

Accelerated Innovation: the building blocks to tomorrow



Even though we are being constantly bombarded with faster, cheaper, more powerful technology, it's easy to forget that the rapid pace of technological change is because digital technologies generally follow an exponential trajectory versus a linear one. And this is why in 30 years' time, our phones won't just be 30 times more powerful—but a billion times more powerful than today. Making the rapid pace of change we are experiencing today accelerate as we move forward.

As technology components mature and become commoditized, they become the building blocks for new breakthroughs to emerge. Emerging technology trends like Hypermobility, 3D Transformation, Internet of ALL Things, and Smart Machines will harness advancements in computing power, connectivity and immersive computing to deliver richer experiences.

- *Hypermobility* will see us move from devices we carry and wear; to computing that's a part of us. Interfacing with technology will be as natural as a glance, a hand wave or a thought. Technology will seamlessly work in the background monitoring and enhancing our lives.
- [*3D Transformation*](#) will fundamentally change how products are designed and manufactured; democratizing the design process, creating more flexibility and speeding up the entire end-to-end production process.
- *Internet of ALL Things* will make way to a world where technology will become part of everyday objects and devices, connected and communicating via the Internet.
- *Smart Machines* will lead to the dawn of a new age, where objects and devices become infused with machine learning and artificial intelligence (AI); allowing to not only assist us, but even anticipate our needs.

We will see a shift from power to intelligence-enhancing capabilities offering virtually limitless opportunities for expansion. Increasingly, material science, machine interfaces, analytics, immersive computing, efficiency and accessibility, rather than just the cost or power of components, will define the innovative products of tomorrow.

This will lead to massive automation of tasks, manufacturing and our workforce. The trajectory of manual job automation continues with the adoption of industrial and services robots across industries. McKinsey predicts that 40mn to 75mn jobs could be jeopardized by robots in the next ten years. In China for instance, factories have already begun to replace workers with robots. Apple supplier Foxconn replaced [60,000 factory workers](#) with robots in

a single factory in Kunshan, China. With as many as 600 other companies in Kunshan noting they have similar plans.

There is even talk of giving this growing robotic workforce “rights” – much like human labor rights and labor unions. In fact, a draft European Parliament motion dated May 2016 urged the European Commission to rethink taxation and legal liability policy due to the increasing number of robots being deployed in factories and services industries.

And it's not just manual tasks that are being automated artificial intelligence and robotics are being put to work performing high-level cognitive jobs from healthcare diagnosis, to publishing, advertising, and even making investment decisions in the boardroom. As witnessed by McCann Erickson Japan's new AI creative director

This ‘smart movement’ will impact every aspect of our lives. Intelligent agents and bots always at the ready, orchestrating our digital lives. From prioritizing your email to scheduling your calendar, and from sending flowers to your mother on her birthday to planning and booking your vacations – bots may become as critical to our existence as the internet itself is today.

With the exponential rate of change and technologic advancements, our virtual AI assistants will become smarter and smarter, not only looking after our every need but anticipating them.

All of these technology advancements can make our lives. Blurring the lines between our physical and digital worlds to make us more productive, more creative and freeing us to spend time with the people we love. At HP, we call this Blended Reality. The fusing together of our physical and digital worlds, to create new and improved experiences for people.

As technology leaders and innovators, it will be up to us to look out for new emerging technologies on the horizon, that will themselves one day become the future building blocks for huge new products and services that enrich our customers' lives.

The possibilities are endless for a Man + Machine enabled world.

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