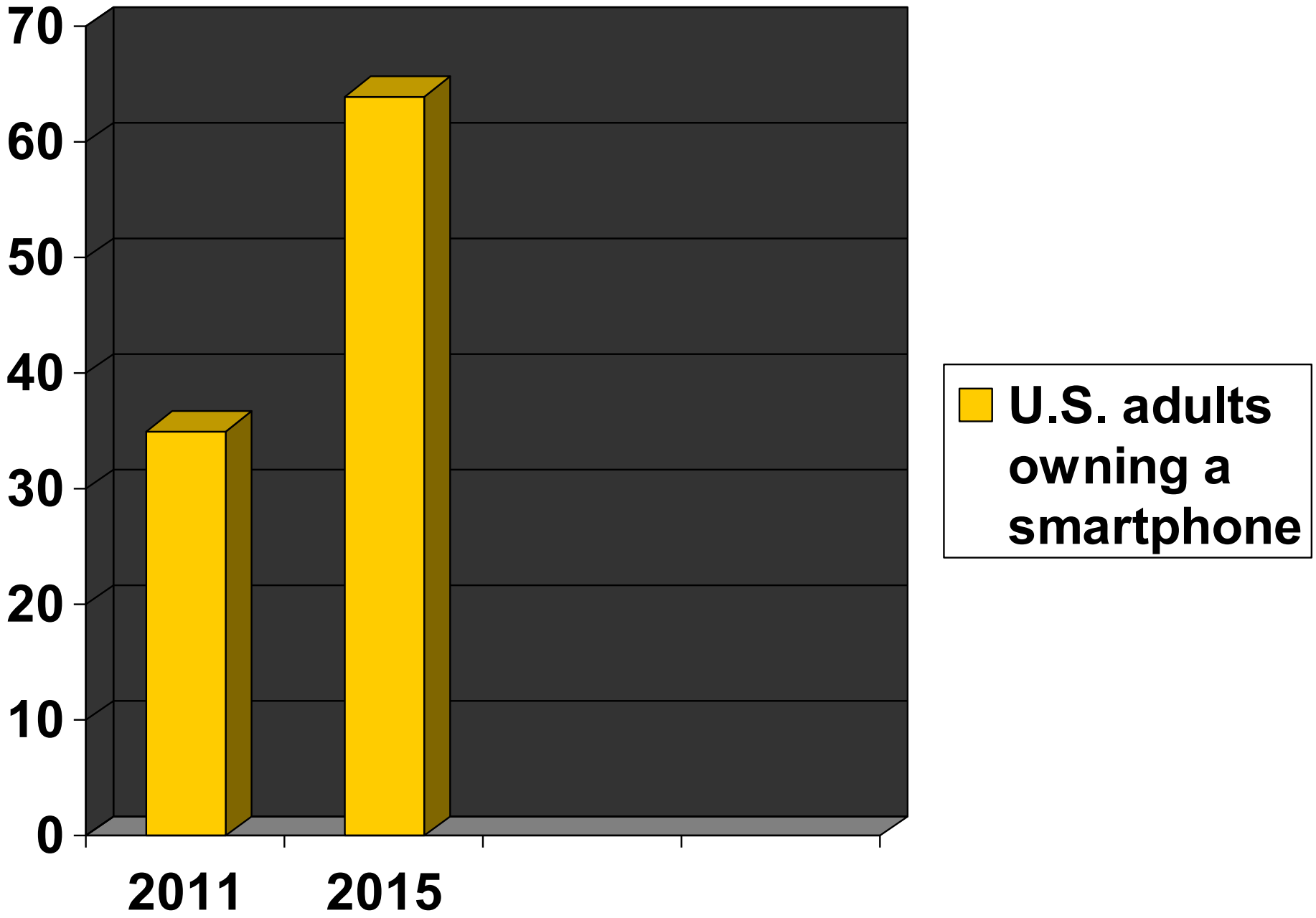
WARNING:
This portion is not necessarily PC.

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

http://www.gartner.com/newsroom/id/3114217

digital humanism

Mobile matters (maybe) most


70
60
50
40
30
20
10
0
2011
2015
U.S. adults owning a smartphone

STAINLESS STEEL
JAPAN

The responsive web

NOT

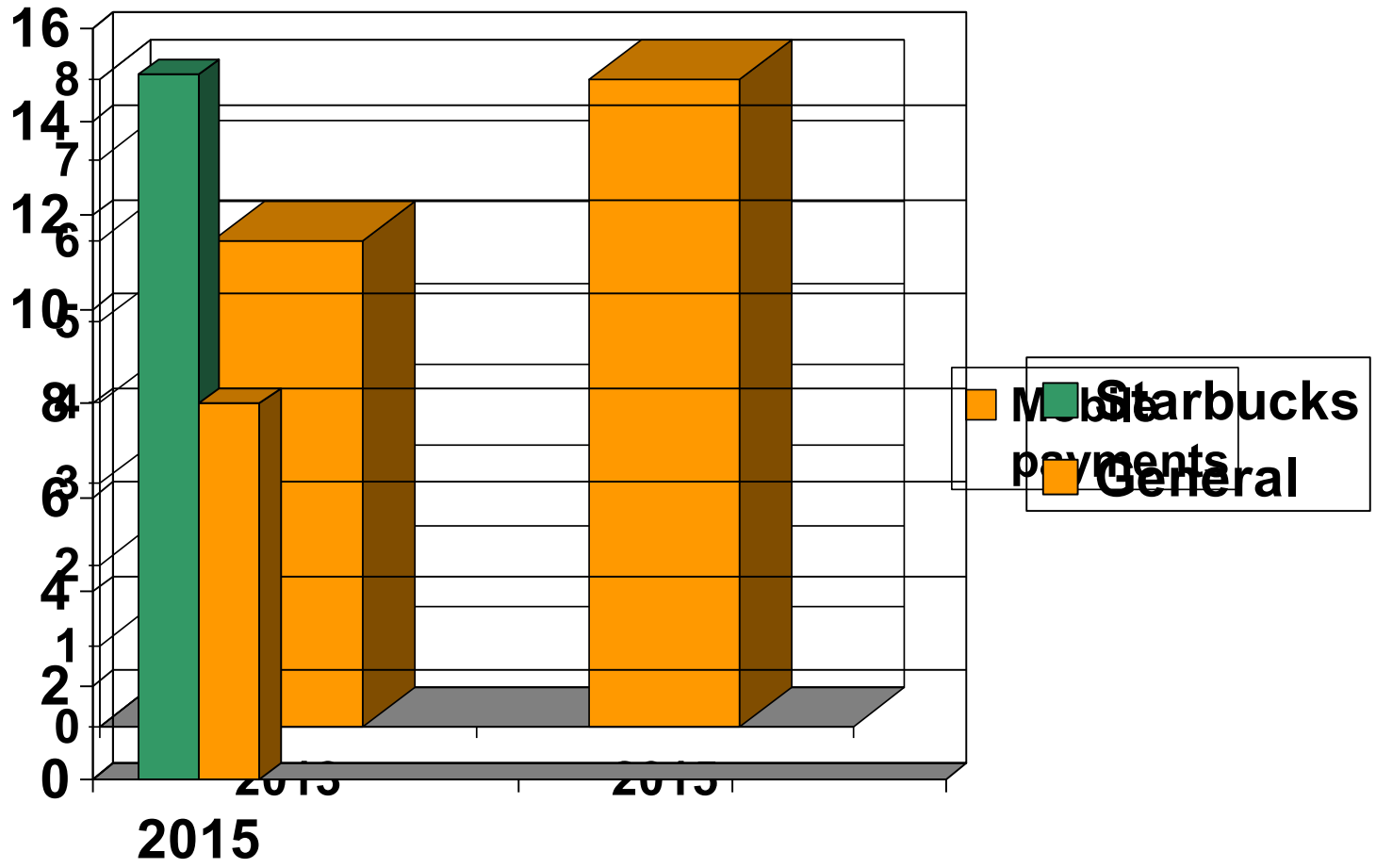
emerging

#sorrynotsorry

Google wallet

pay

Pay


16
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2015
Mobile payments
Starbucks General

Books
Mosler
Dropository

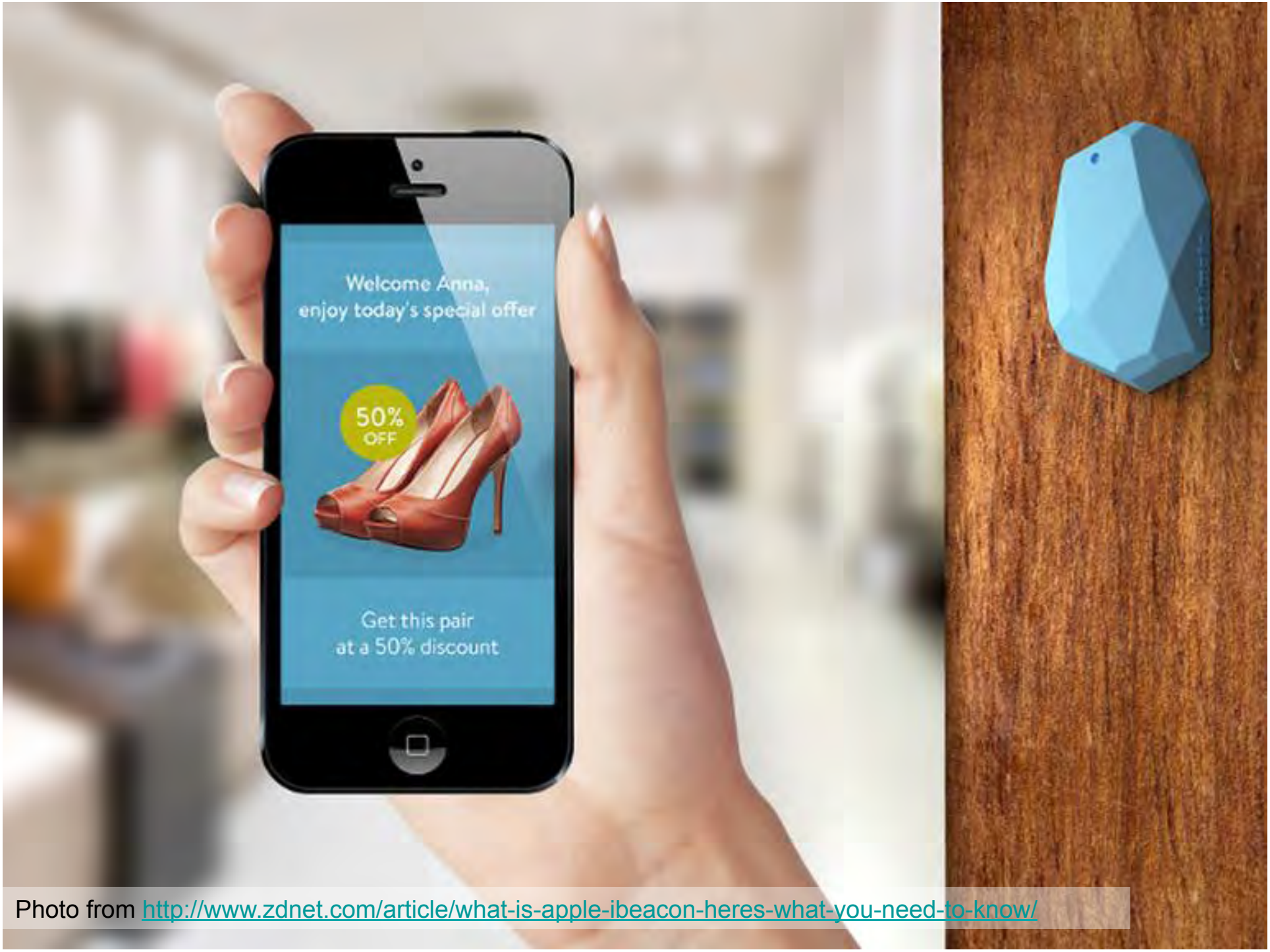


Photo from http://www.zdnet.com/article/what-is-apple-ibeacon-heres-what-you-need-to-know/

iBeacon Library App Integration

Connect with your patrons like never before! Beacon Integration allows libraries with CapiraMobile Apps to interact with their patrons using indoor micro location services over Bluetooth. iBeacons are currently used in many retail locations to interact with customers, but are now being brought to libraries. iBeacons are small battery powered devices that broadcast wireless messages, with adjustable ranges as small as 1 foot and as large as 250 feet. Libraries can control the placement, range, and desired functionality of each iBeacon. iBeacons can be used in conjunction with the library app so that patrons can be reminded about account notices the moment they enter the library, be notified about upcoming events when entering a specific branch or section, and also allows the library to identify and analyze traffic throughout the areas where beacons are placed.

What about
wearables?

Choose the Apple Watch that's right for you.

WATCH SPORT

Anodized aluminum cases in four finishes. Strengthened Ion-X glass. Colorful, durable bands.

View models and pricing ›

WATCH

Stainless steel or space black stainless steel cases. Sapphire crystal. A range of stylish bands.

View models and pricing ›

WATCH EDITION

18-karat gold cases in yellow or rose. Sapphire crystal. Exquisitely crafted bands and closures.

View models and pricing ›

Products

SURGE

FITNESS SUPER WATCH

Tracks GPS, continuous heart rate, all-day activity stats and sleep. Includes smart notifications and music control. **Please note**: sizing varies across trackers.

CHARGE HR

HEART RATE + ACTIVITY WRISTBAND

Tracks continuous heart rate, all-day activity stats and sleep. Includes Caller ID. **Please note**: sizing varies across trackers.

CHARGE

ACTIVITY + SLEEP WRISTBAND

Tracks steps, distance, calories burned, floors climbed, active minutes and sleep. Includes Caller ID. **Please note**: sizing varies across trackers.

…the current smartwatch landscape is one of broken promises.

Micah Singleton, *The Verge*

11:55
Saturday
07.18.15
11:55
AM
CAL
78.8°F

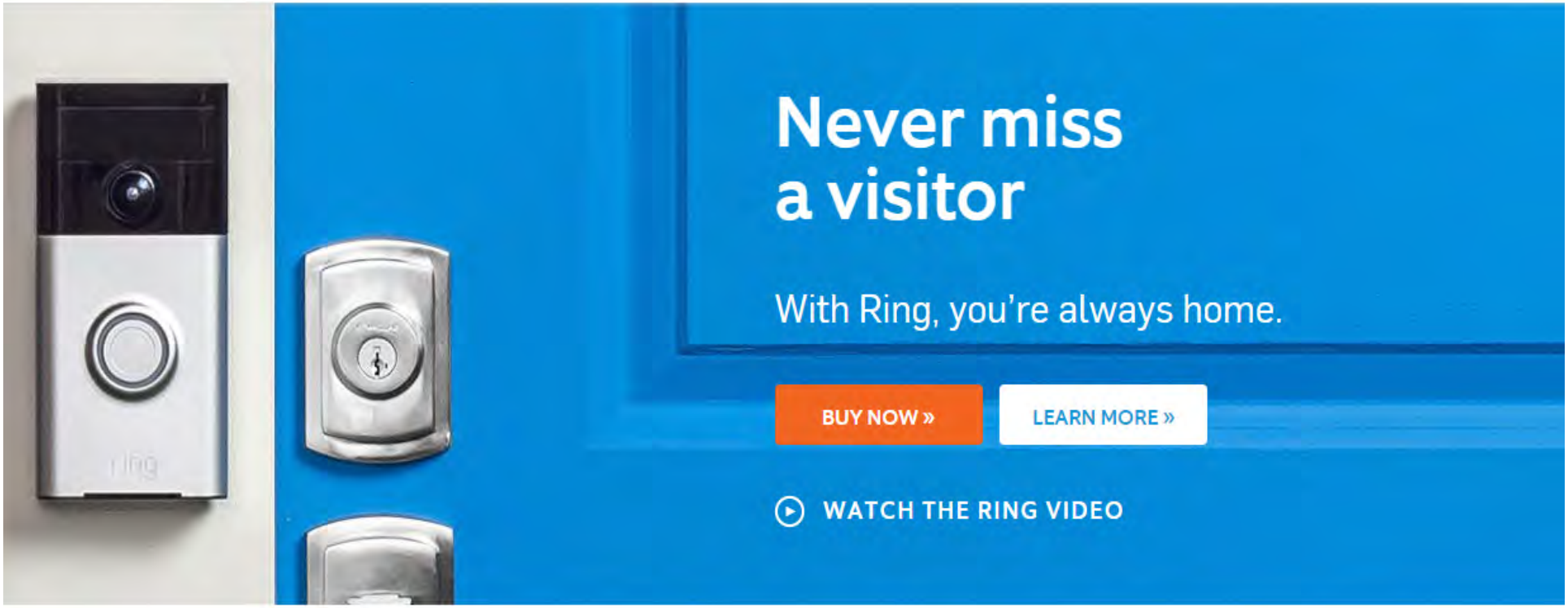
The hot mess of the Internet of Things (IoT)

By 2020, our planet will be home to 30 billion things with embedded intelligence combined with nearly 8 billion smart devices. That means by 2020, there will be a ratio of approximately six intelligent devices/things for every human on the planet.

http://www.gartner.com/smarterwithgartner/embracing-digital-humanism/

There is no one sector where the Internet of Things is making the biggest impact; it will disrupt every industry imaginable, including agriculture, energy, security, disaster management, and healthcare, just to name a few.

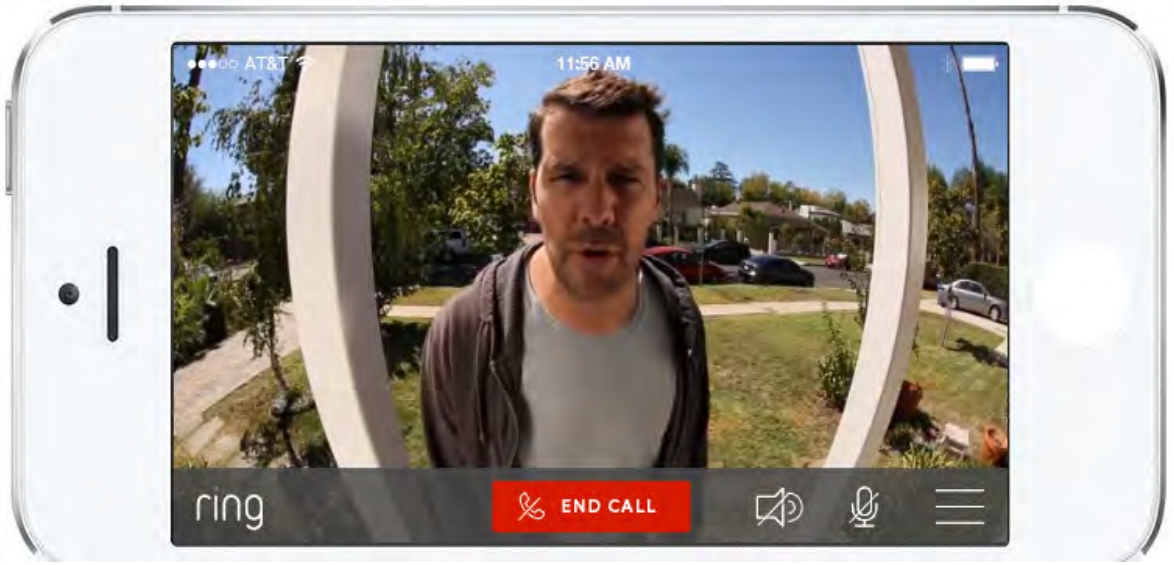
Daniel Burrus, *WIRED*



See who's there, from anywhere.

With wide angled HD video, smart motion detection, and cloud recording, it's like you're home even when you're not.

$199 IN STOCK



iCPooch -- Internet Pet Treat Delivery & Video Chat

iCPooch is an internet enabled device that lets you video chat and deliver your dog a treat from anywhere in the world!

Created by

Bondgy, Inc.

292 backers pledged $29,706 to help bring this project to life.

Perfect Bake App-Controlled Smart Baking

ENLARGE +

was ~~$69.99~~ **now $49.99**

Shipping & Returns

ADD PROTECTION PLUS ?

None | Replacement Plan 2-Years **$4.99** | Replacement Plan 3-Years **$8.99**

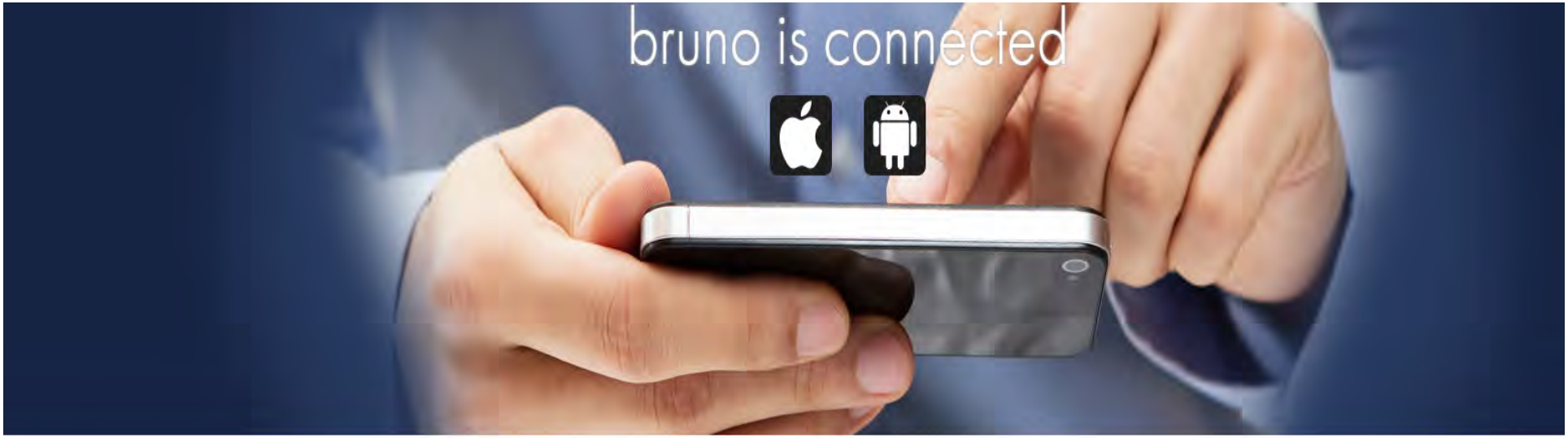
\- 1 + add to cart add to wishlist

Availability: In Stock

Product Number: **901201**

- Get perfect baking results every time
- Digital scale measures ingredients in real time
- Free app shows you how much to add
- Includes hundreds of baker-tested recipes

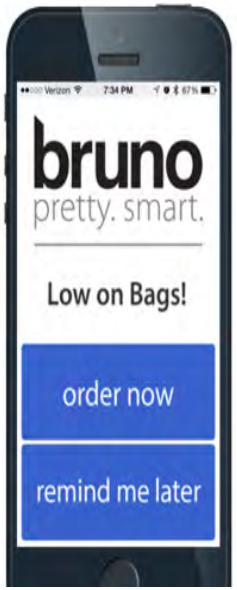
read more...



smart features

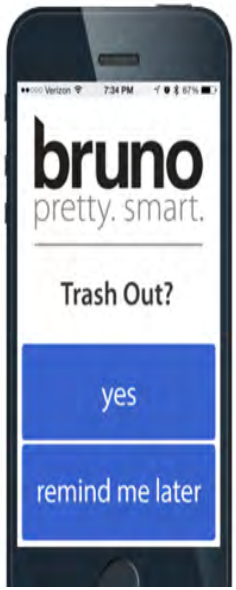
Use bruno's companion app for your iPhone™ or Android™ smart phone to keep track of how many bags you have and when it's time to empty the can.

EASY ONE BUTTON REORDERS



Most people don't realize they are out of trash bags until they are out. bruno's WiFi enabled smartphone app will alert you when supply is low – and one button reordering delivers bruno bags to your door step for the same price as the grocery store!

TIME TO TAKE OUT THE TRASH



Who doesn't forget to take the trash out on trash day? Not anymore! Bruno will remind you, your husband, child or whomever to take the trash out ON TRASH DAY so you won't have to.

Pretty smart!

Welcome to the
device mesh

Making things smart doesn't make them honest.

Thomas Ricker , *The Verge*

Social media grows up

Meerkat

burberry · 1 month ago

+ Follow

@MarioTestino shooting the Burberry #SnapchatCampaign live now. Watch the entire campaign at 5pm London time

33.5k likes 79 comments

Instagram

More kids can name online celebrities than they can traditional movie and music stars.

Brian Solis, October 2015

Facebook videos reach 8 billion views per day

Twice the amount users watched back in April

By Nick Statt on November 4, 2015 05:49 pm Email @nickstatt

Cast everything you love from your phone to your TV.
For $35.

Game of Thrones ® on HBO NOW ℠
HBO NOW ℠ subscription required.

69% of online consumers agree that the quality, timing, or relevance of a company's message influences their perception of a brand.

Google/Ipsos, “Consumers in the Micro-Moment,” March 2015

Changing models

Sharing
is the new
buying

airbnb

Become a Host | Help | Sign Up | Log In

WELCOME HOME

Rent unique places to stay from local hosts in 190+ countries.

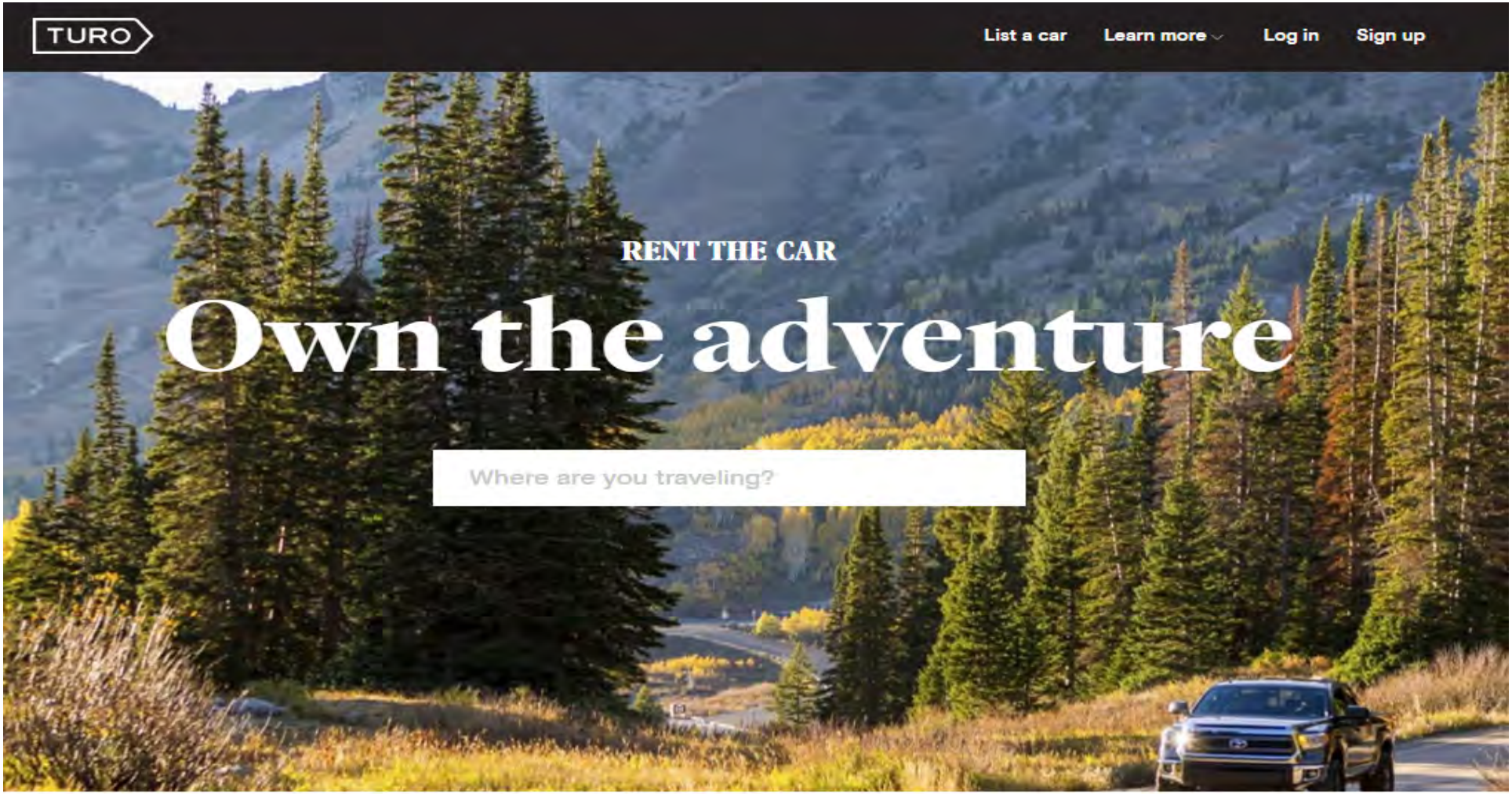
How It Works

Where do you want to go? | Check In → Check Out | 1 Guest | Search

Hosting opens up a world of opportunity

Earn money sharing your extra space with travelers.

See What You Can Earn



RelayRides is now Turo

It's taken six years, hundreds of thousands of trips, and millions of miles to arrive here at Turo. Our marketplace has blossomed into something truly extraordinary — a vibrant community of car owners and travelers who inspire and fuel us every day.

TATE OF THE UNIONS
lanoush Zomorodi and
osh Robin Find Balance
ı Technology and...

FIELD NOTES
Offline, D.I.Y. Weddings Aren't So Picture Perfect

VOWS
From Neighborhood Drinks to Wedding Toasts

VOWS
Violet Woodward Pu and Deepak Jain: After Speed Dating, a Slow Run to...

VOWS
Bridget O'Neill and Justin Simons: A Couple Fostering Love (and...

PAID POST: AETNA
"Dreams and Reality:" Why Sleep Matters

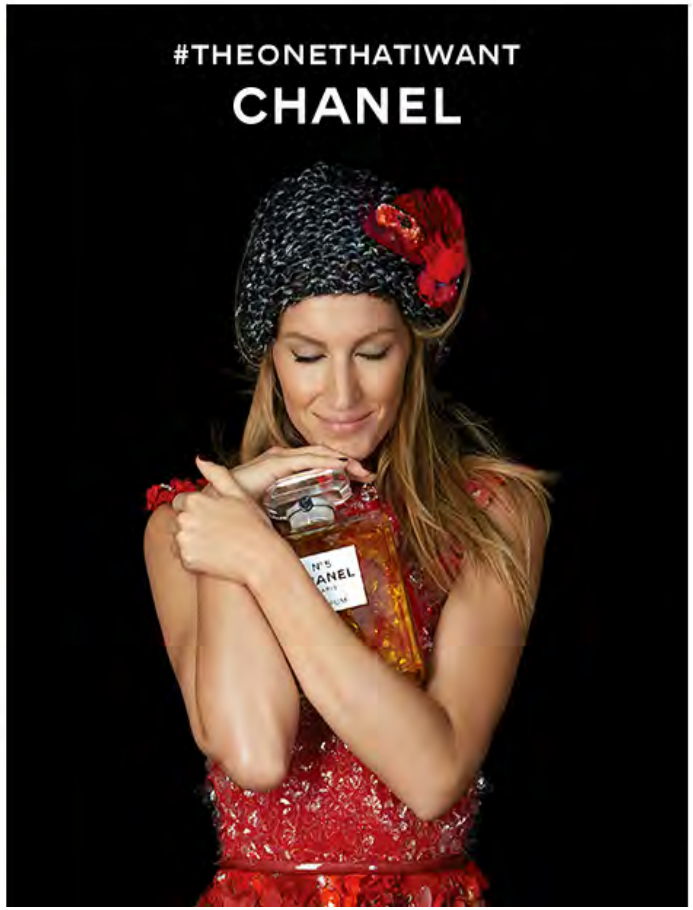
WEDDINGS

The Dress Is Temporary, the Memories Forever

More Websites and Stores Rent Out Wedding Gowns

JAN. 9, 2015

Ashley Holm in the gown she rented from a store in Los Angeles. Ciprian Photography



Field Notes

By REBECCA R. RUIZ

Email

Stephanie Grimes Cornman coveted the designer wedding dress she had ogled in fashion spreads. But the price kept it out of reach — that is, until she embraced the idea that a dress, unlike a spouse, is not to have and to hold forever.

Ms. Cornman rented her gown, making it the "something borrowed" she wore down the aisle for her December

Bricks and mortar actually expanding

T SHIRTS

Search is
changing

No thanks, Google

Google

Comment ecosystem

Innovation
is
democratized

Support us on

KICKSTARTER

INDIEGOGO

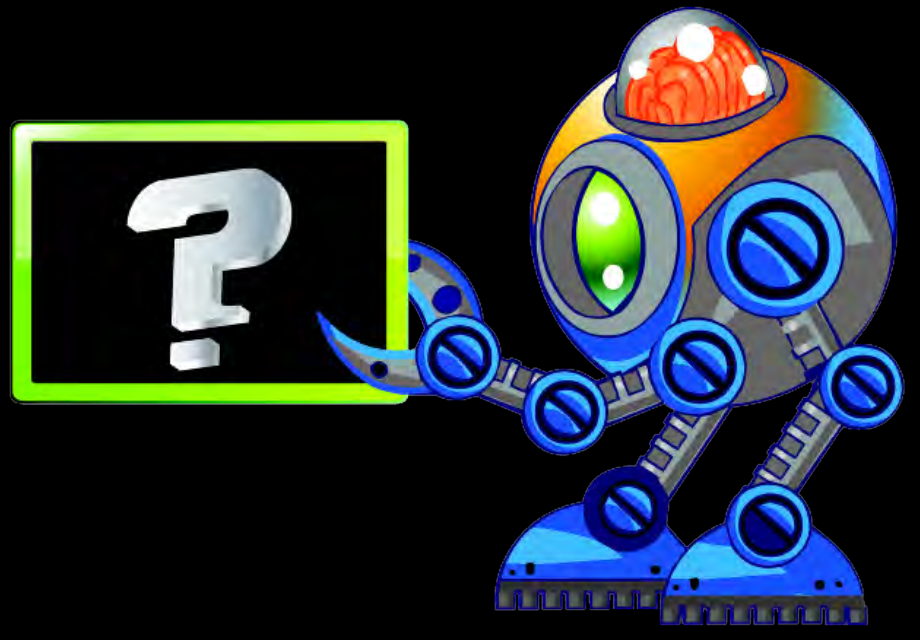
patreon

The big takeaways

- Don’t get stuck
- Is *everything* ready for mobile?
- Video is your next step
- Focus on micromoments

Thanks for listening!

Laura Solomon
@laurasolomon
laura@designforthelittleguy.com
Meanlaura.com



Emerging Tech Trends

The Series Continues

Part 2: Tuesday, February 2, 2016
David Lee King

Part 3: Tuesday, March 2, 2016
David Lee King

Part 4: Wednesday, June 15, 2016
Laura Solomon

Infopeople helping libraries think differently

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