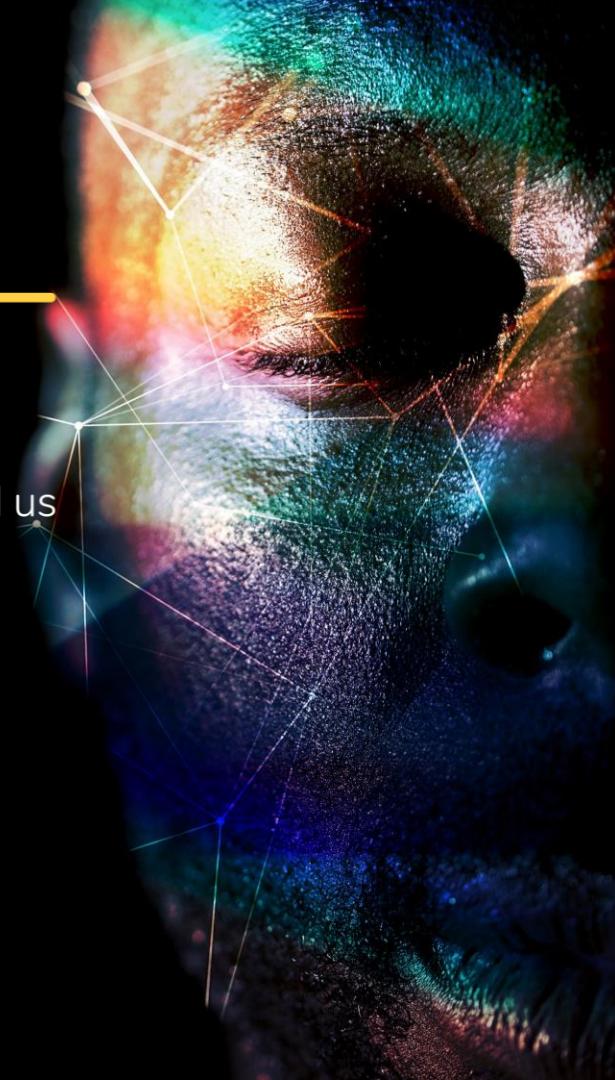
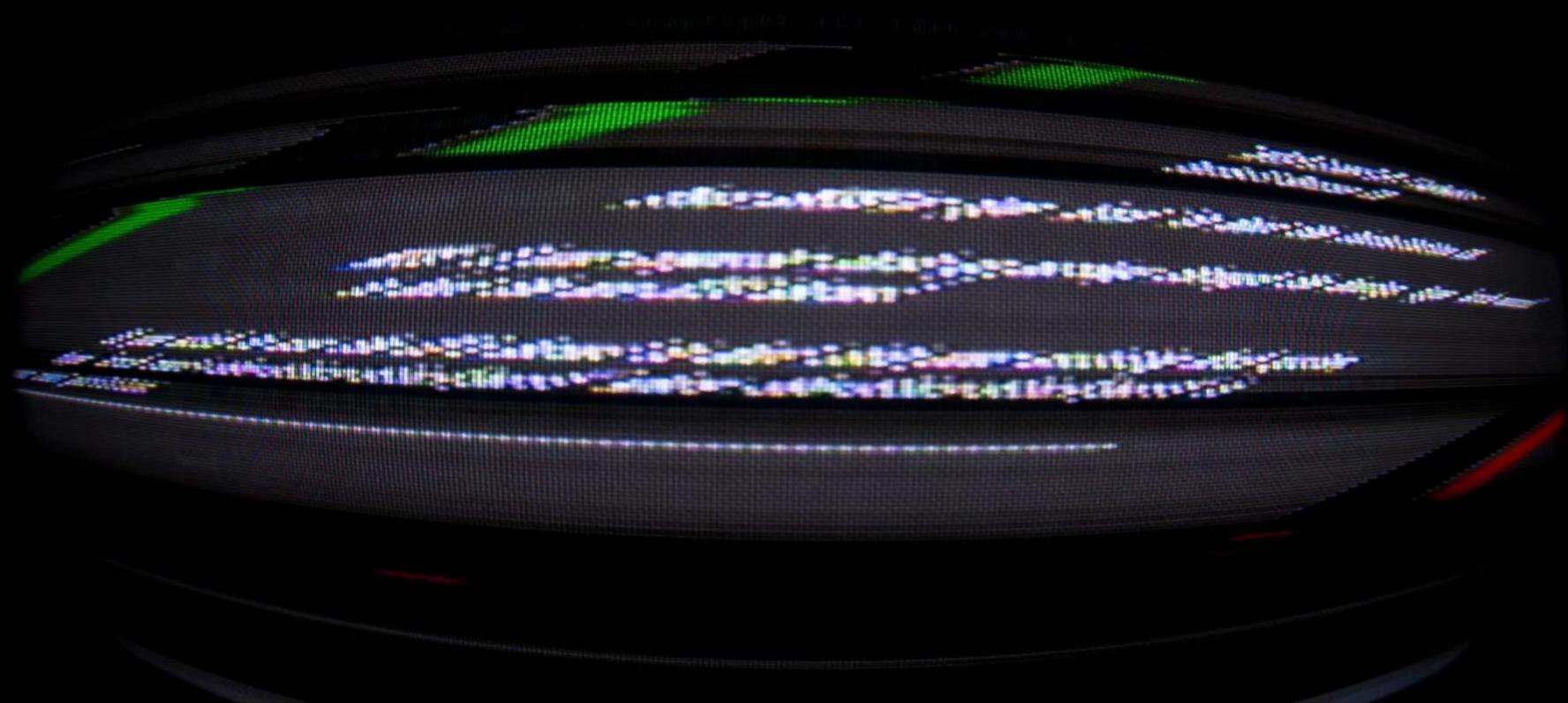


The closing gap

MERGE

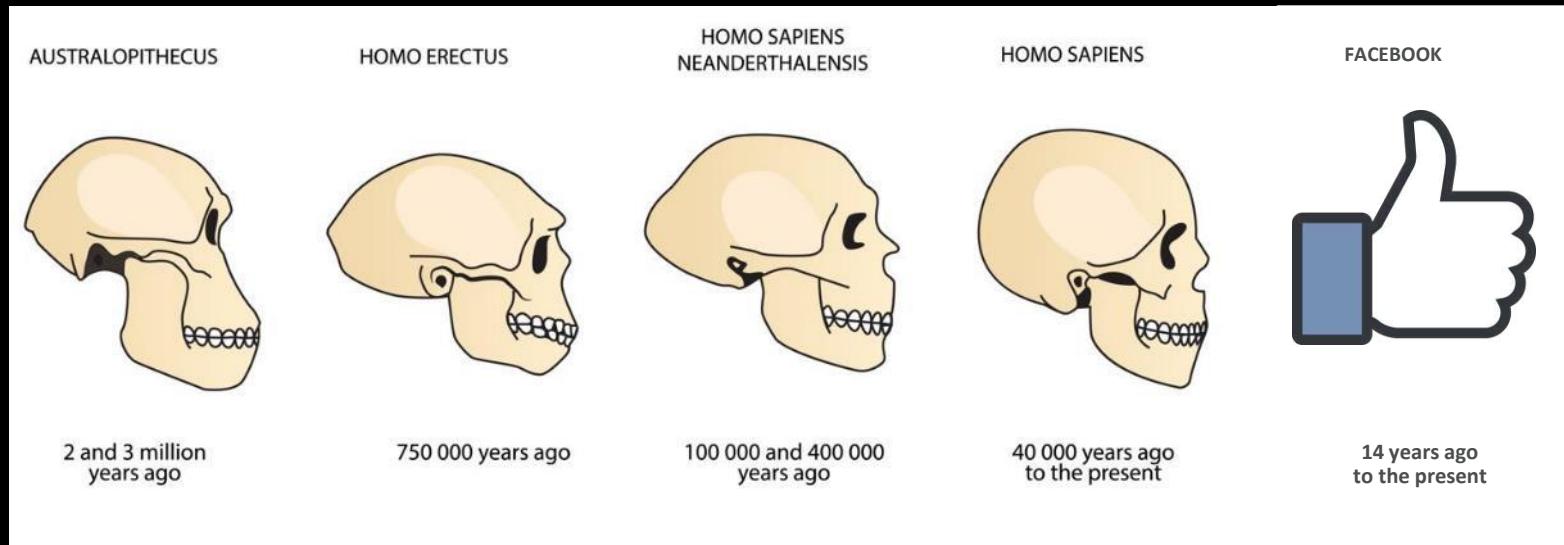
between technology and us





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

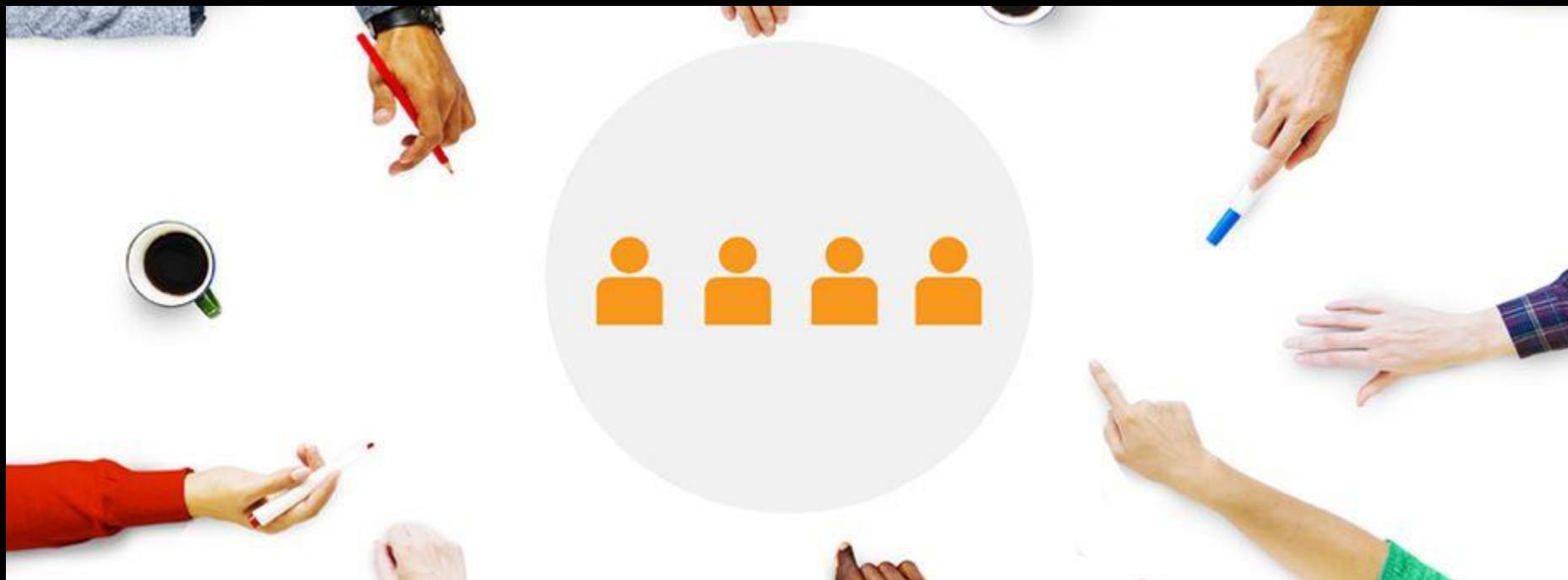
The brain hasn't changed in over c.100,000 years



Brands still need to be built the same way



Building a company around staff & customers is vital



Relationships matter

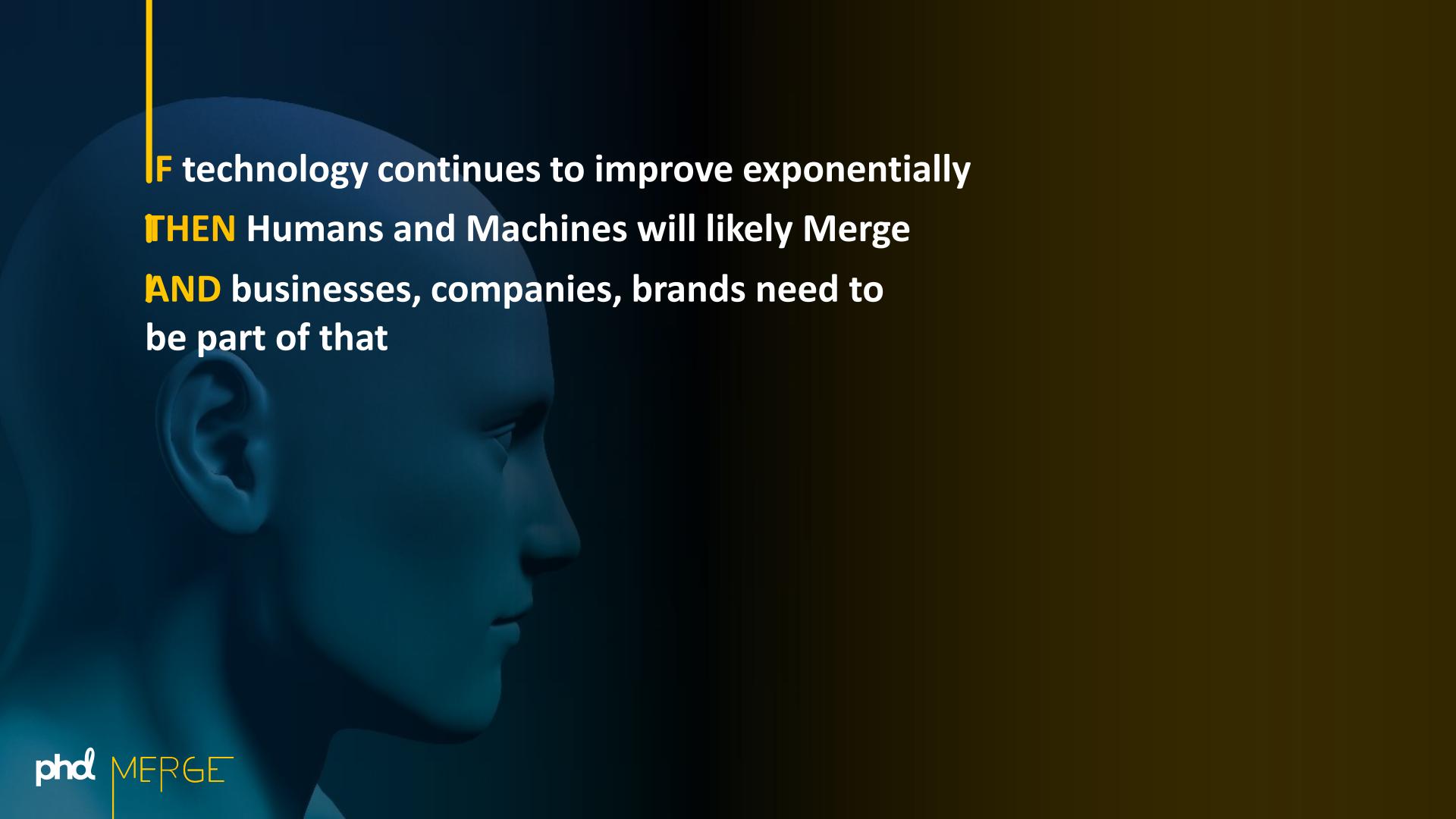


You can't stop evolution

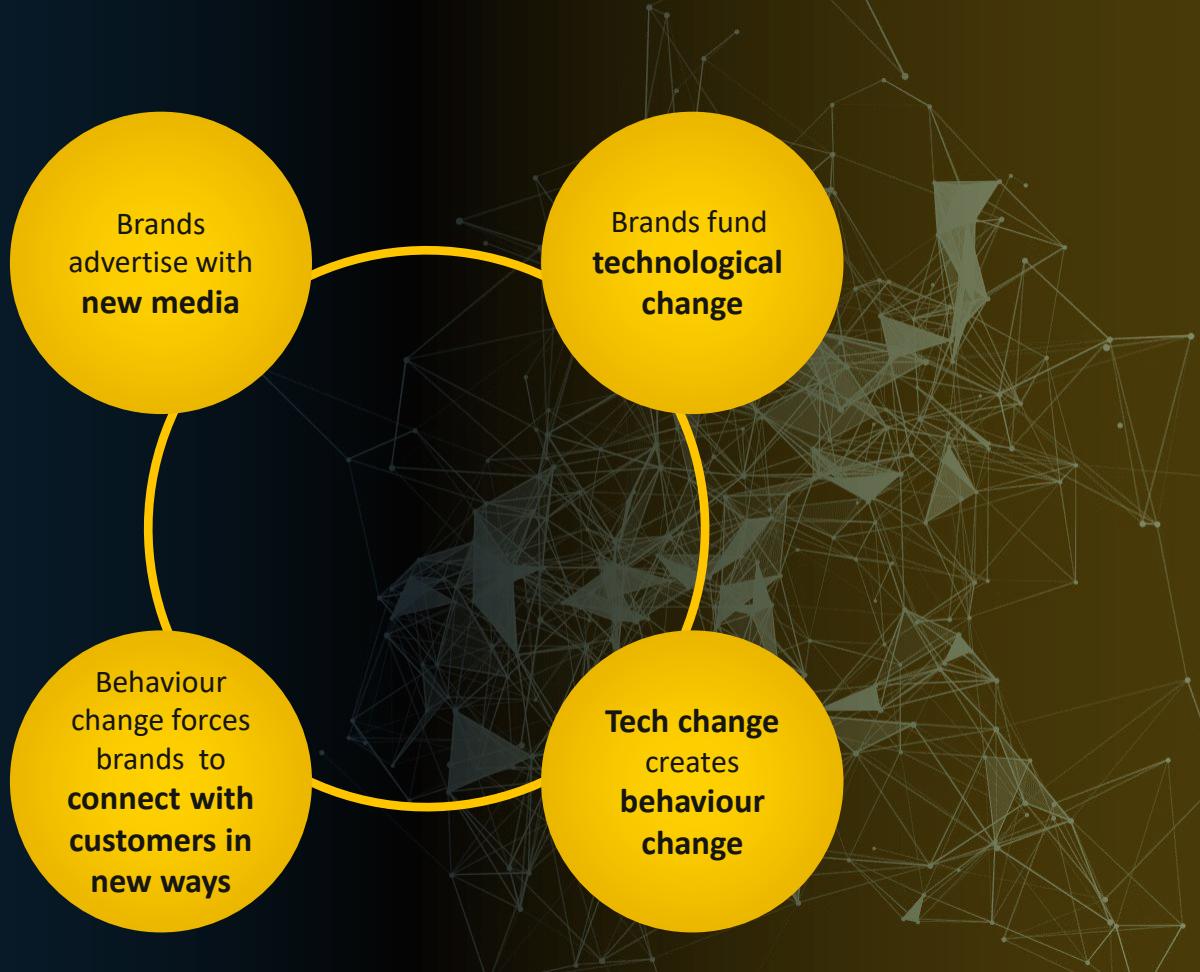


What's NOT changing is often more important than what is.

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



IF technology continues to improve exponentially
THEN Humans and Machines will likely Merge
AND 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



Technology 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



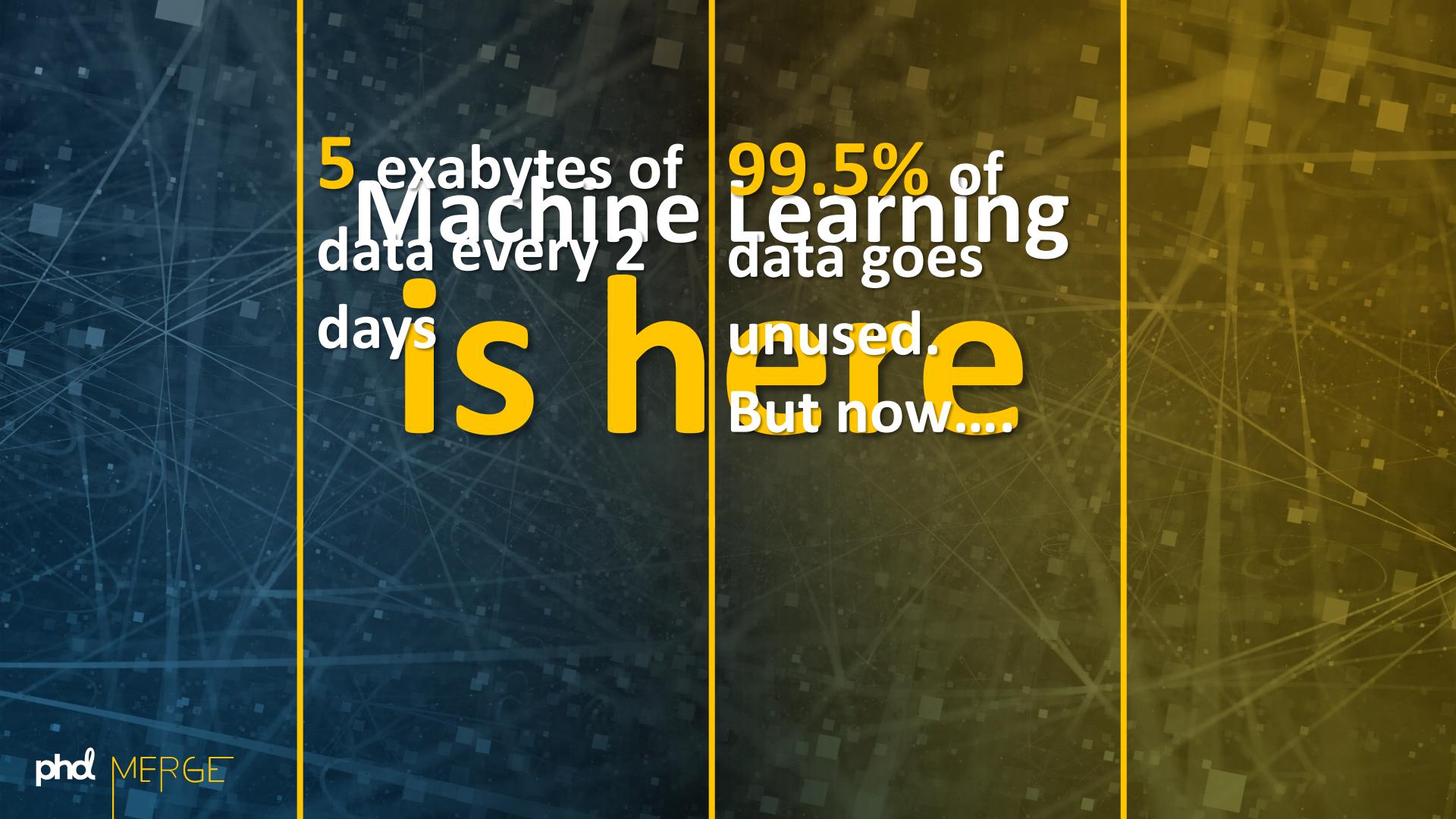
2005



2014



2018



5 exabytes of
Machine
data every 2
days

is here

99.5% of
Learning
data goes
unused.
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



STAGE I:
Surfacing.
1950-1995

STAGE II:
Organising.
1990-2015.

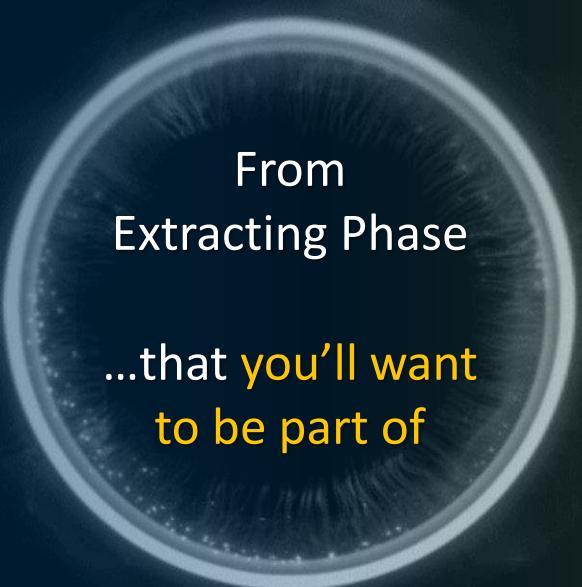
STAGE III:
Extracting.
2010-2025

STAGE IV:
Anticipating. 2020-
2035

STAGE V:
Elevating.
2030-2050.

YOU ARE HERE:

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.



phd MERGE



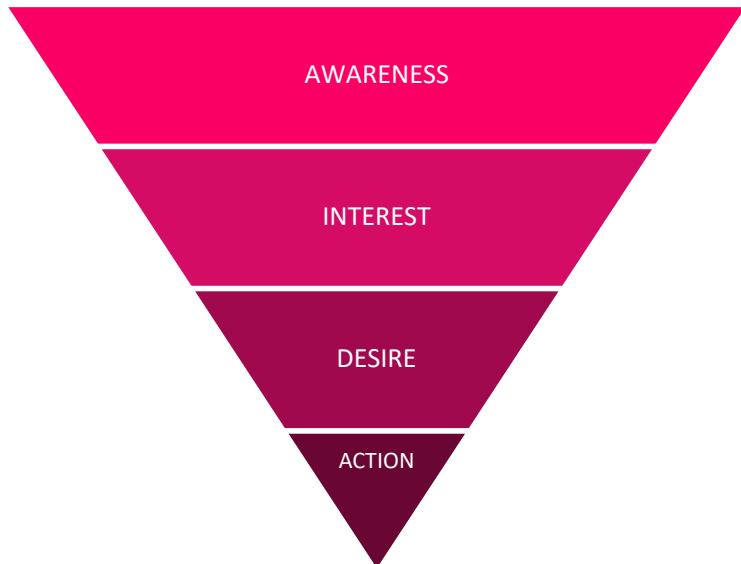
phot MERGE



OLLY
emotech

The consumer funnel has hardly changed in 100 years

1898 AIDA Consumer Funnel



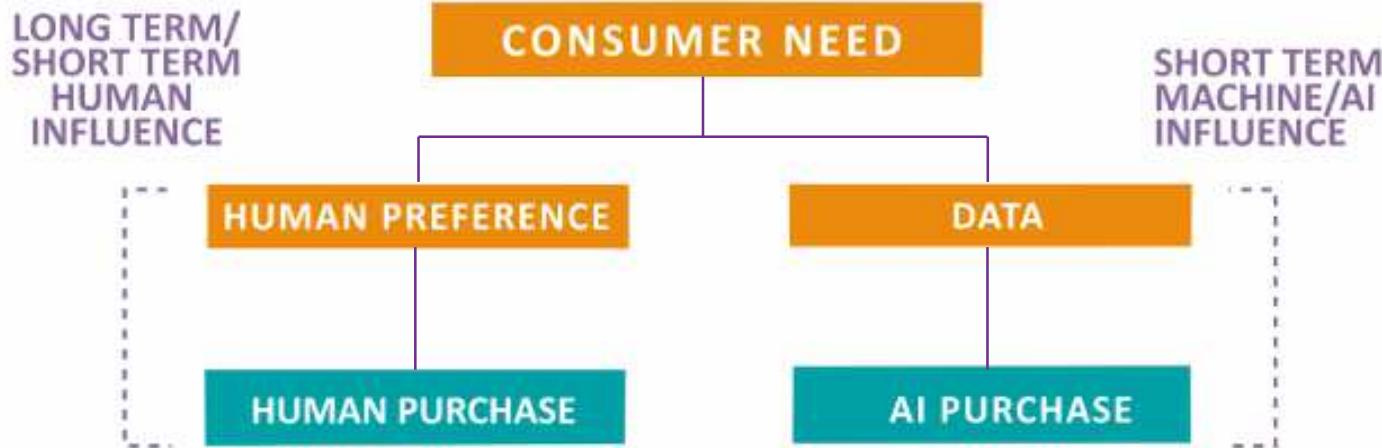
MERGE

2018 typical Consumer Funnel





A balanced view



MERGE



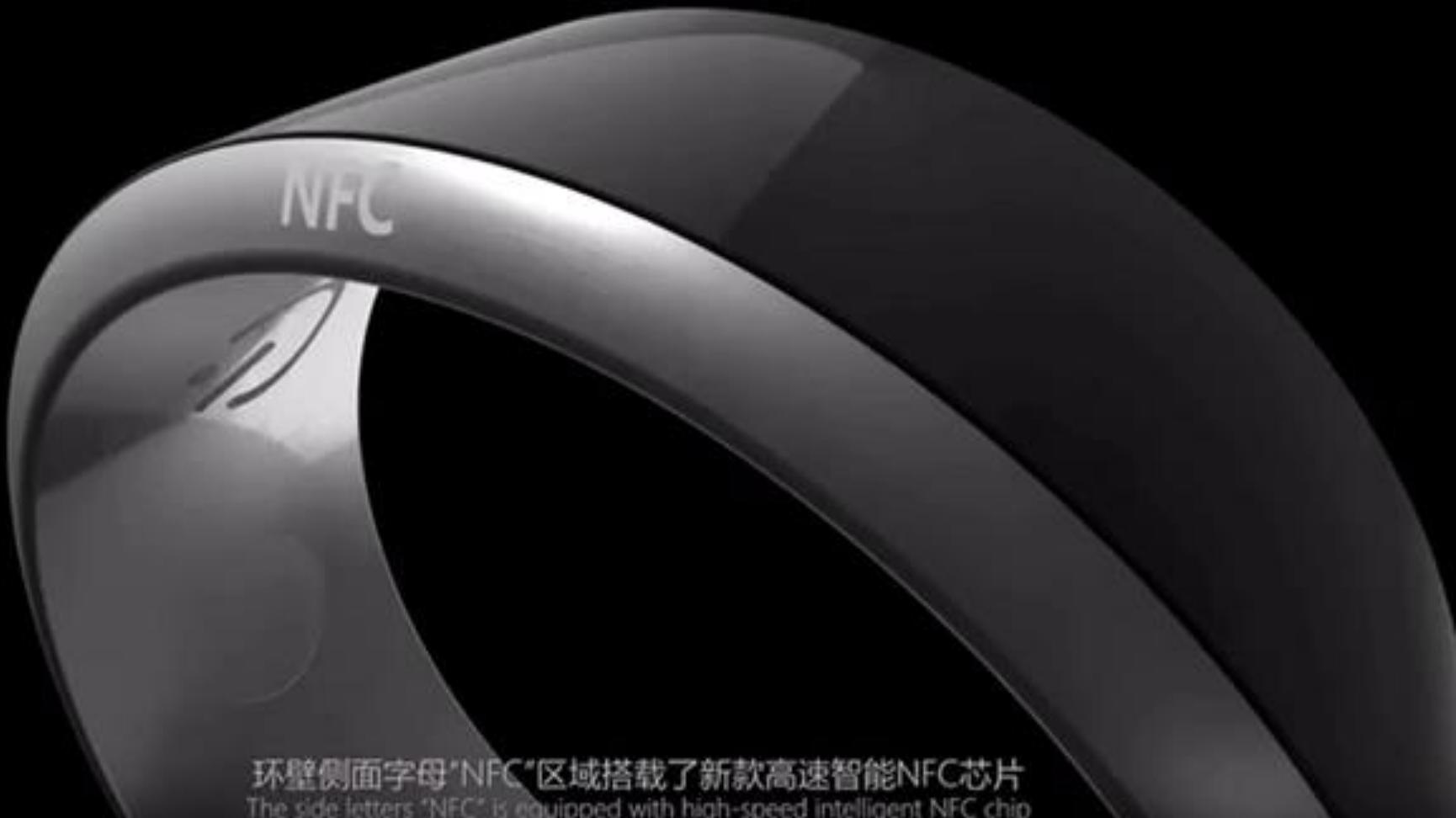


5. NEXT-WAVE WEARABLES

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**.



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**.





HOOLENS VIEW

cnet



STAGE IV:

Anticipating. 2020-2035.

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

The Merge is complete. Humanity evolves.

STAGE V:

Elevating. 2030-2050.

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

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.

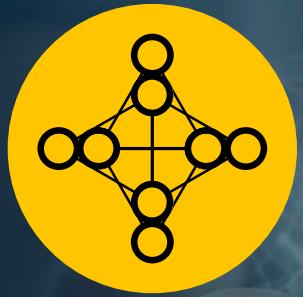
2.

Know **WHAT** experience you want to create

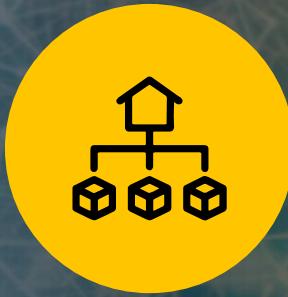
What data do you possess - or could you gather
– that could inform an innovative experience?

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

BASIC CHATBOT

Whatsapp Bot



BASIC VR

360 Video



BASIC AR

Branded overlays

STRETCH GOAL

VOICE INTERACTION

Branded Alexa Skills

PROGRESSIVE VR

Deeper immersive experiences

PROGRESSIVE AR

Intelligent info-layers

MOONSHOT

SENTIENT AI

Branded AI personality

IMMERSIVE VR

VR Web & branded virtual worlds

IMMERSIVE MIXED REALITY

Combine real and digital worlds

ACTION:

Create an Innovation Roadmap.

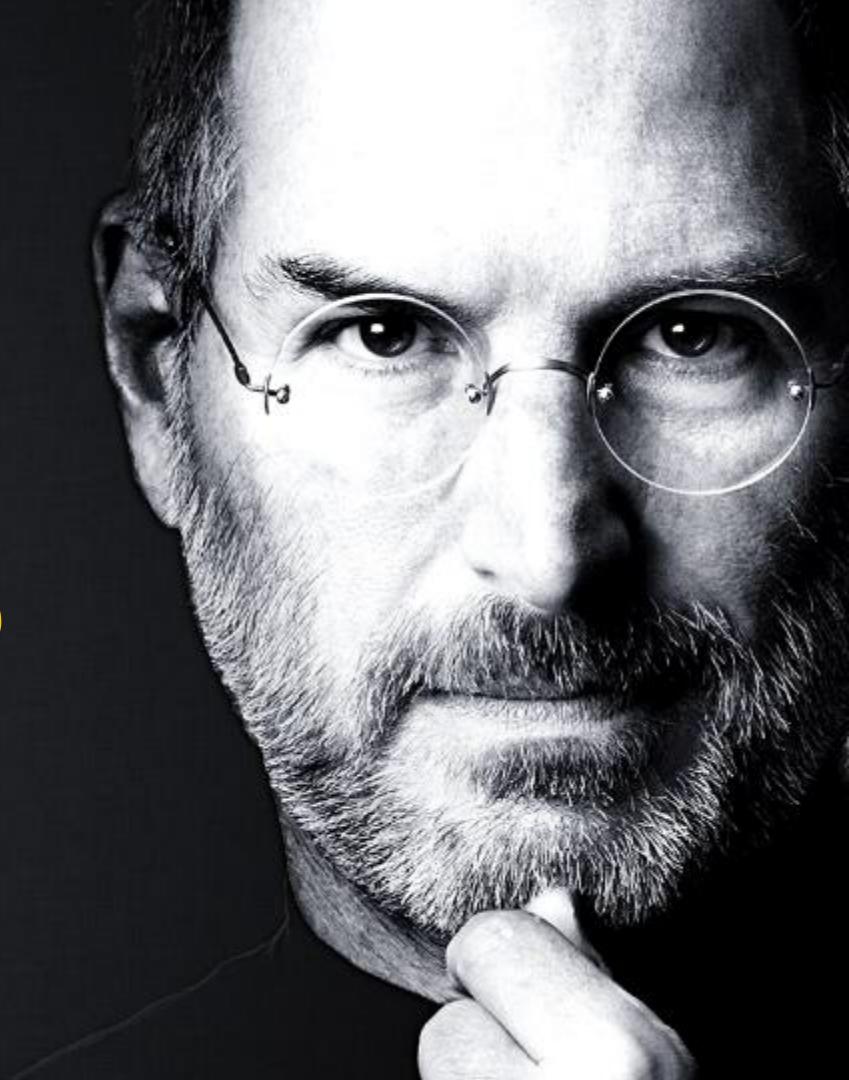
To plan the progressive scaling of Merge tech
into your brand activity.

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

”



