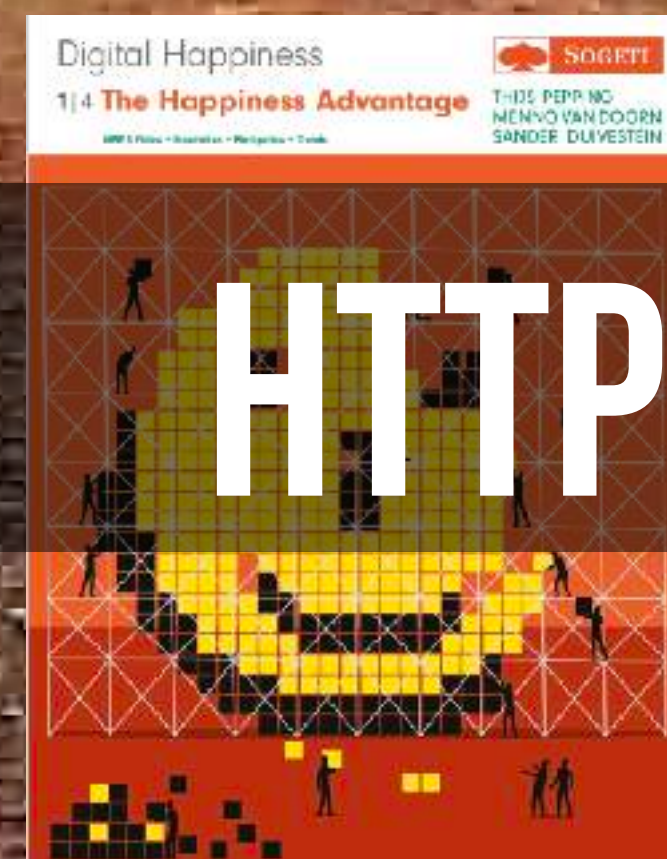
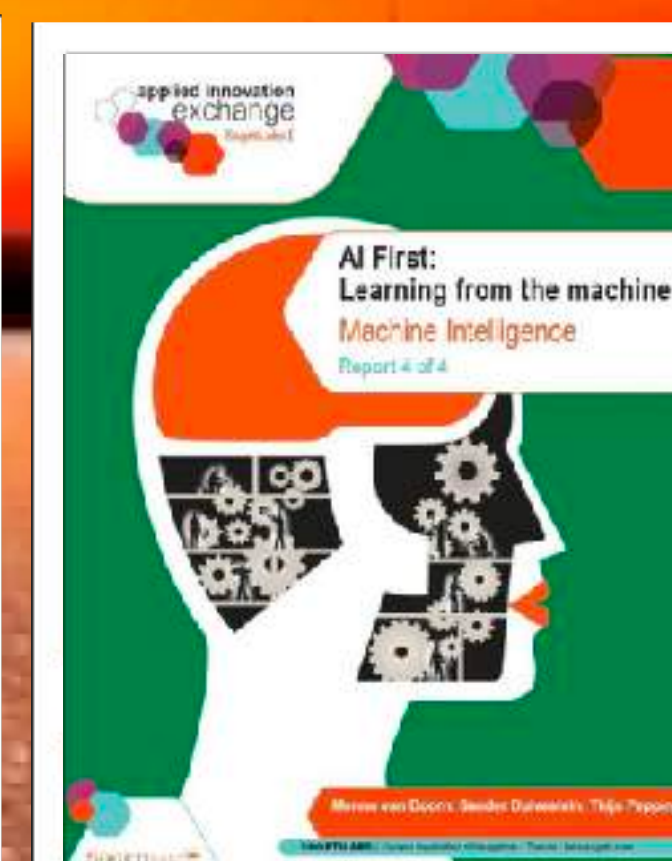
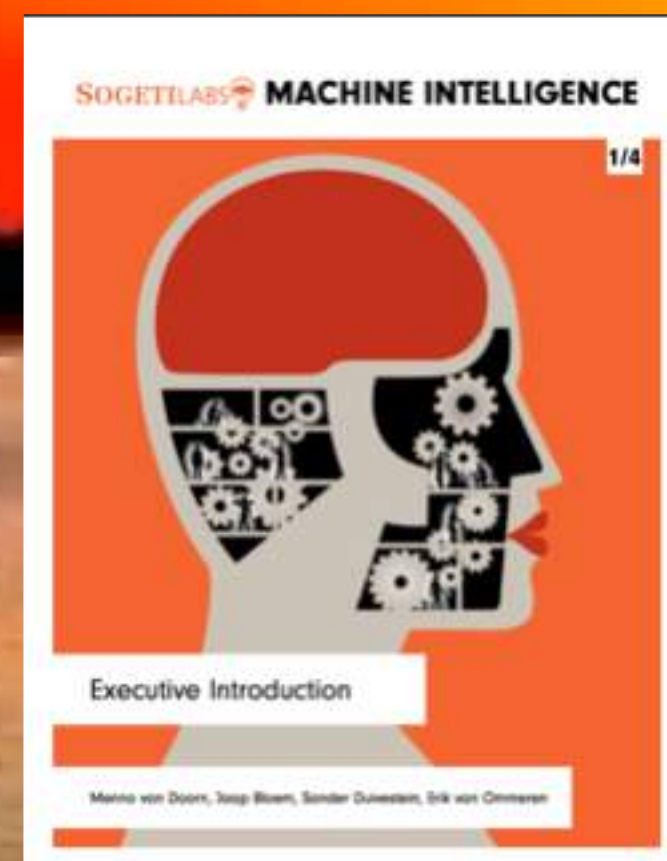
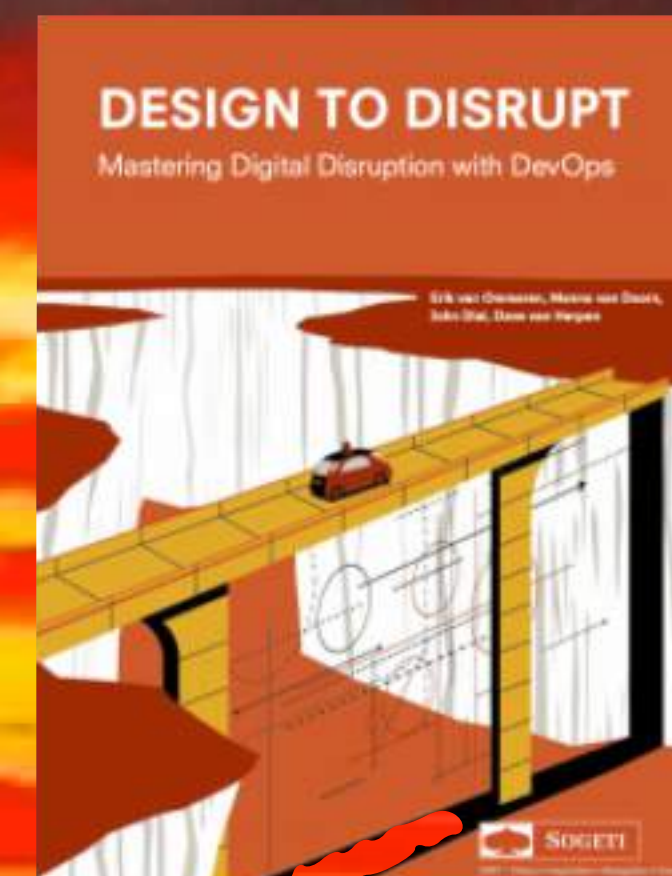
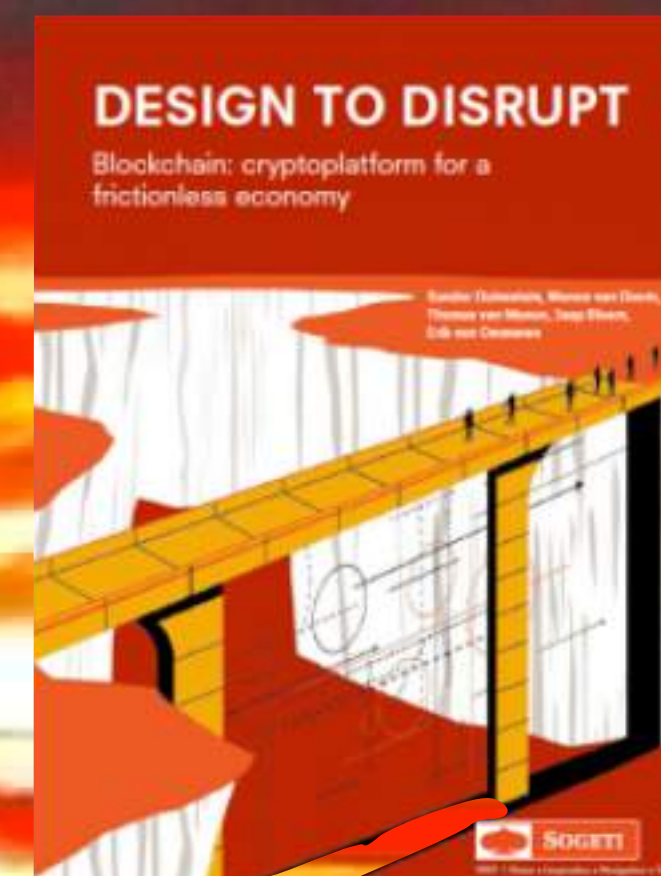


DE IMPACT VAN NIEUWE TECHNOLOGIE OP DE CUSTOMER EXPERIENCE



DE TOEKOMST IS NU
SANDER @DUIVESTEN



[HTTPS://LABS.SOGETI.COM](https://labs.sogeti.com)



THE
PURSUIT
OF

WELL-BEING

MANAGEMENT





Hi World

We want a puppy!

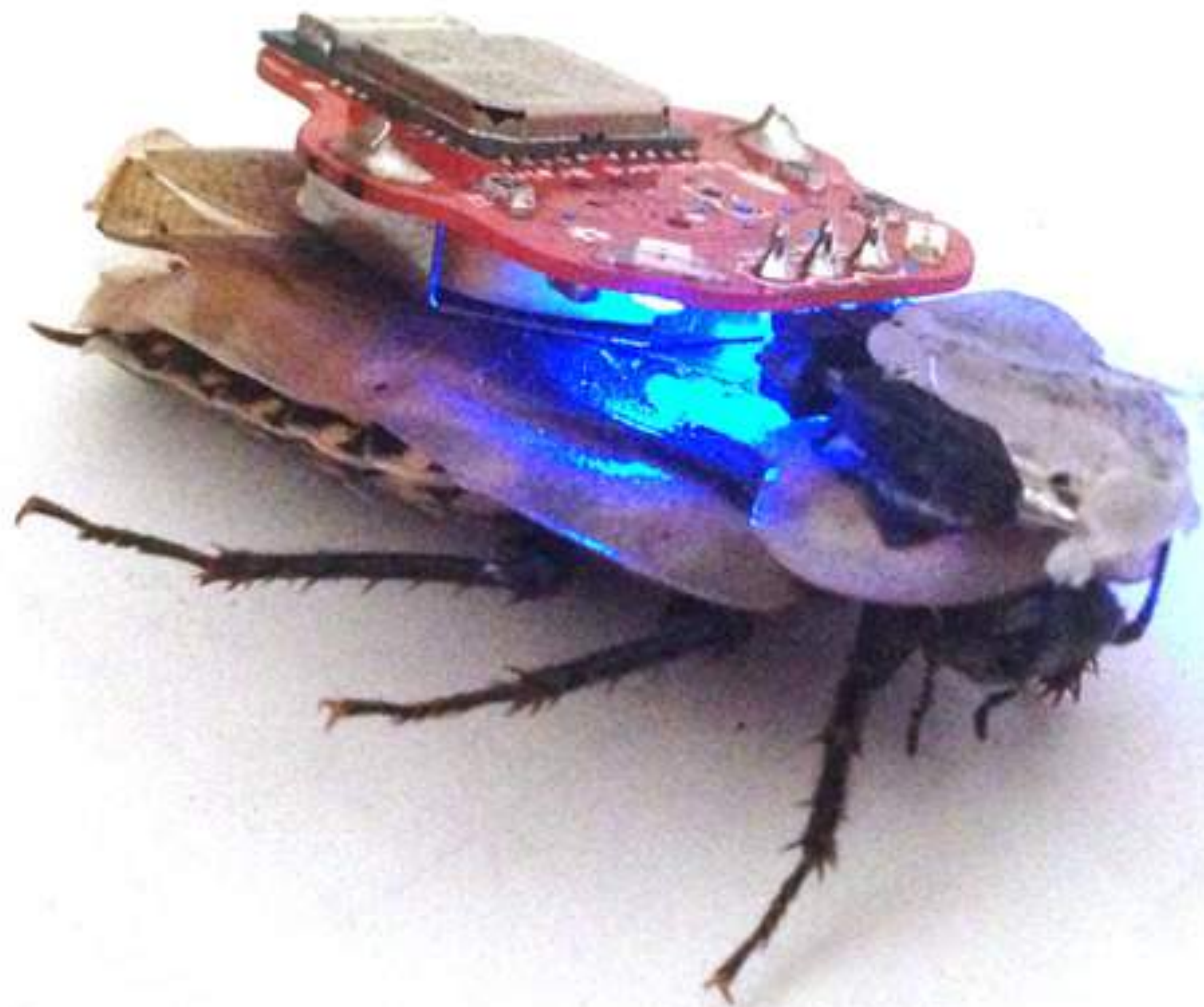
Our dad said we could get
one if we get 1 million Likes!

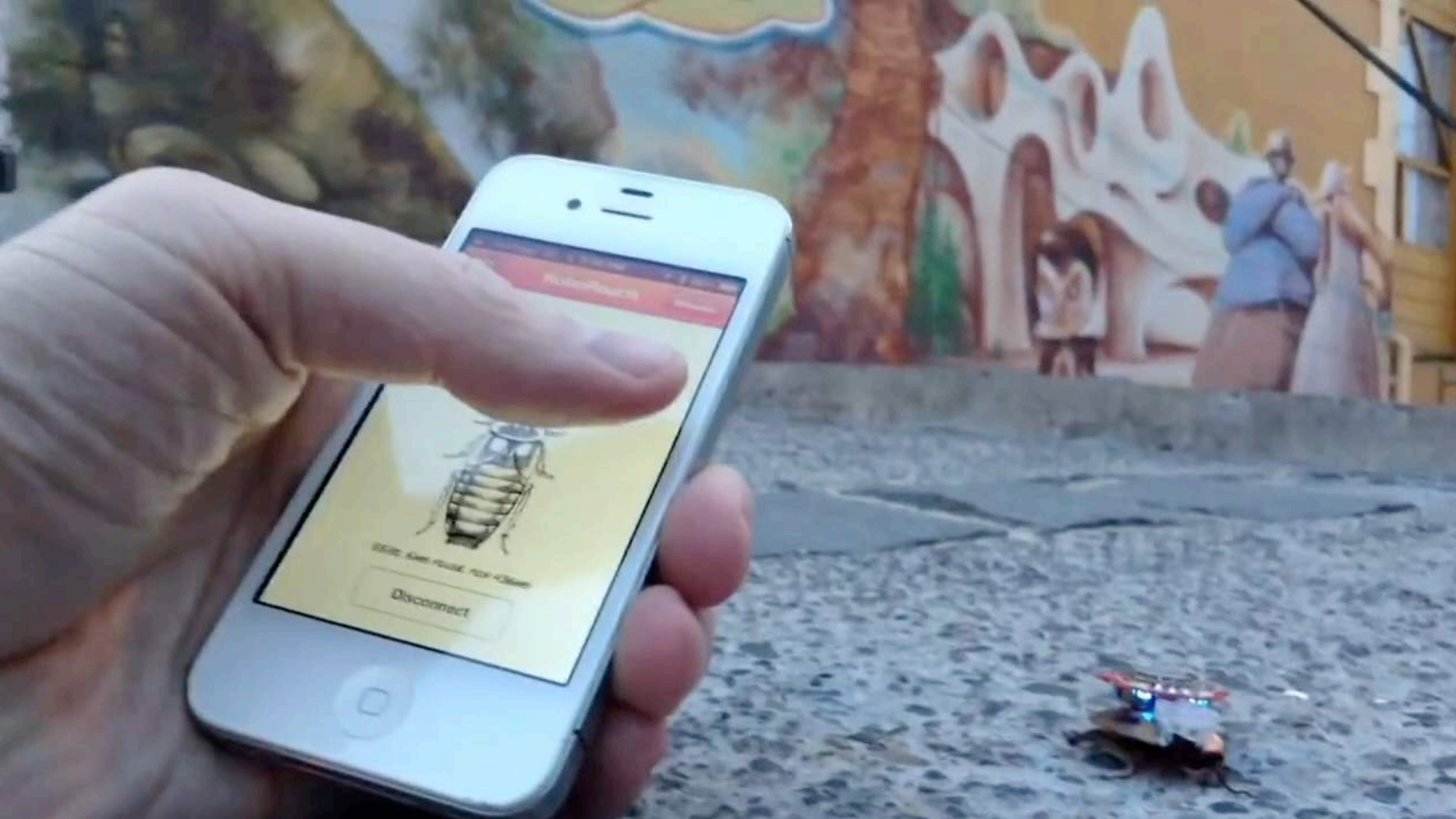
So 2 LIKE ^{us} this!

He
doesn't
think we
can do
it!

Cathrine says that if I
can get 1M. "LIKES"
She will have sex with me
Please share and like ♡

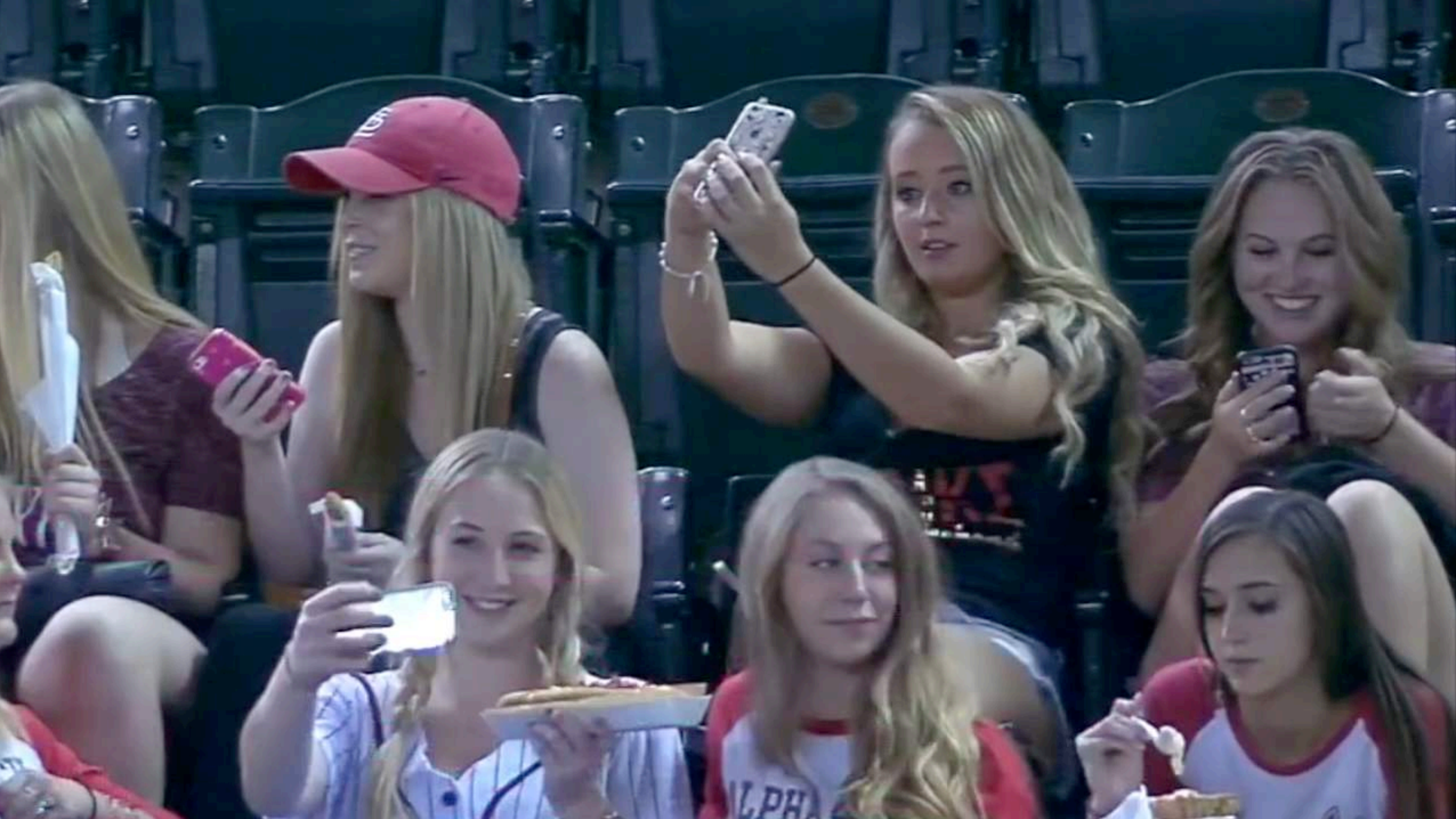




















2

3



ONLINE
OFFLINE

No man

← Past Future →



U P S I D E N M O O





ME THE MEDIA

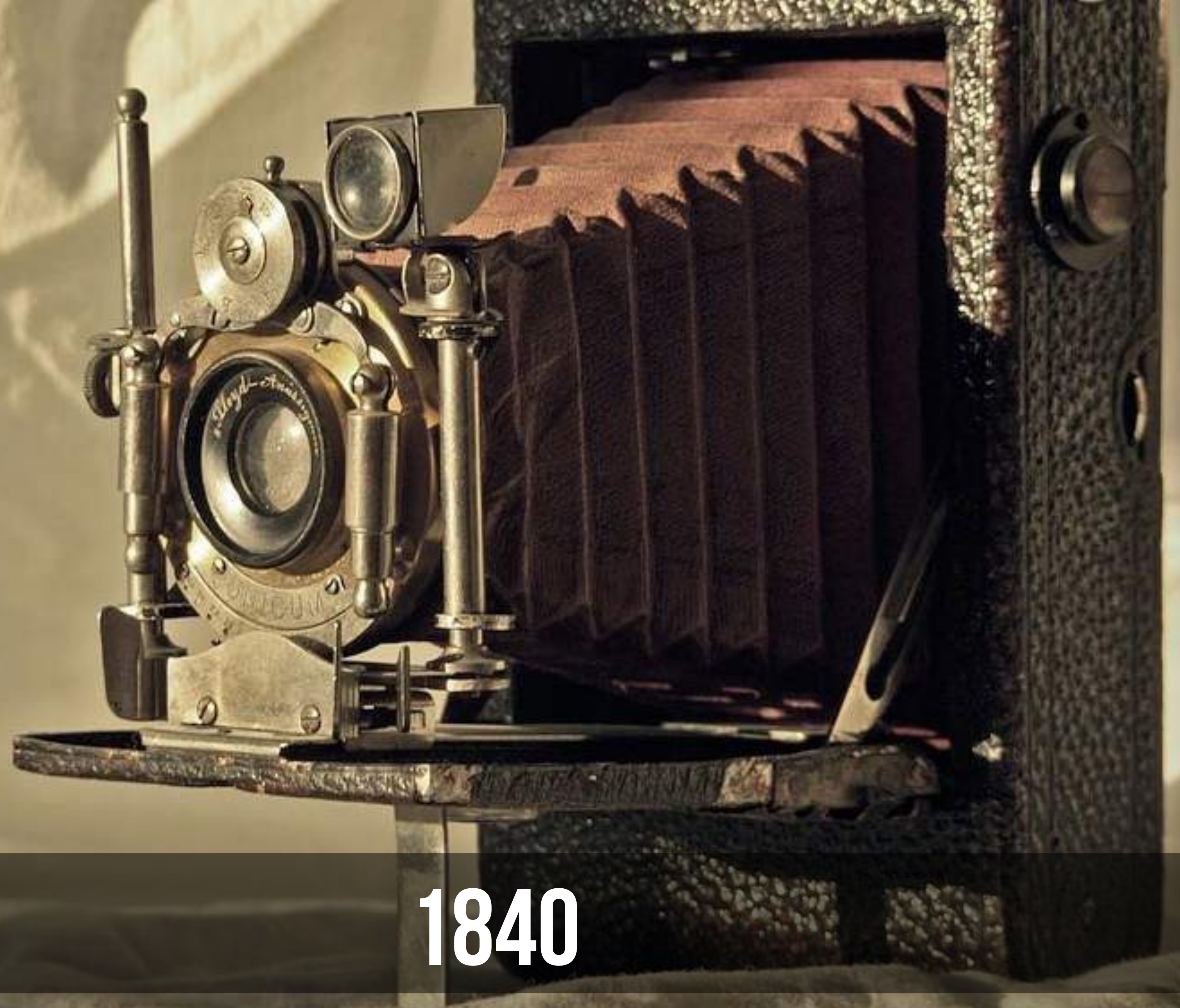




1440

1605

mdelt
agen
top



1840

A close-up, low-angle shot of a film reel, showing the circular frame and the perforated edges of the film strip. The entire image has a strong green color cast. The film strip is coiled around the central hub.

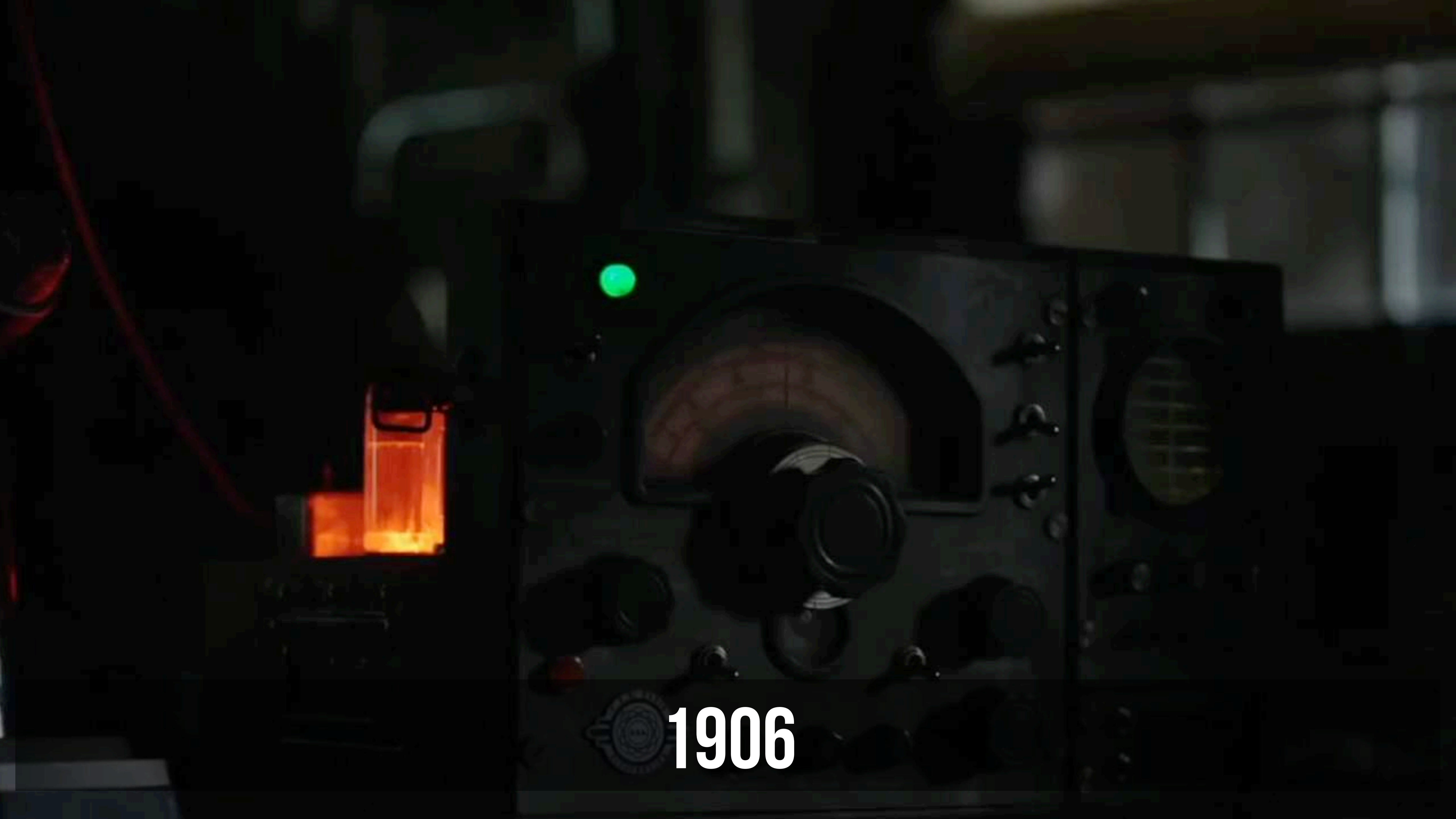
1875



1880



1895



1906

A close-up, shallow depth-of-field photograph of a person's hand holding a black remote control. The person's face is blurred in the background, looking directly at the camera. The background is a solid, vibrant pink. The lighting is soft, creating a modern, minimalist aesthetic.

1946



1989



2001



2007



2008

amazonkindle

All Things Digital • Feb 9, 2009

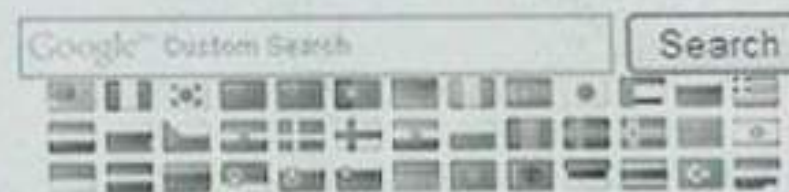


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HSDPA PTZ IP Camera
www.Green-tel.cn

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subwoofers now available in
the Philippines via MKC Int'l

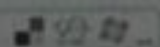


« Older Entries

Gmail labs implements "Undo Send" feature

23 March 2009

SHARE



SU

Twitter

Comments

views

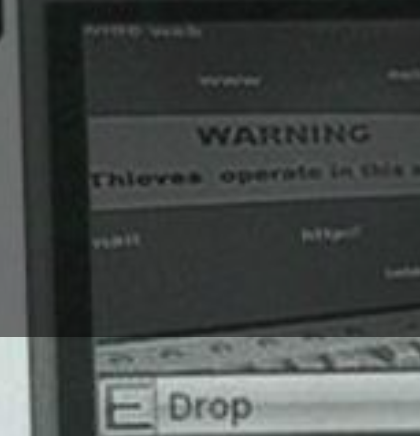
Gmail labs has implemented a feature called "Undo Send." It's described as "Oops, hit "Send" too soon? Stop

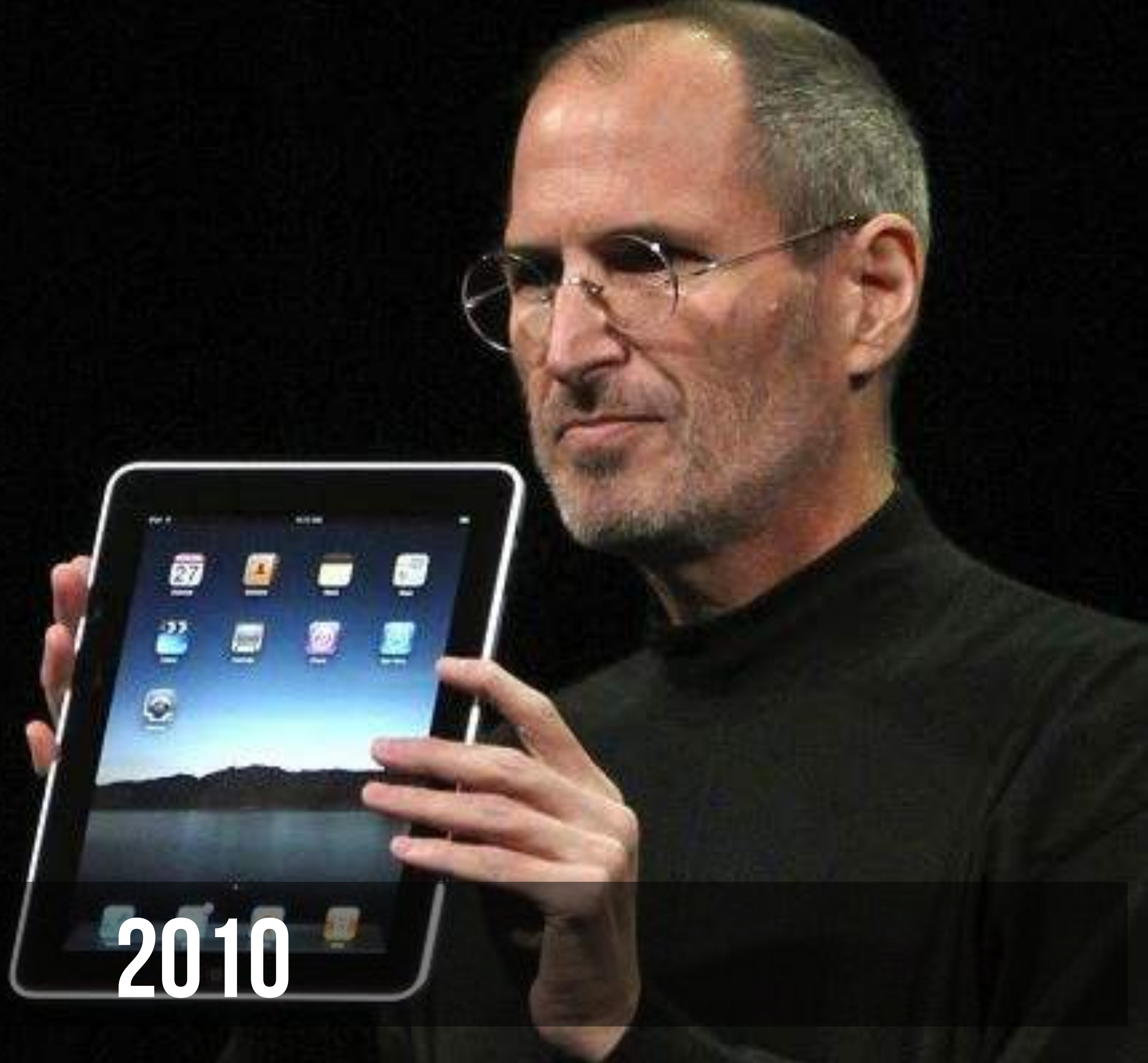
2009

Gmail

PREV
PAGE

HOME





2010





2012









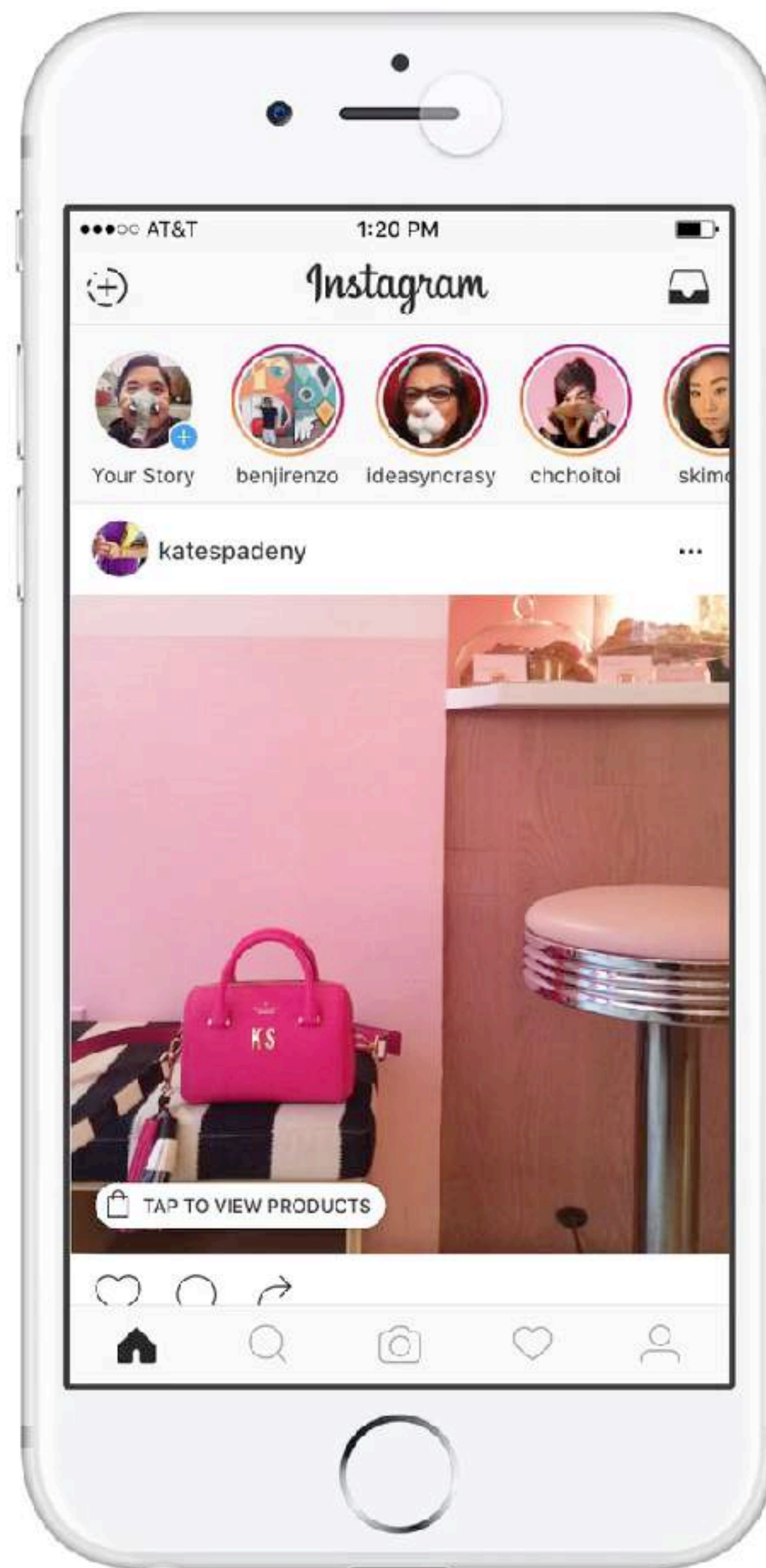




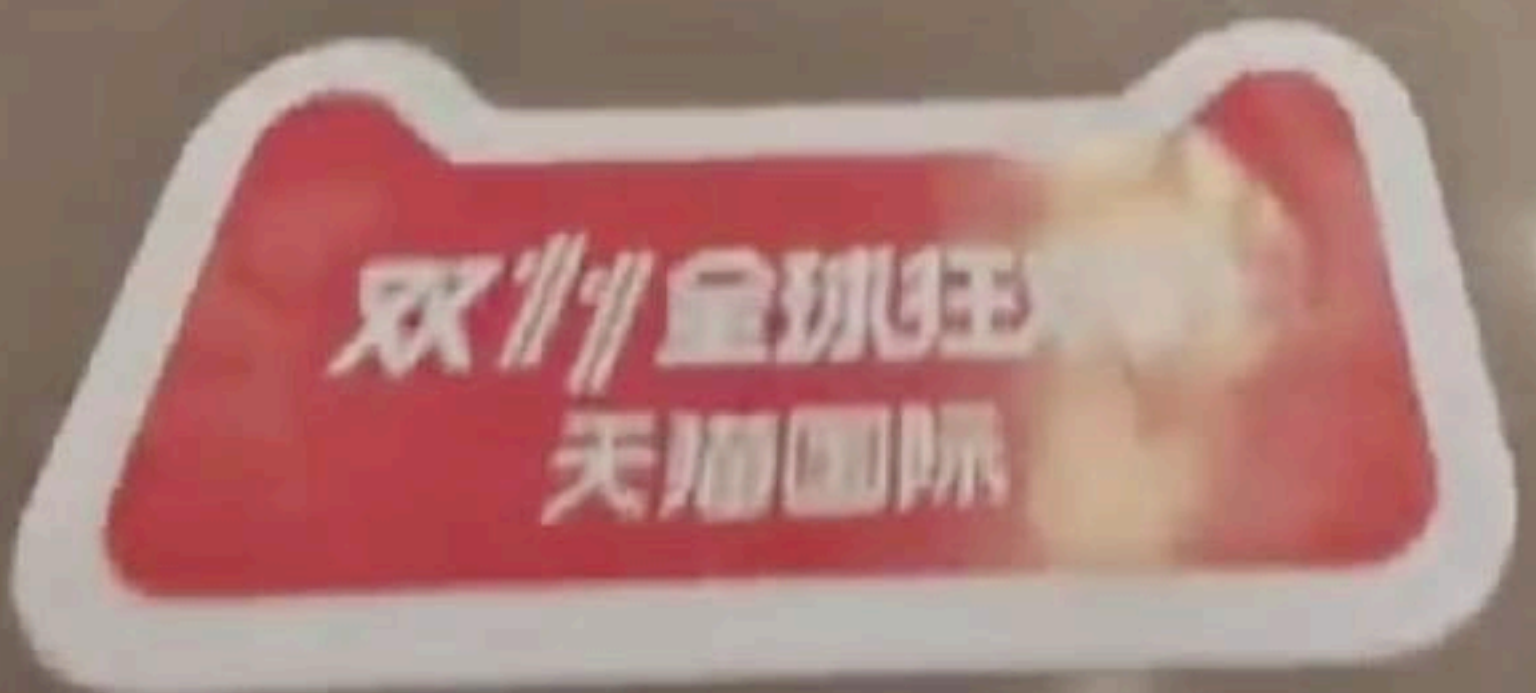
"Wow, Italy is
so beautiful!"





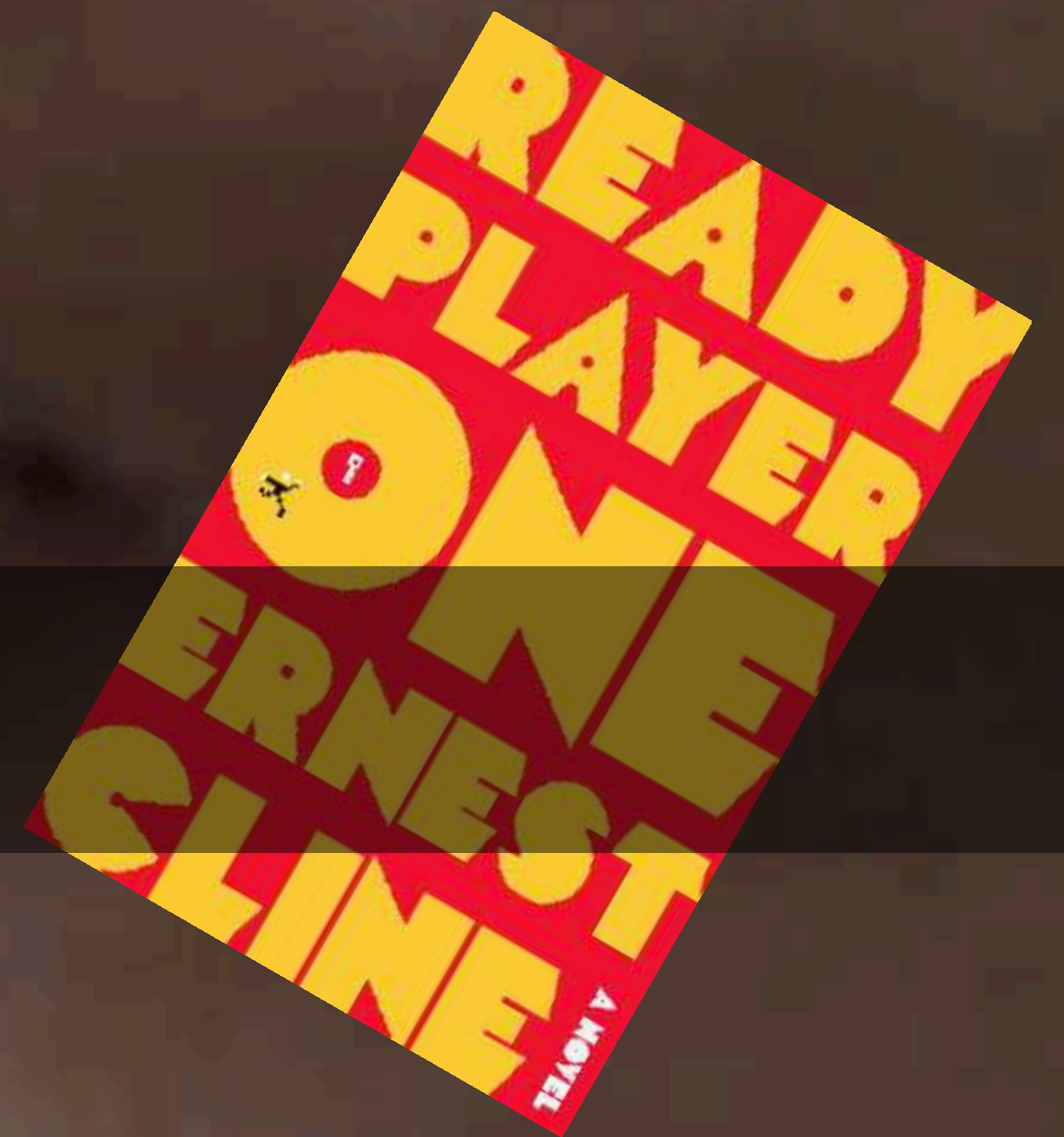


BUY+



REC

READY PLAYER ONE





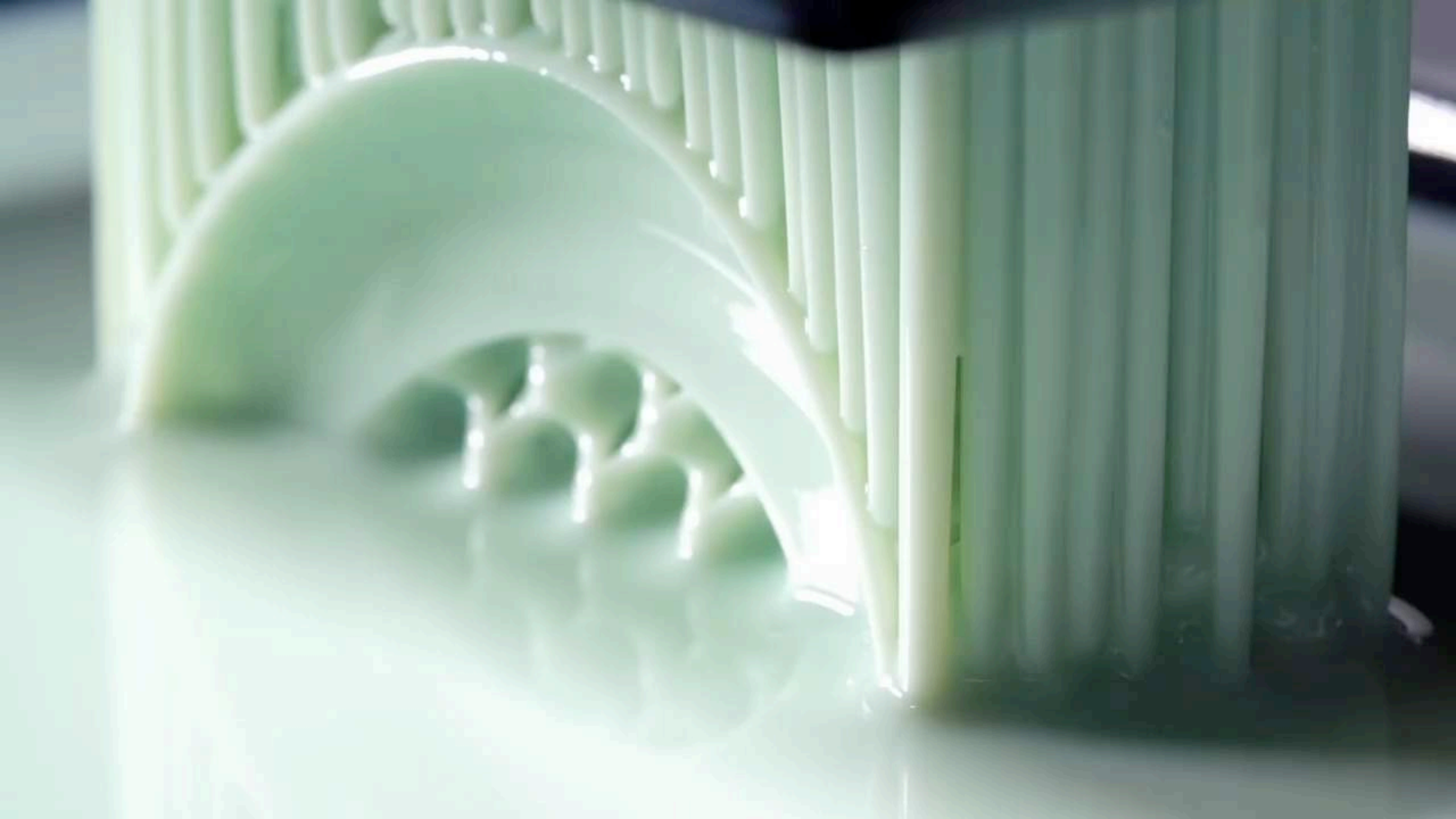
2013



2014



2015















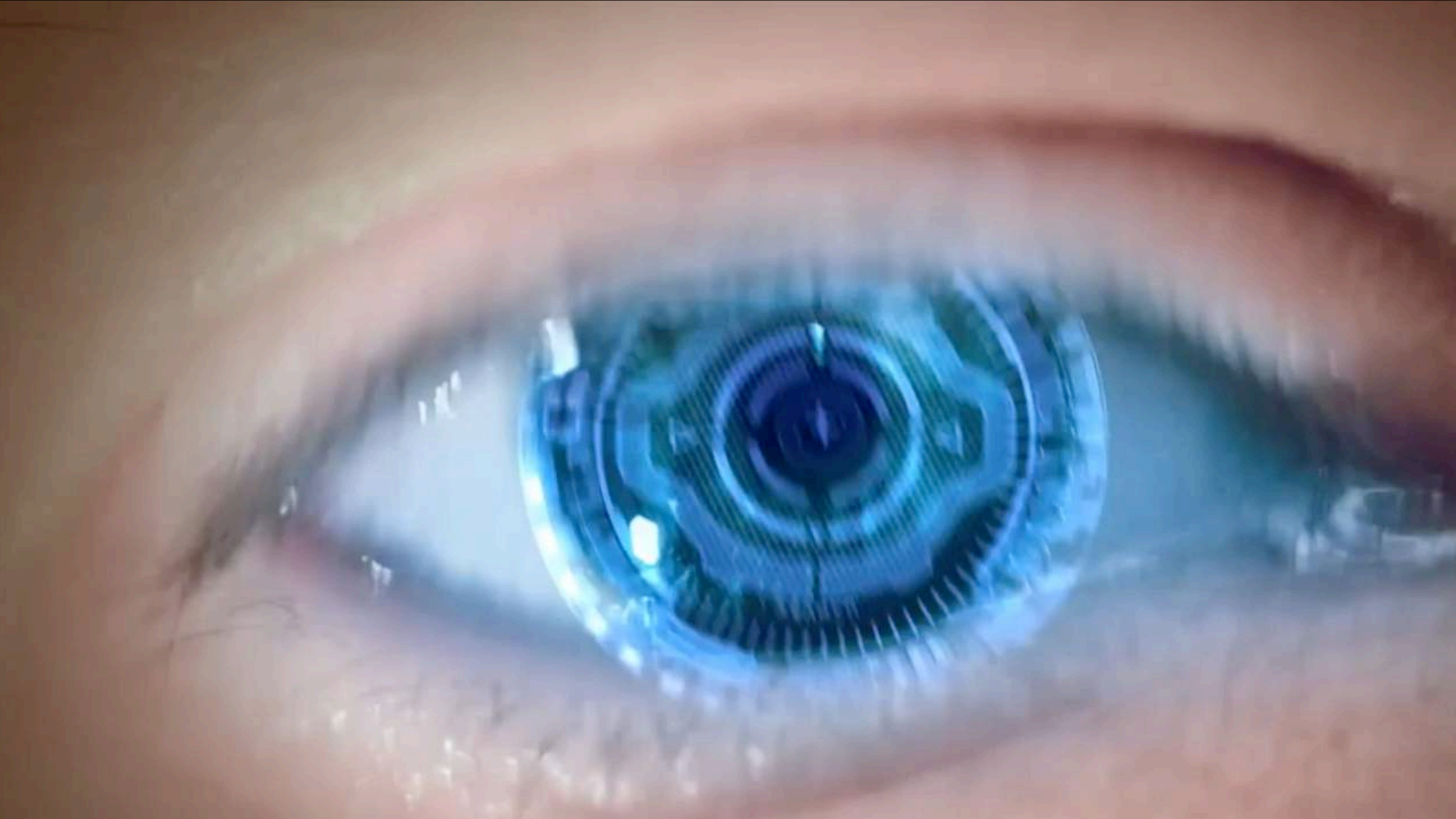






2017









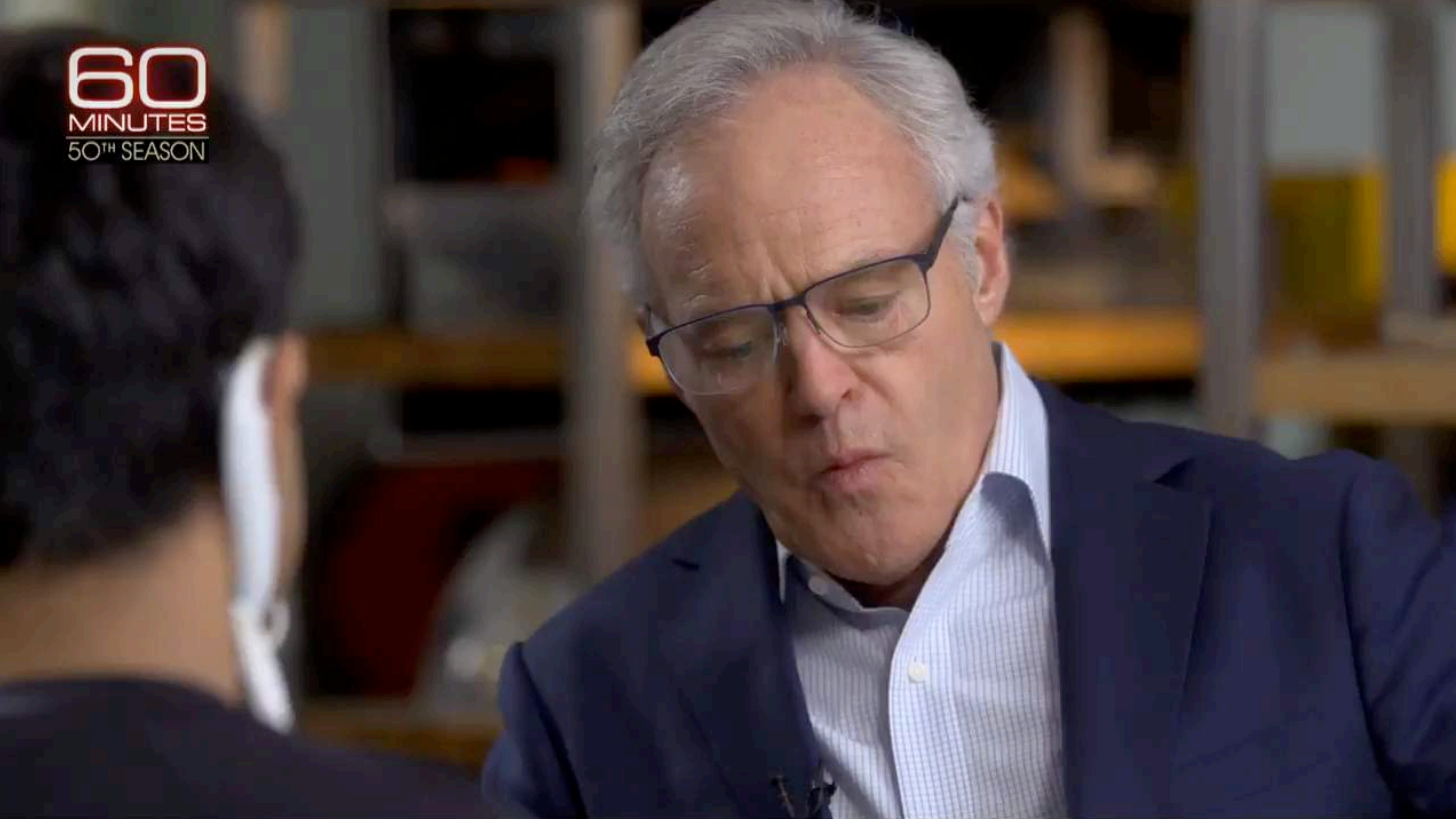


2018



ARNAV KAPUR SHOWS ALTEREGO

60
MINUTES
50TH SEASON





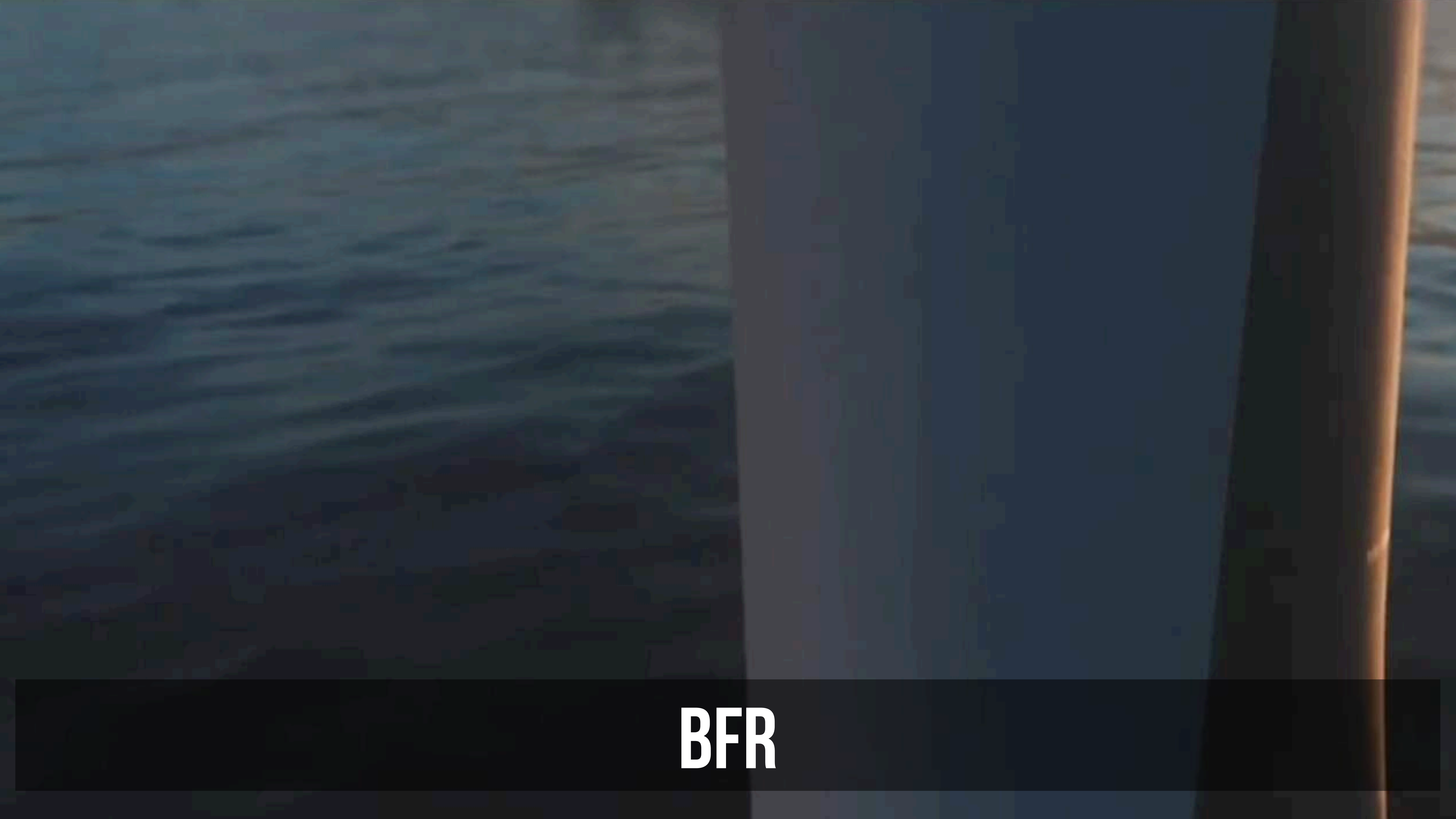
THE ARCHITECT OF TOMORROW









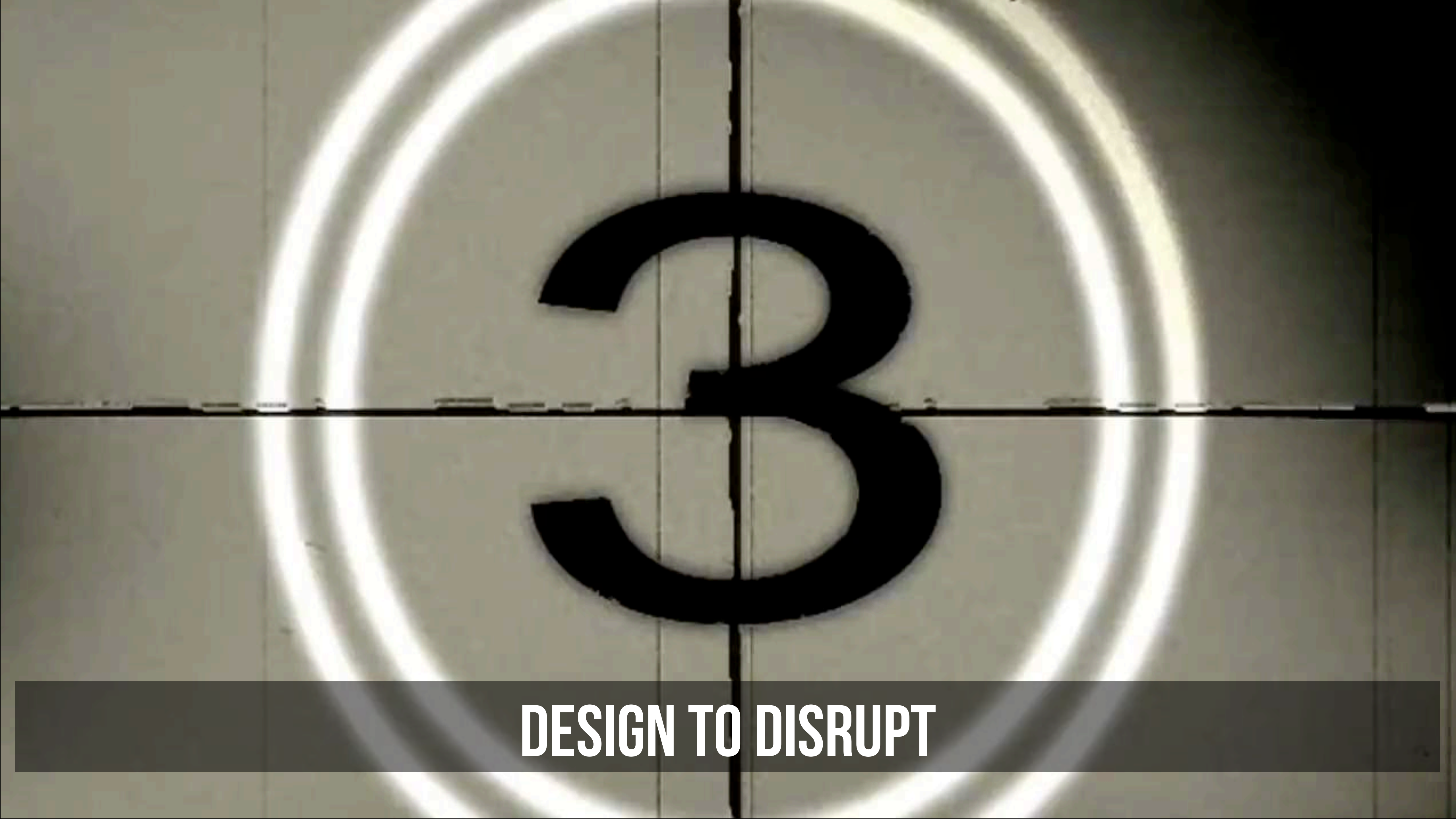


BFR





the new
normal



DESIGN TO DISRUPT





75 YEARS



38 YEARS



13 YEARS



4 YEARS



3.5 YEARS



3 YEARS



2.5 YEARS



35 DAYS



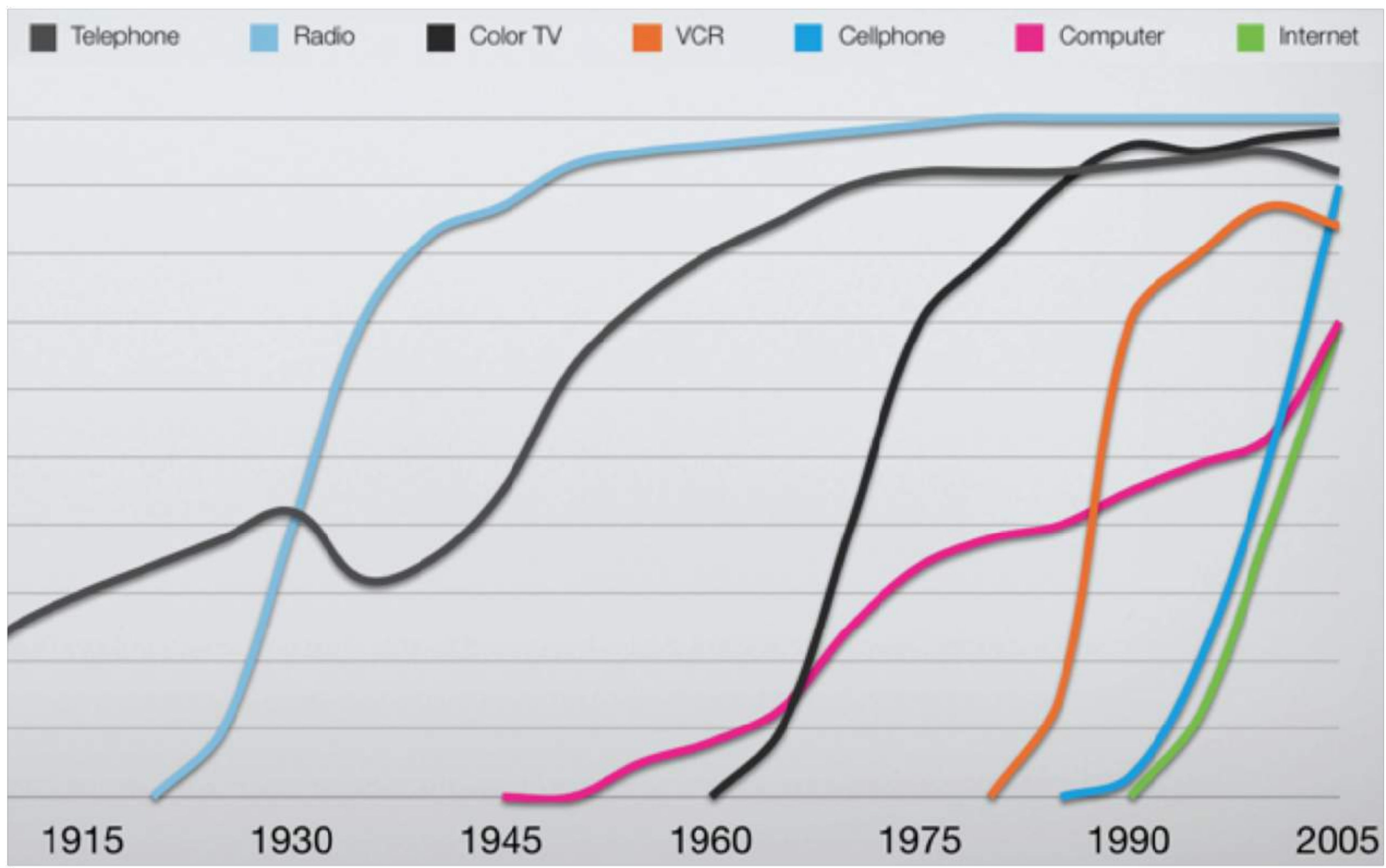
WEEK

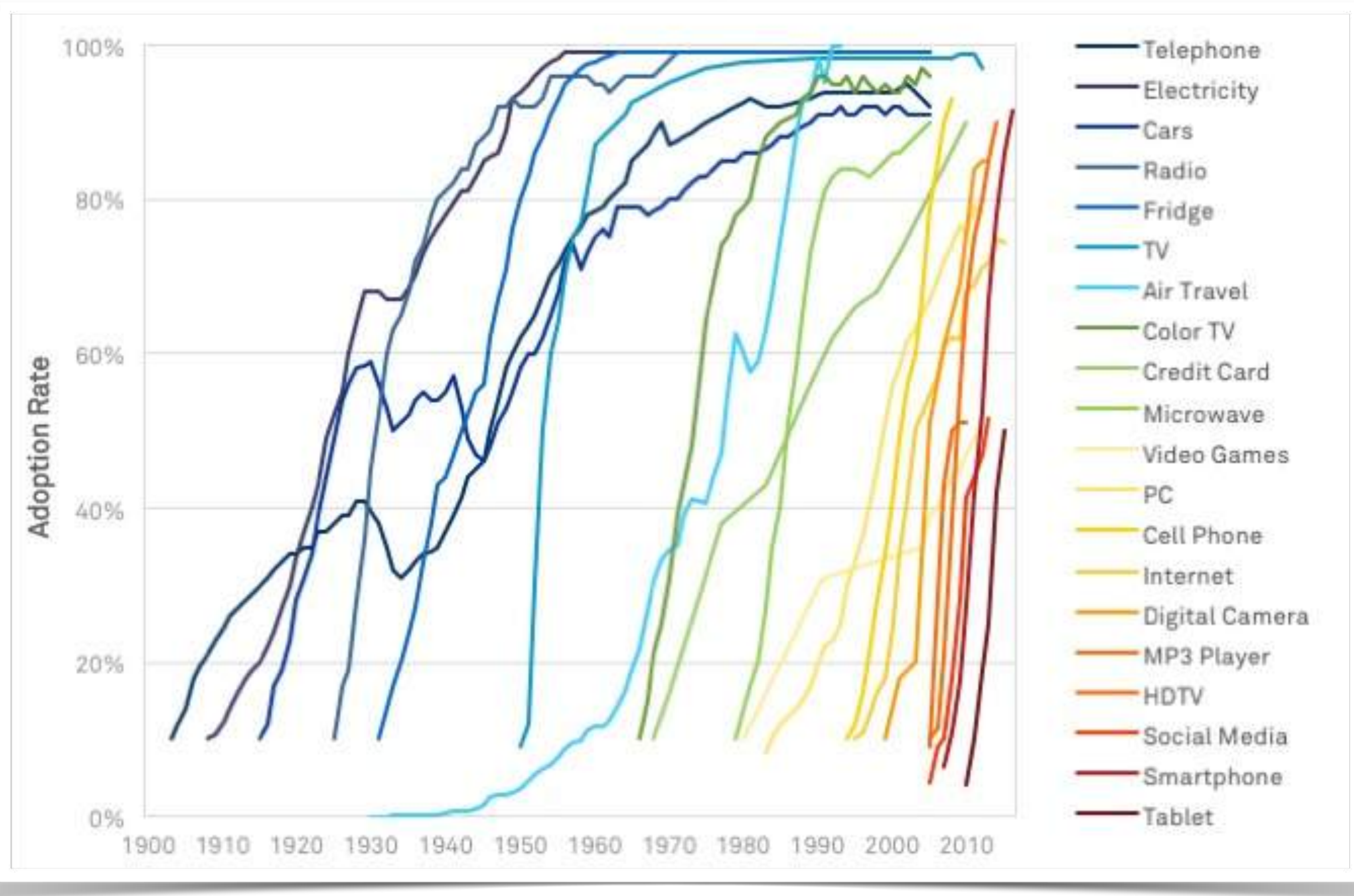
Reaching 50 Million users

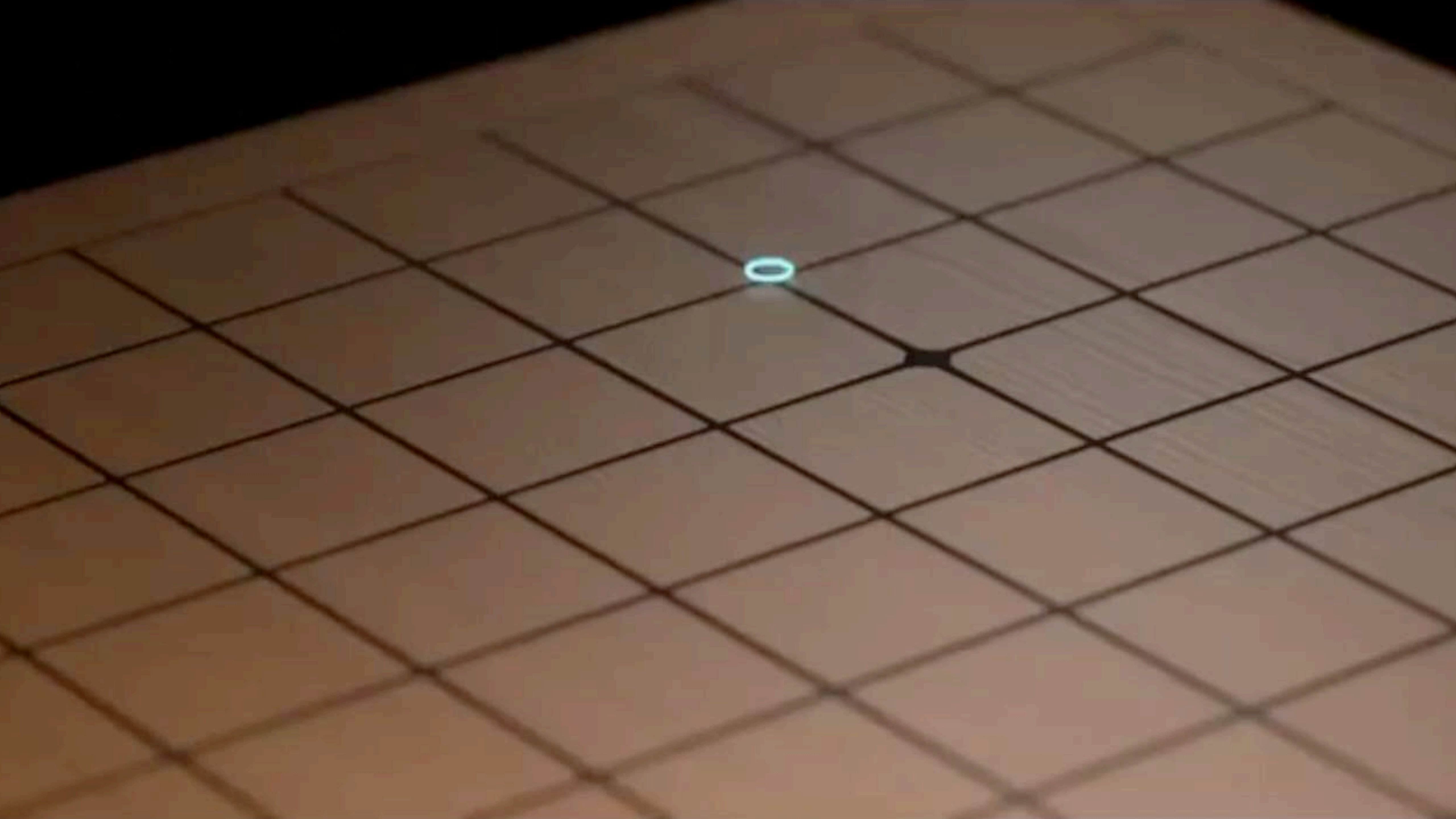
It took about 75 years for the telephone to connect 50 million people. Today a simple iPhone app like Draw Something can reach that milestone in a matter of days. In the past 10 years the rate of adoption of new technologies has accelerated at a dizzying speed. Can we keep up with it all?

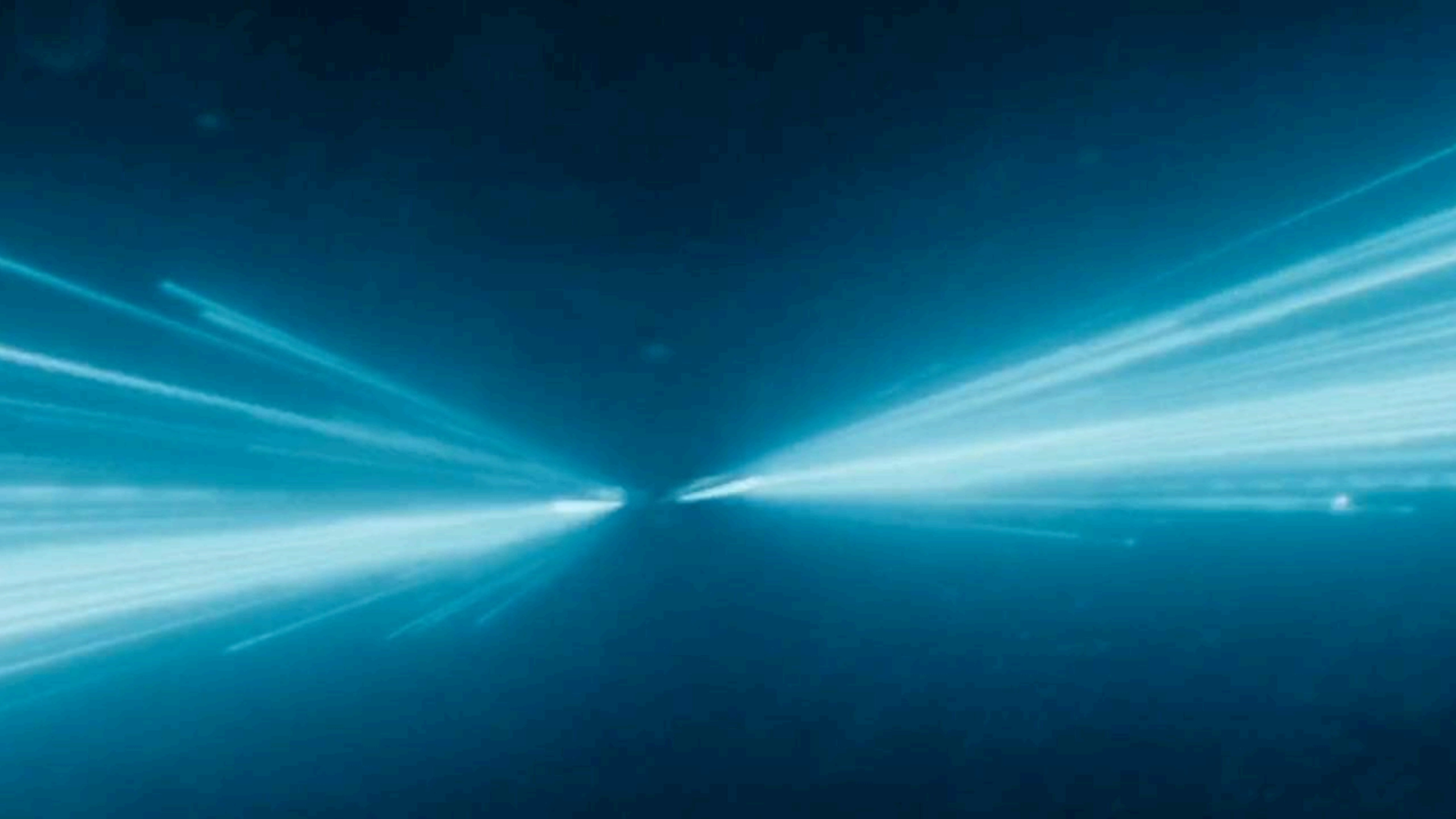


400 MILLION PEOPLE IN 3 DAYS











EXPONENTIAL

LINEAR

LOGARITHMIC









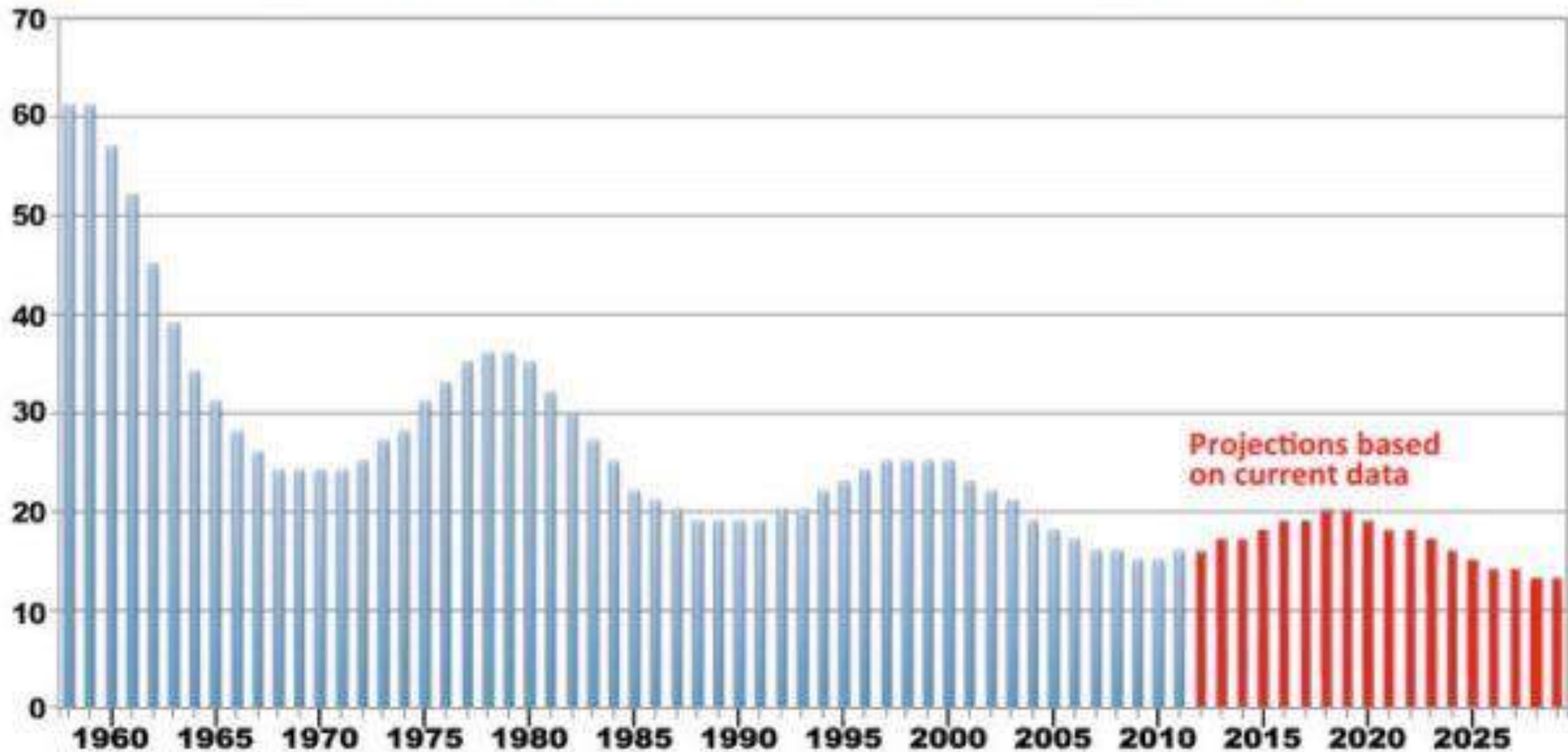




DIGITAL DARWINISM

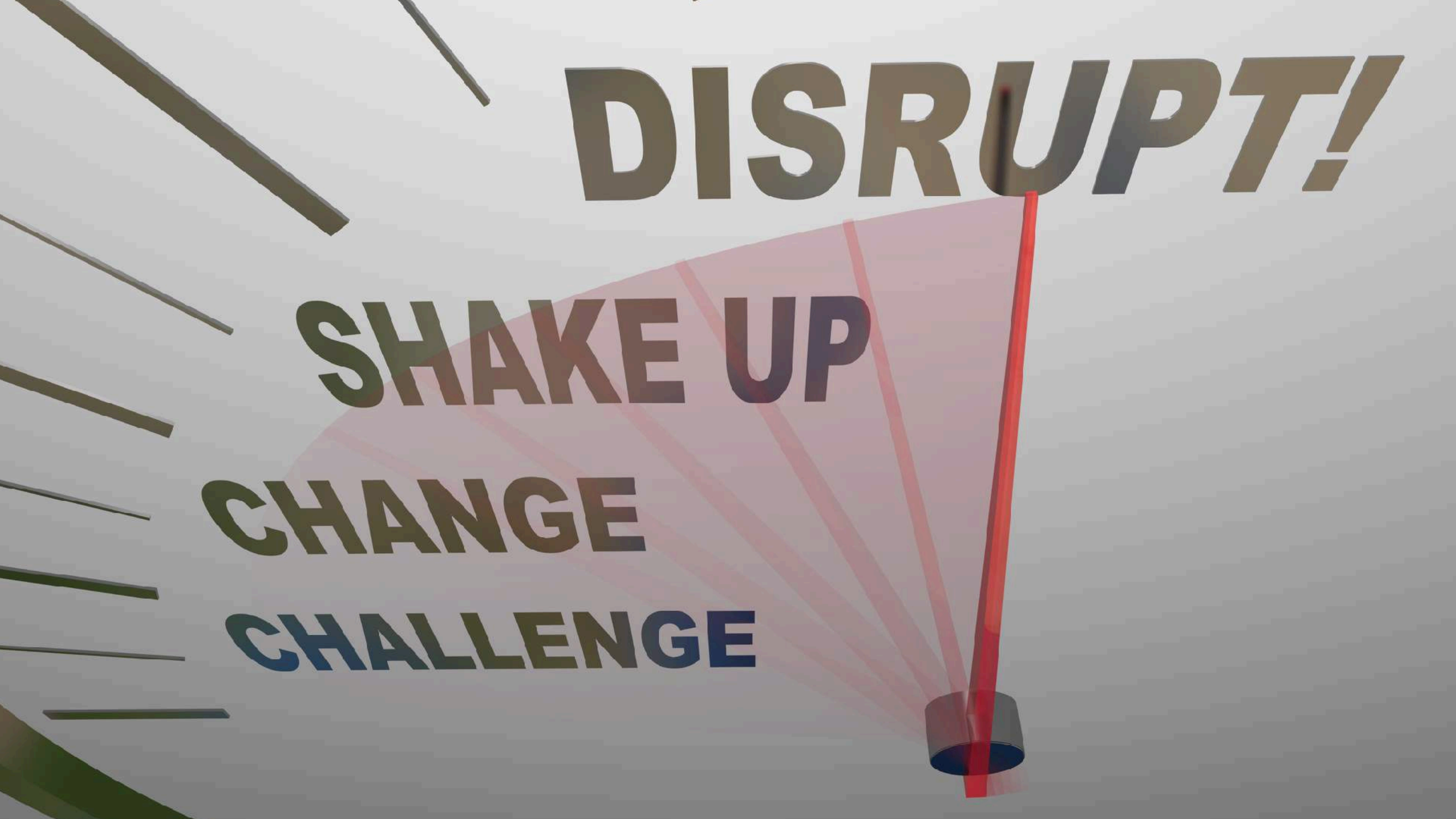


Average company lifespan on S&P 500 Index (in years)



Year (each data point represents a rolling 7-year average of average lifespan)

DATA: INNOSIGHT/Richard N. Foster/Standard & Poor's



DISRUPT!

SHAKE UP

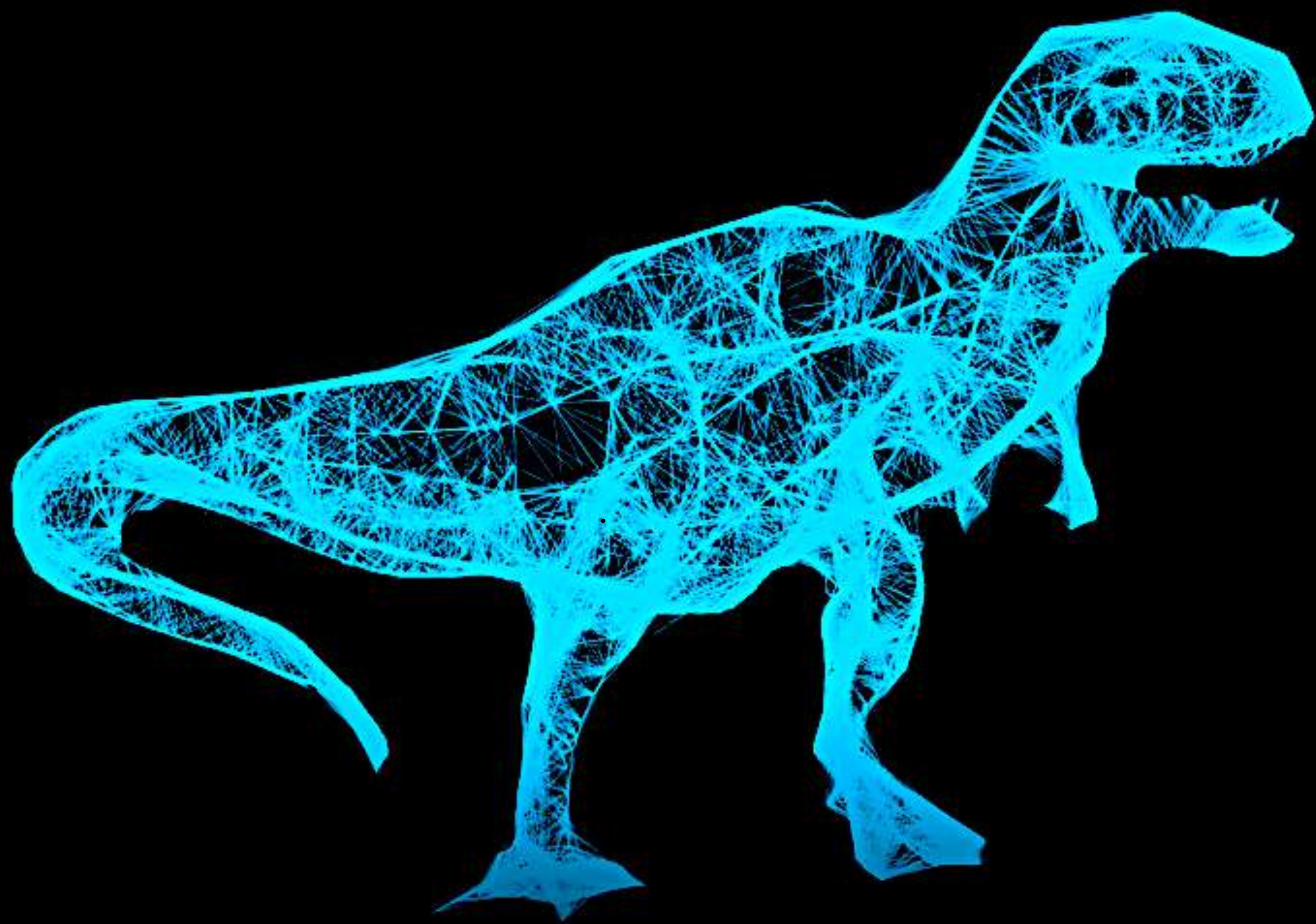
CHANGE

CHALLENGE



THIS IS YOUR WAKE UP CALL

CHANGE





BOARD OF DIRECTORS



THE APP EFFECT







**DO YOU HAVE A HEALTHY
RELATIONSHIP WITH YOUR
SMARTPHONE?**



adherent or
dicere, to
ad. dic. tion
addicted.
d. dic.



able and felt insecure.	and insecure. CHINA: Mainland & Hong Kong	were growing. I could hardly concentrate.	ADD medication, and I had neither.	panic mode USA	I was being tortured.	willpower to be disconnected. ARGENTINA	I feel isolated.	
I felt so lonely... I could not sleep well without sharing or connecting to others.	I feel like a slave to media.	I sat in my bed and stared blankly. I had nothing to do.	I began going crazy.	I felt like a drug addict.	I felt a strong compulsion, as if certain devices were telling me to check my texts and email, or go on Facebook.	I felt 'dead.'	I got lost in these 24 hours.	I'm addicted to technology.
I felt so 'urged' to go online... I could barely practice self-control.	The feeling of nothing passed into my heart; a slight tension enveloped me. I felt like I had lost something important.		My anxiety took over me and I caved in.	I suffered 'withdrawals' and even unconsciously reached out for a calculator which is slightly shaped like my phone.		I felt like I was missing something.	I felt the helplessness of not communicating.	I find it necessary to be connected and updated all the time.
I realized my addiction to media.	I felt as though everything I knew was taken away from me. SLOVAKIA	I hope that I never again have such a day in my life.	I had the feeling that my cell was vibrating... I began to search for it and found nothing.	I began to feel distress and despair. MEXICO	The anxiety continued for the rest of the day. Various scenarios came to my head, from kidnappings to extra-terrestrial invasions.	I feel paralyzed – almost handicapped in my ability to live.	Emptiness. Emptiness overwhelms me. UK	Unplugging my ethernet cable felt like turning off a life support system.
I was totally desperate.	I panicked.	I felt a strong feeling of anguish.	The only thing going through my mind was (voice of psychopath): 'I want Facebook, I want Twitter, I want YouTube, I want TV.'	I felt incomplete.	It was surprising to see how desperate I was. I felt a little pathetic.	Emptiness overwhelmed me.	I am an addict.	Media is my drug. Without it I was lost.
Maybe it is unhealthy that I can't be without knowing what people are saying and feeling, where they are, and what's happening.		To be honest I couldn't help it. I broke the promise again.				My senses went numb and I felt paralyzed.	I had a raised heart rate, increased anxiety and was panicking.	I am addicted to social media – in particular Twitter.
I went to sleep at 8 pm so that I was not tempted to watch TV or listen to music. UGANDA		I felt like there was a problem with me.	This is the one word that sticks in my mind when I think of this whole thing: Isolated.	My dependence on the media is absolutely sickening. LEBANON	I kept hearing the sound of my Blackberry messenger ringing over and over in my ears.... It was haunting me!	I felt desperate and felt some kind of anguish.	My nerves were overwhelmed. CHILE	Even in my dreams see myself chatting using Skype, Twitter adding people on Facebook.
I was tempted.	I felt so lonely.	I am so dependently tied to various forms of media.		I am an addict of Blackberry Messenger.		I felt uncomfortable, disconnected.	The silence was killing me.	I felt lonely.
Halfway through the day I felt I could not handle	I cannot imagine how life can be without using	I counted down minute by minute and made sure I did not exceed	I couldn't <u>not</u> listen to music. I listened to almost 40 seconds of	As soon as I left my phone... I kept looking back. I felt that I needed	I didn't realize it would be so	I went on a walk...	It was a horrible day. I CAN'T LIVE WITHOUT MEDIA! I need my social network, my cell phone, my Mac, my m	







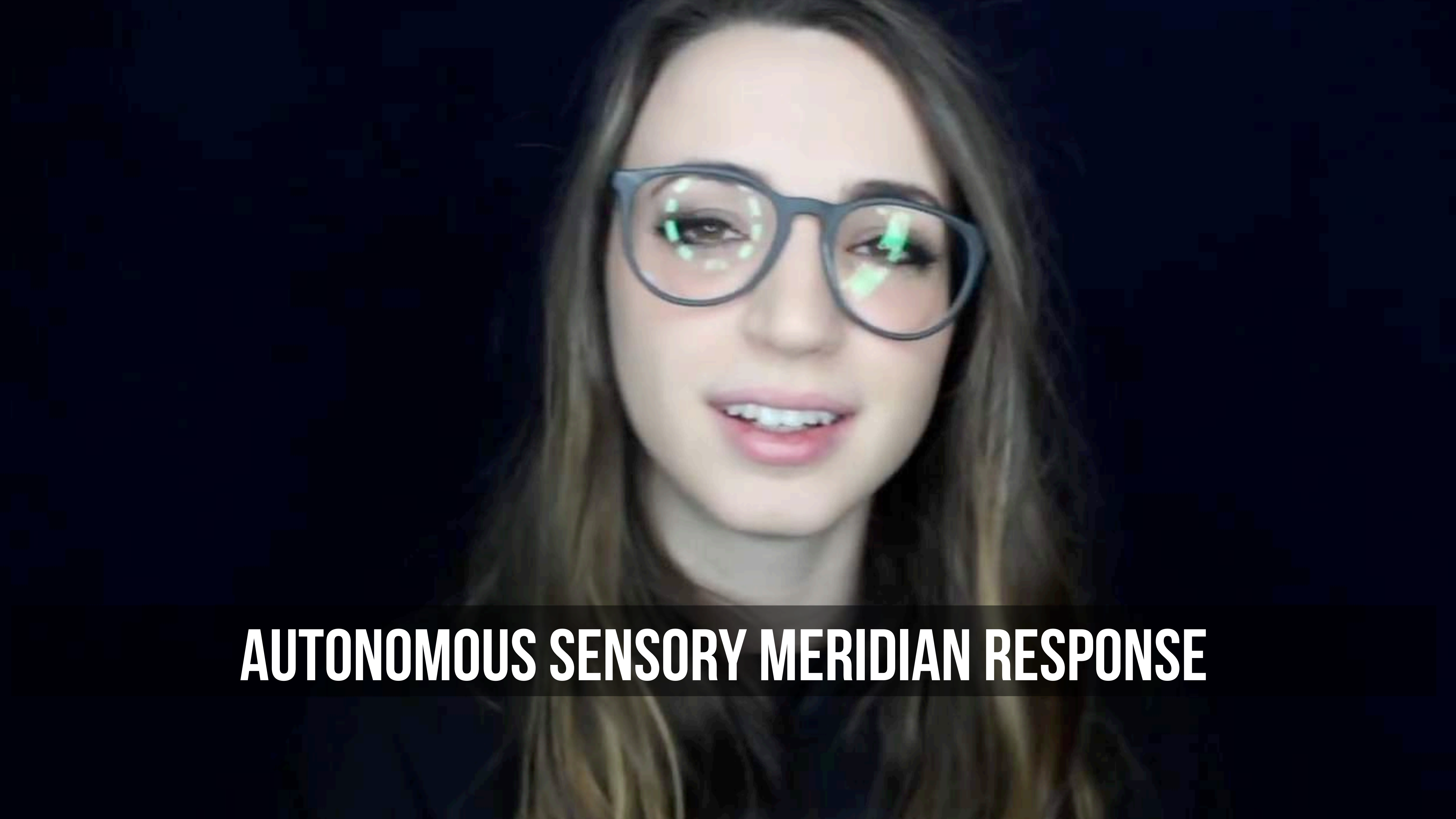
IMAGE CULTURE







MUKBANG

A close-up portrait of a woman with long, wavy brown hair and dark-rimmed glasses. She is smiling slightly, showing her teeth. The background is dark and out of focus. A semi-transparent dark banner is at the bottom of the image.

AUTONOMOUS SENSORY MERIDIAN RESPONSE





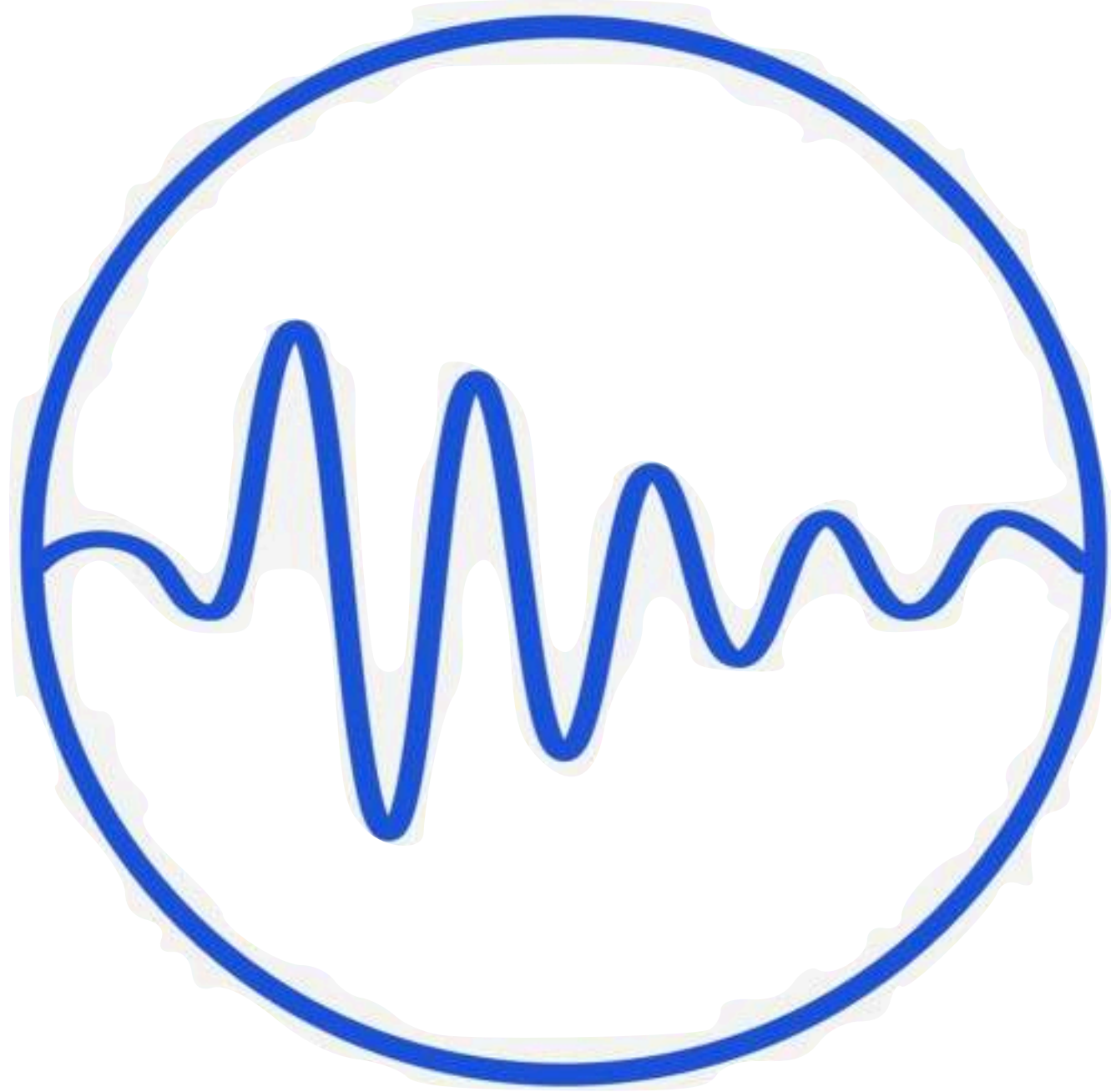
SEEING IS NO LONGER BELIEVING





DEEPFAKES



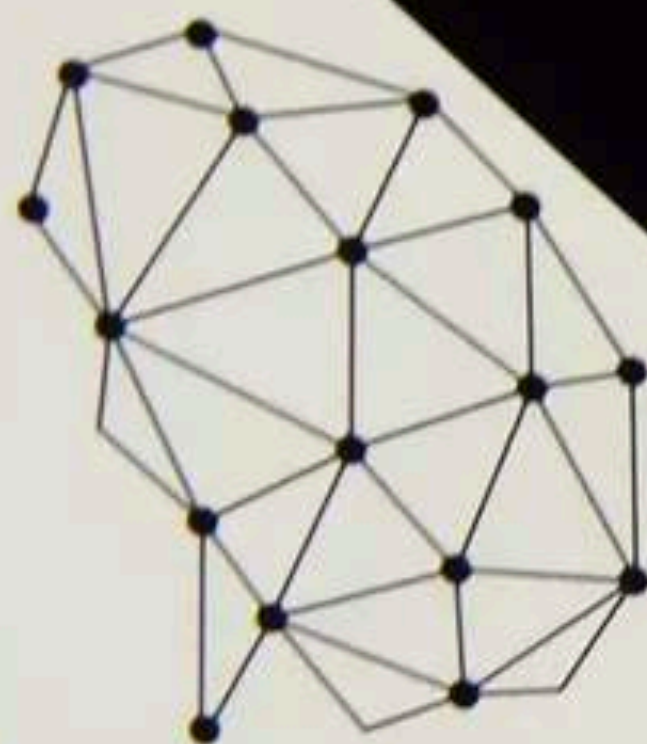


LYREBIRD

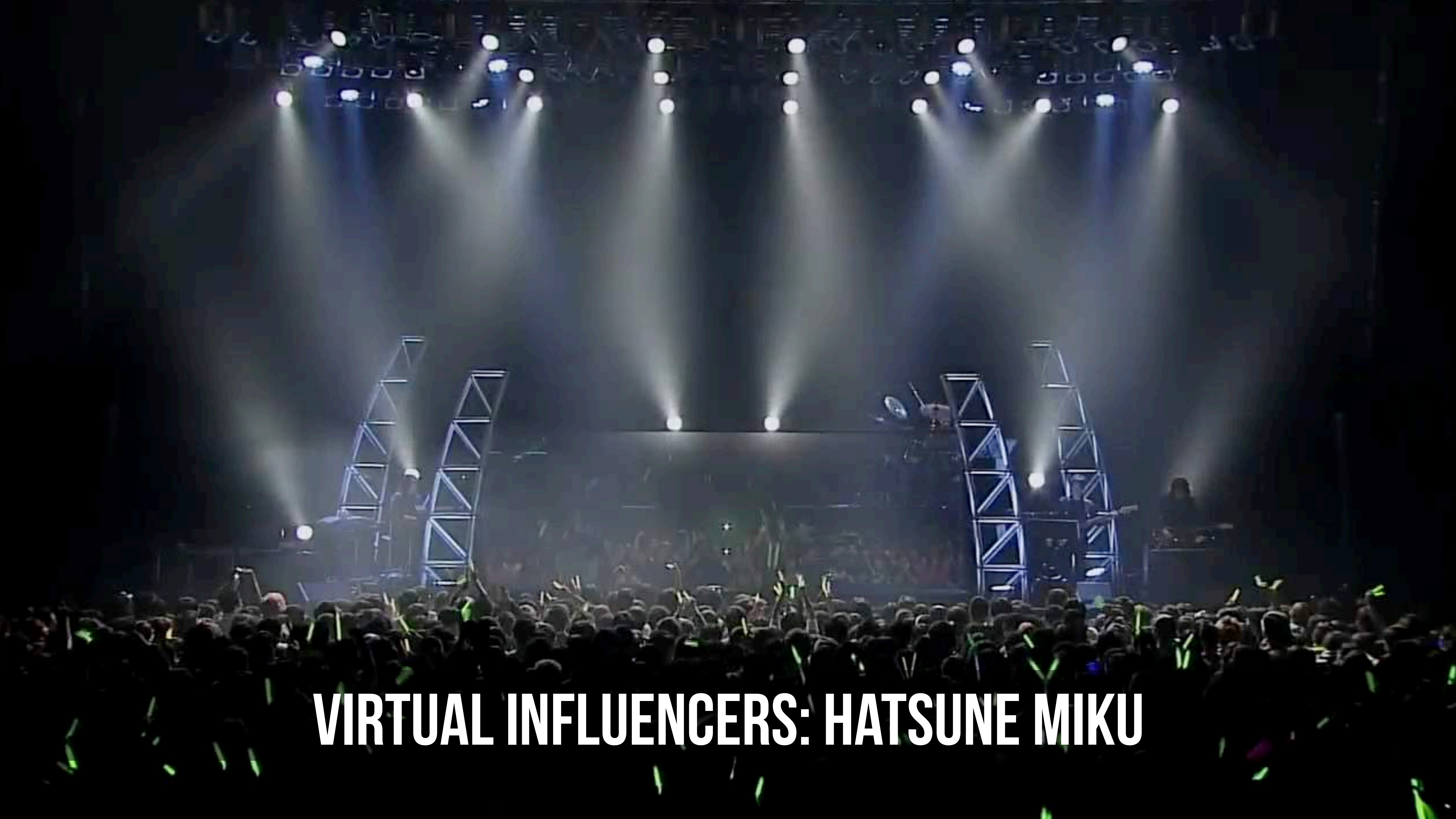
**WHAT WILL HAPPEN WHEN I CAN COPY AND PASTE THE VOICE OF
THE CHIEF EXECUTIVE OFFICER?**



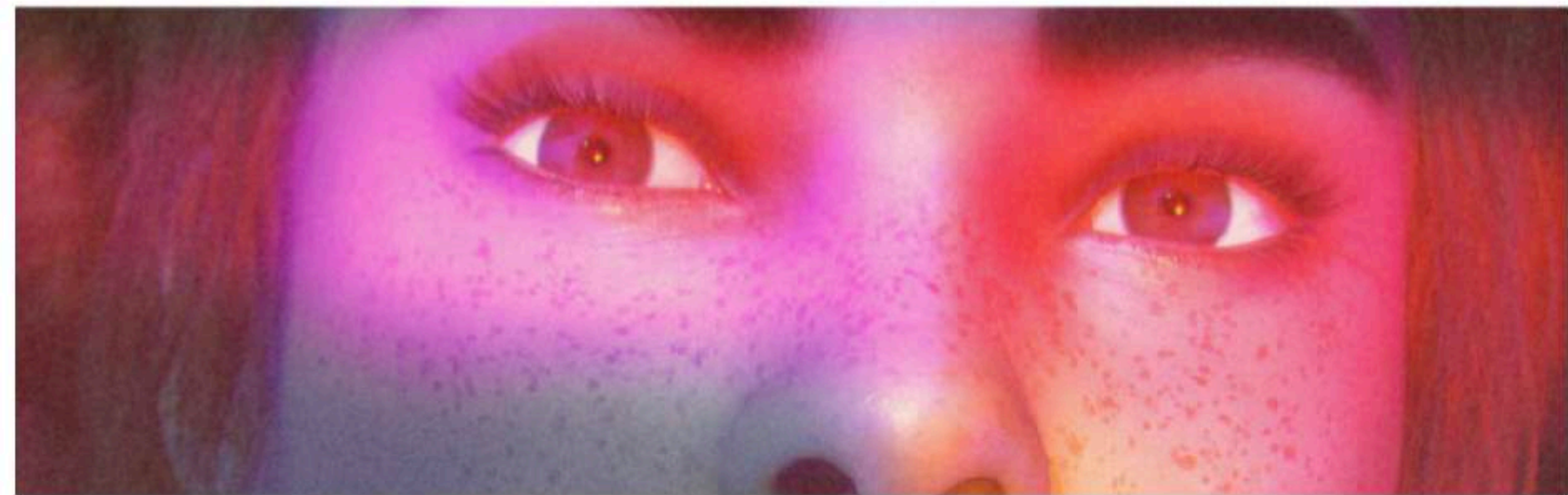
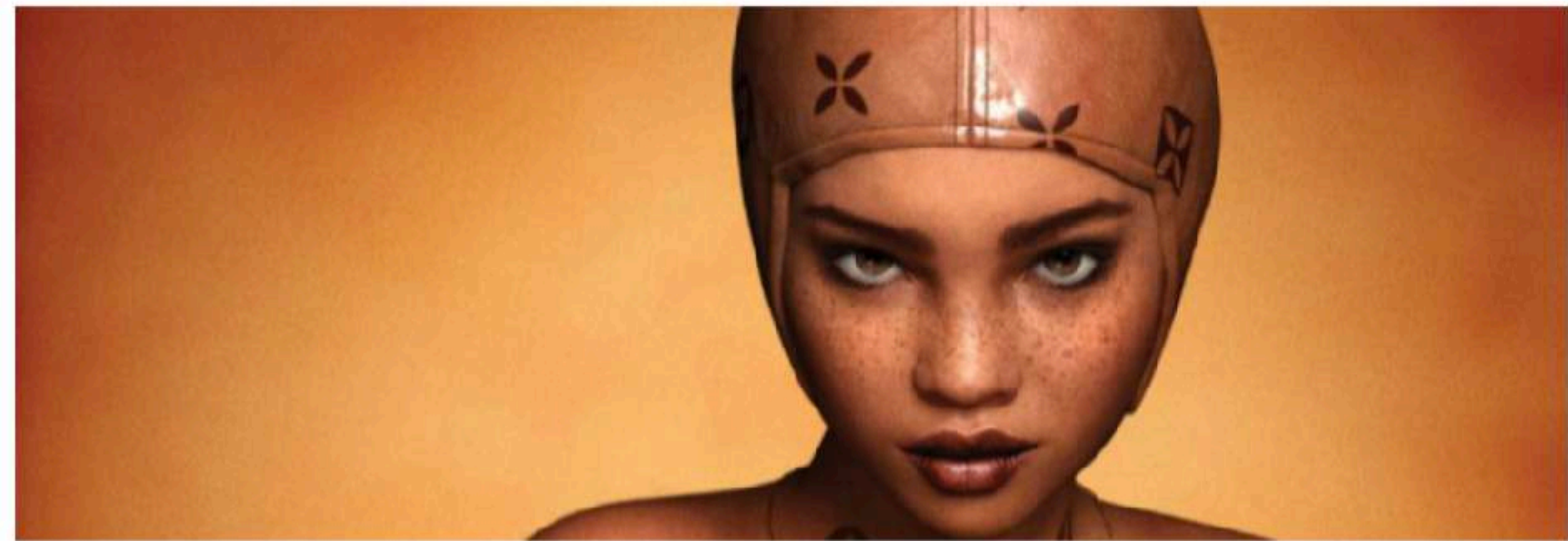
Cambridge
Analytica



facebook



VIRTUAL INFLUENCERS: HATSUNE MIKU



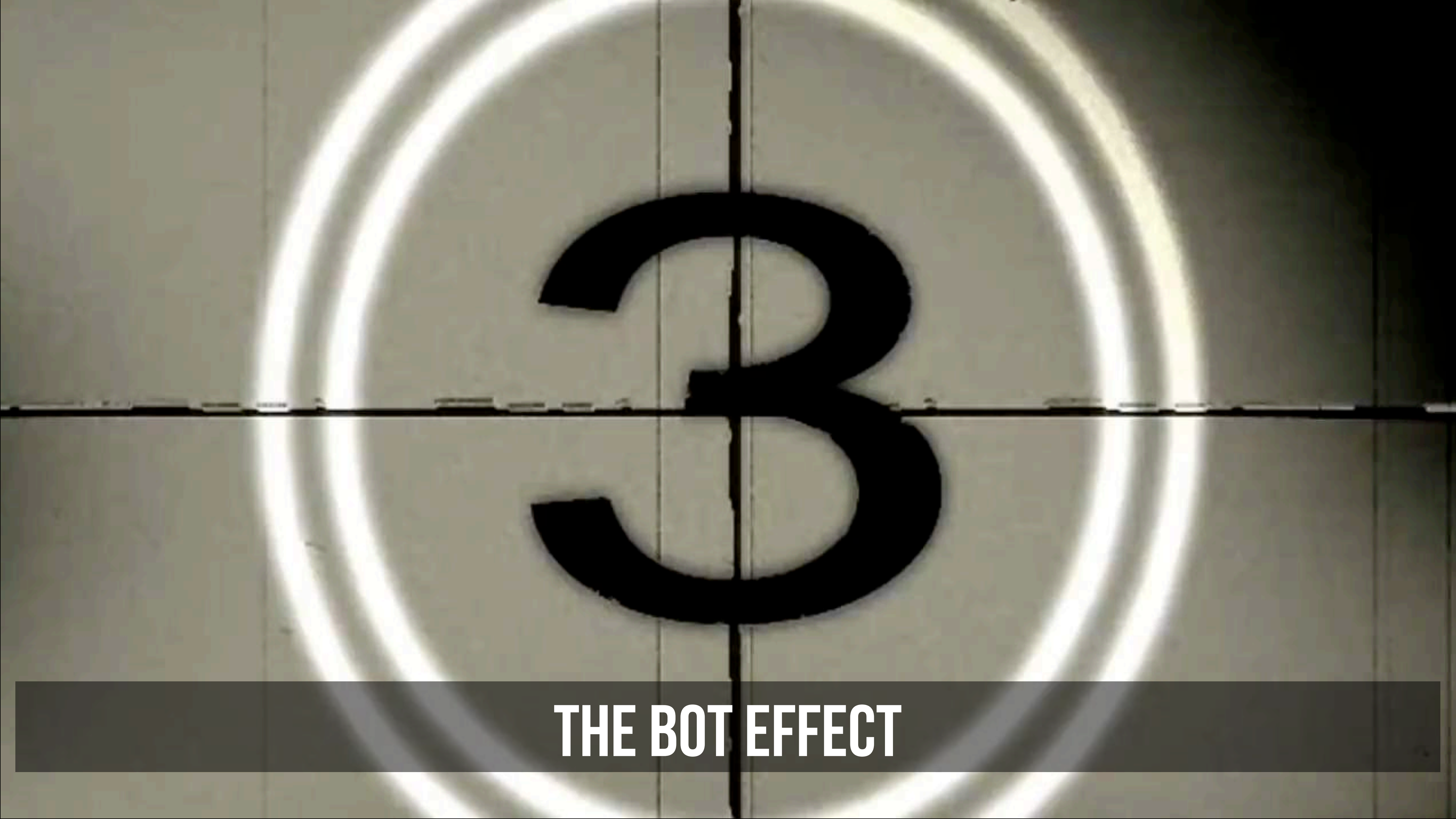
VIRTUAL INFLUENCERS: LIL MIQUELA



WORLD'S FIRST DIGITAL SUPERMODEL: SHUDU GRAM



“EEN OOGTAG IS DE BESTE TAG, TENZIJ JE VERLIEFD OP ELKAAR BENT, DAN GEEF JE EEN MONDTAG.”

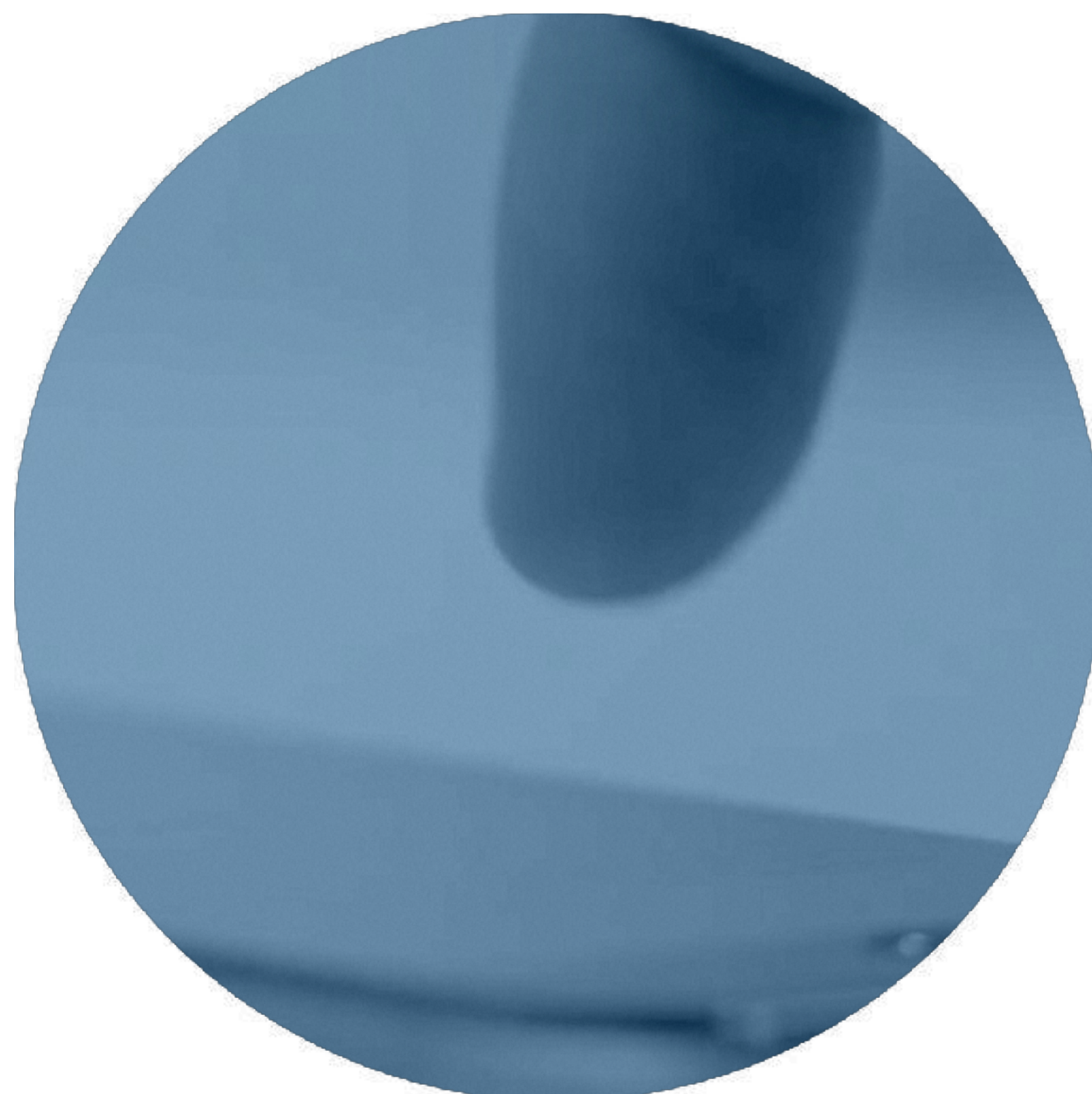


THE BOT EFFECT



Digital First

“websites”
“clicks”



Mobile First

“apps”
“touch”



AI First

“agents”
“voice”





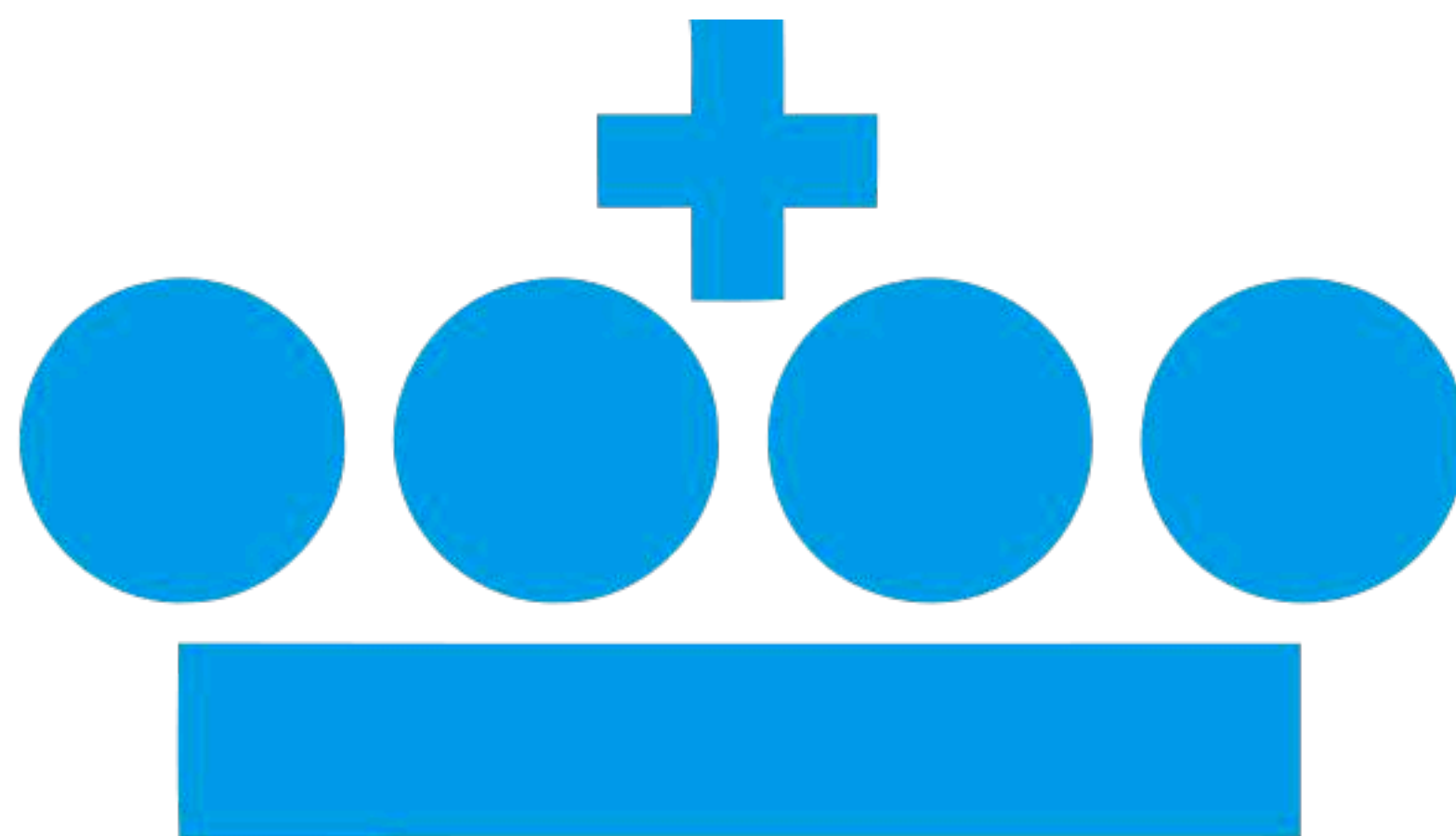


8









KLM



IN CODE WE TRUST



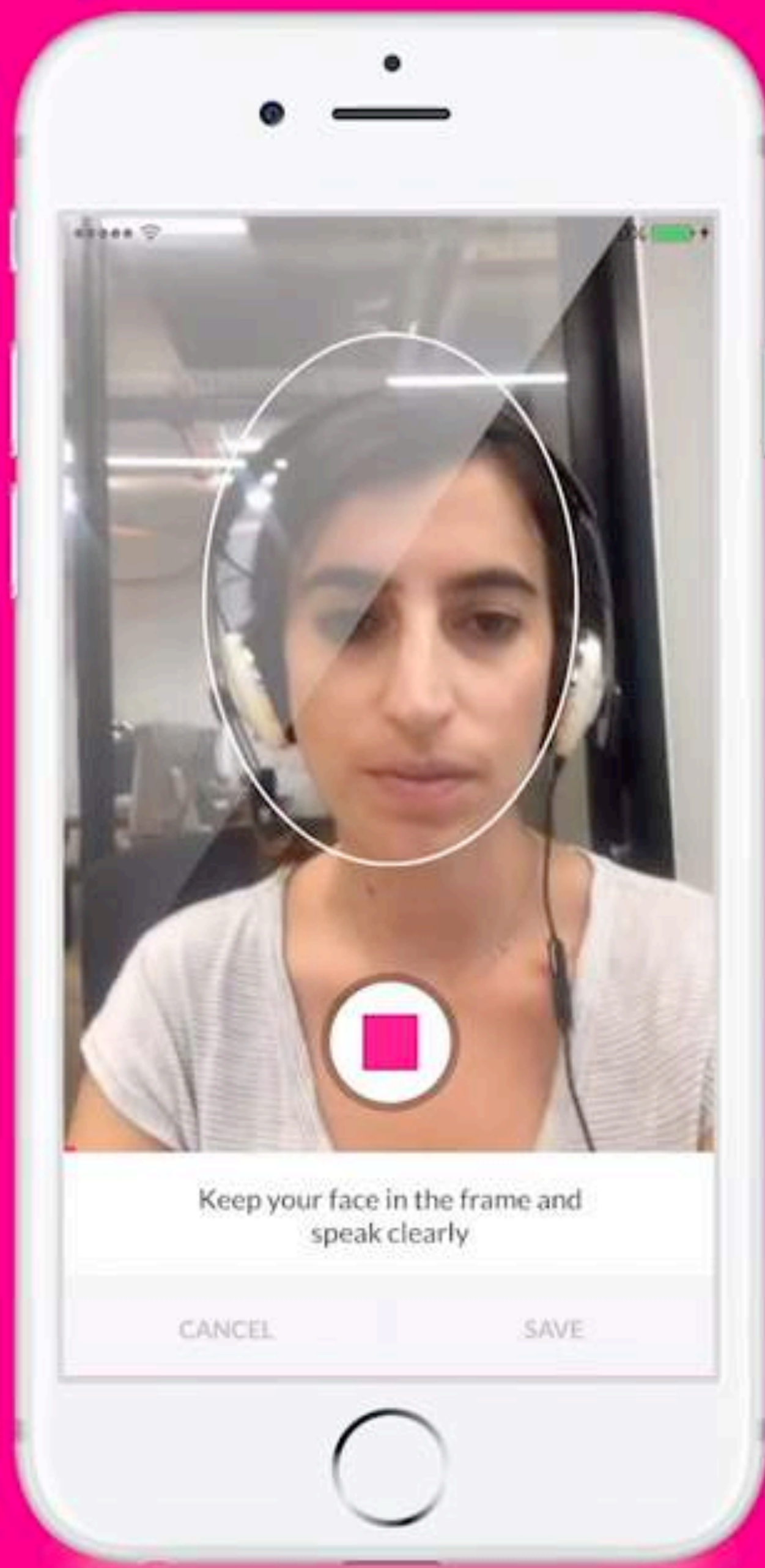


UBER





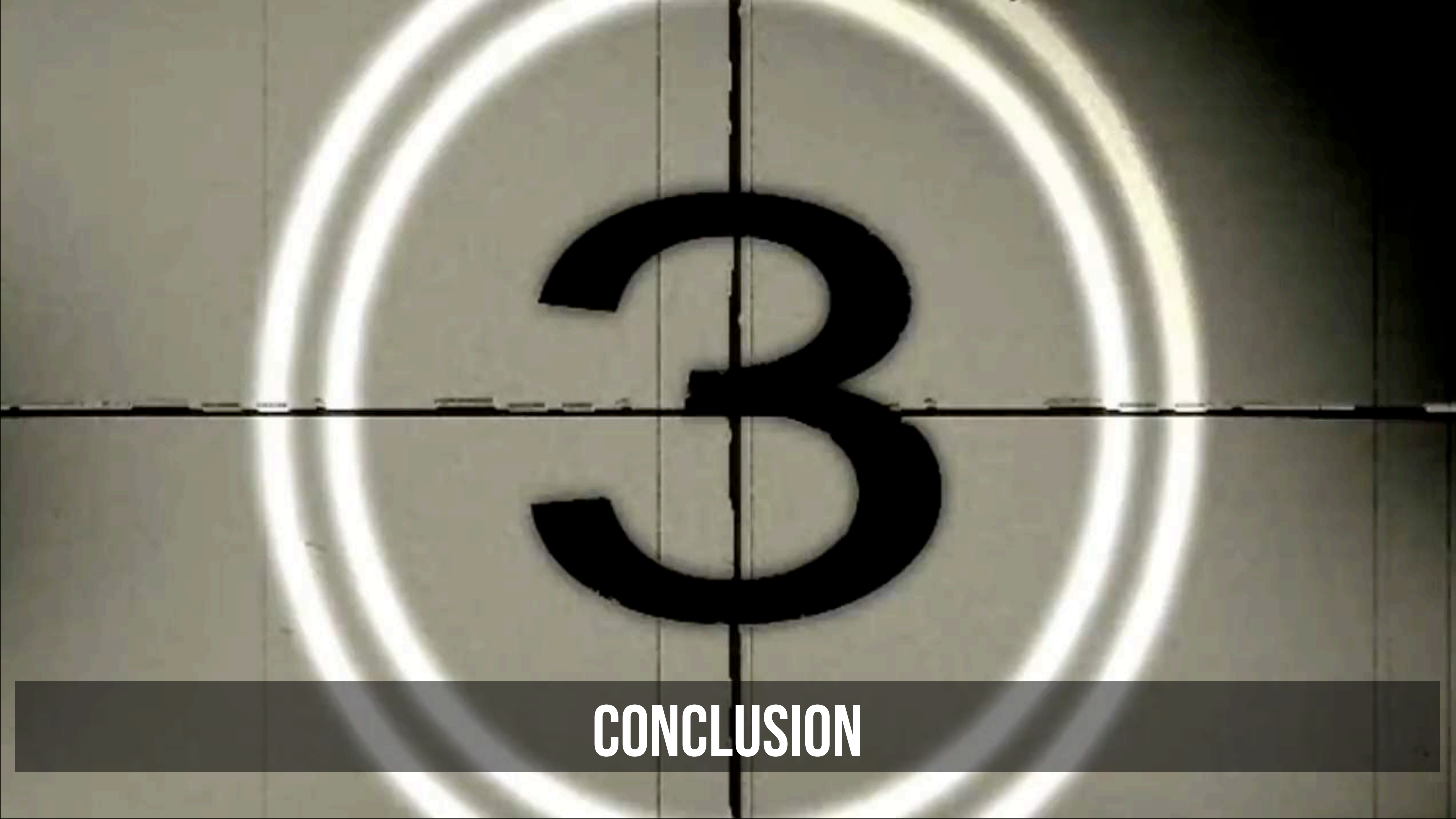




No forms to fill out,
just speak to the camera

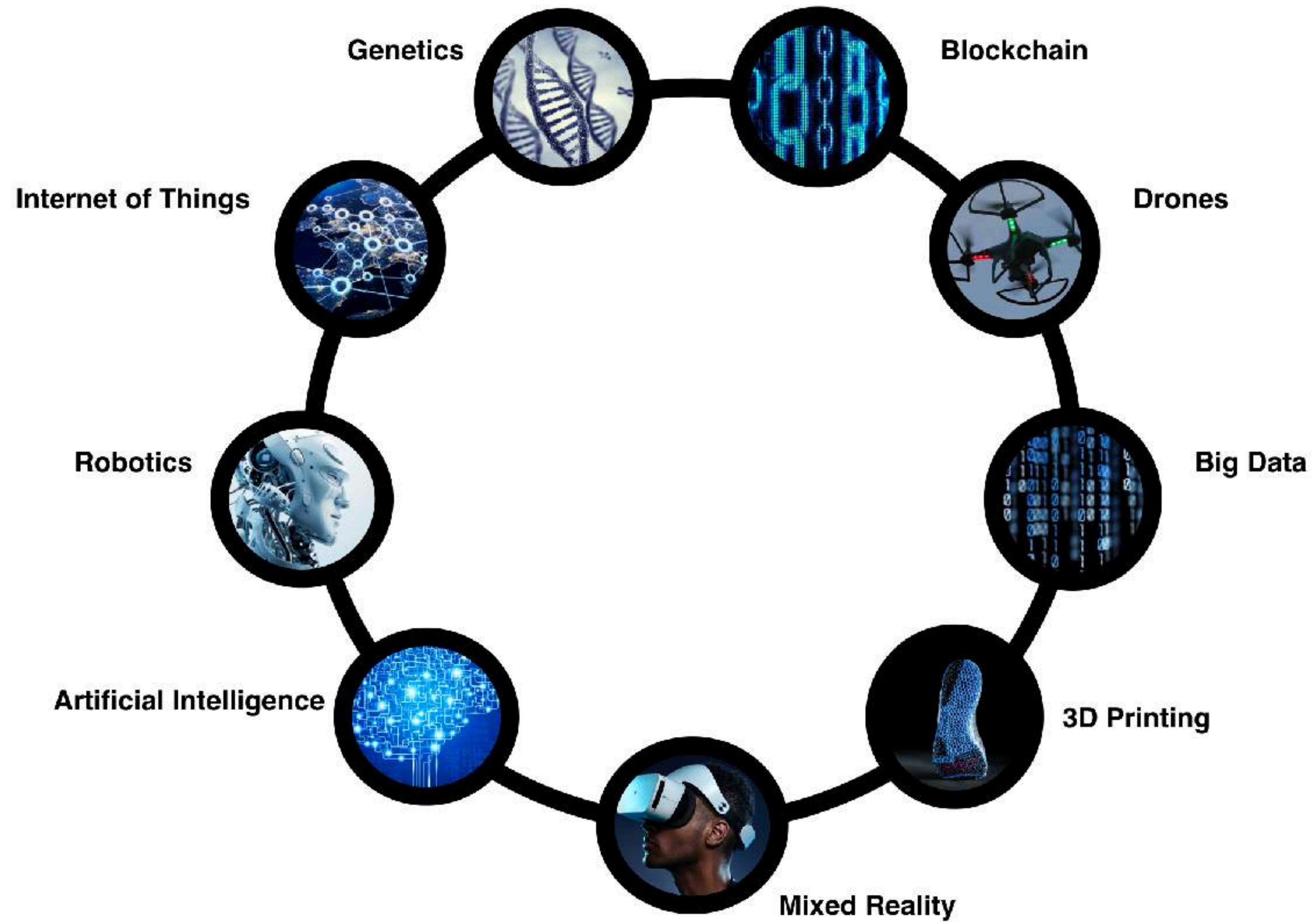






CONCLUSION





TRENDS 2018



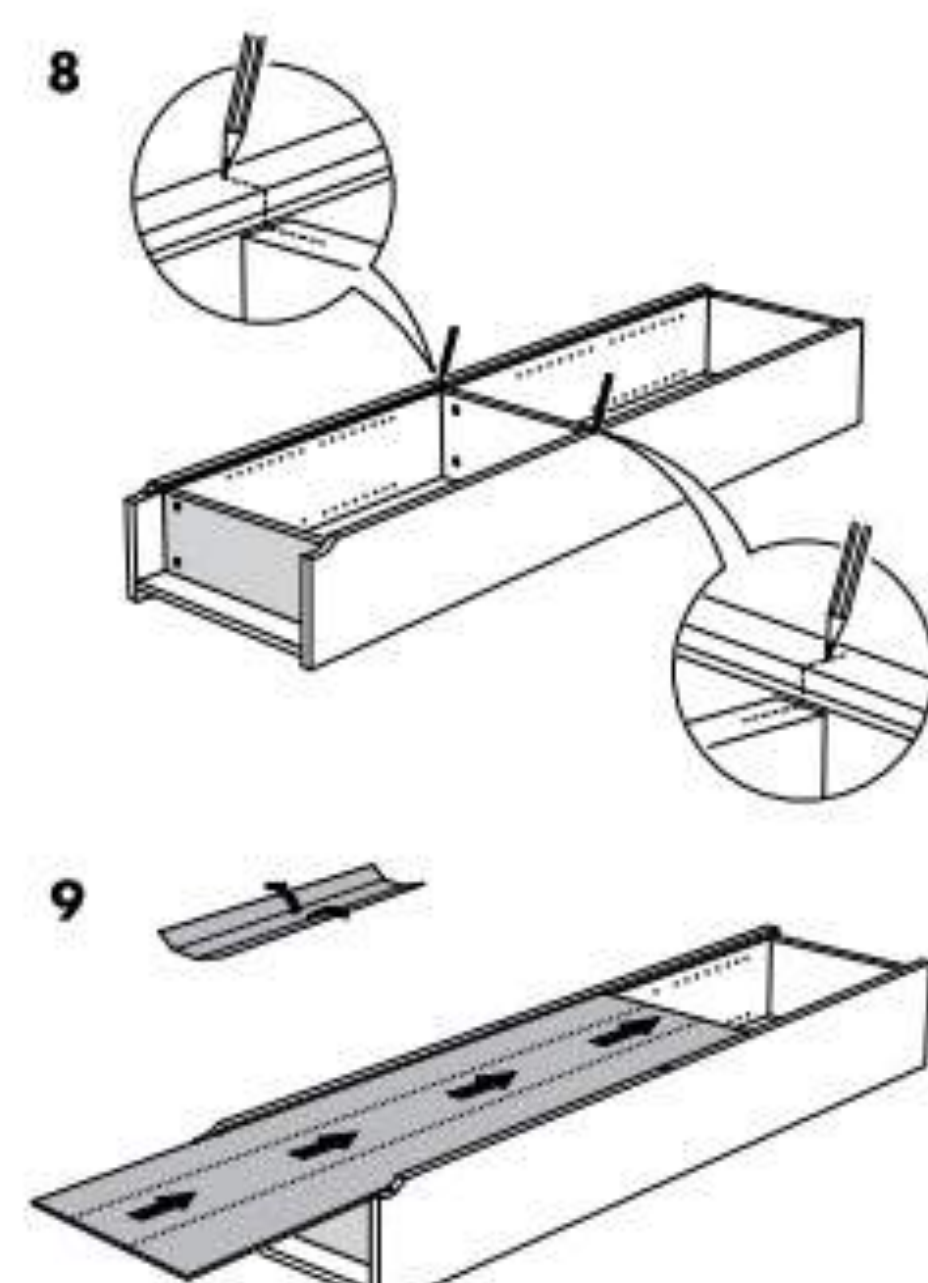
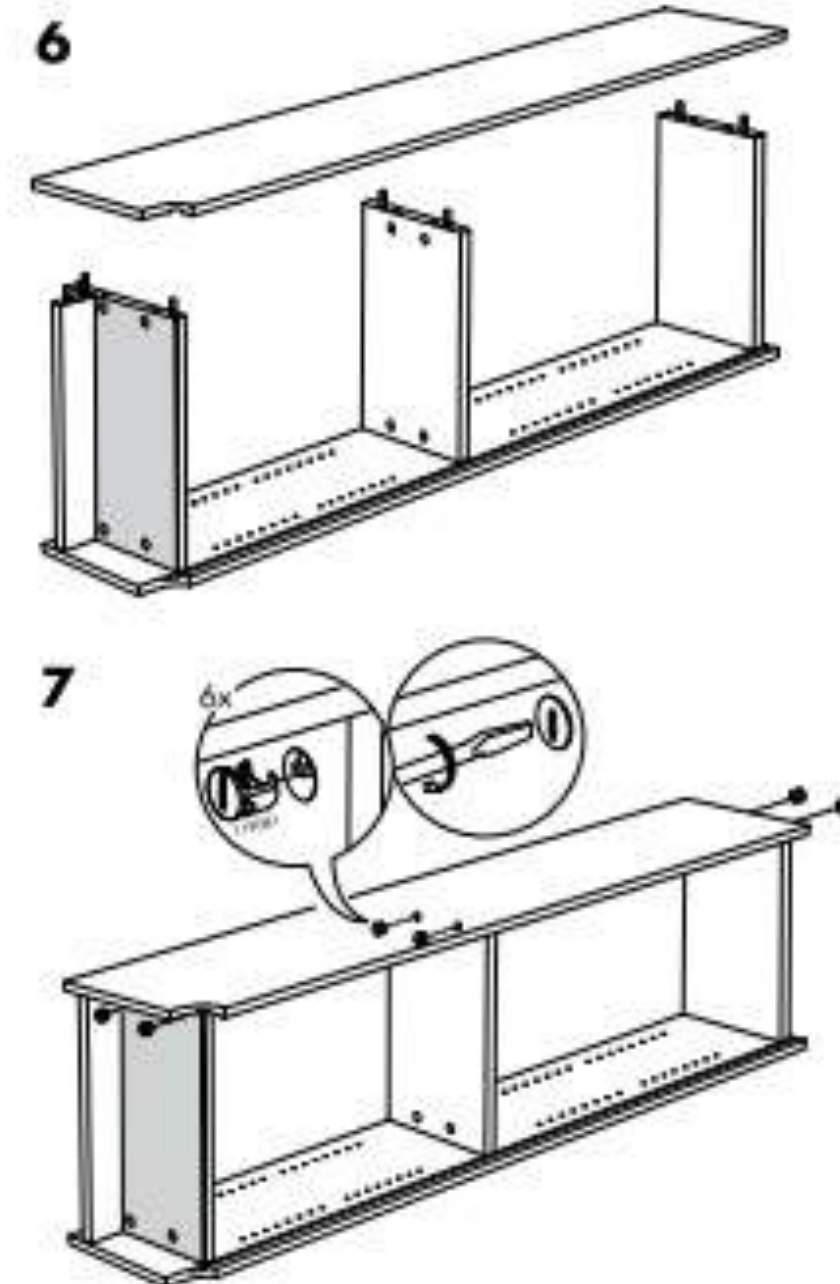
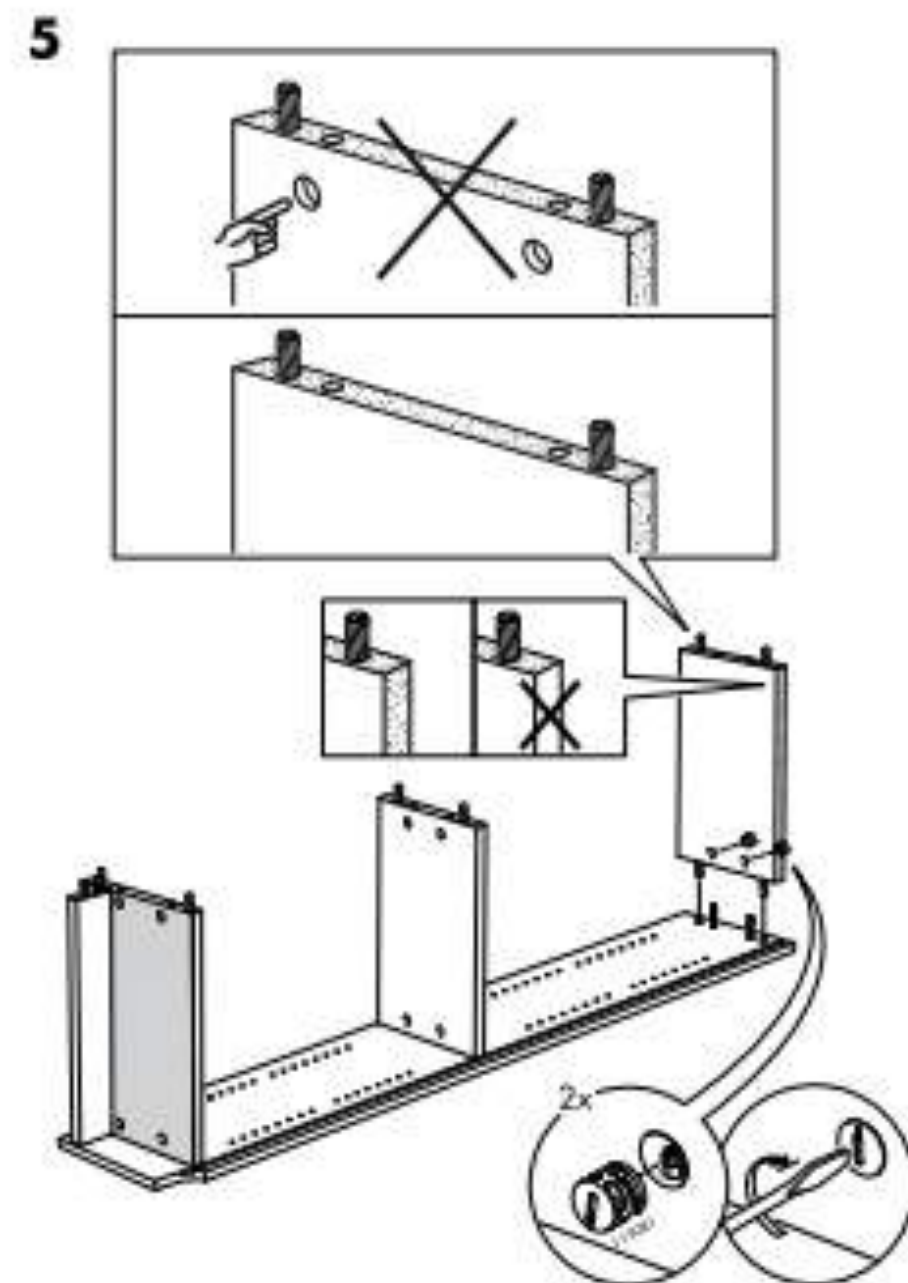
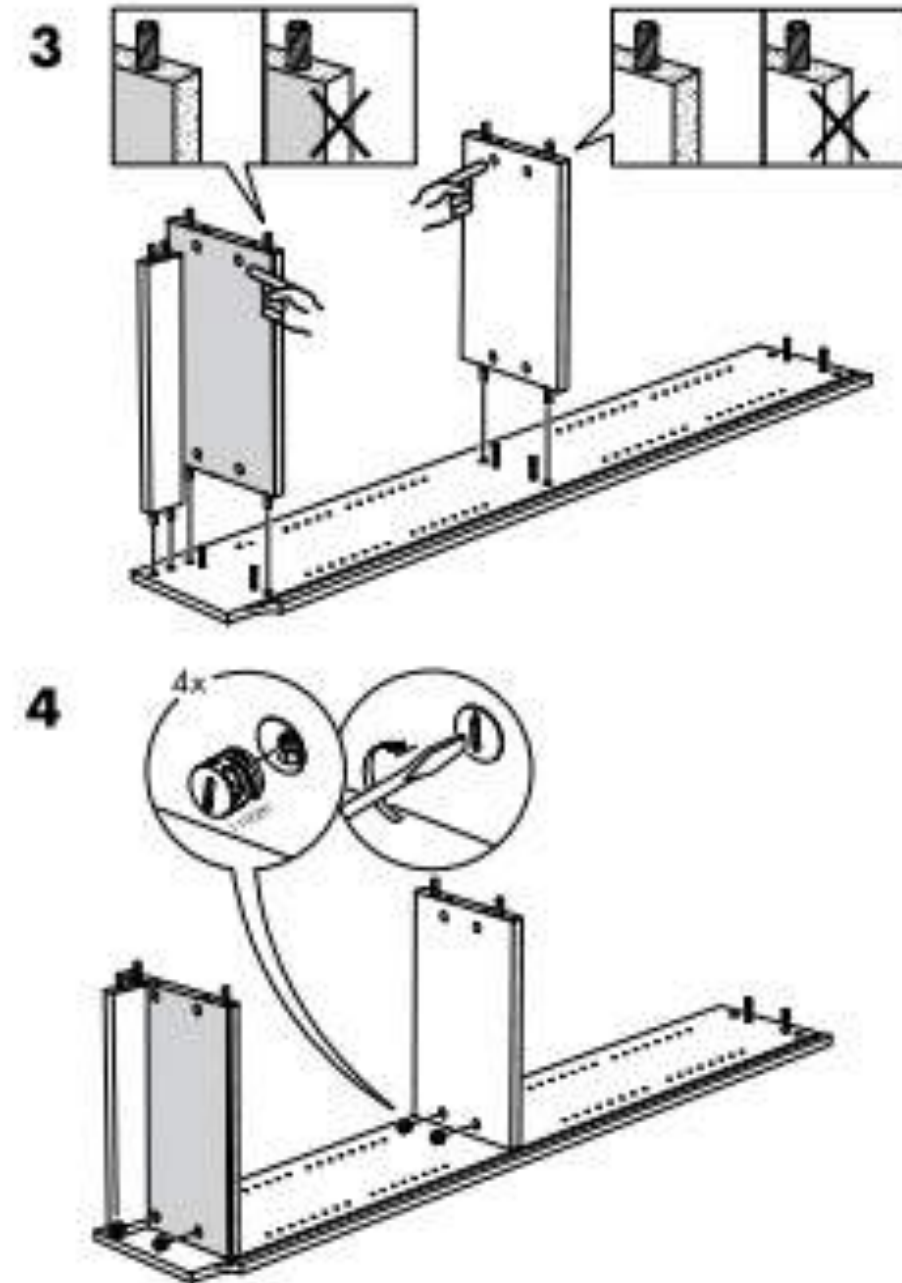
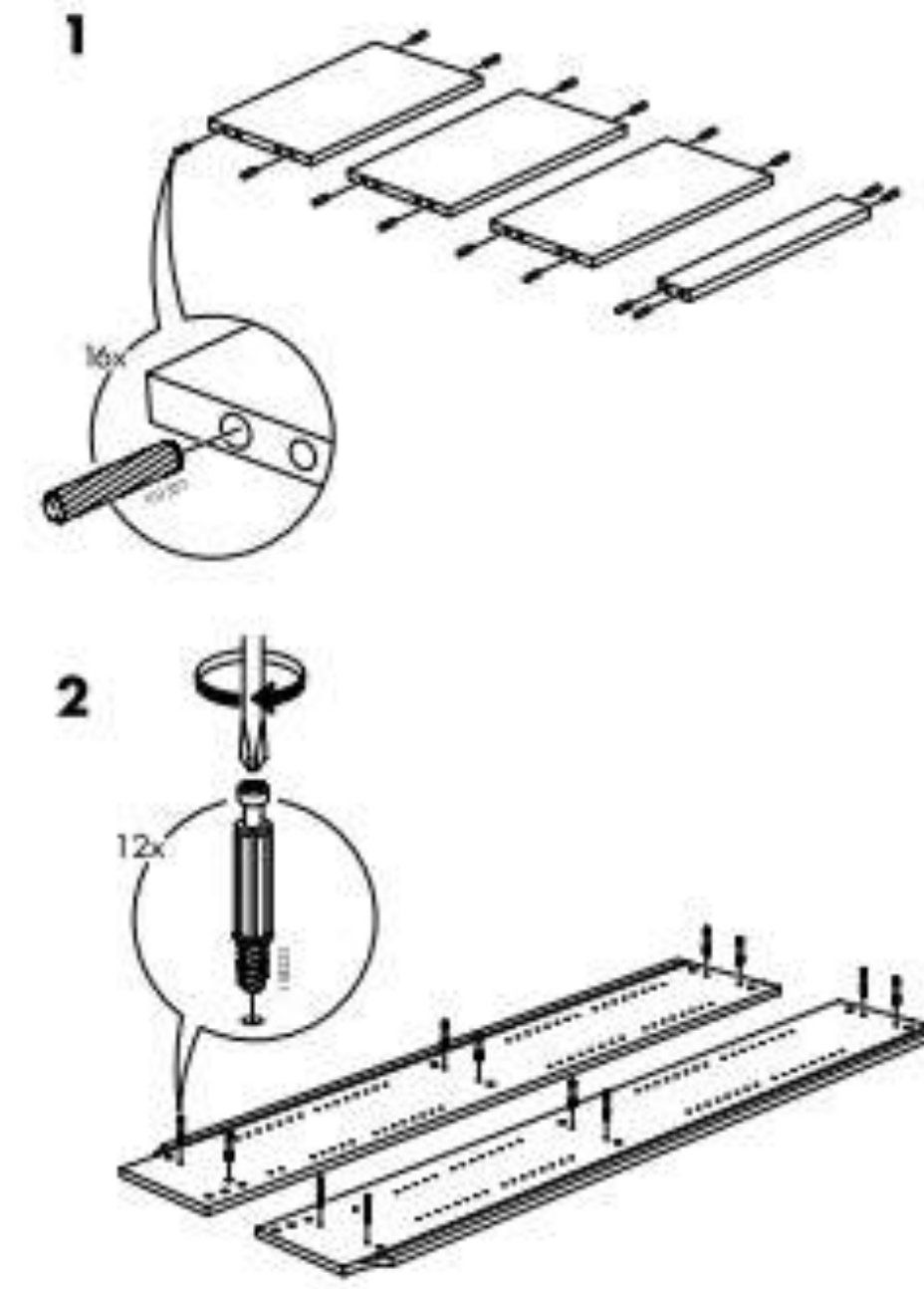
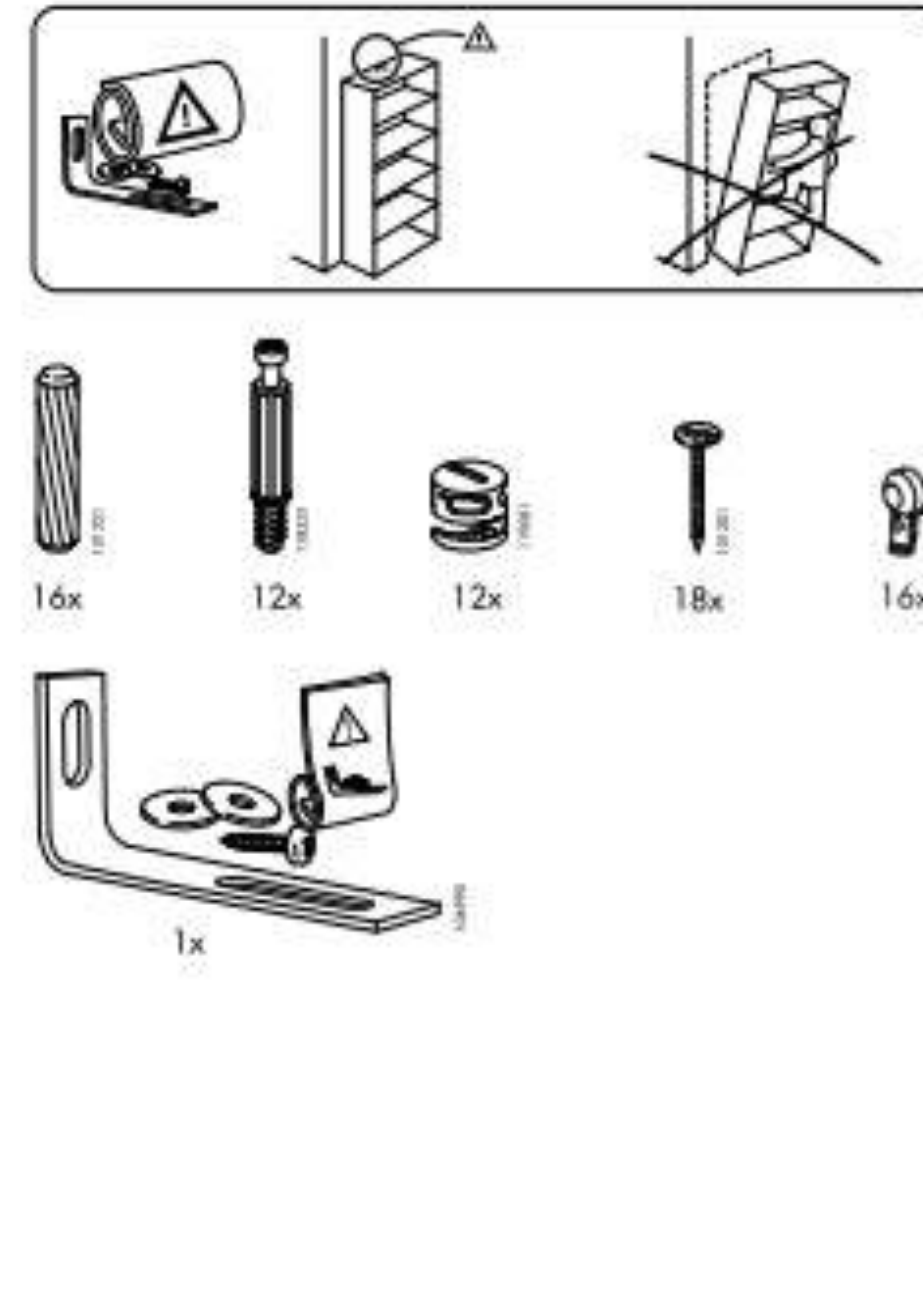
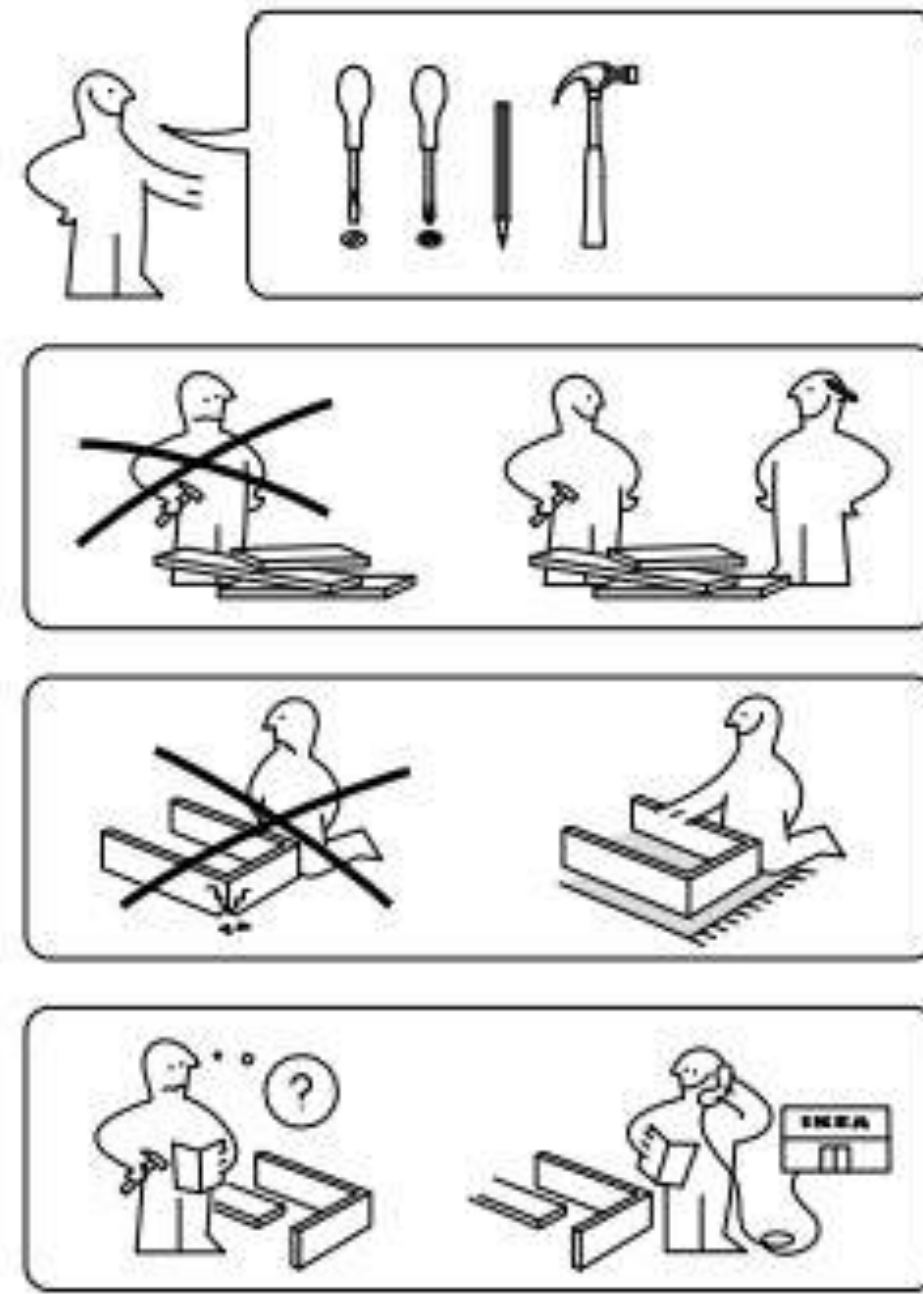
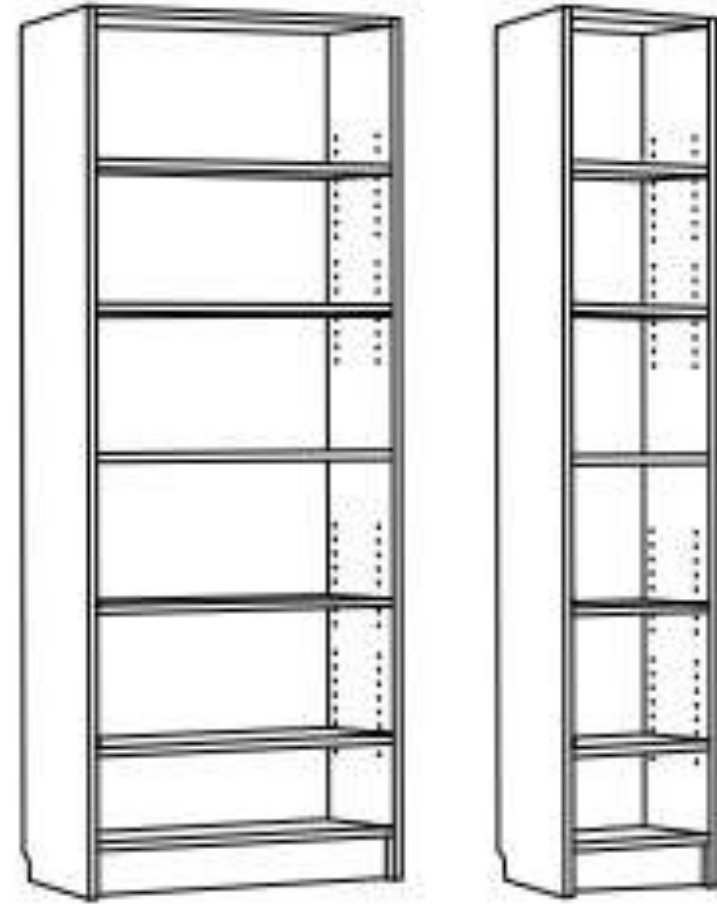


TECHNOLOGY SHOULD AUGMENT HUMANS

A close-up photograph of a person's hand holding a small, rectangular, light-brown card. The person is wearing a dark grey or black suit jacket over a white shirt and a dark tie. The hand is positioned in the center-left of the frame, with the thumb and index finger gripping the top edge of the card. The card is held flat, displaying the text "BE PREPARED" in a bold, black, sans-serif font. The background is a plain, light grey surface. The lighting is soft and even, highlighting the textures of the suit fabric and the skin of the hand.

BE PREPARED

BILLY









**KEEP
CALM
AND
JUST DO
IT**



THANK YOU
SANDER.DUIVESTAIN@GMAIL.COM
+31 6 250 260 20

