Emerging Tech Trends

Wednesday, December 9, 2015

An Infopeople webinar with Laura Solomon
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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
digital humanism
Mobile matters (maybe) most
U.S. adults owning a smartphone
The responsive web

NOT

emerging

#sorrrynotsorry
Welcome Anna, enjoy today's special offer

50% OFF

Get this pair at a 50% discount

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

**Apple Watch Sport**
Anodized aluminum cases in four finishes. Strengthened Ion-X glass. Colorful, durable bands.
[View models and pricing >](#)

**Apple Watch**
Stainless steel or space black stainless steel cases. Sapphire crystal. A range of stylish bands.
[View models and pricing >](#)

**Apple 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*
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.

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
Never miss a visitor

With Ring, you’re always home.

BUY NOW ➤ LEARN MORE ➤

WATCH THE RING VIDEO

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

was $69.99 now $49.99

Shipping & Returns

ADD PROTECTION PLUS

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

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™ smartphone 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 Wi-Fi 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
@MarioTestino shooting the Burberry #SnapchatCampaign live now. Watch the entire campaign at 5pm London time
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  @rickstatt
69% of online consumers agree that the quality, timing, or relevance of a company's message influences their perception of a brand.

Changing models
Sharing is the new buying
WELCOME HOME
Rent unique places to stay from local hosts in 190+ countries.

How It Works

Hosting opens up a world of opportunity
Earn money sharing your extra space with travelers.

See What You Can Earn
RENT THE CAR

Own the adventure

Where are you traveling?

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.
The Dress Is Temporary, the Memories Forever

More Websites and Stores Rent Out Wedding Gowns

JAN. 9, 2015

Stephanie Grimes Cormman 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. Cormman rented her gown, making it the "something borrowed" she wore down the aisle for her December
Bricks and mortar actually expanding
Search is changing
No thanks, Google
Comment ecosystem
Innovation is democratized
The big takeaways
• Don’t get stuck
• Is *everything* ready for mobile?
• *Video* is your next step
• Focus on *micromoments*
Thanks for listening!

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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
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