



Welcome to today's Infopeople Webinar!

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Emerging **Tech** Trends

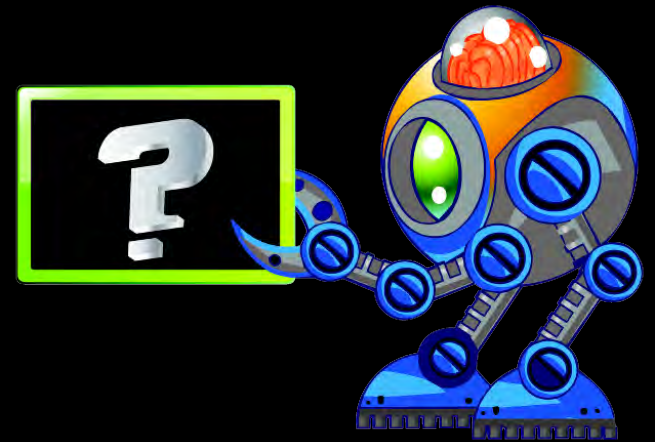
Part 6

February 21, 2017

An Infopeople webinar
with

Laura Solomon

@laurasolomon



Agenda

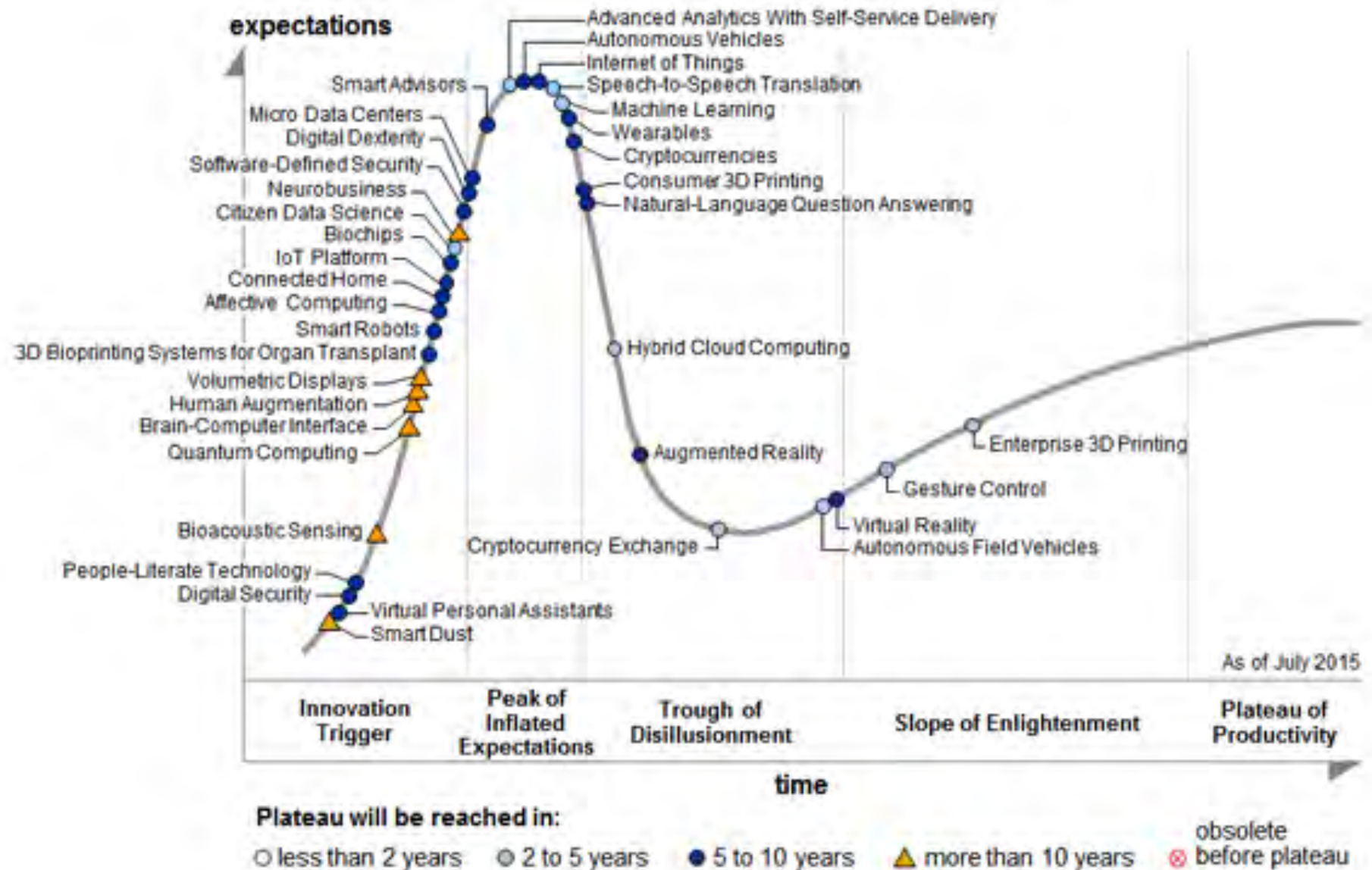
1. The Googly-Eyed Reminder
2. Wearables evolve, too
3. Content gets interactive
4. Everyday AI
5. Realistic take-aways

1

The Googly-Eyed Reminder



Image from http://www.huffingtonpost.com/impatient-optimists/cookie-monster-the-ultima_b_3103777.html



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



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

2

Wearables

evolve, too

What is a **wearable**?

Wearable technology
Wearable devices



Image from <http://www.wearabledevices.com/what-is-a-wearable-device/> /



Image from

<https://www.boutiqueacademia.com/collections/math/products/abacus-necklace>



Image via <http://twitter.com/danlev>



Image from <https://ideaing.com/ideas/best-fitness-wearables>



These can be **wearables**

More common:

- Watches
- Glasses
- Contact lenses
- Contact lenses
- E-textiles
- Smart fabrics
- Headbands
- Beanies & caps
- Jewelry

Less common:

- Microchips
- Smart tattoos

Image from
<http://www.theverge.com/2017/1/3/14161738/polar-smart-shirt-fitness-tracker-teams-ces-2017>



Smart clothing



Image from <https://healthinformatics.wikispaces.com/Smart+Clothes>

<https://atap.google.com/jacquard/>



JACQUARD
by Google

Image from: <http://www.theverge.com/2017/1/9/14215686/digitsole-smart-high-heels-customizable-shoe-ces-2017>



Image from
<http://www.theverge.com/circuitbreaker/2016/8/13/12460542/mit-microsoft-research-gold-leaf-smart-temporary-tattoo>



One
in
three

<http://www.zdnet.com/article/forrester-nearly-1-in-3-americans-will-use-a-wearable-device-by-2021/#ftag=RSSbaffb68>

Image from <http://readwrite.com/2016/05/02/wearables-next-market-classroom-vl4>



Implants aren't **new**

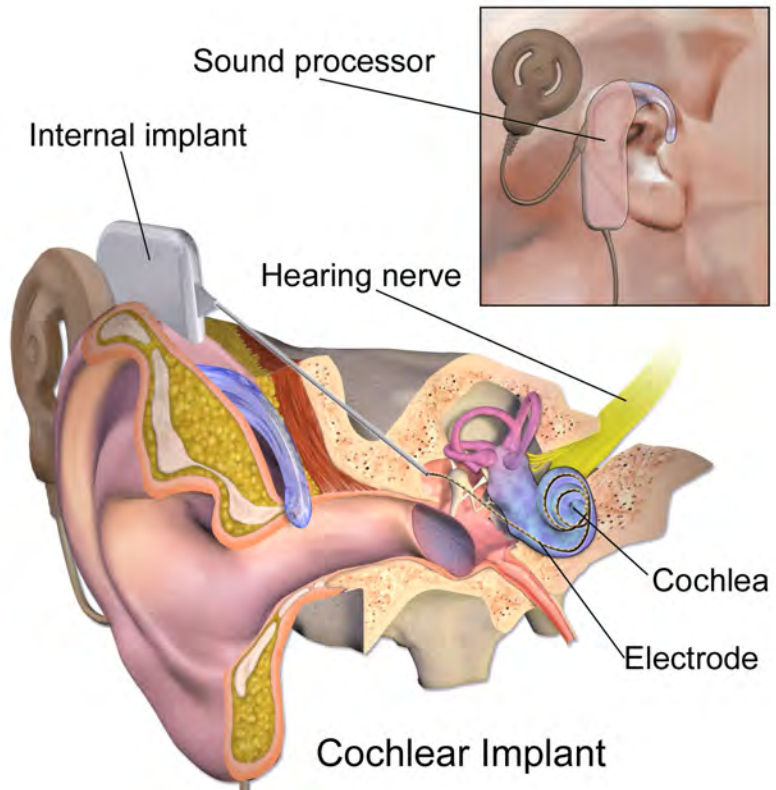
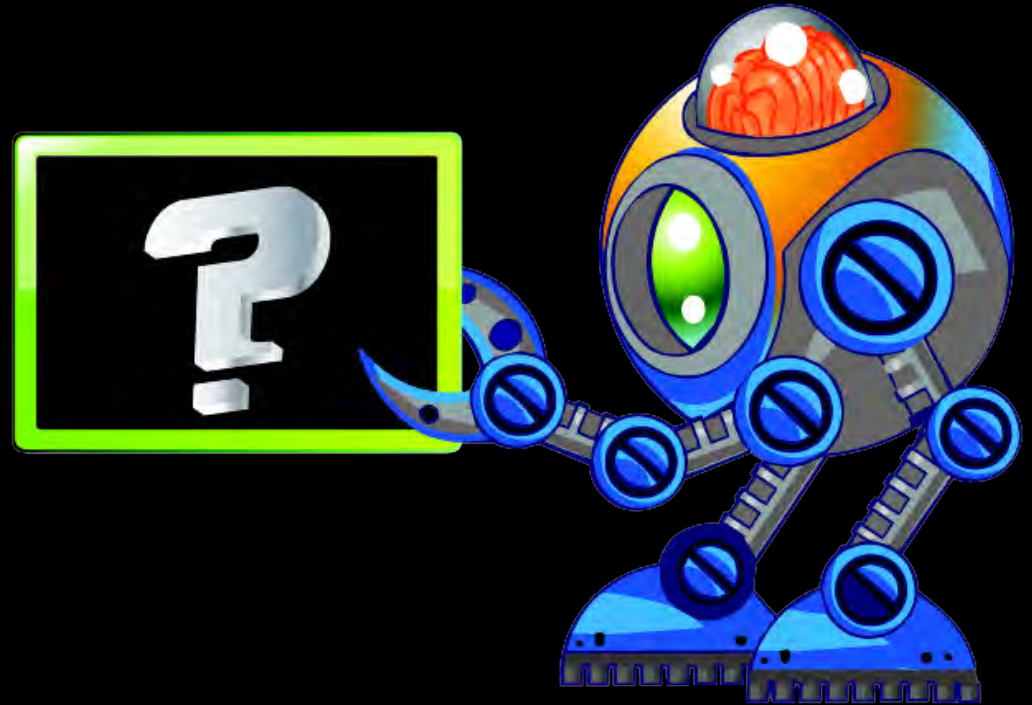


Image from <http://www.cbsnews.com/news/meet-the-humans-with-microchips-implanted-in-them/>



What does the wearable
revolution mean to me?



3

Content
gets interactive

Snapshot + Facebook = 10 billion video
views

DAILY

<http://www.technewstoday.com/29494-snapshot-leads-facebook-with-10-billion-daily-video-views/>

Video engagement

135%

higher than photos

<https://www.singlegrain.com/video-marketing/just-stats-science-video-engagement/>

Video content is **king**

- Shared 1200% more than text & links COMBINED
- 60% will watch a video before reading ANY text
- 92% of mobile viewers SHARE video

<https://www.singlegrain.com/video-marketing/just-stats-science-video-engagement/>

<https://www.spectacles.com/>



Image from <https://medium.com/twelveam/spectacles-fae0fc2ee743#.tg5cr2ua6>



Image from <https://www.spectacles.com/>





Image from

<https://live.fb.com/about>



<http://www.experian.com/blogs/news/about/creditchat/>



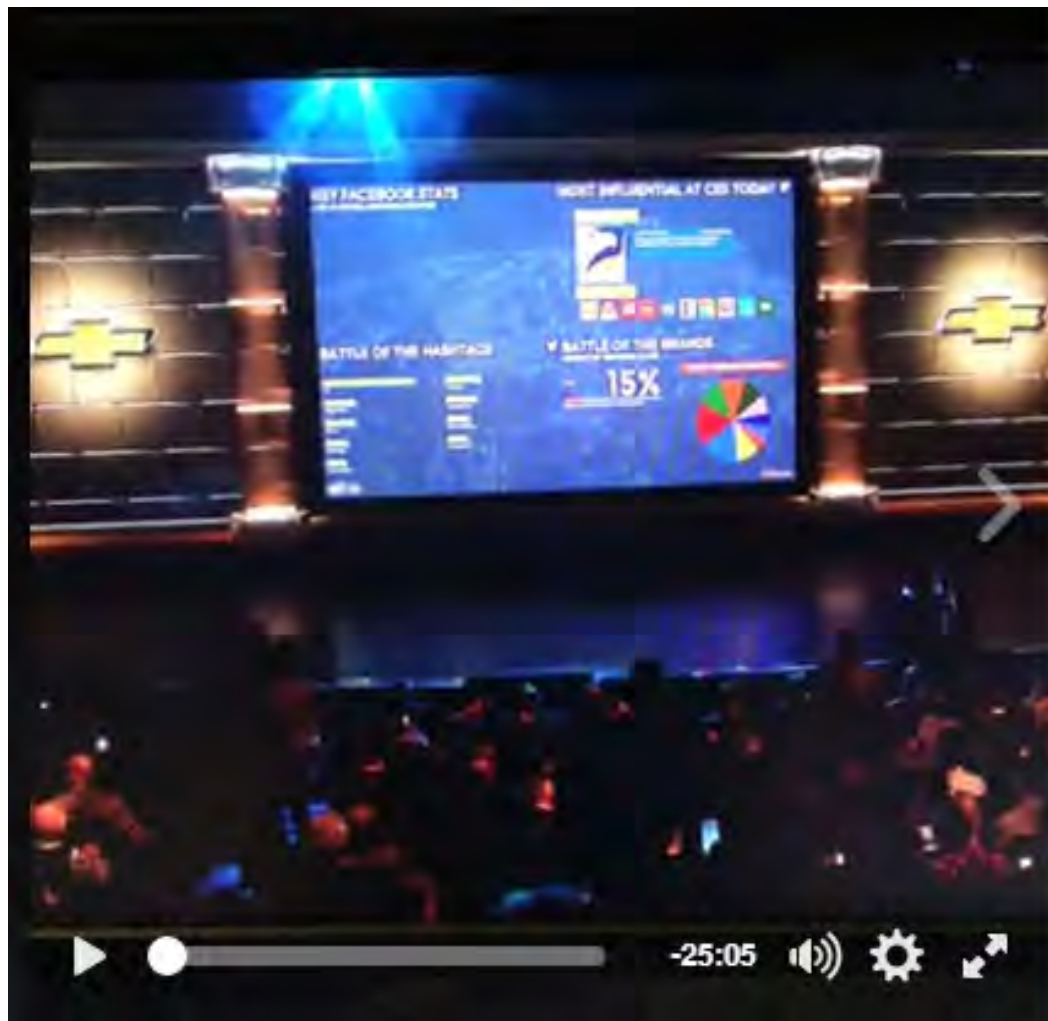
Divorce and Credit

Financial Mistakes to Avoid

Join our weekly #CreditChat on [Periscope](#), [YouTube Live](#), [Twitter](#), and [Snapchat](#) every Wednesday at 3 p.m. ET. This week, we'll discuss common financial mistakes couples can make when getting a divorce.

Topic: **Divorce and Credit: Financial Mistakes to Avoid**

<https://www.facebook.com/chevrolet/videos/10153831975917296/?theater>



Chevrolet was live.
about a year ago · 🌐

We're coming to you live from CES 2016! Join us right now and connect with the latest news on the all-electric 2017 Bolt EV in real time.

57,582 Views

Liking and commenting as Laura Solomon

👍 Like 💬 Comment ➦ Share

👍❤️ 1.7K

Top Comments ▾

469 shares



Chevrolet 🟩 0:00 Vanessa, thanks for tuning in! We're pumped to bring you a front row seat to CES.

Like · Reply · 🟩 25 · January 6, 2016 at 4:08pm



Write a comment...



Sneak **peeks**



Live events

- Presentations
- Conferences
- Performances
- Concerts
- Tours
- Demos

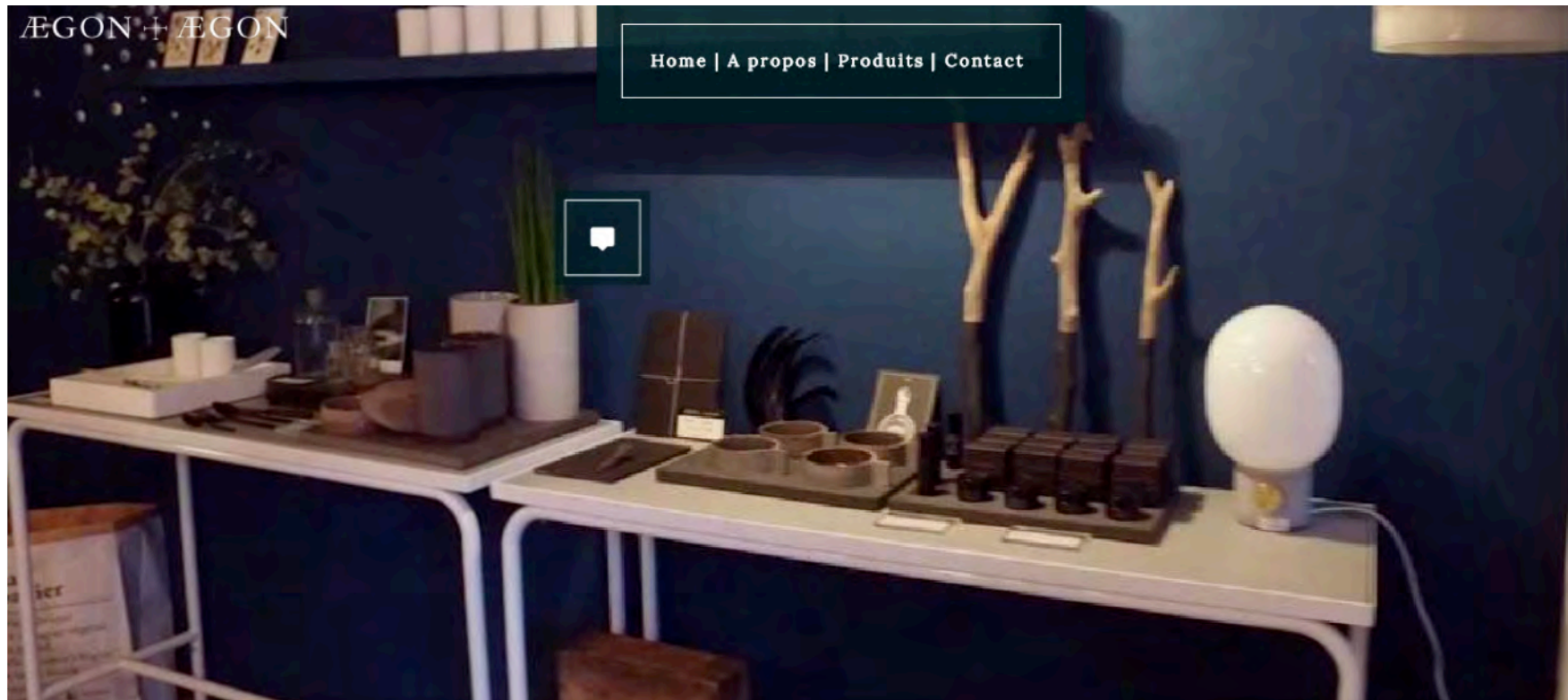
“Social video will be viewed as the required gateway drug for all brands that want to move into AR/VR in the next three years.”

Brian Fanzo

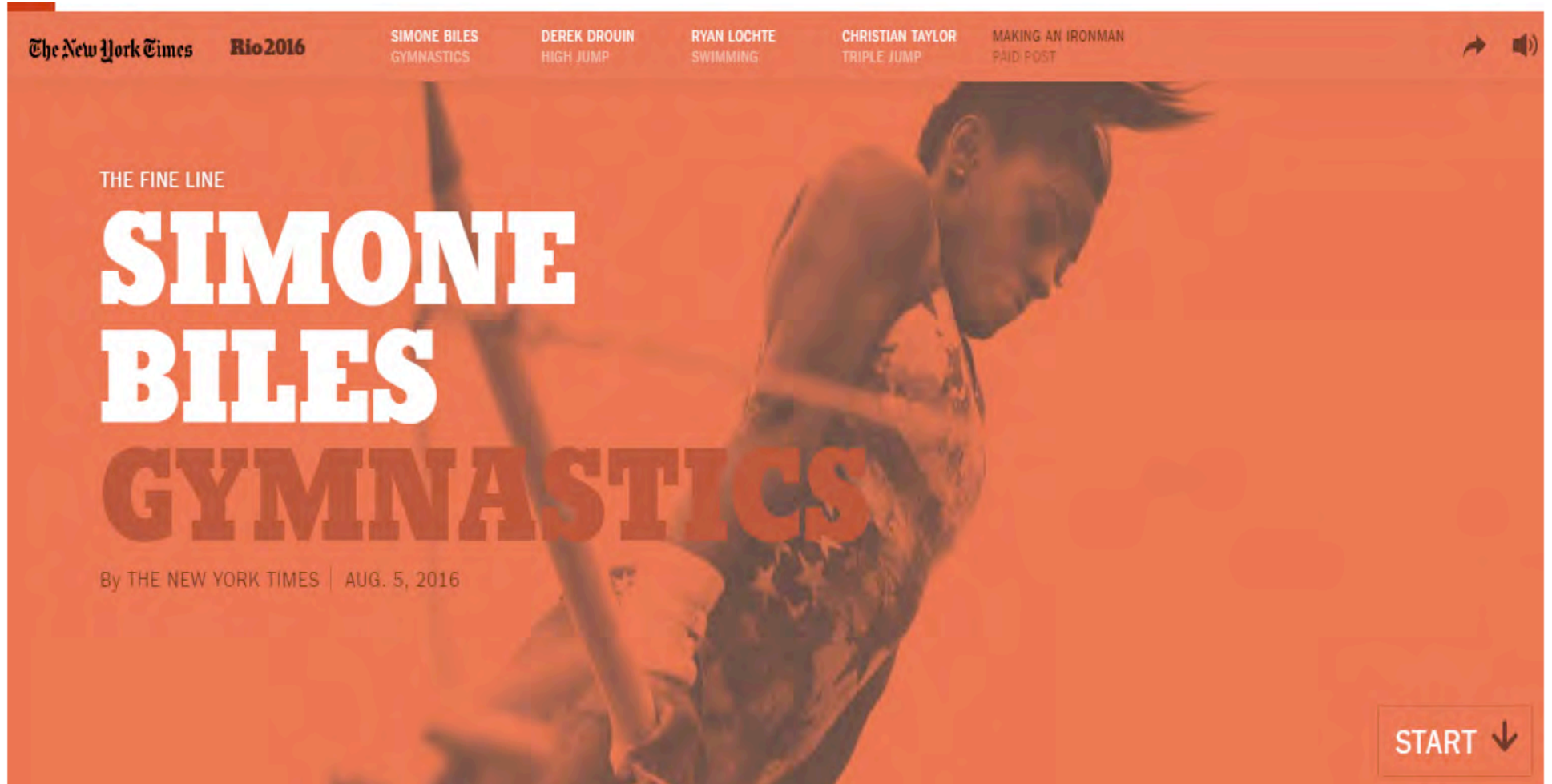


Image from <http://www.theverge.com/2016/3/9/11188728/facebook-oculus-gear-vr-video-like-share>

<https://app.teleport.ninja/t/MD6NfajQPxeZXs2hC>



Go look at this!





NYT NOW | Introducing The Daily 360 From The New York Times

Introducing The Daily 360 From The New York Times

By THE NEW YORK TIMES NOV. 1, 2016



**THE ALL-NEW
ALL-INNOVATIVE
BMW 5 SERIES**

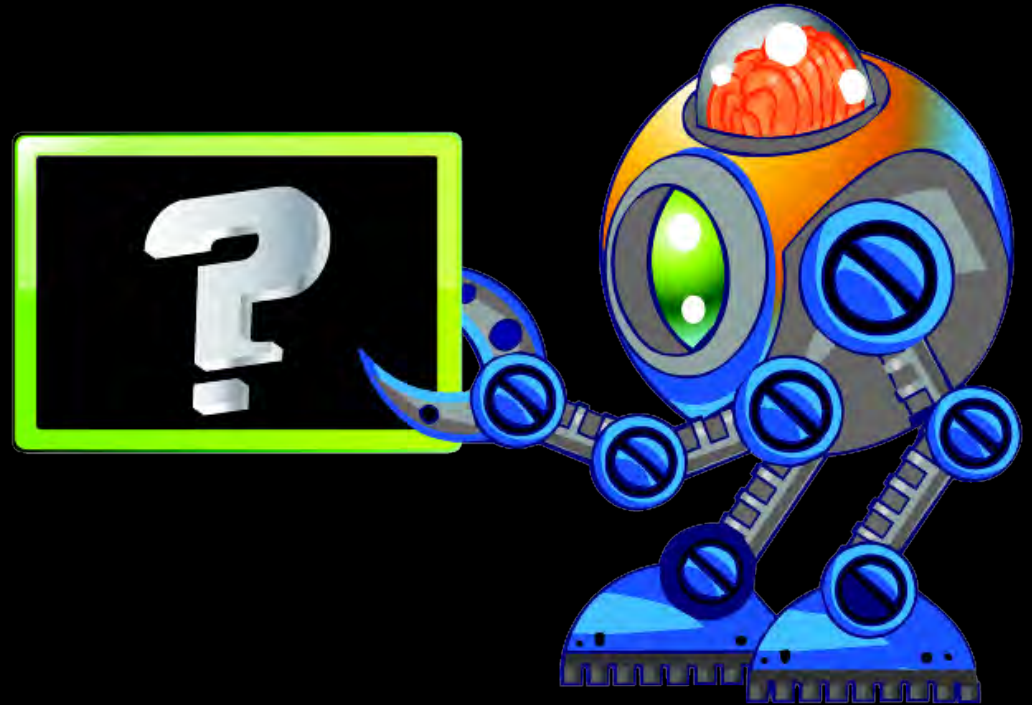
[Learn more](#)

European model shown

<http://view.ceros.com/propoint/the-origins-of-podcasting-a-1/p/1>



What does interactive content
mean to me?



4

Everyday AI

Image from
<https://www.cnet.com/how-to/things-alexa-can-do-that-google-home-cant/>



Where's **Siri**?



"Hey Siri, what's the best
sushi place in town?"



Image from
<https://www.kickstarter.com/projects/1598272670/dashbot-a-49-robot-for-your-dashboard>



<http://www.getvi.com/>

Vi with beautiful sound by
harman/kardon

\$1.7M FUNDED ON
KICKSTARTER

PRE-ORDER NOW!

MEET VI, THE FIRST AI PERSONAL TRAINER

\$279



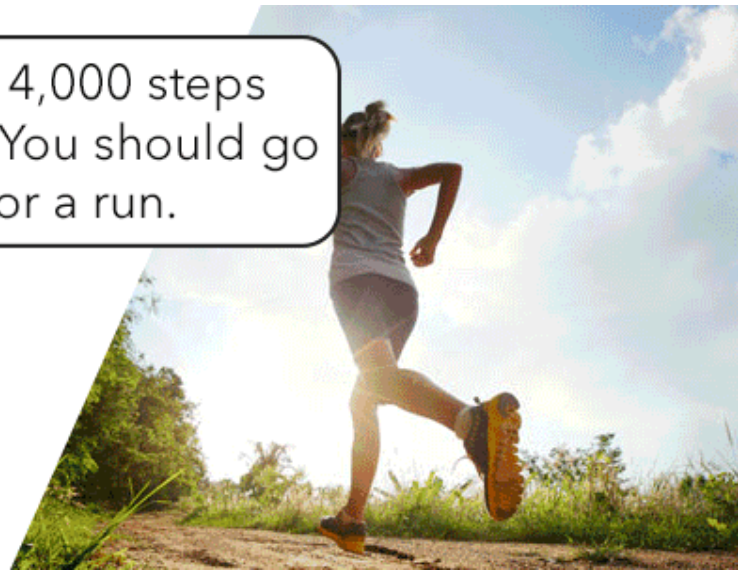
<https://www.indiegogo.com/projects/bonjour-i-smart-alarm-clock-with-a-i-sleep--2#/>



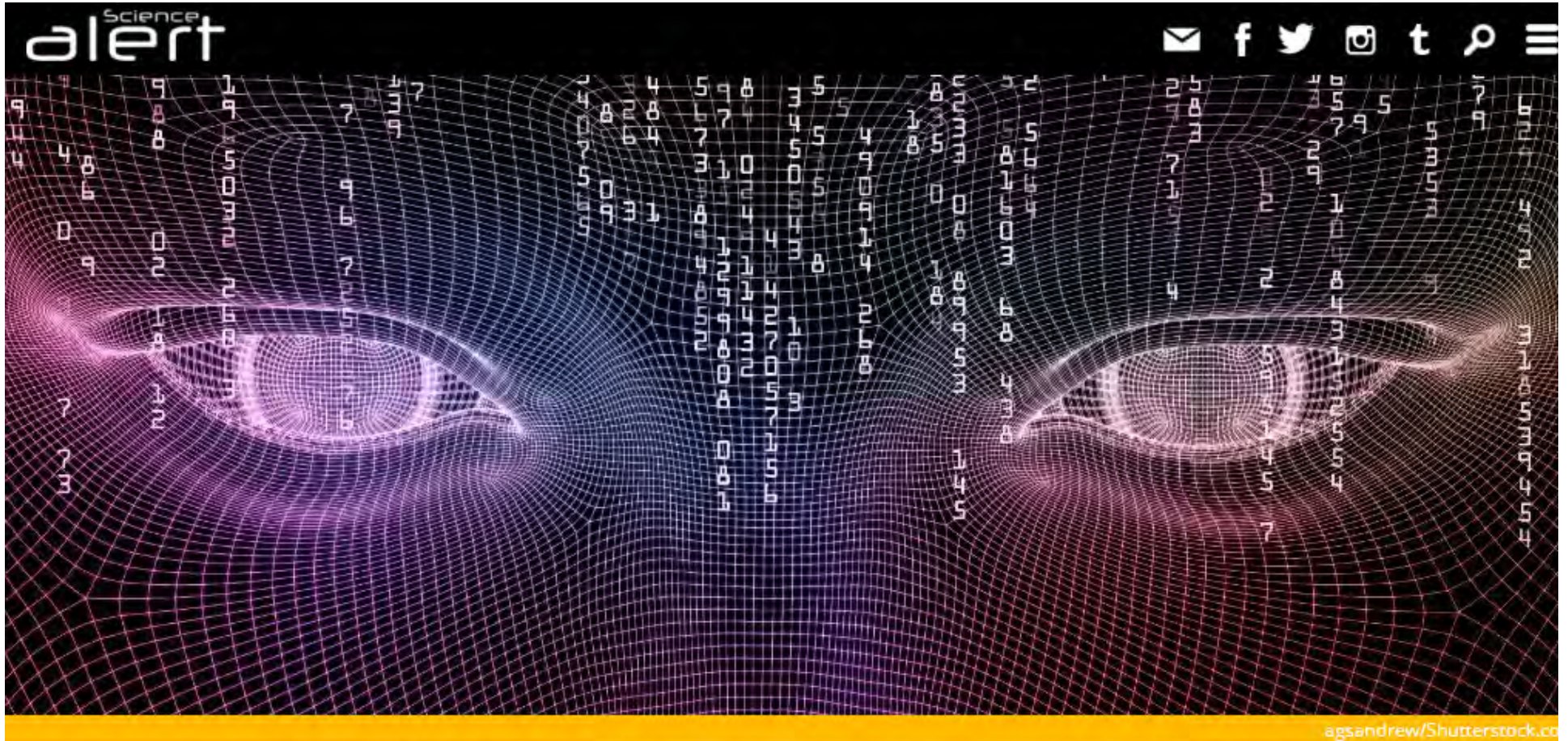
Heavy traffic reported.
You should get up
earlier.



Only 4,000 steps
today? You should go
for a run.



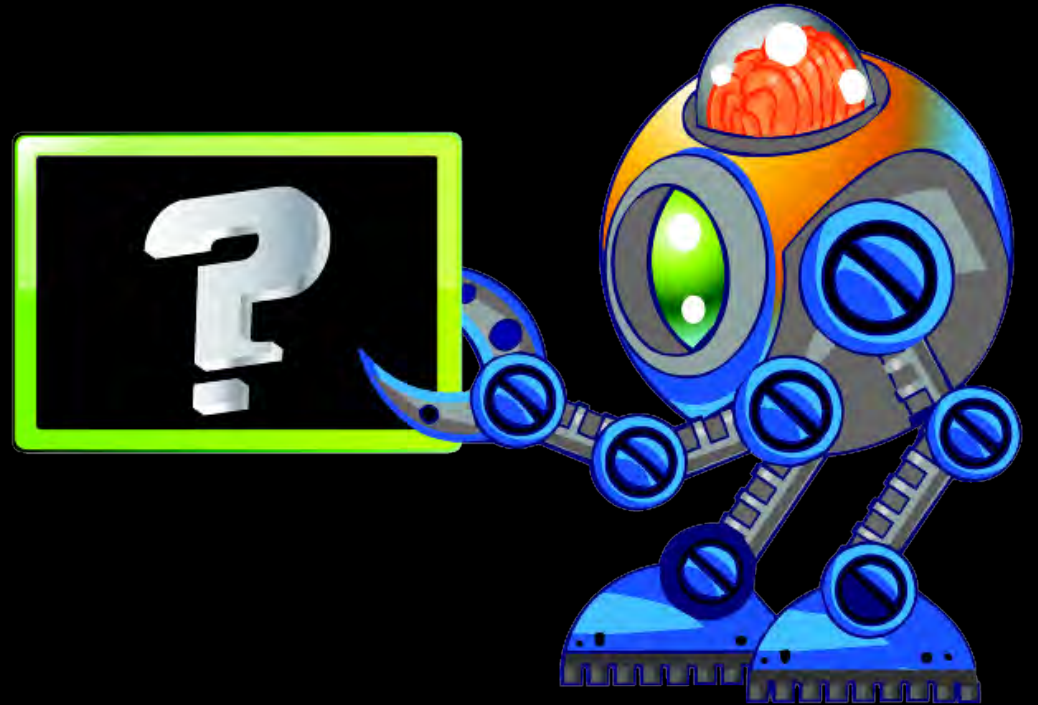
<http://www.sciencealert.com/google-s-new-ai-has-learned-to-become-highly-aggressive-in-stressful-situations>



Google's New AI Has Learned to Become "Highly Aggressive" in Stressful Situations

Is this how Skynet starts?

What does **everyday AI** mean
to me?



5

Realistic takeaways

- **Wearables** are evolving fast and may bring up security or safety issues in time
- Time to start doing **live video** and **interactive content**
- I, for one, welcome our new **AI overlords**
- (Just kidding!) Keep an eye on **AI**, but nothing for libraries to do...yet

Thanks for listening!

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