



Digitalisation

Version 2.0



Ed Parsons


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A man with short grey hair and sunglasses on his head is seated at a restaurant table. He is wearing a purple and green horizontally striped polo shirt and a grey lanyard with a white tag that says "YEMKO". He is looking down at a black smartphone in his hands. The table in front of him has several wine glasses and a plate. The background shows a window with a view of greenery outside.

About me...

A man with sunglasses on his head, wearing a purple and green striped polo shirt, is looking down at his smartphone in a restaurant setting. There are wine glasses on the table in front of him. The background shows a window with some greenery outside.

Technologist → Optimist !

Google

Geography



Google Search

I'm Feeling Lucky



"everything is related to everything else, but near things are more related than distant things."

Waldo R. Tobler, 1970



on the go
56%
of searches
have local intent



in-store
51%
of searches
have local intent

Today



Geography is in my email ??



Ed Parsons to me ↕

Geo is everywhere at Google even in email clients, allowing messages to be hidden to reappear when you
...

11:49 ⋮



Reply

Got it!

What?

What do you mean?

Bad suggestions?

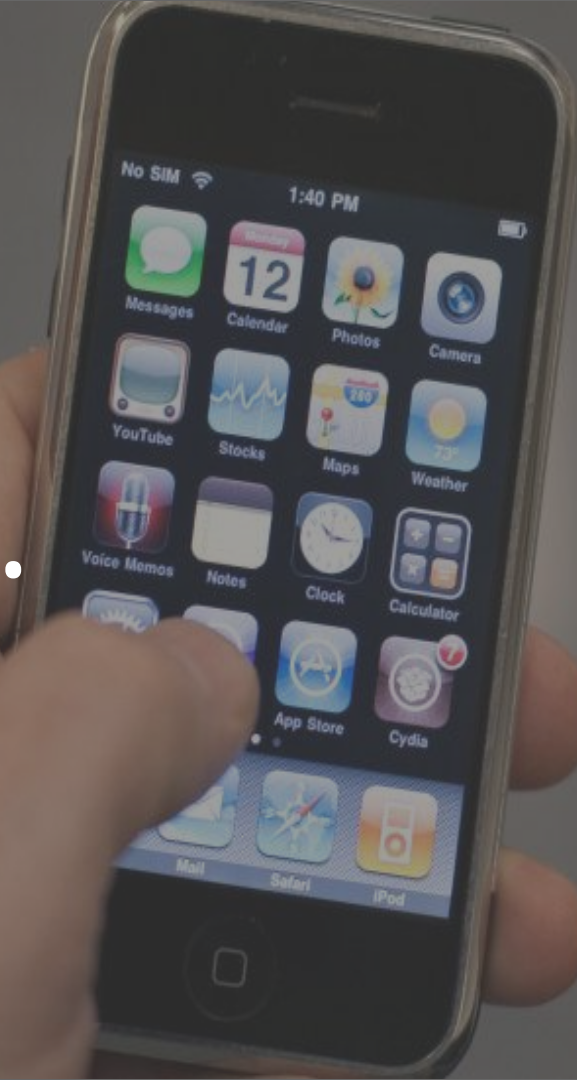
Snooze until...

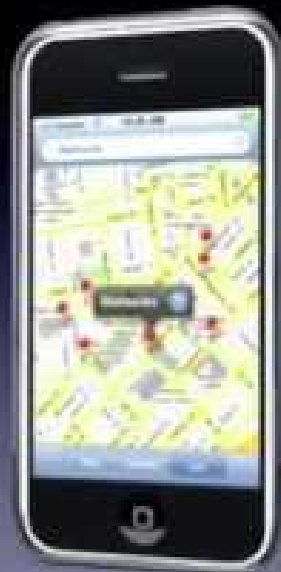
- Later today 18:00
- Tomorrow Sat, 08:00
- Next week Mon, 08:00
- Some day

Select date and time

Select place

Mobile first..



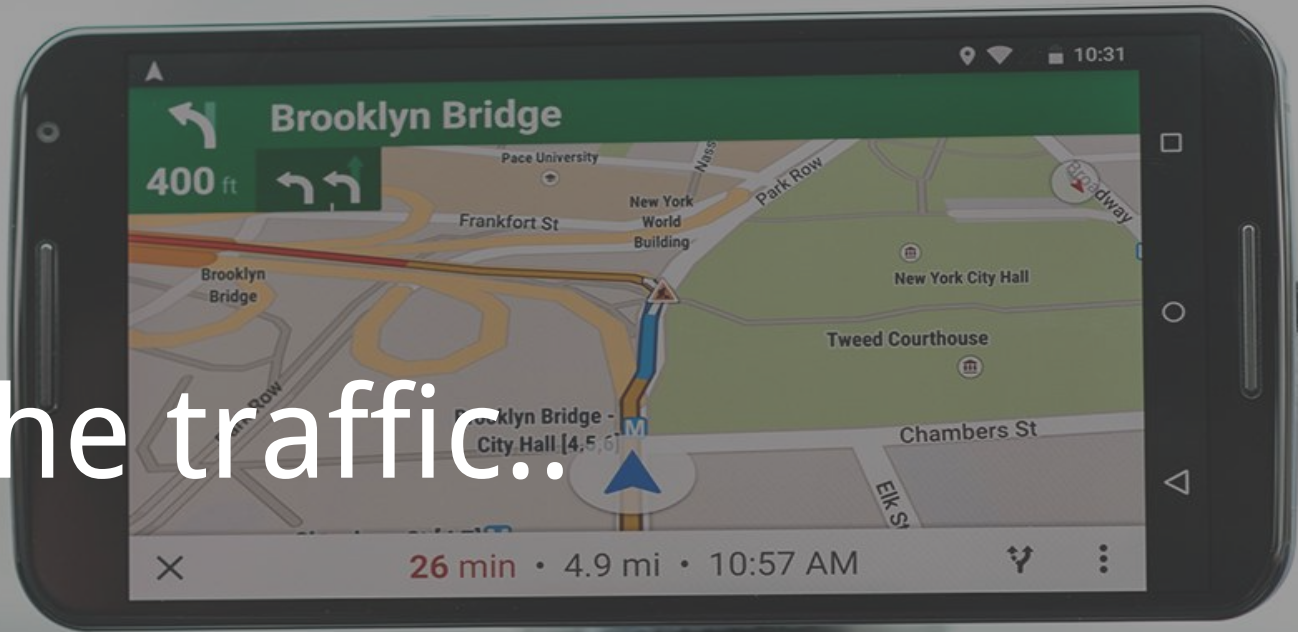


Calendar

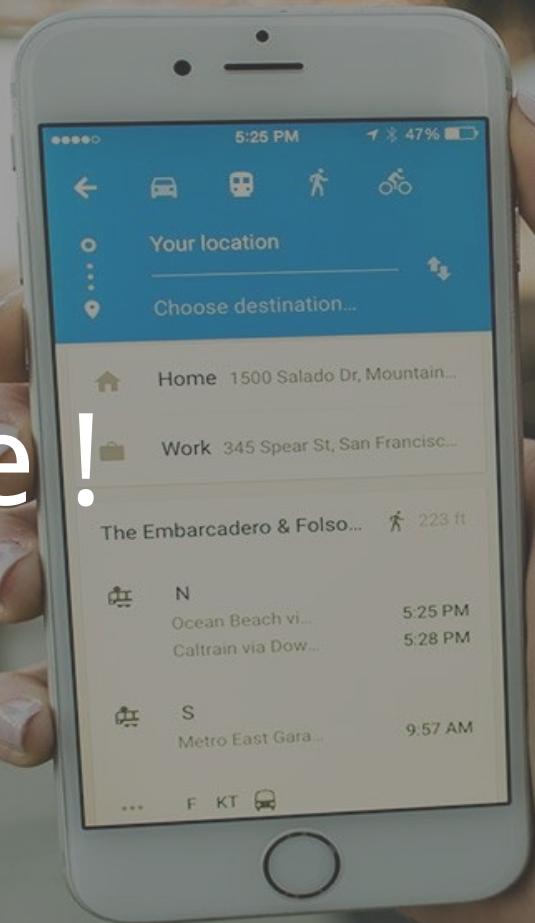


Google Maps

Avoid the traffic..



Get me home!



Eat out..





Never Lost!

Meta trends..

Digitalisation v2 ?



Urban, not Suburban

A photograph of four young adults sitting at a computer lab. They are all smiling and looking at their computer monitors. The person in the foreground is a woman with long brown hair, wearing a black top. Next to her is a man with glasses and a green polo shirt, wearing a watch. Behind him is a woman with blonde hair wearing a purple t-shirt. In the background is a man with dark hair wearing a light blue polo shirt. The room has white walls and several computer monitors are visible.

Digital natives



Big data !



Platforms

dis·in·ter·me·di·a·tion

/dis, in(t)ərmēdē' āSH(ə)n/

noun

reduction in the use of intermediaries between producers and consumers, for example by investing directly in the securities market rather than through a bank.



Translations, word origin, and more definitions



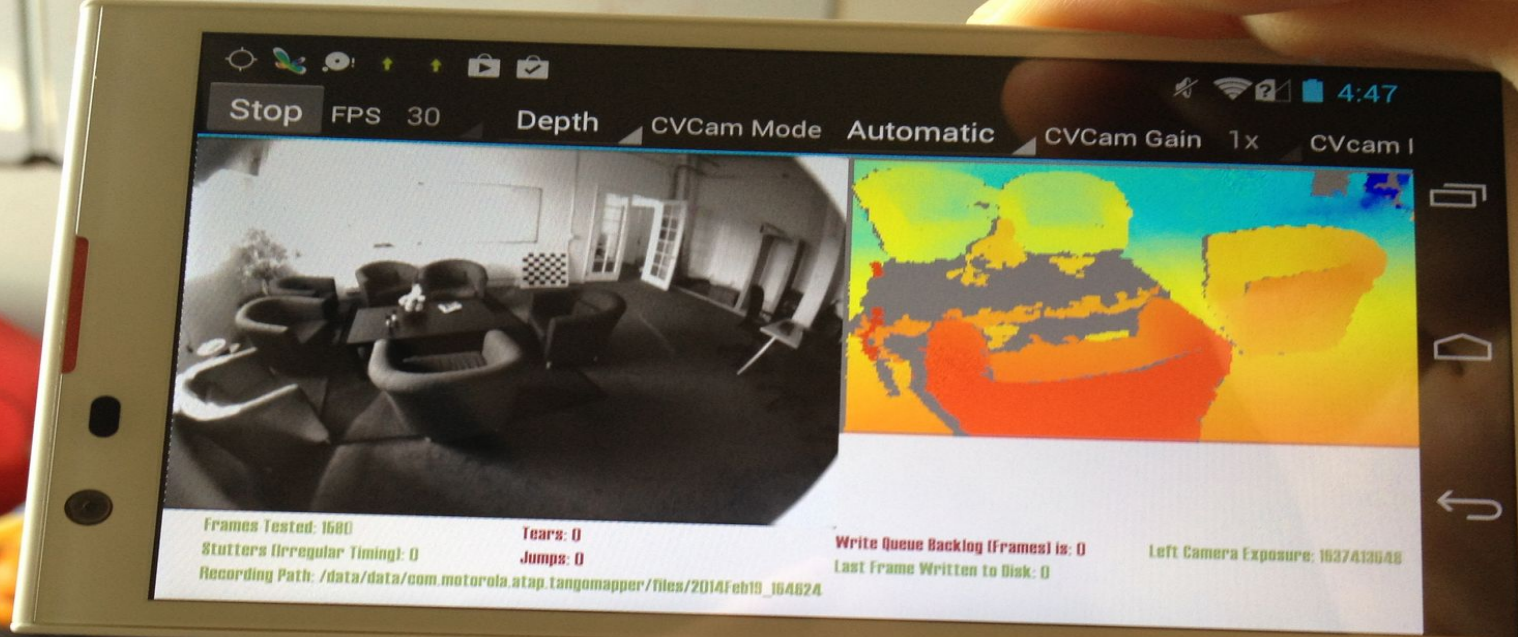
Horseless carriage
thinking..

The where of
everything...

Egocentric Scale

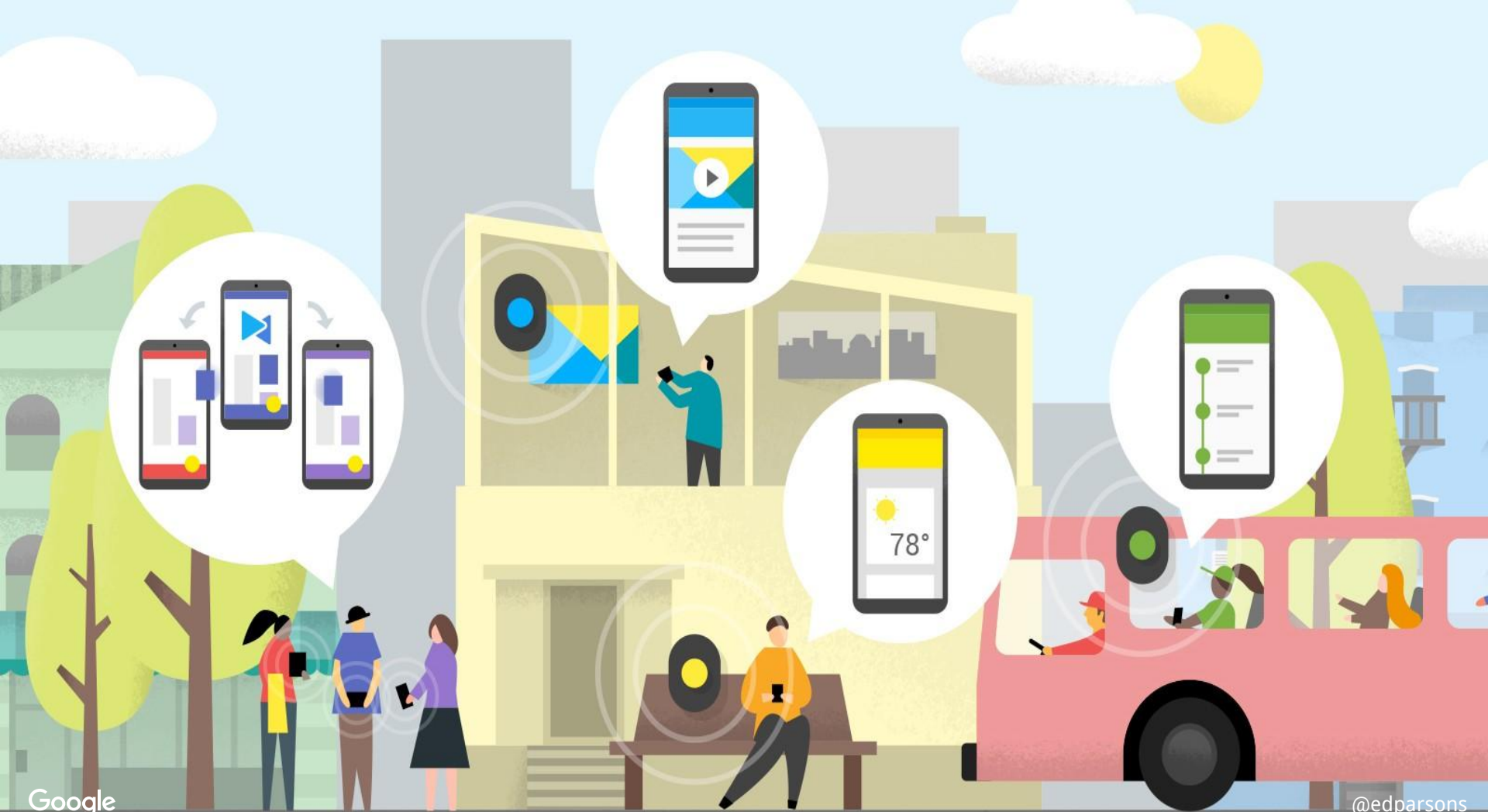


80%
Indoors



Simultaneous Localization And Mapping





Wayfinding beacons





Nest is getting ready
for your arrival

The heat will turn on so it's comfortable
when you arrive

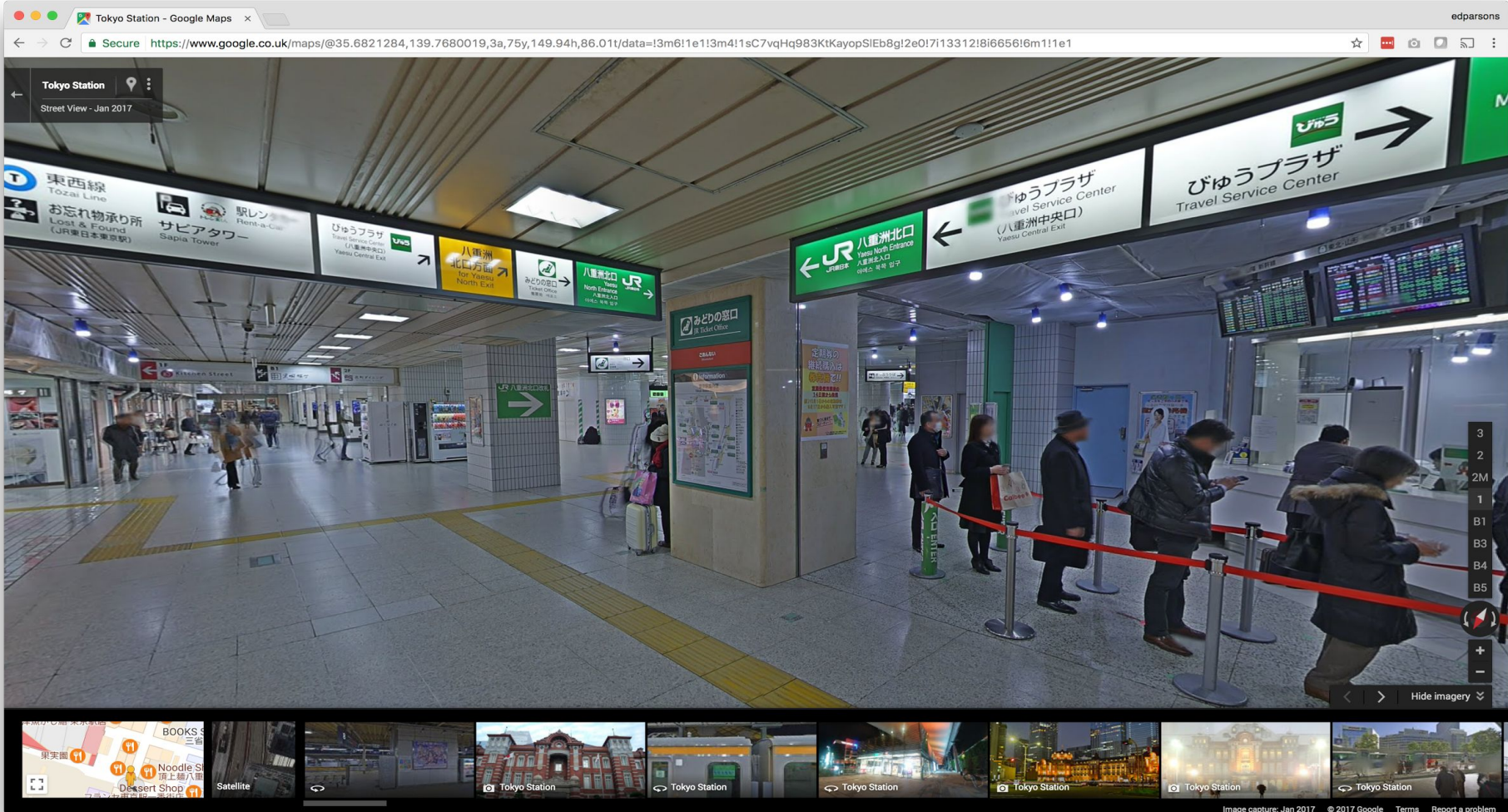


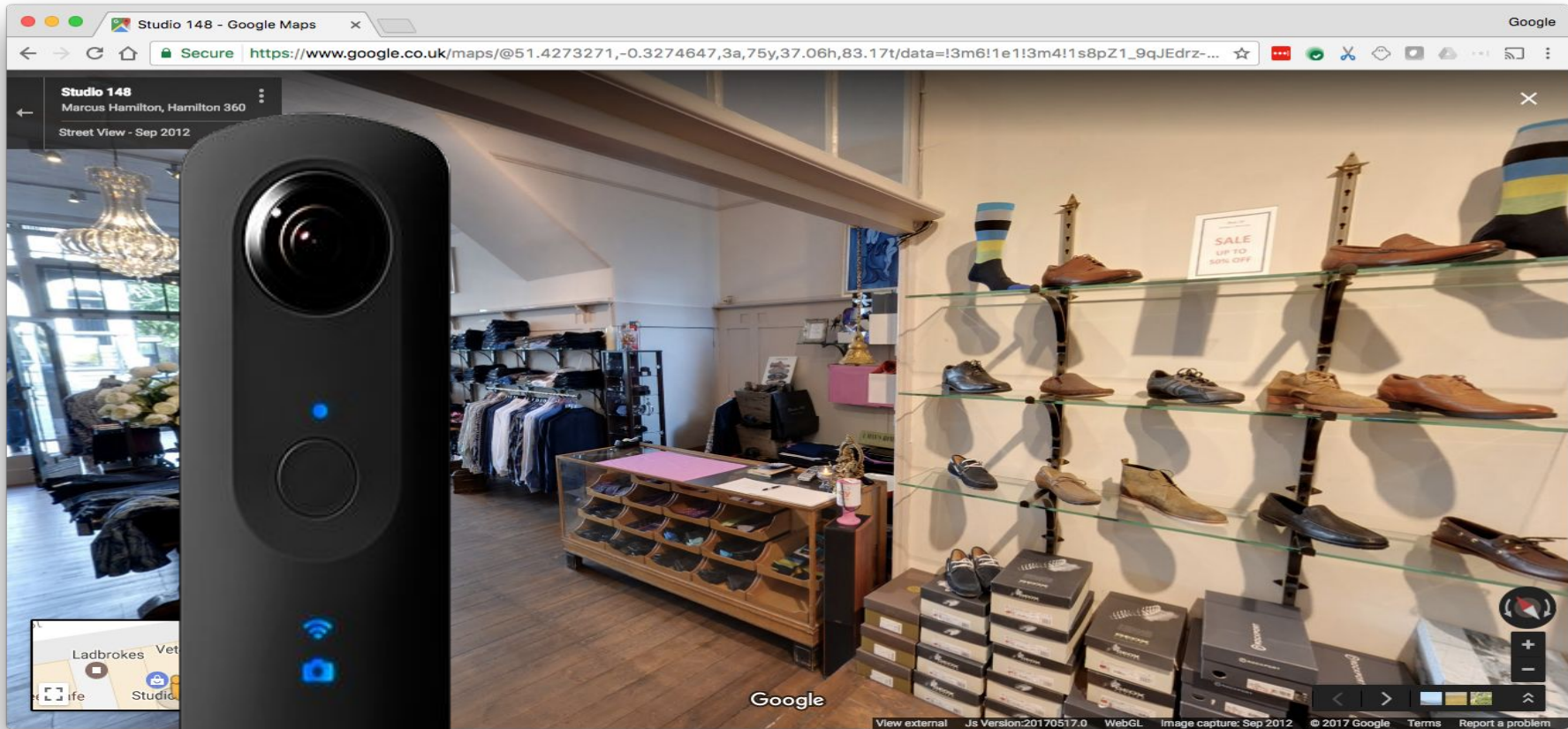
Being there...

A sense of place



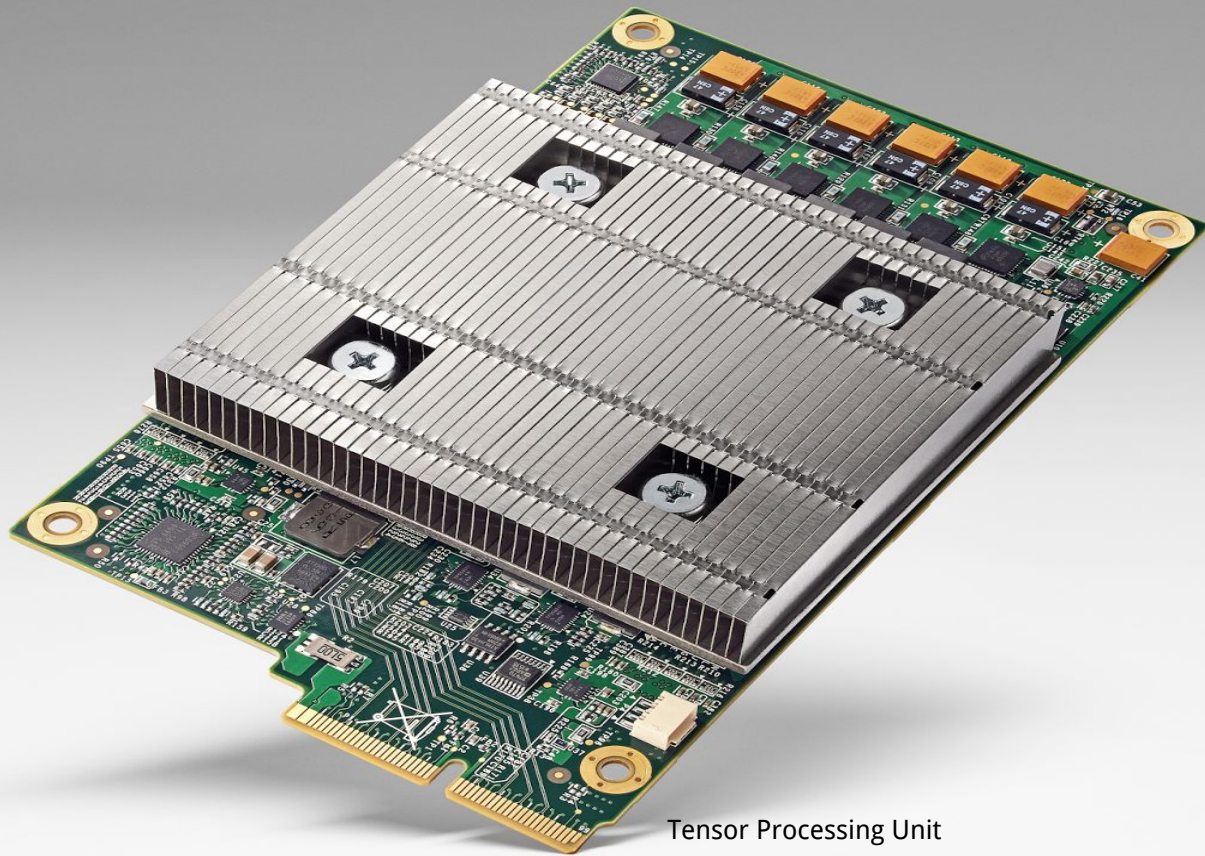






Here come the
machines !



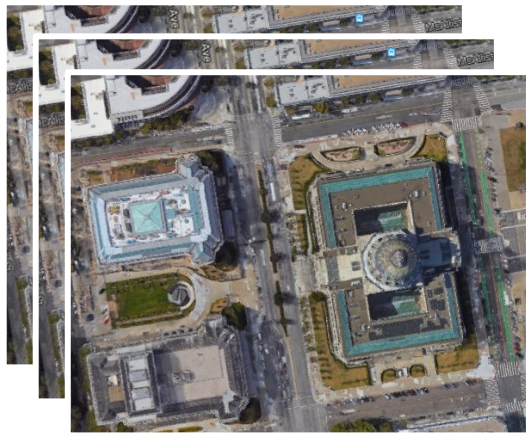


Tensor Processing Unit

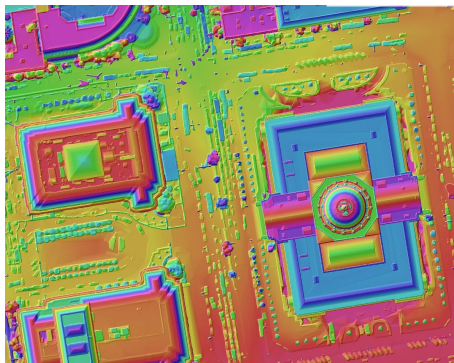
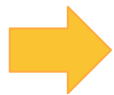




Project Sunroof



Aerial Imagery



Digital Surface
Modeling

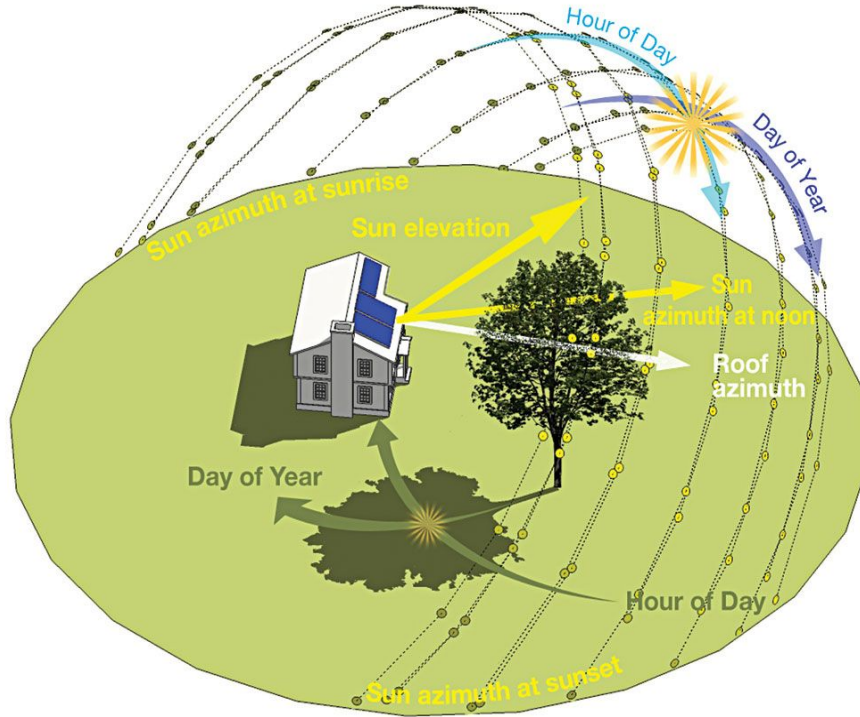


3-D Modeling

Every Roof

Every Pixel

Every Hour



Sun location

Light Intensity

Roof Angle

Shadows

112 Stanley St, Redwood City, CA 94062, USA



Analysis complete. Your roof has:



1,830 hours of usable sunlight per year

Based on day-to-day analysis of weather patterns



1,425 sq feet available for solar panels

Based on 3D modeling of your roof and nearby trees

\$8,000 savings

Estimated net savings for your roof with a 20-year lease

[FINE-TUNE ESTIMATE](#)

[SEE SOLAR PROVIDERS](#)

Shade

Sun



33%

Improved location

90%

Brazil Addresses



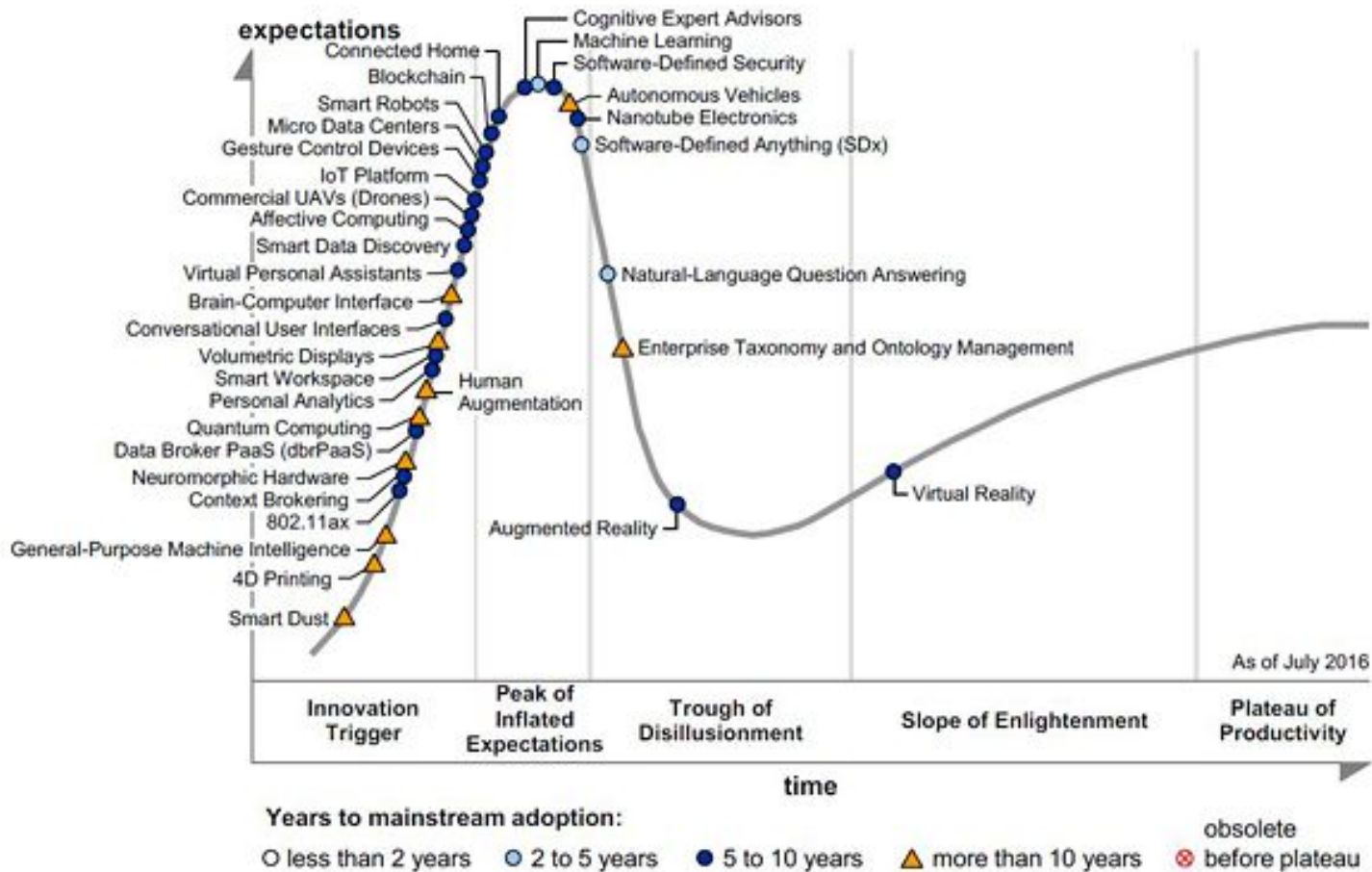
Avenue des Sapins

BRIDGESTONE **Firestone**

R 2341-1000 **ZELINA PNEUS**

ZELINA PNEUS

Being there, part II..



Source: Gartner (July 2016)

Virtual Reality





Network : Messukeskus



Google Expeditions

Mixed Reality



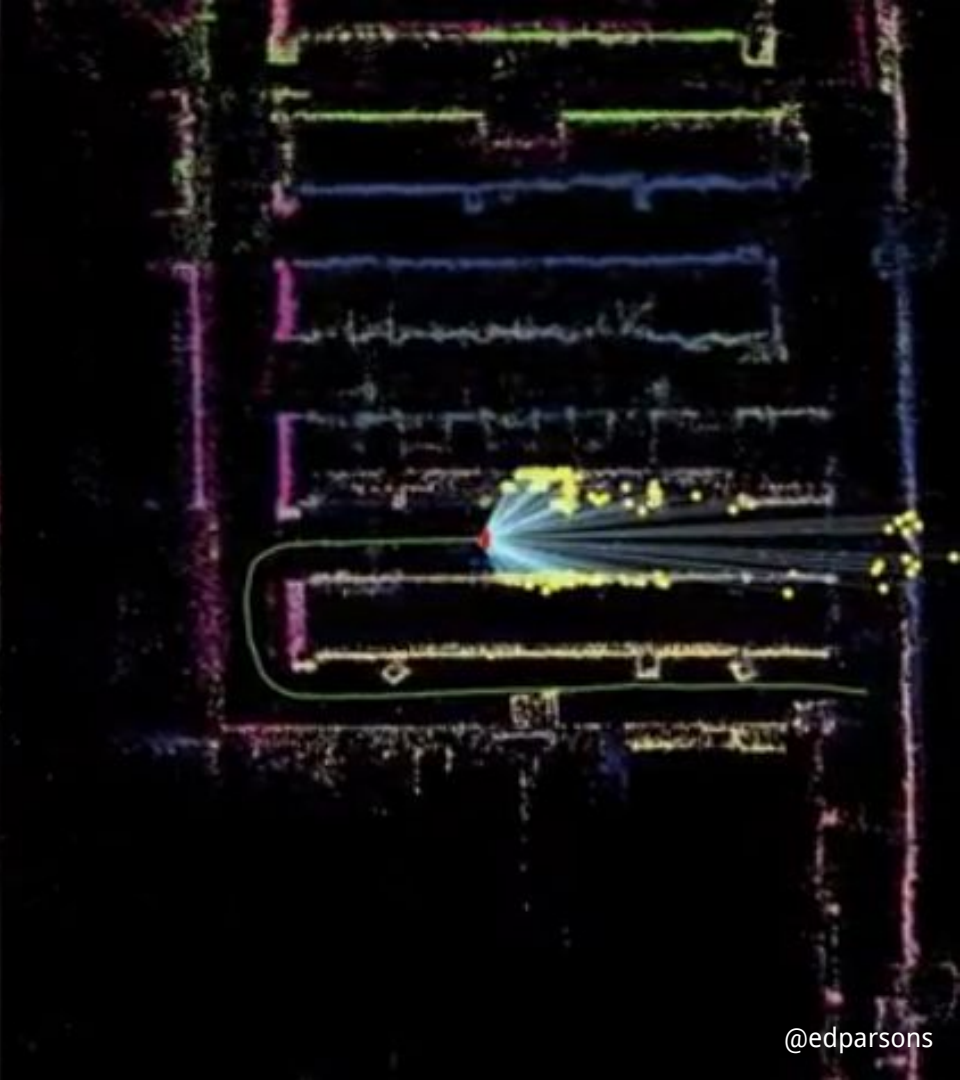
Augmented Reality

You have arrived.



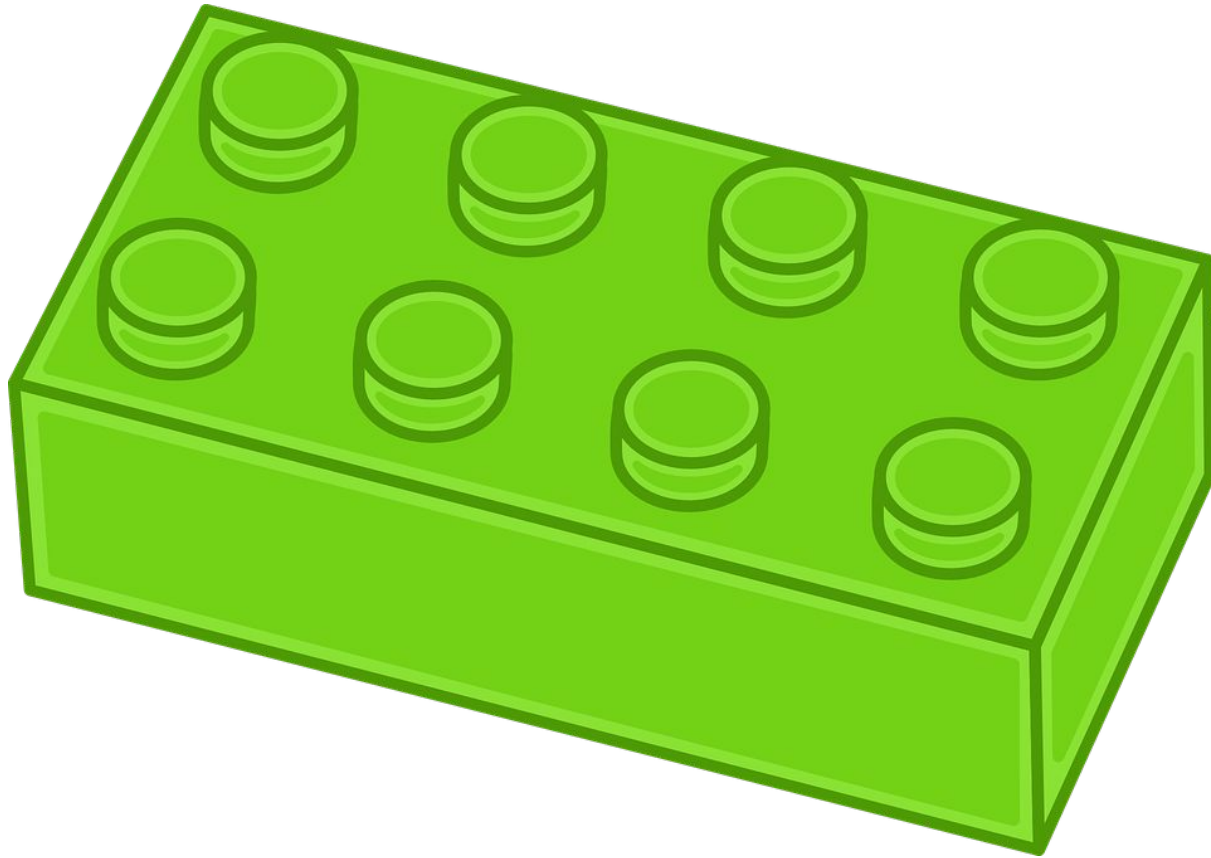


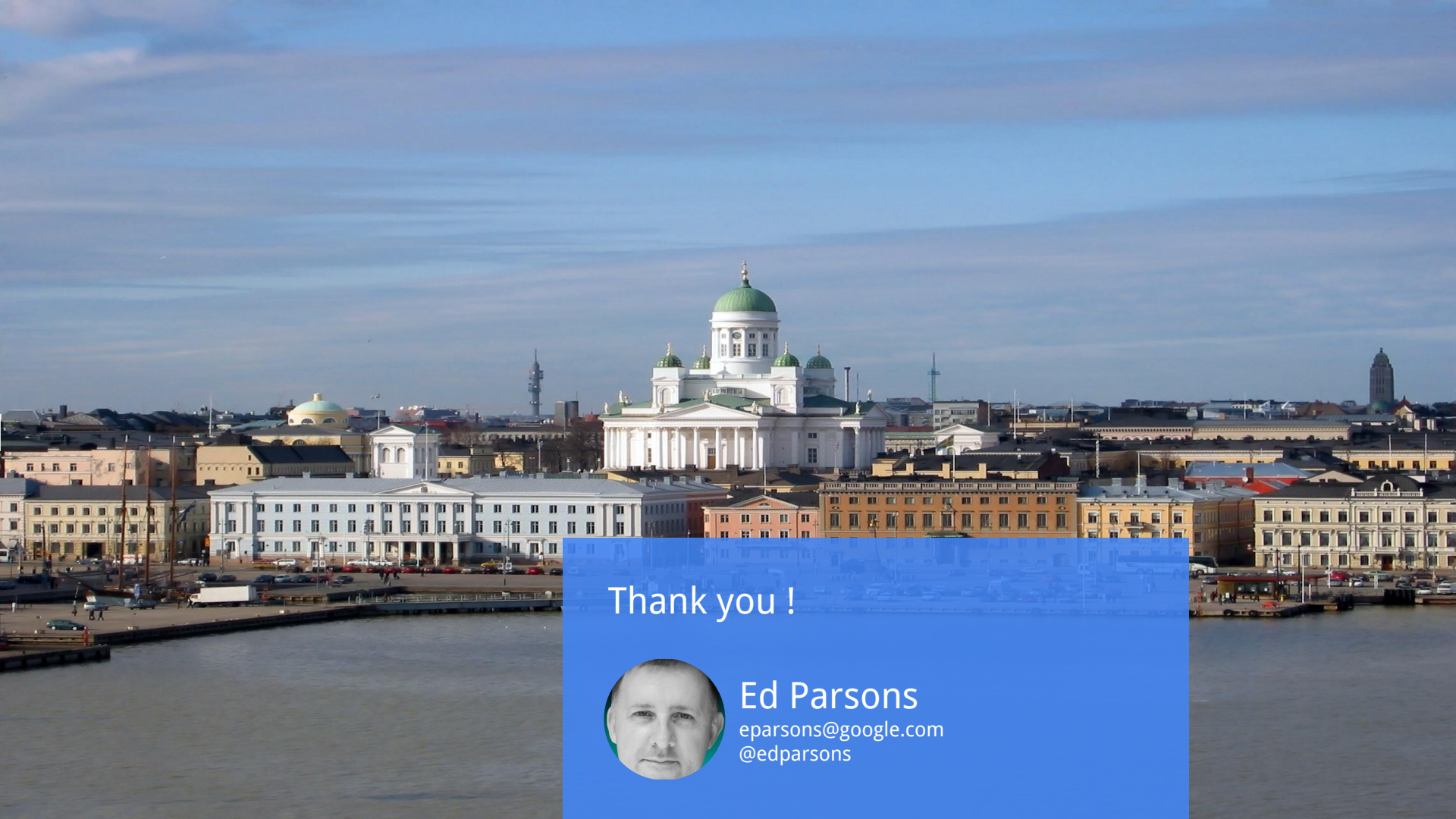
Google



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Final thoughts..





Thank you !



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