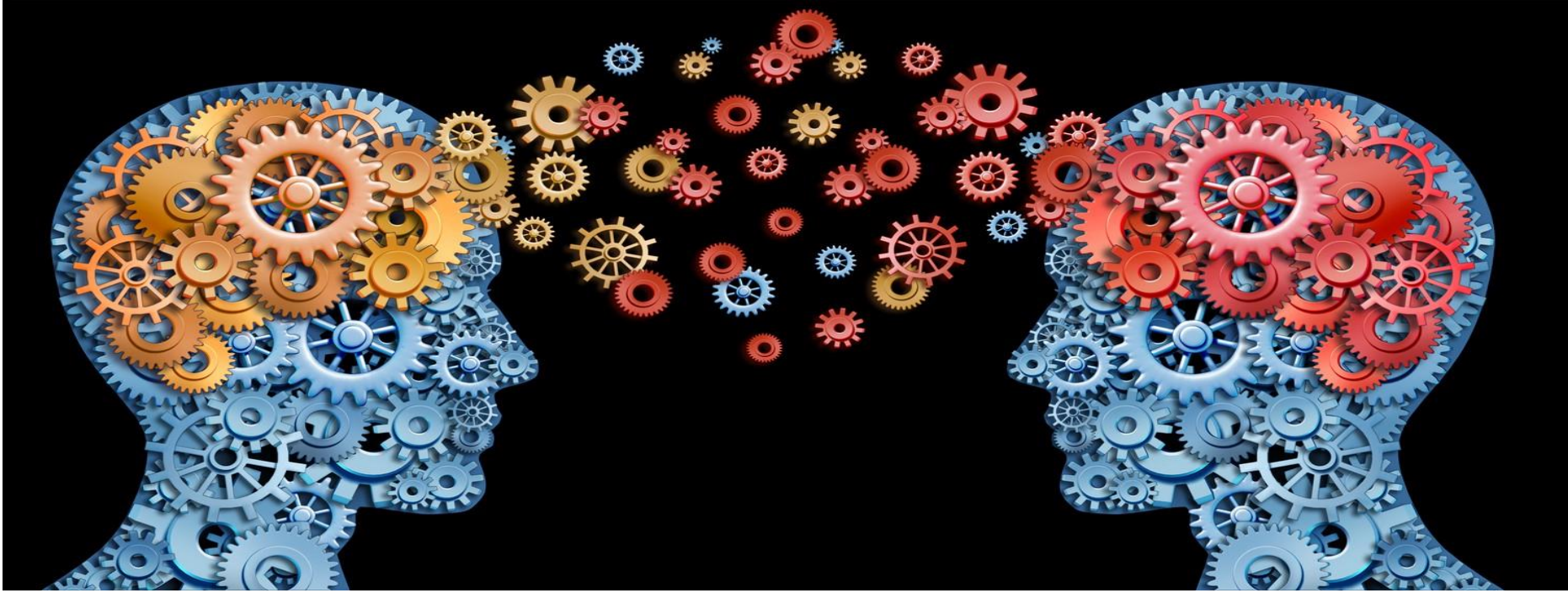


**INTERNATIONAL MEDIA CONFERENCE
ALL INDIA FEDERATION OF MASTER PRINTERS
(AUGUST 4TH ,2017, NEW DELHI)**

The Industrial Convergence and the world in 2050

By

Anayath Rajendrakumar



**Future : It's all about
knowledge, Ideas and wisdom, not just data and information**

HUMAN EVOLUTION

HUMAN DEVELOPMENT STAGES:

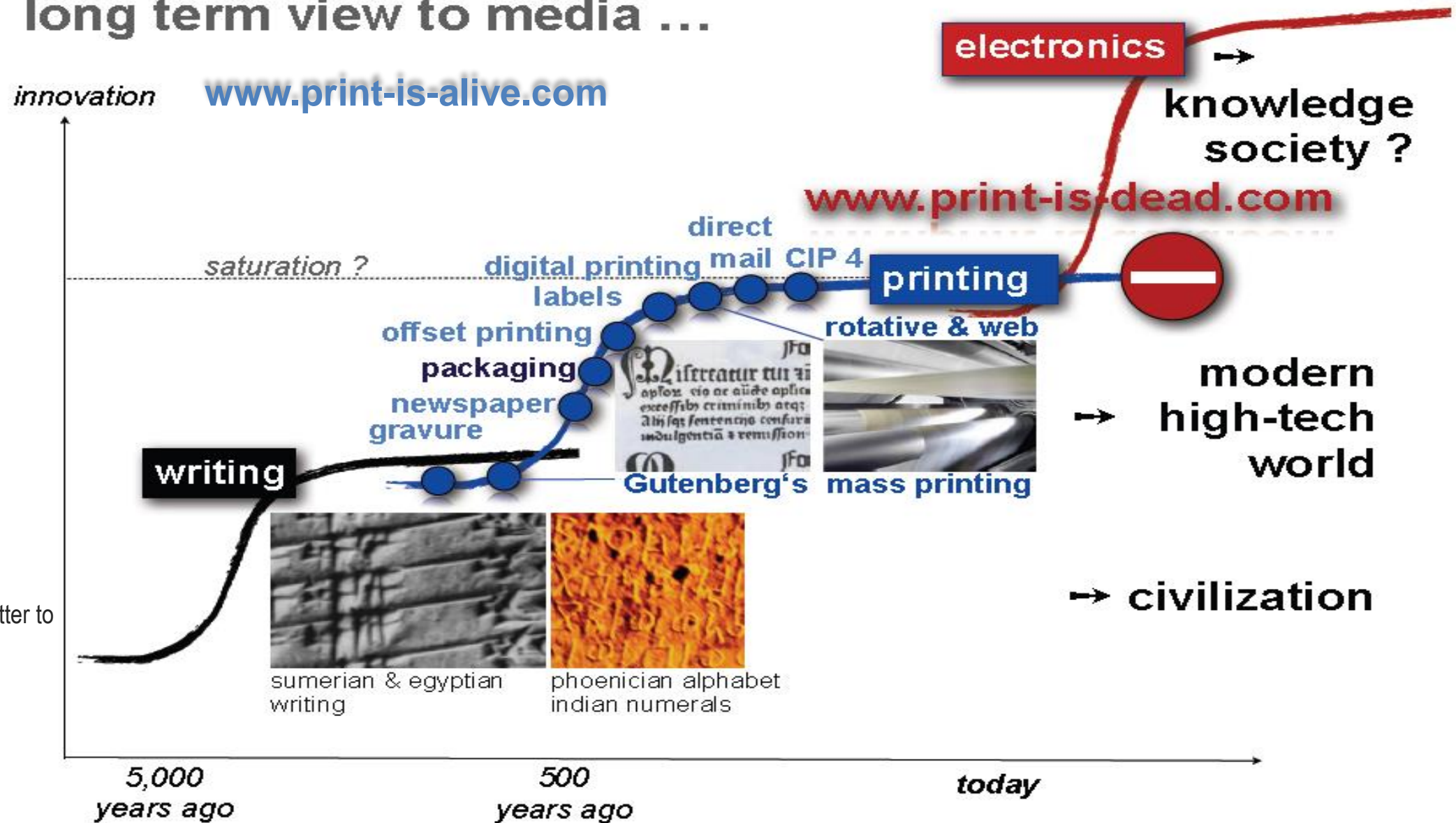
CIVILISATION

MODERN HITECH WORLD

KNOWLEDGE SOCIETY

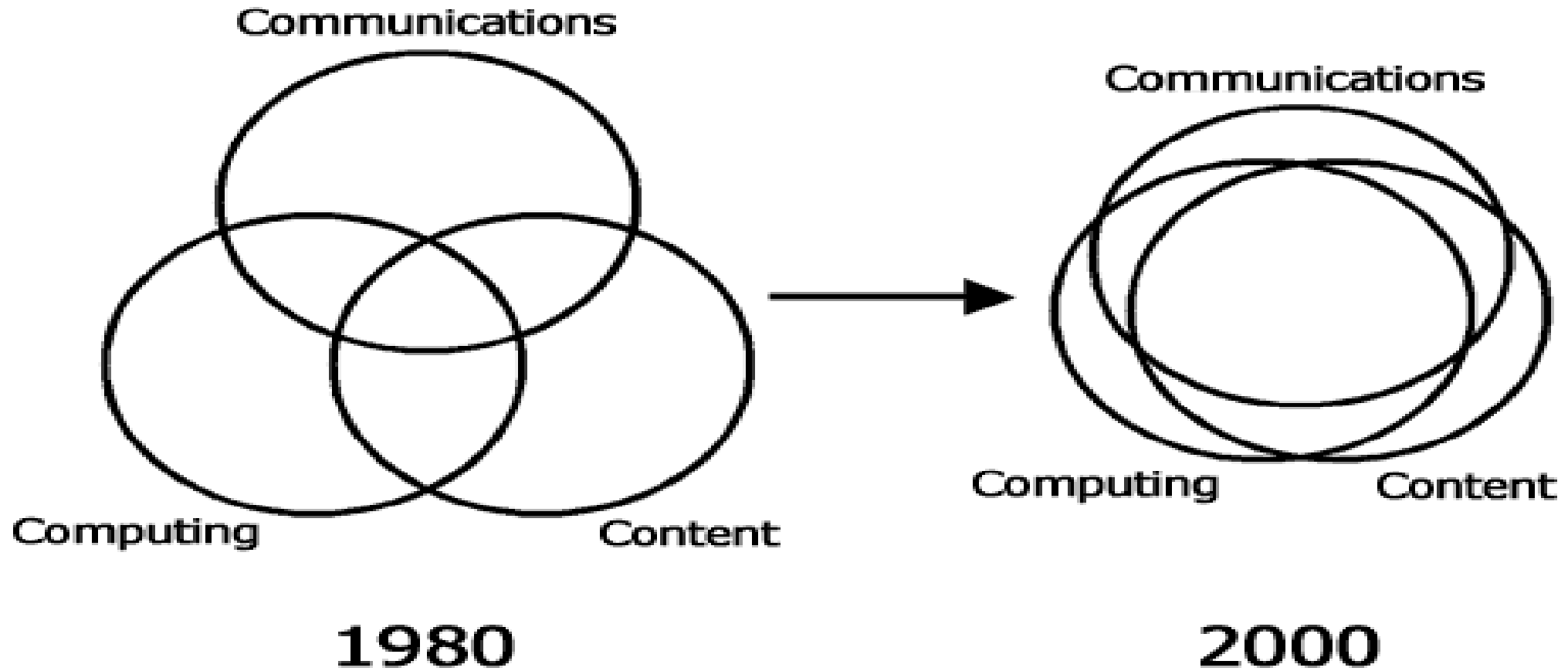
?

long term view to media ...

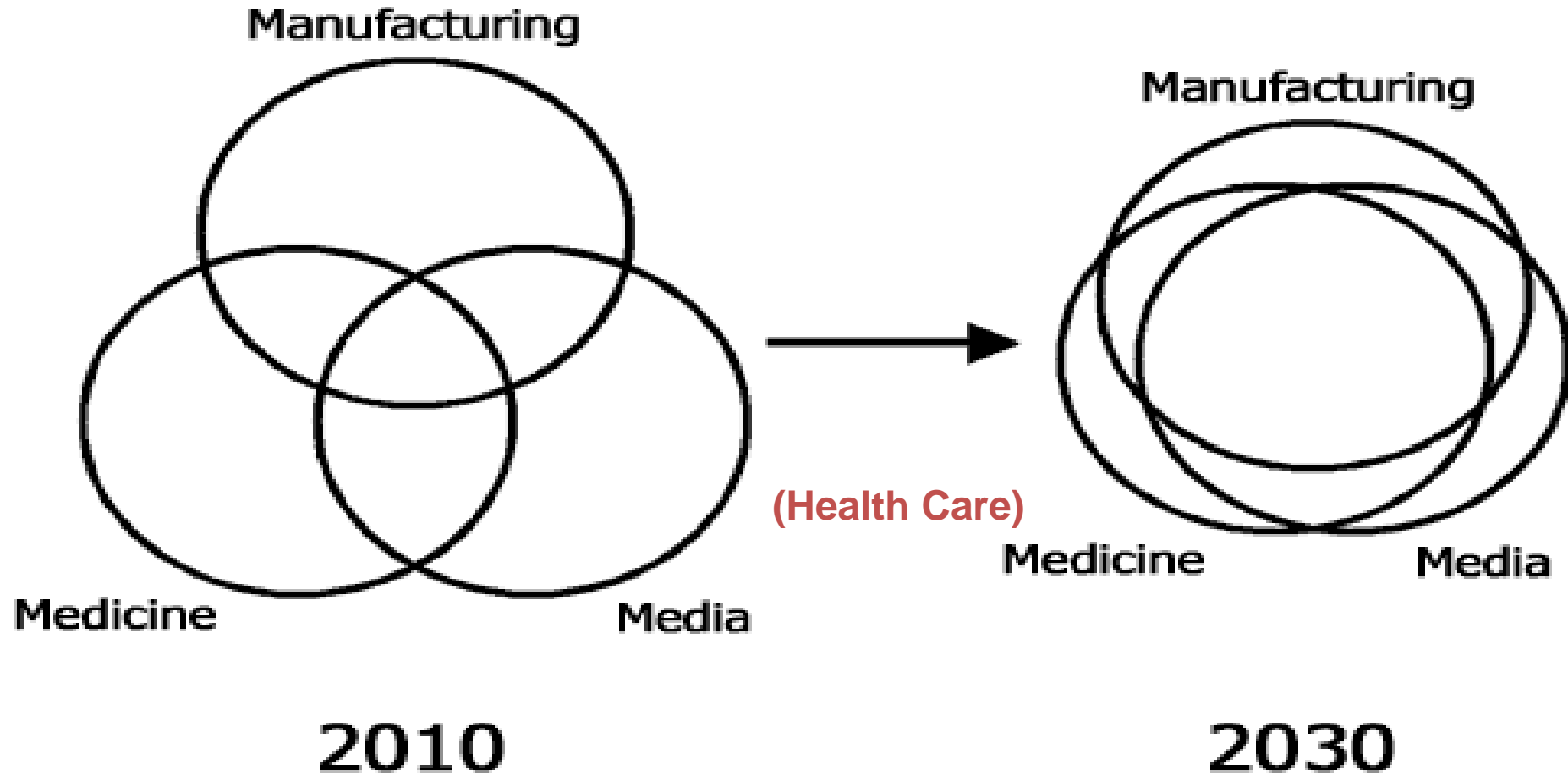


THE NEW INDUSTRIAL CONVERGENCE

First Industrial Convergence Theory



Second Industrial Convergence Theory



Those who resist change,
will lose,
what they want to keep
or

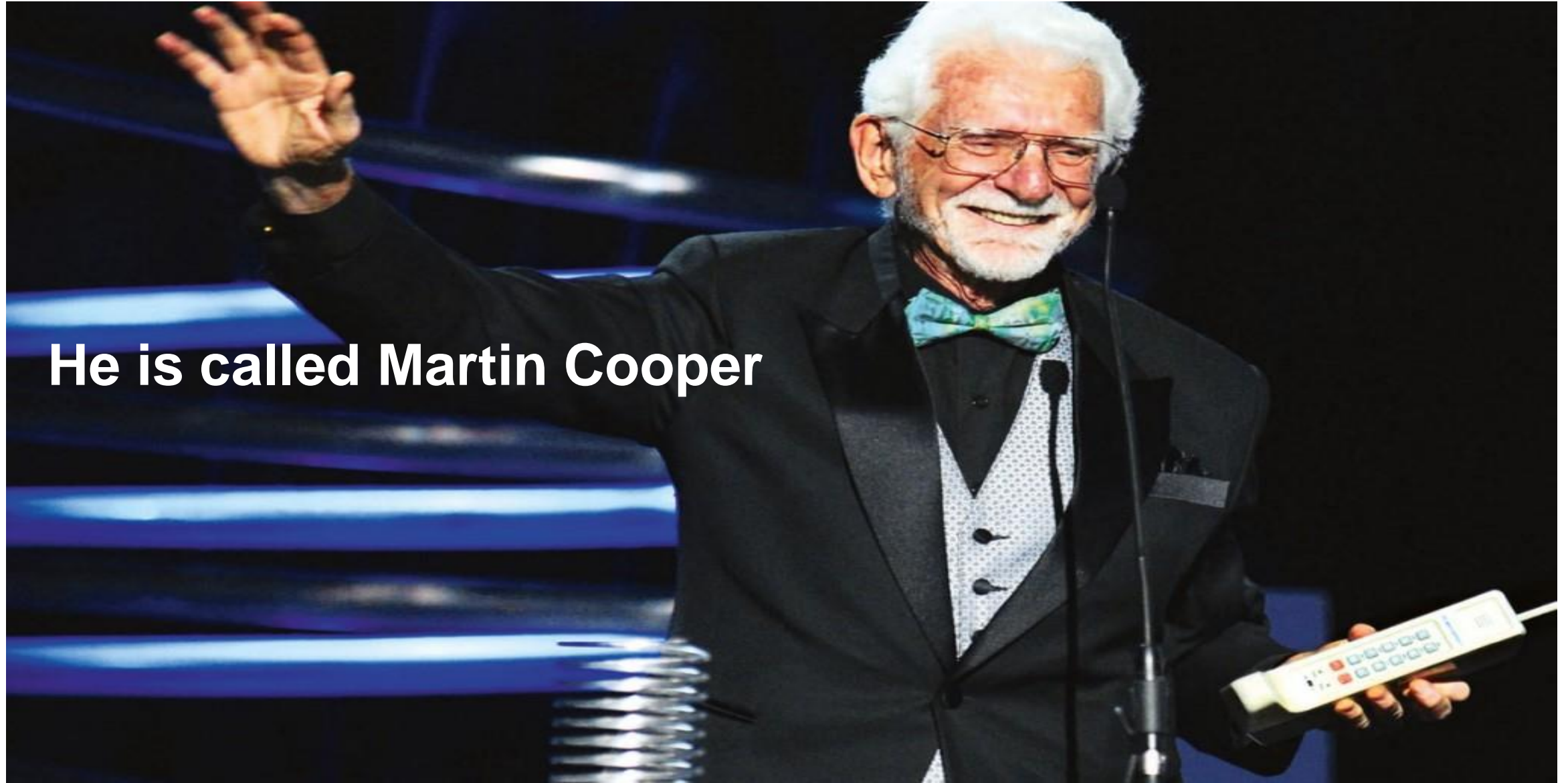
Those who merely
continue
or repeat an
age old activity
will certainly be under
PRESSURE

Since what you learned YESTERDAY
is either obsolete or
insufficient
TODAY

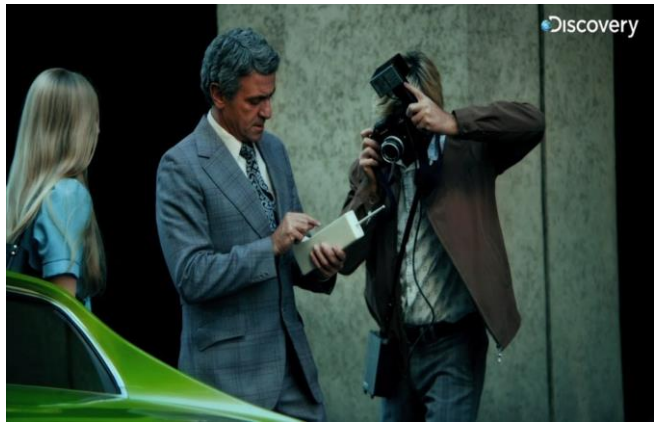
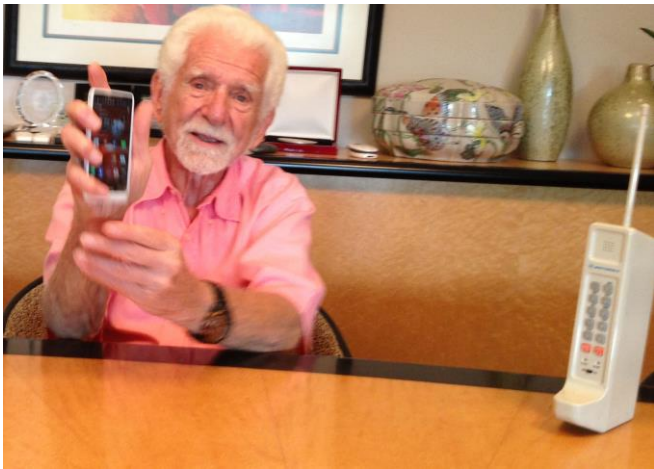
Do You Recognise This Man?



Do You Recognise This Man?



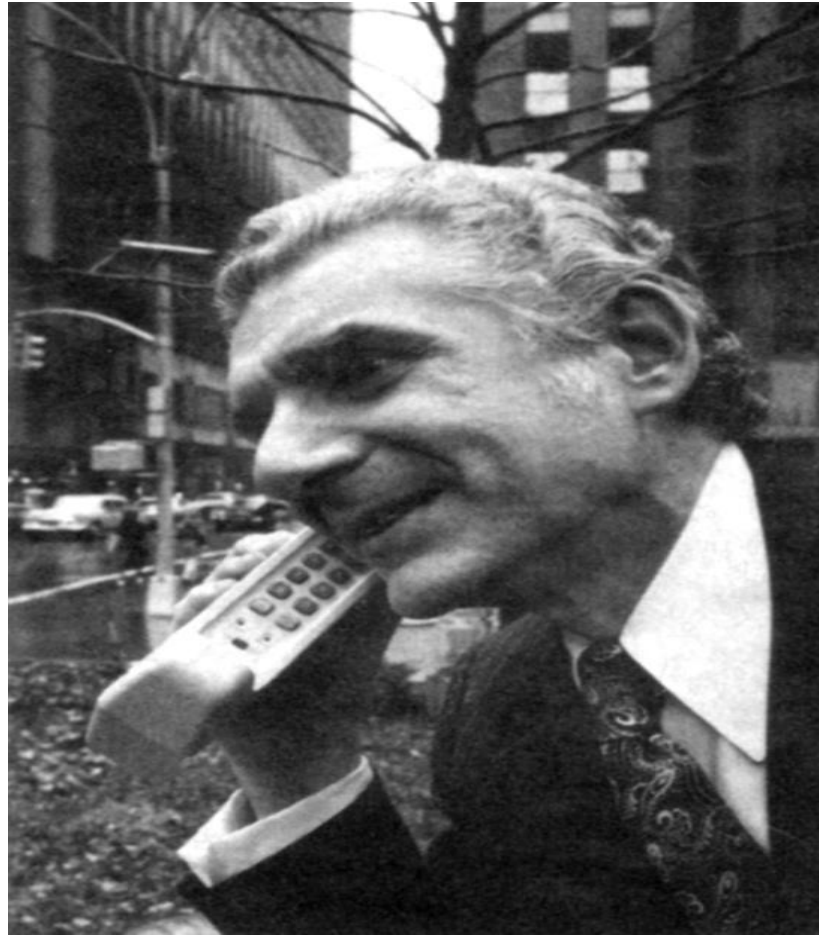
He is called Martin Cooper



Technology development is not predictable

Martin Cooper in 1973 invented the Motorola mobile phone

- Texting
- Instant messaging
- Recorder
- Camera
- Reading
- Maps
- Internet access
- Social media
- Music/radio/TV/films
- Gaming
- Apps, etc., etc.
- Mobile printing



Do You Recognise This Man?



Benny Landa

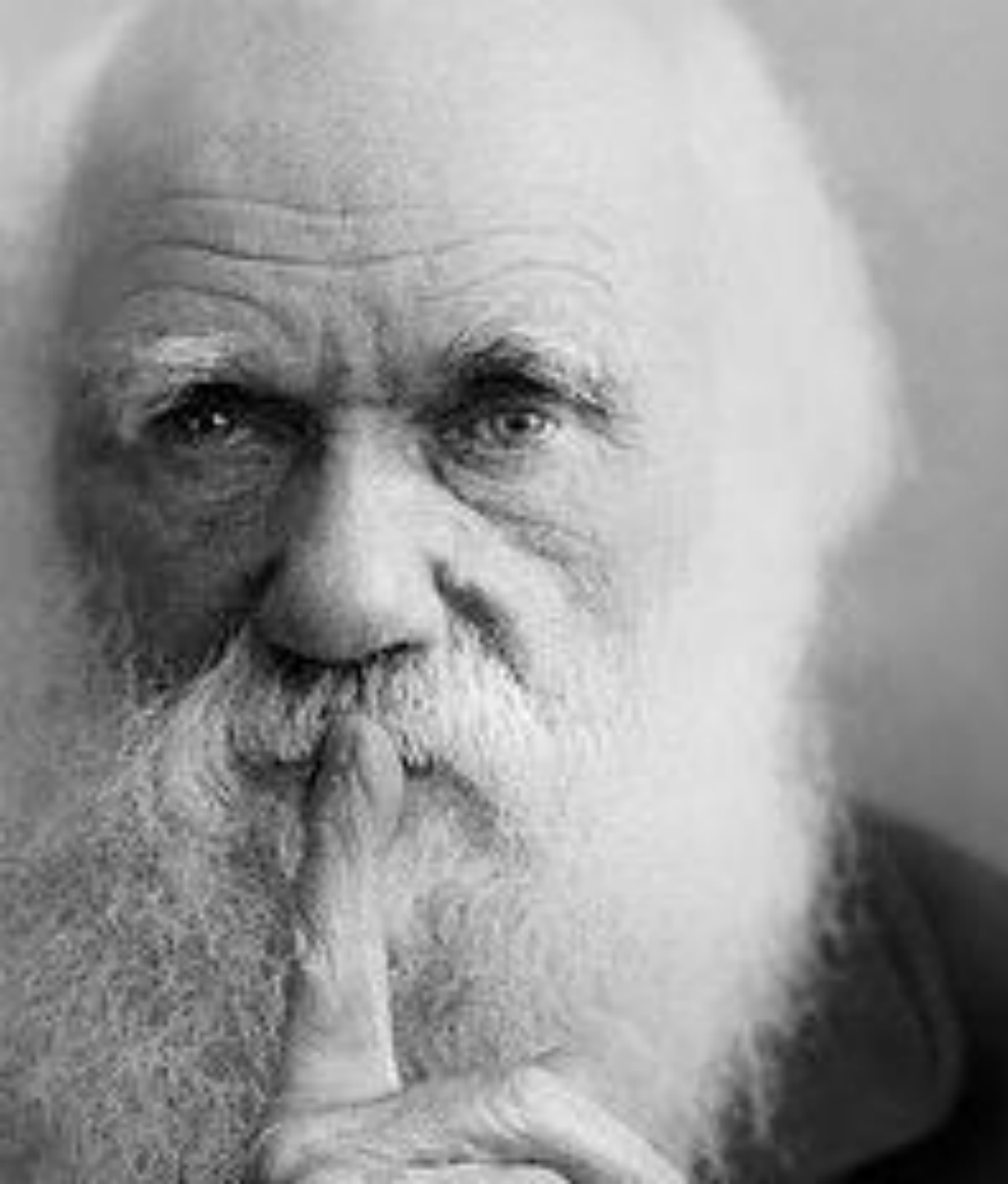


**“ANYTHING WHICH CAN BECOME DIGITAL WILL
BECOME DIGITAL: PRINTING IS NOT AN
EXCEPTION”**

Benny Landa (1990)

DISRUPTIVE TRENDS:

Socioeconomic trends that are notably impacting civilization in the near-term.



Corporate Darwinism

(Digital Disruption)

The evolution of society and technology and its impact on behavior, expectations and customs.

Iteration

DOING THE
SAME THINGS
BETTER

Innovation

Doing New
THINGS

Disruption

Doing New
THINGS THAT
MAKE THE OLD
ONES OBSOLETE.

There is no single way to succeed in the future. Success is dependent on a balance of iteration, innovation and disruption. If you do not disrupt yourself, it will be a gift given to you by someone else.

How will you compete?

IRRELEVANT

Doing As Usual:

Zero listening or observation

MOMENTARY

Compete for the Moment:

Following trends and
reacting to behavior

RELEVANT

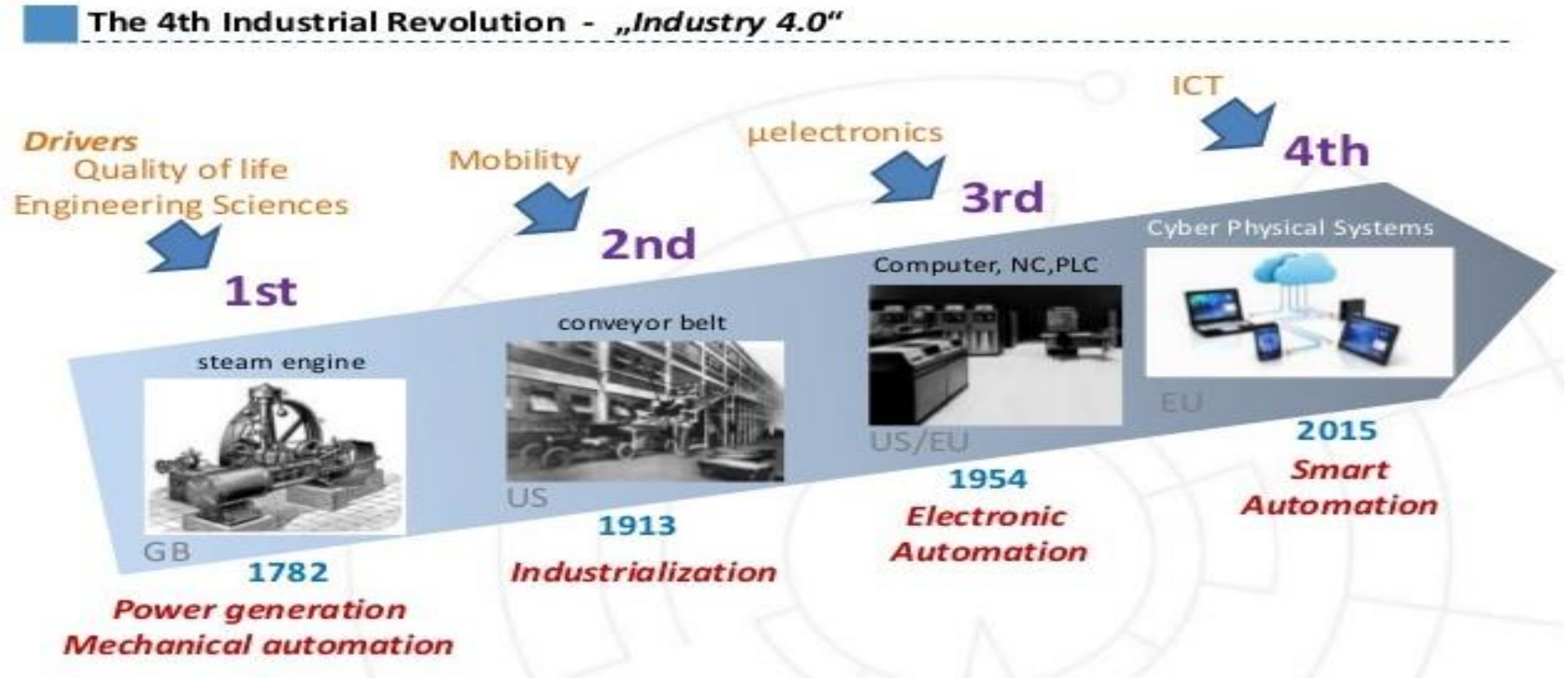
Compete for the Future:

Engaged and inspired by people;
adaptive and proactive to shape
meaningful experiences

Industry 4.0:

‘Fourth Industrial Revolution’ is the current trend of automation and data exchange in manufacturing technologies. It includes Cyber-Physical Systems (CPS), the Internet Of Things(IOT) and Cloud Computing (CC).

INDUSTRY 4.0 (THE FOURTH INDUSTRIAL REVOLUTION)



UBIQUITOUS OF INFORMATION AVAILABILITY

- Our life is deeply affected by many new technologies, which have reached a sufficient level of maturity
- WLAN, UMTS, BLUETOOTH, PDA's, Sub Notebooks, Speech Interaction, Gesture Control, Telephone to VoIP, Smart Phones.....and.....the IOT (Internet Of Things)

Information will be available:

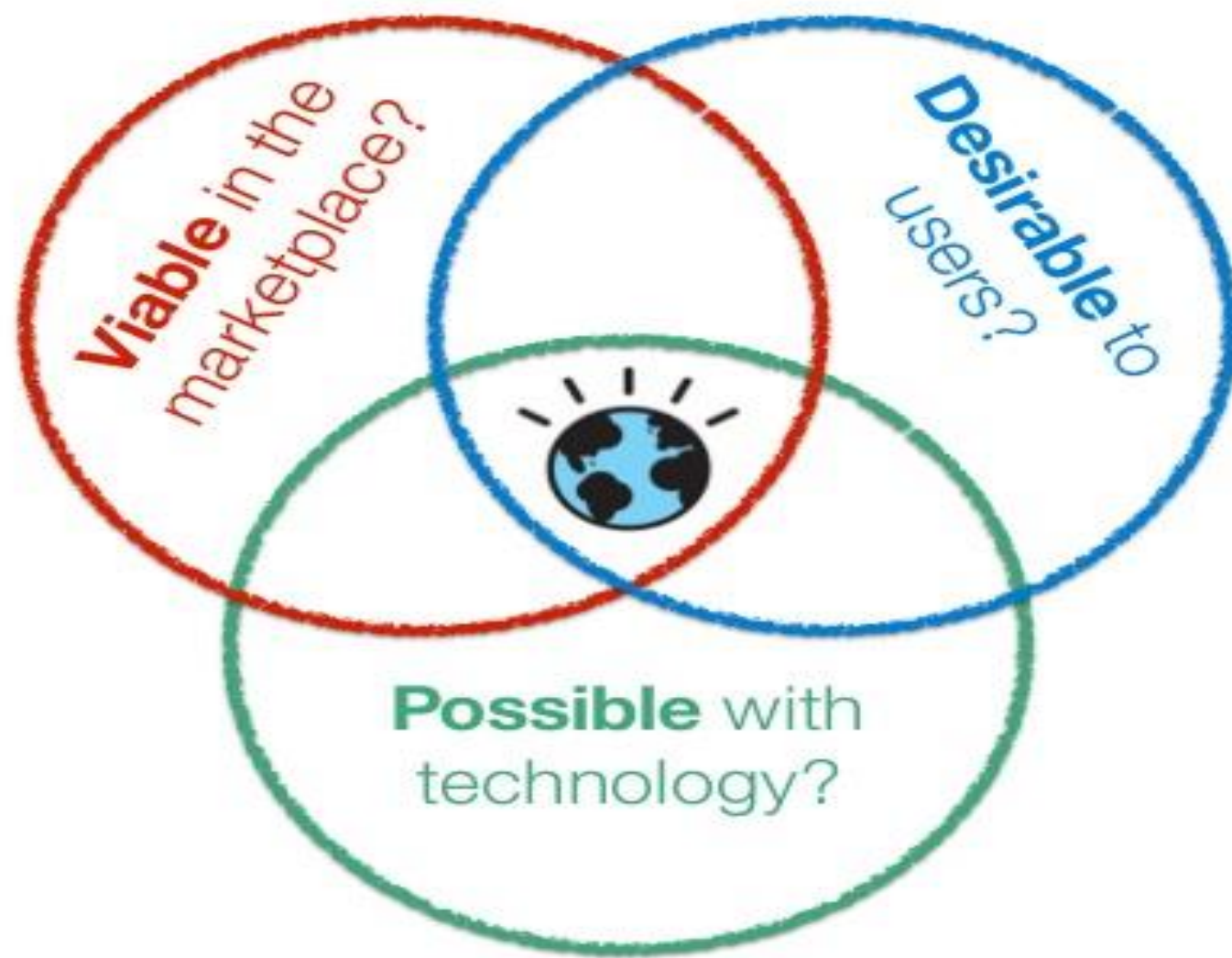
***Any where - Any Time - Any Content - For Any User
- With Any Device and Any Access !***



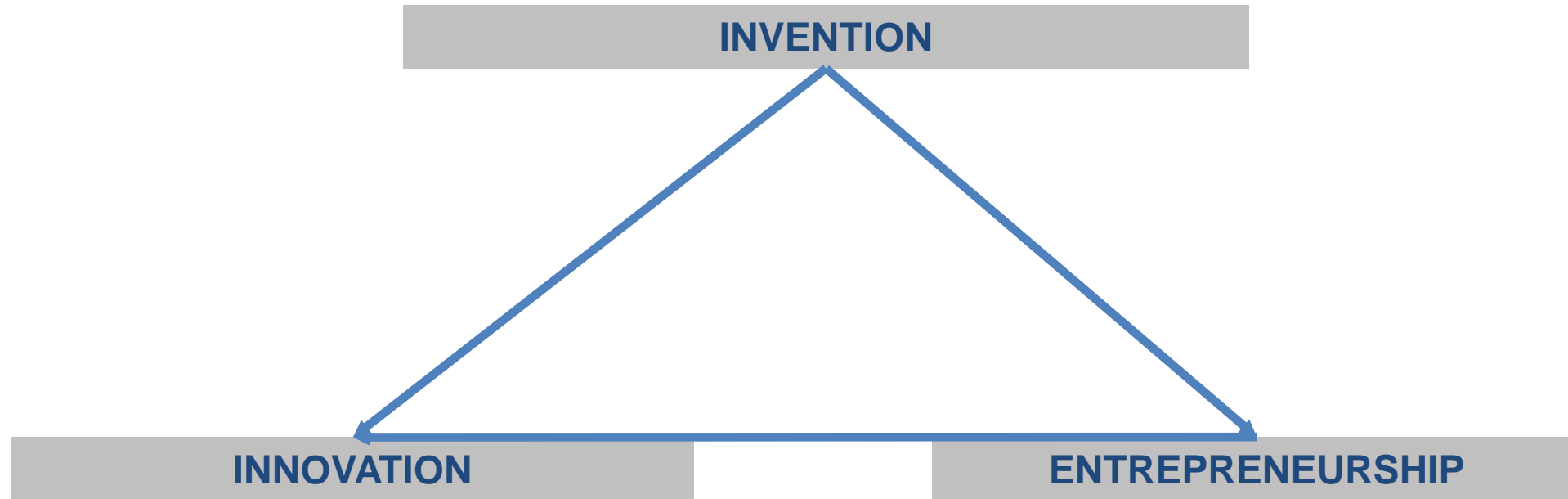
THE DIGITAL DISRUPTION HAS ALREADY HAPPENED

- 1) The world's largest taxi company (Uber) owns no taxis
2. The world's largest accommodation provider (Airbnb) owns no real estate
3. The world's largest communications companies (Skype, WhatsApp, Facebook Messenger, Viber) own no infrastructure
4. The world's most valuable retailer (Alibaba) has no inventory
5. The world's most popular media platform (Facebook) creates no content
6. The world's fastest-growing banks (SocietyOne) actually have no money
7. The world's largest movie house (Netflix) owns no cinemas
8. The world's largest software vendors don't write the apps (Apple, Google, Facebook)

Where **Innovation** happens



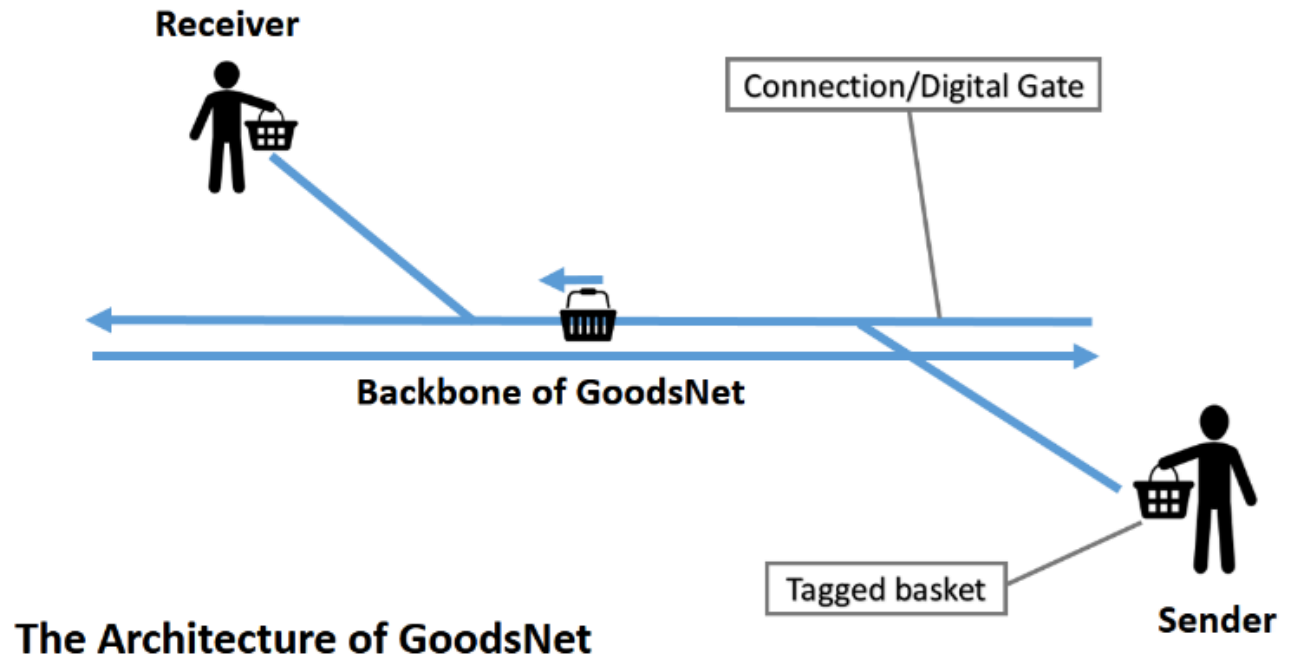
HI-TECH LIFE CYCLE



LIFE IN 2050

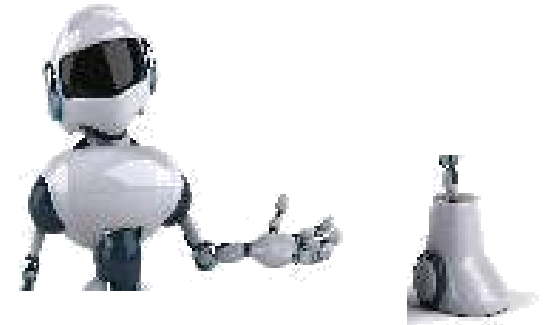
GoodsNet

There is no more need to go everyday and buy routine goods, when you buy online, they come behind the door by tube of GoodsNet



Me Virtual

You can't travel every day but you can hire a robot that travel instead of you, go within the business sessions or go to shopping by being your eye, ear and tongue.



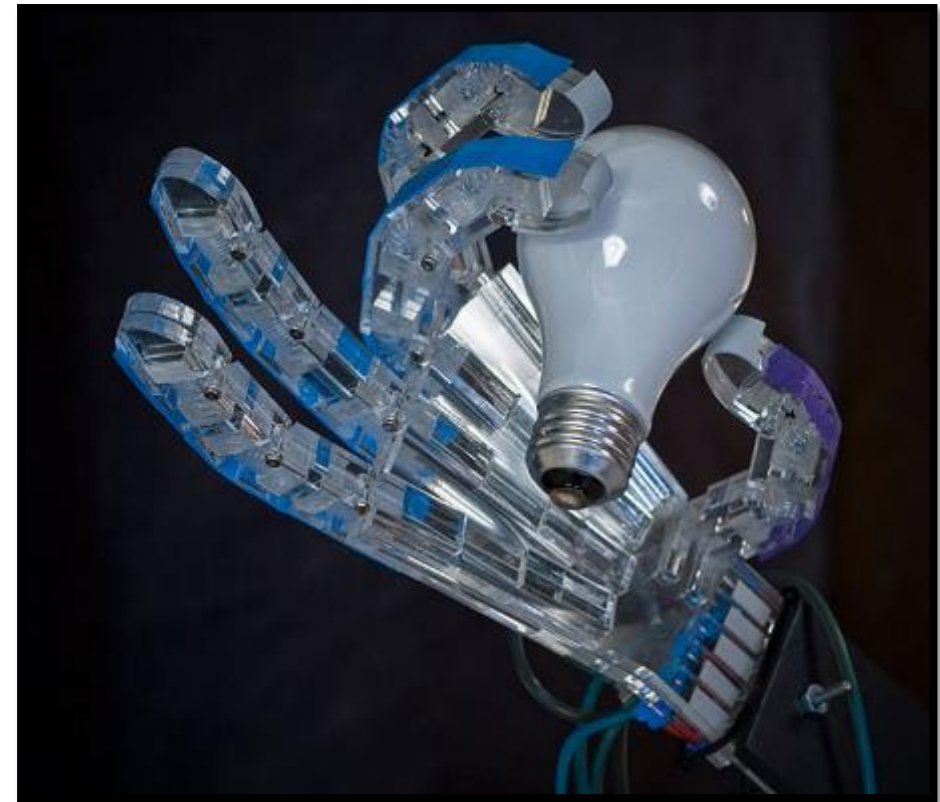
Let's Drive Ahead

Driverless cars are now coming but, flying cars are a little bit further but as soon as the civilian air corridors be set up, then inside a heavy traffic you might ask the controller “Please an avian line, I am in a hurry”



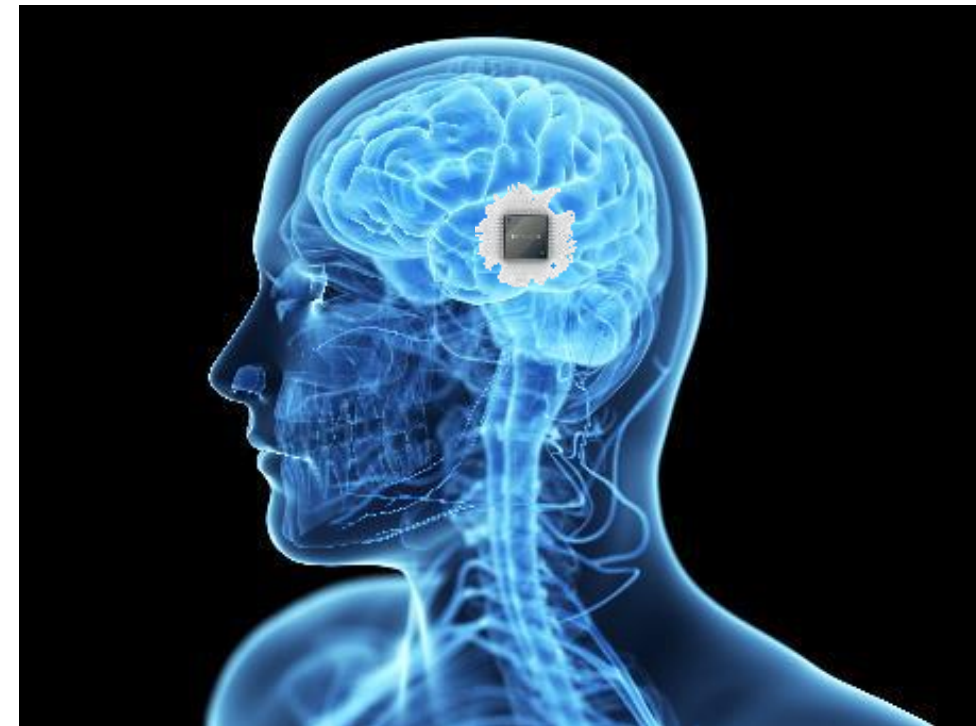
Body Parts

Now just changing heart and limbs with machines is tested while neither fully functional. But almost many others are in the way.



Brain External Memory

Now we spend a very long time in school to learn while forgetting is an accepted fact, but soon our brain will be equipped to a hard disk we just ask “please download cooking every food” and then all of these information will be stored and is retrievable whenever we want from this hard disk just like other memories.



Independent Home

What if my home be at top of Himalaya or deep in Amazon forest. This is possible by homes that while connected to the world of business and trade, are also independent in energy, water, self-care, repair and recycling



My Drone

Personal drone is
our next toy just like
our cell phones that
will work in home,
work and
entertainment



My Bird

Flying abroad will not need in a near future to Jets, but just need own wings, like every bird.
Soon traveling will change from public to personal



Artificial Family

Family will also become artificial, as finding the best dream husband and wife is impossible, but you can make an Avatar of your dream panther and receive it by post. Although may never fall in love with you.



Living in the Mars

Mars is not good vacation by now but soon it will become somewhere to live when the earth population exceeds 50 billions



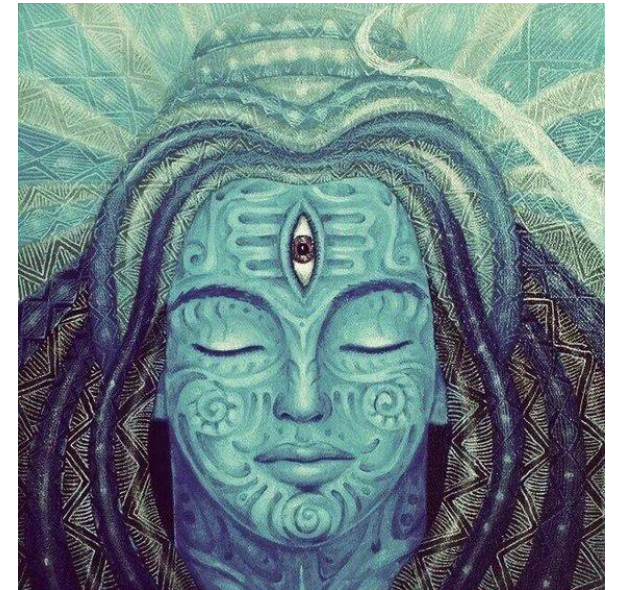
Increased Life Expectancy

Life expectancy will increase to up
100 years, don't worry



I See You !!

We will see each other better by brain reading products that detect when someone is lying, accusing or cheating. This will be our third eye.



I Am Healthy

Body monitoring is the next generation of prevention that will tell you as soon as there is something working abnormally inside the body
This is active prevention



Hands Free

This technology will be soon available, we will not carry anything except our fingerprints, for entering home or office, paying parkometer, buying in malls or accessing mailbox or any other personal environment



Mixed Gamy

The ordinal family of two partners and the children will change to varied number of men and women living together with their children!



Wars Will Be Computer Games

No more our soldiers
will be our sons or
daughters, but they
will be our robots
that we order them
from desktop while
drinking coffee



Outer Space

We will understand what is beyond darkness
and our knowledge about the cosmos and
shape of the universe will change

Mind Mystery Will Disclose



We will understand what is mind, brain and their relationship, this will make psychological disease treatable and understandable

Everything Will Go Live

Everything will go live, doesn't matter a mug, curtain or pen. Everything has a chip that send the relevant information to us



We Should Be More Human !

We should be more human, because we will be richer, healthier and more peaceful. This is not an invention

but is a **'dream'**something has been possible from centuries ago and still is remained a dream

If someone can do it YOU CAN ALSO DO IT



great ideas

The best ideas start from an
inspired thought - a spark of
creativity that ignites ambition
and builds businesses

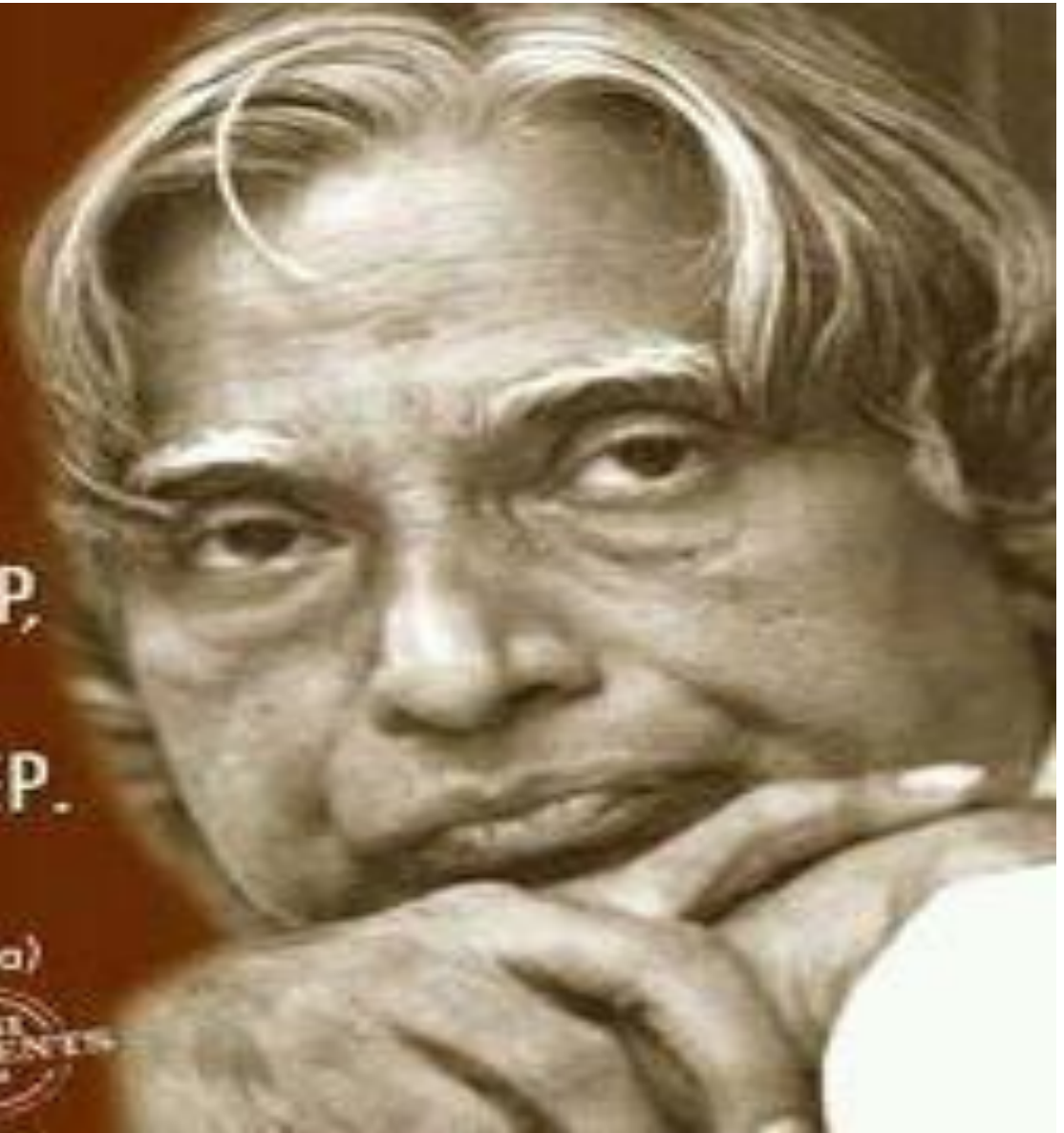
1 Do you think your big idea
into an award winning
2 He





THE DREAM IS NOT
WHAT YOU SEE IN SLEEP,
DREAM IS WHICH
DOES NOT LET YOU SLEEP.

- DR. ABDUL KALAM
(Former President of the Republic of India)



THANK YOU !