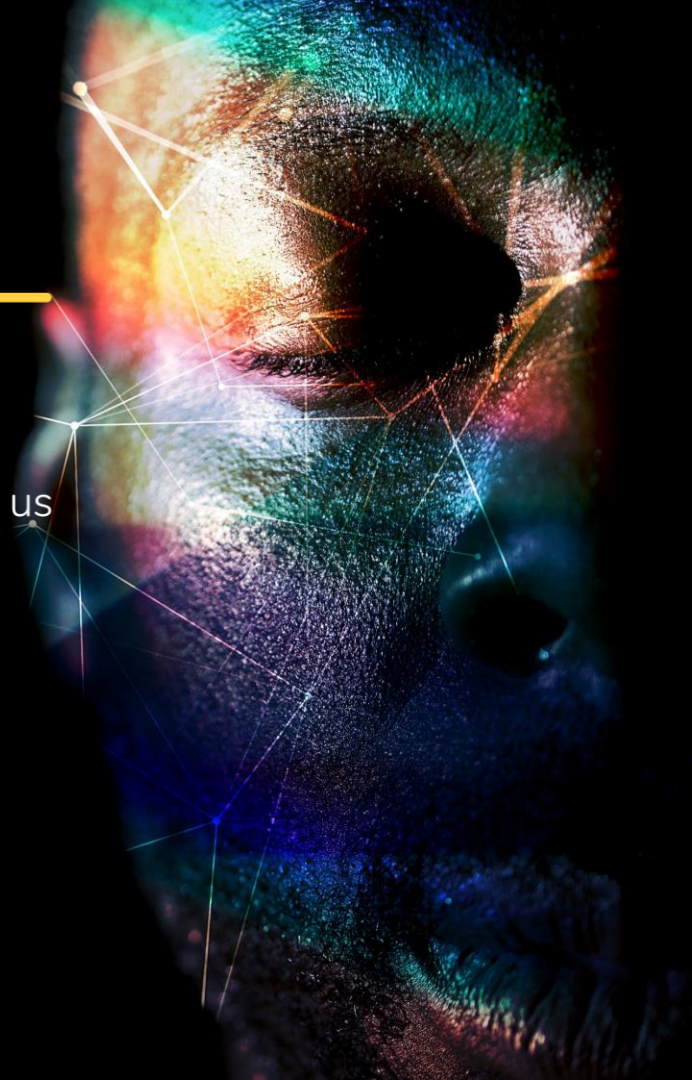
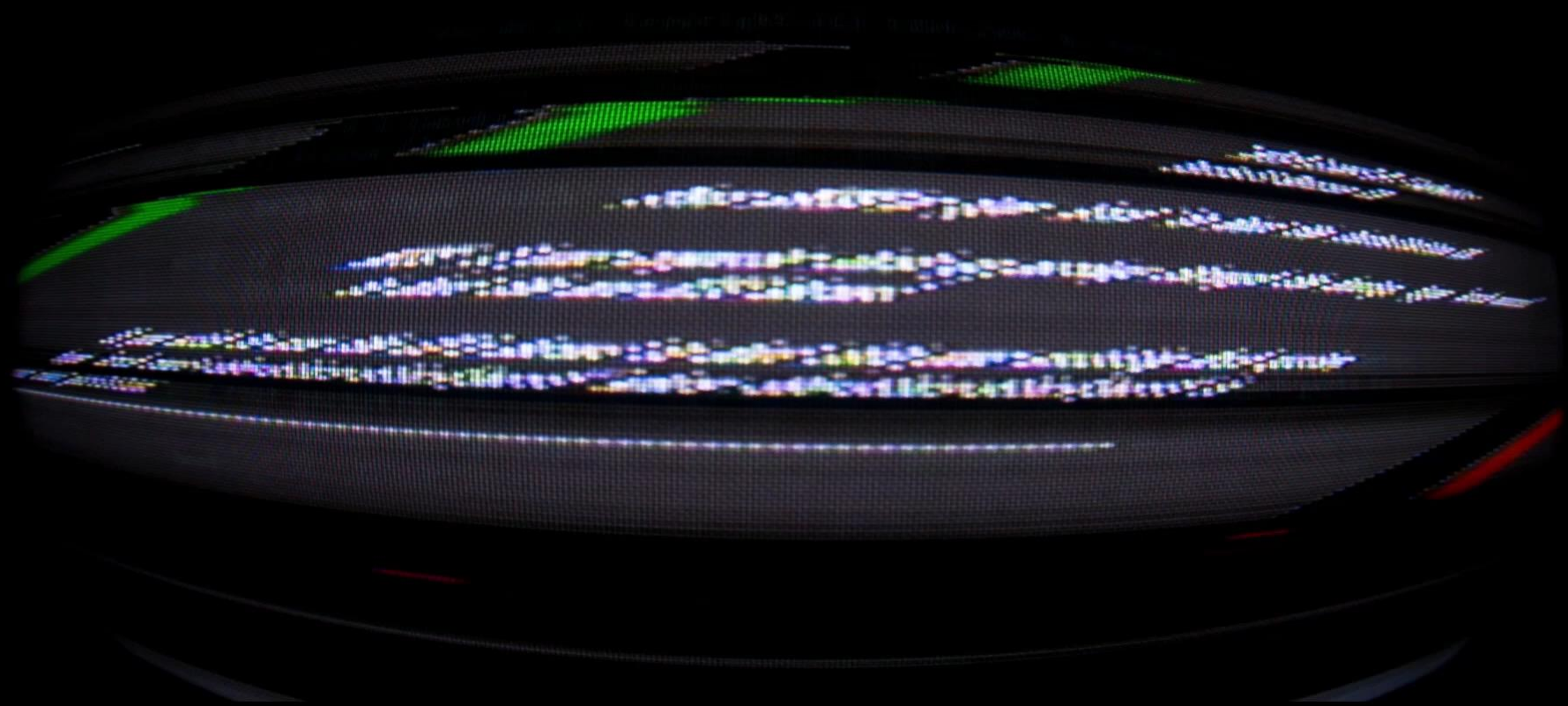


The closing gap

# MERGE

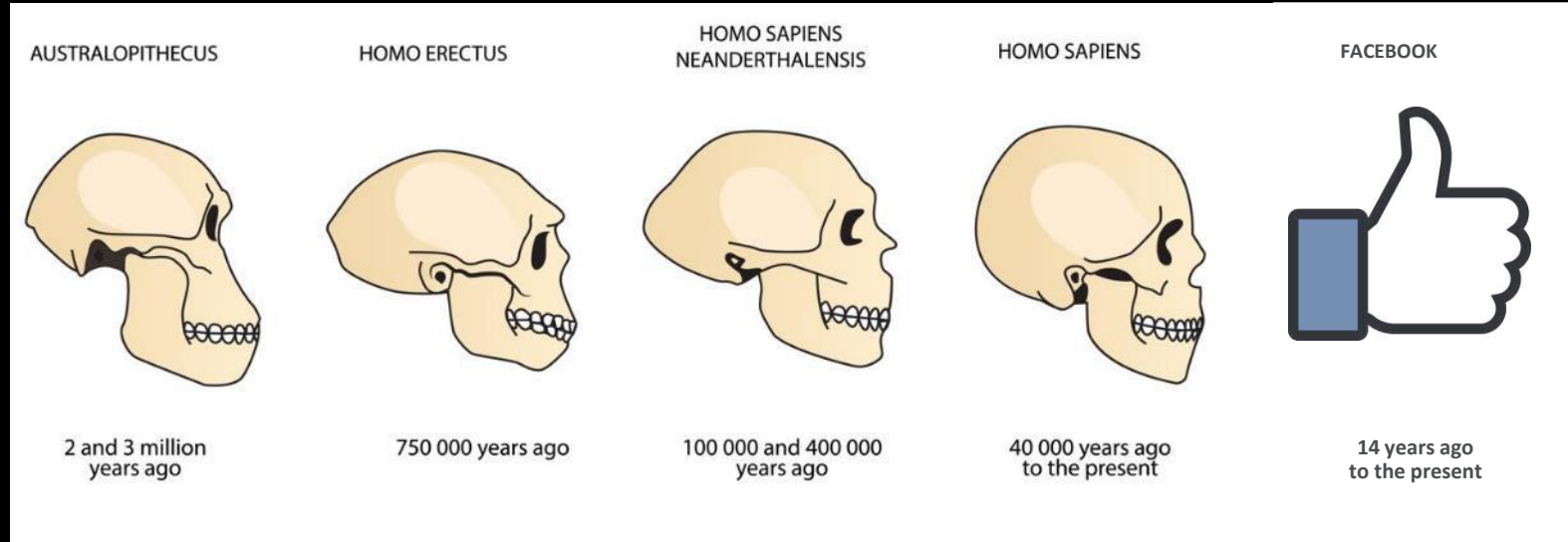
between technology and us





What's NOT changing is  
just as important as what  
is.

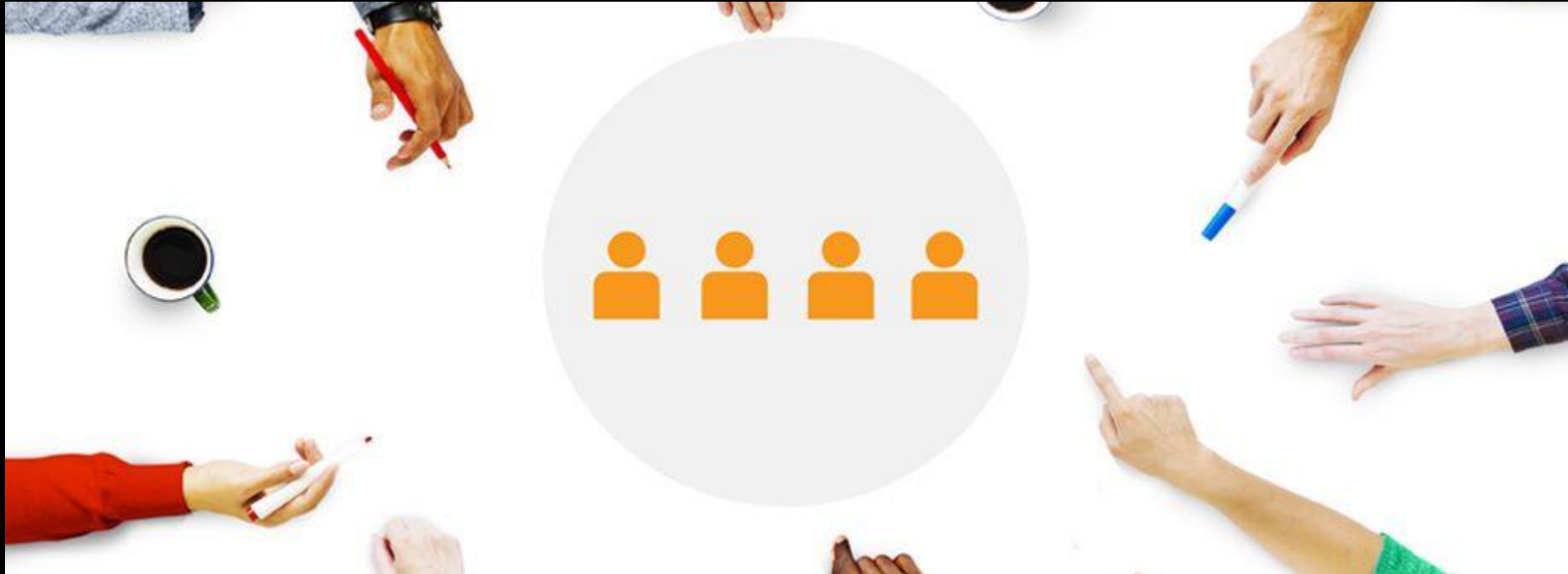
# The brain hasn't changed in over c.100,000 years



**Brands still need to  
be built the same  
way**



# Building a company around staff & customers is vital



# Relationships matter

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# You can't stop evolution


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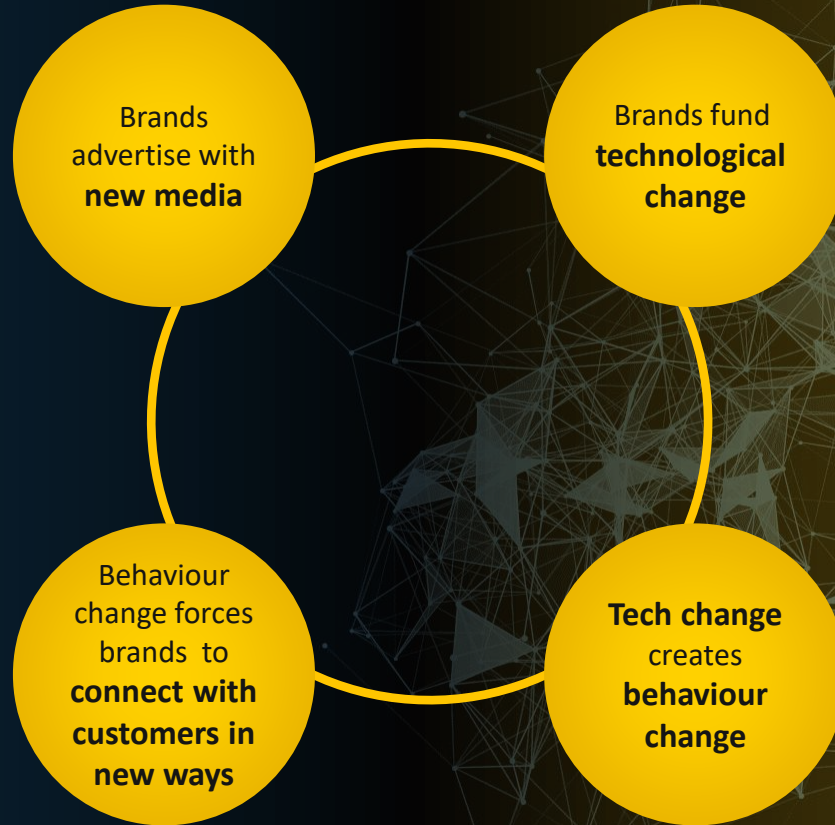


What's NOT changing is often more important than what is.

We must though be  
aware, open, and ready  
to play in the new  
world.



**I**f technology continues to improve exponentially  
**T**HEN Humans and Machines will likely Merge  
**A**ND businesses, companies, brands need to  
be part of that



You are alive today because your ancestors  
mastered **THREE** disciplines



**Energy Capture**



Fire & Food

**Evolution via competition  
& co-operation**



Fighting & Friendship

**Extracting meaning from  
information**



Facts & Fictions

**Enabled by...**

# TOOLS

and their application, which we call  
**technology**





**T**echnology allows ever-more sophisticated extension of the human body

– Ray Kurzweil  
Director of Engineering at Google



It is not the case that we will experience 100 years of progress in the 21st century, rather, we will witness on the order of 20 000 years of progress.



# Here's what that looks like





5 exabytes of  
data every 2  
days  
**Machine  
is here**

99.5% of  
data goes  
unused.  
**Learning  
But now....**

And when Machine  
Learning is added to  
tools and technology  
like this...

...they

**BECOME**  
**our bodies**





“

We become what we  
behold. We shape our  
tools and **THEN OUR  
TOOLS SHAPE US**

”

Professor John Culkin





YOU ARE HERE:

**STAGE I:**

Surfacing.  
1950-1995

**STAGE II:**

Organising.  
1990-2015.

**STAGE III:**

Extracting.  
2010-2025

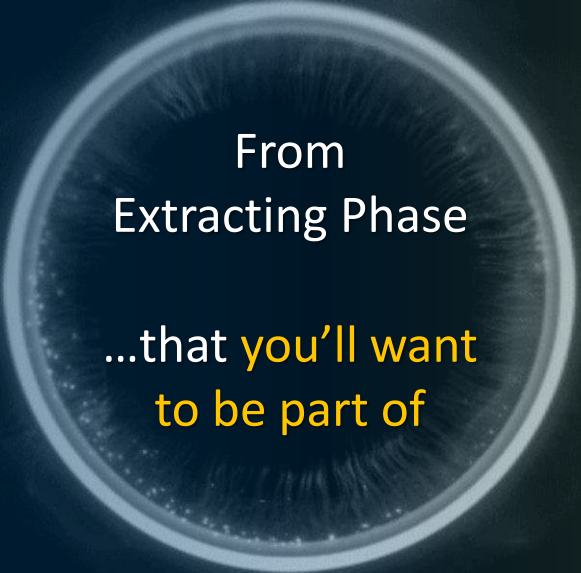
**STAGE IV:**

Anticipating. 2020-  
2035

**STAGE V:**

Elevating.  
2030-2050.

# 9 TECHNOLOGIES



From  
Extracting Phase

...that **you'll want  
to be part of**



1. CHATBOTS
  2. MESSENGER CONCIERGE
  3. AMBIENT AI
  4. NEXT-GEN VPA
- 

## MERGING SPEECH & AUDIO |

Technologies that copy and learn from humans via their understanding of speech and audio

Tech that sits **ALONGSIDE** us. Tech that **INTERACTS** with us.





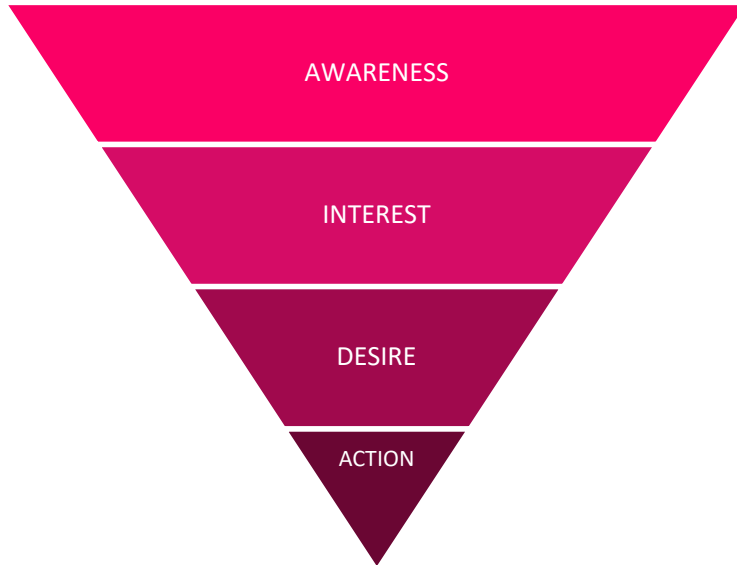


**OLLY**  
emotech



# The consumer funnel has hardly changed in 100 years

1898 AIDA  
Consumer Funnel

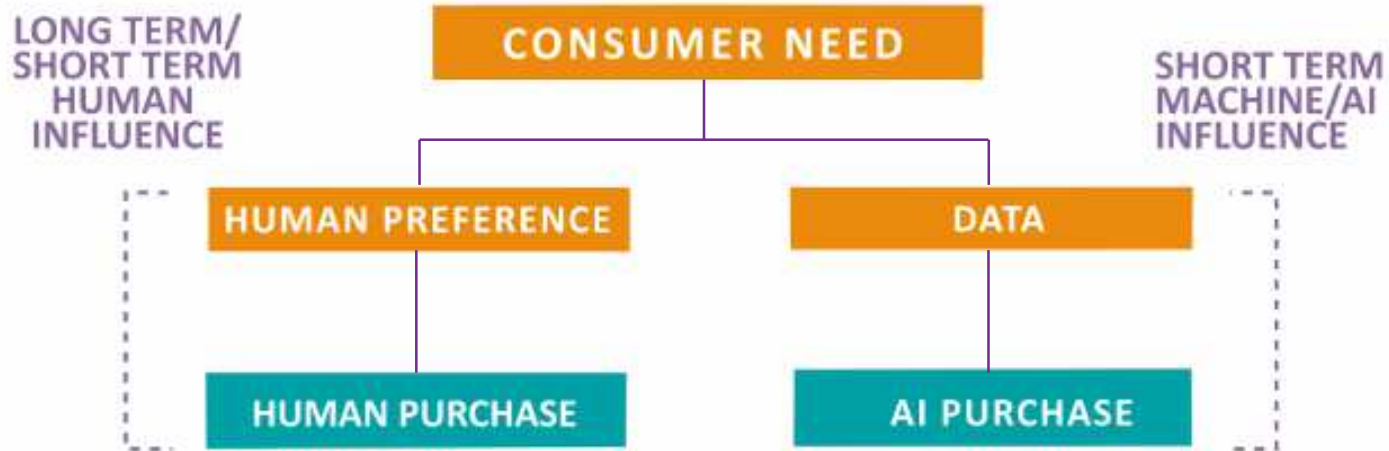


2018 typical  
Consumer Funnel



MERGE

# A balanced view





5. NEXT-WAVE WEARABLES

6. HEARABLES

---

**MERGING MOVEMENT & TOUCH** | Technologies that copy and learn from humans via their understanding of physiology and movement

Tech that **INTEGRATES** with us. Tech that **MOVES INSIDE US**.



NFC

环壁侧面字母“NFC”区域搭载了新款高速智能NFC芯片  
The side letters “NFC” is equipped with high-speed intelligent NFC chip







7. INTELLIGENT LAYERS

8. MIXED REALITY

9. VIRTUAL REALITY

---

**MERGING SIGHT & VISION** | Technologies that copy and learn from humans via their understanding of sight and sensorial inputs.

Tech that delivers **IMMERSIONS**. We **MOVE INSIDE TECH**.



HOLOLENS VIEW



c|net





## STAGE IV:

Anticipating. 2020-2035.

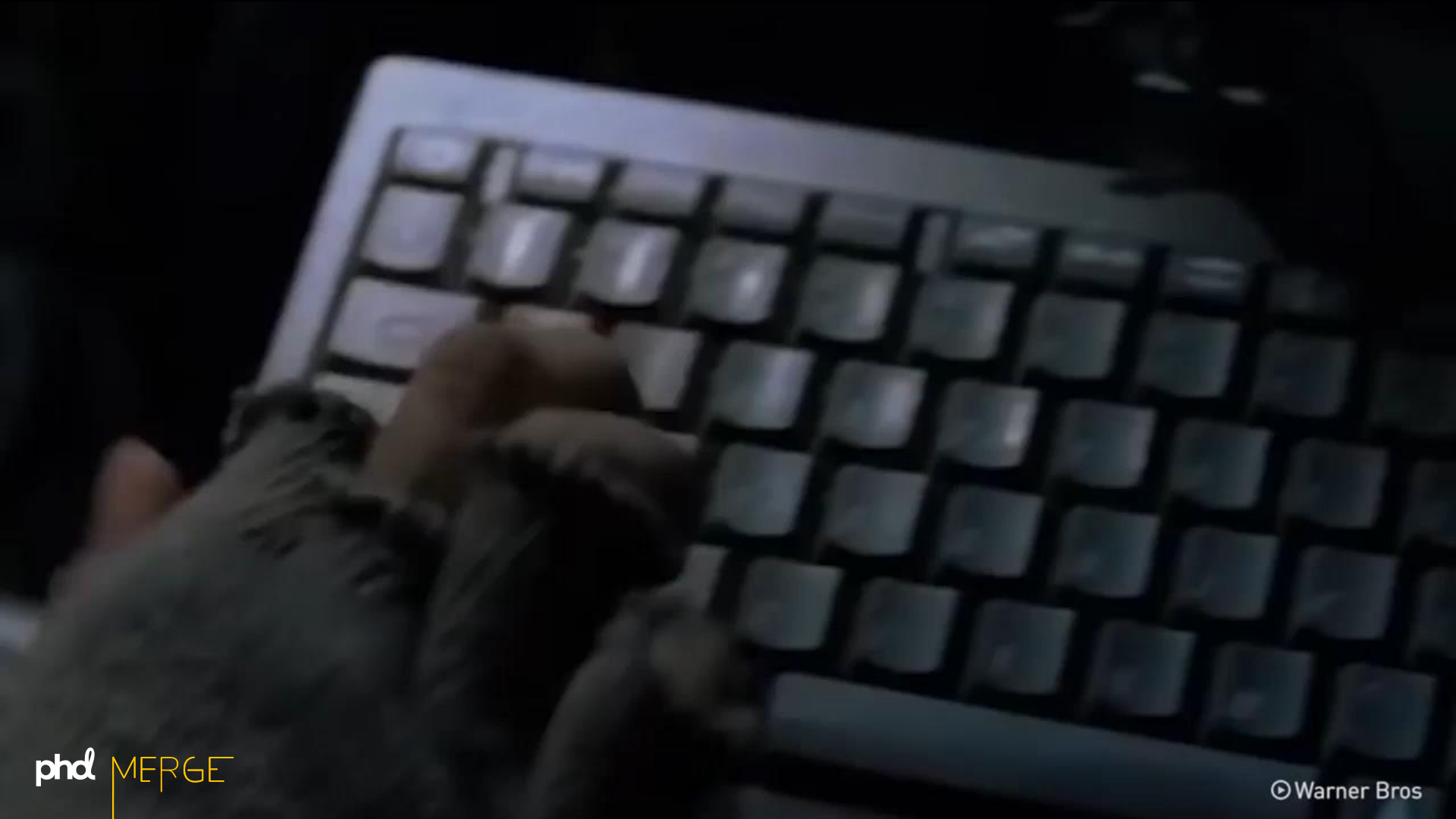
Deep learning AI leads to technologies that anticipate our needs and interests, and start to make decisions for us.

## STAGE V:

Elevating. 2030-2050.

Artificial General Intelligence, Nano-tech, Bio-Tech and Quantum Computing lead to humanity and technology becoming indistinguishable.

**The Merge is complete. Humanity evolves.**



We know Merge is daunting  
So there are  
**3 things**  
you need  
to do







1.

# Know **WHY** you are innovating

Brands must discern a **reason** for innovating  
using Merge tech. What is their **ultimate aim**?

Innovation is not just new stuff.

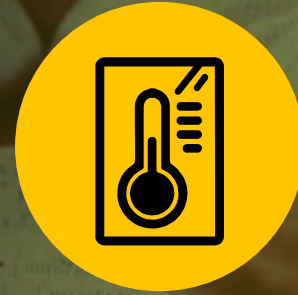
Innovate to solve



Innovate to adapt



Innovate to prepare



**ACTION:**

Define your reason for innovating.



2.

## Know **WHAT** experience you want to create

What data do you possess - or could you gather  
– that could inform an innovative experience?

What meaning could you extract and repurpose  
to turn data insight into a digital experience?



Build  
data-layers



Create a data  
strategy



Knowledge  
management



**ACTION:**

Get a knowledge management strategy.

3.

## Know **HOW** to Innovate

No matter how complex, every Merge tech has an **ENTRY POINT**

...and a stretch goal

...and a moonshot



AI



VR



AR



# Start small, experiment and build capability

## ENTRY POINT

## STRETCH GOAL

## MOONSHOT



### BASIC CHATBOT

Whatsapp Bot

### VOICE INTERACTION

Branded Alexa Skills

### SENTIENT AI

Branded AI personality



### BASIC VR

360 Video

### PROGRESSIVE VR

Deeper immersive experiences

### IMMERSIVE VR

VR Web & branded virtual worlds



### BASIC AR

Branded overlays

### PROGRESSIVE AR

Intelligent info-layers

### IMMERSIVE MIXED REALITY

Combine real and digital worlds

An aerial night view of a city, likely New York City, with a yellow overlay. The image shows a dense grid of streets and buildings, with the yellow overlay highlighting a specific area in the center.

## ACTION:

Create an Innovation Roadmap.

To plan the progressive scaling of Merge tech into your brand activity.

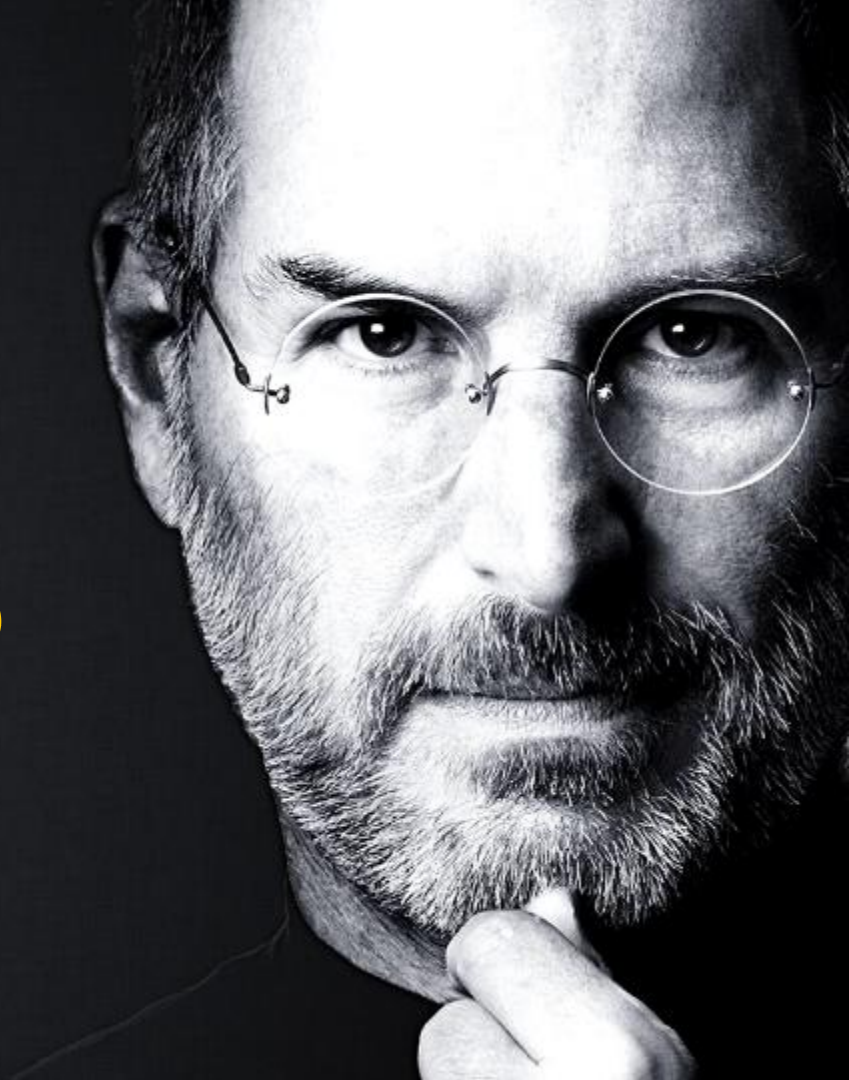


A person stands in silhouette on a dark, rocky hill under a vast night sky. The Milky Way galaxy is visible, stretching diagonally across the frame from the bottom left towards the top right. The sky is filled with numerous stars, and the overall color palette is dark with hints of purple and blue from the galaxy's light.

The best  
algorithm  
of all is  
**humanism**



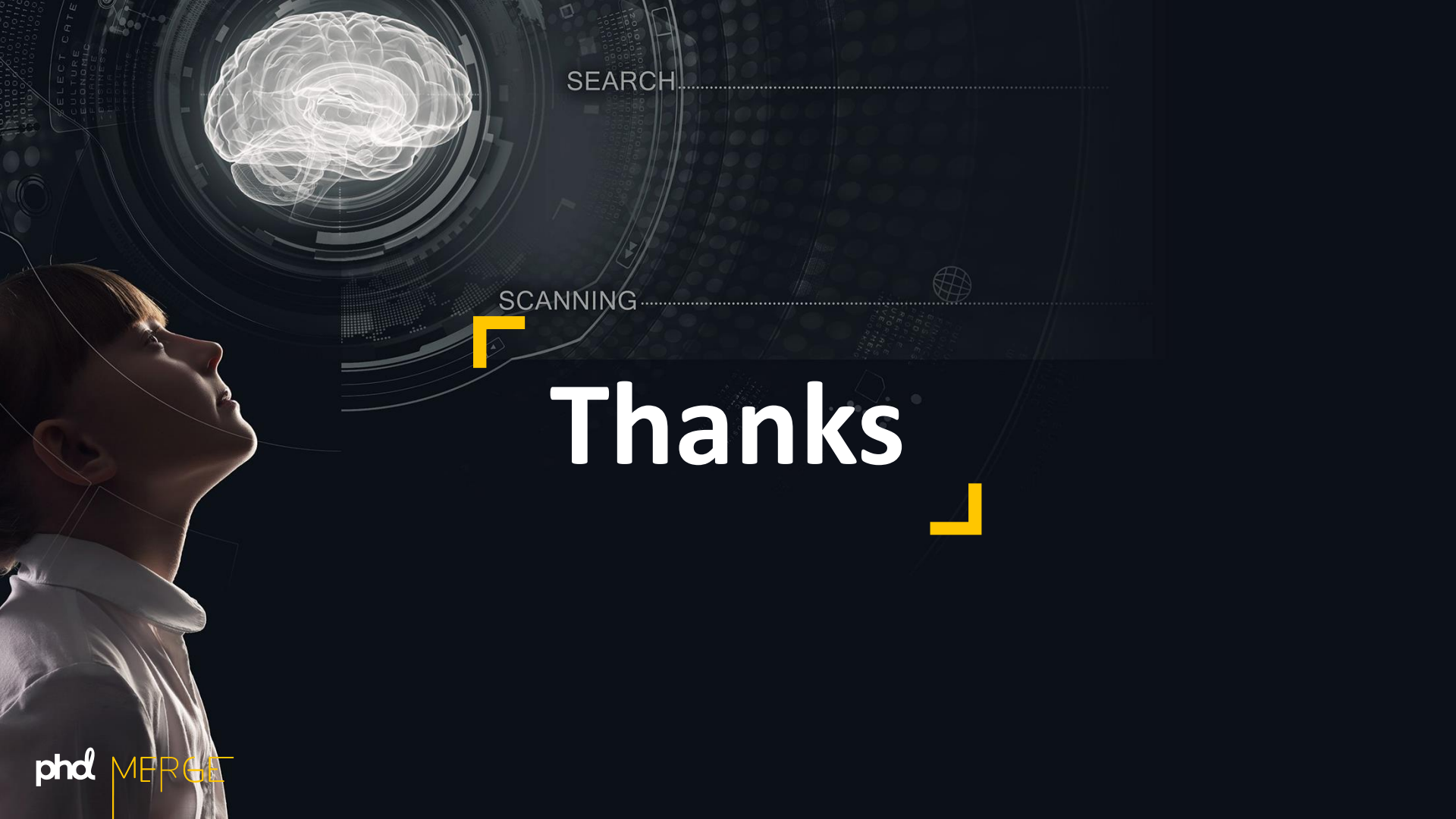
Technology is nothing. What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them





Be brave, be curious, be  
determined, overcome the odds.  
It can be done





SEARCH

SCANNING

Thanks