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and Product Evangelist

Think to the FUTURE
whilst changing the
present

|



TECHNOLOGICAL ADVANCES

Never cease to surprise us

28%

of 3-4 year olds
use a tablet

FAST, UNPREDICTABLE CHANGE is an absolute certainty

THE WORLD



is changing

TECHNOLOGY



is changing

PEOPLE



are changing

FAST, UNPREDICTABLE CHANGE is an absolute certainty

THE WORLD



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TECHNOLOGY



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PEOPLE



are changing

ACCESSIBILITY OF DEVICES

Will drive growth



2005



2013

THE NEXT 5BN

2014

7.2 BN

2.8 BN

[39% of Global
Population]

Global Population

Internet Population

2020

8 BN

8 BN*

[100% of Global
Population]

ACCESSIBILITY OF DEVICES

Will drive growth



€59 Phone



€53 Tablet



Wifi Everywhere

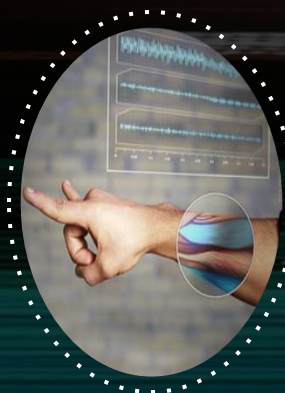


Project Loon,
Titan

FAST, UNPREDICTABLE CHANGE is an absolute certainty



ENTERING A NEW WORLD Of Six Screens (yes, six!)



[DESKTOP]

e.g.
Flutter



[MOBILE]

e.g.
Project Ara



[TABLET]

e.g.
Senseg



[TV]

e.g.
Chromecast



[IN-CAR]

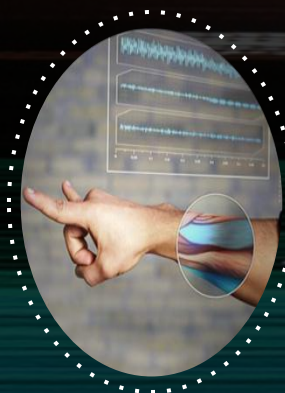
e.g. HUD
Windscreens



[WEARABLE]

e.g. Samsung
Gear, Google
Glass, Contact
lens, Android SDK

ENTERING A NEW WORLD Of Six Screens (yes, six!)



[DESKTOP]

e.g.
Flutter



[MOBILE]

e.g.
Project Ara



[TABLET]

e.g.
Senseg



[TV]

e.g.
Chromecast



[HUD]

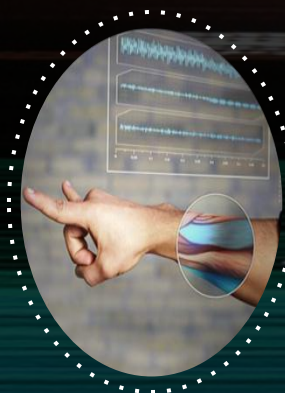
e.g. HUD
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[WEARABLE]

e.g. Samsung
Gear, Google
Glass, Contact
lens, Android SDK

ENTERING A NEW WORLD Of Six Screens (yes, six!)



[DESKTOP]

e.g.
Flutter



[MOBILE]

e.g.
Project Ara



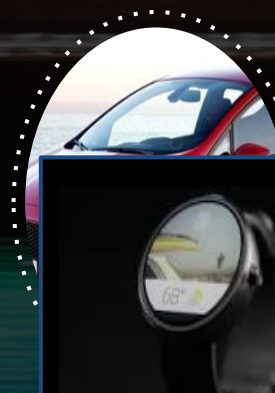
[TABLET]

e.g.
Senseg



[TV]

e.g.
Chromecast



e.g. HUD
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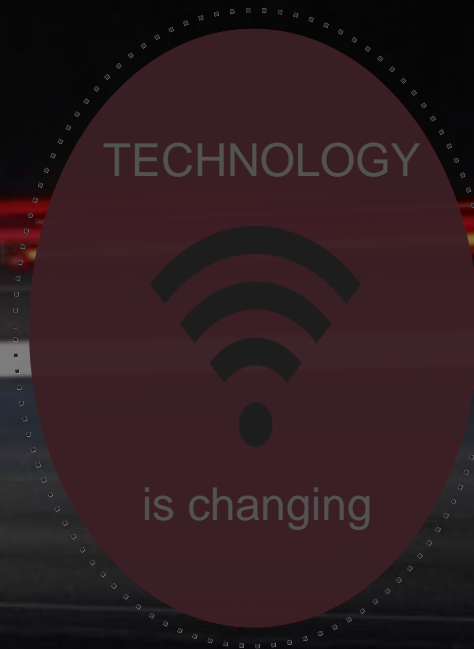


[WEARABLE]

e.g. Samsung
Gear, Google
Glass, Contact
lens, Android SDK



FAST, UNPREDICTABLE CHANGE is an absolute certainty



A Year in Search

In 2014 we searched trillions of times. What do these searches say about us?



EXPLORE 2014



ROBIN WILLIAMS



WITH A NEW BREED of consumer



30%

Of Google
searches are
mobile ⁽¹⁾

[INFORMATION]
MORE ACCESS

28%

Of all 2013
Christmas
shopping in the IE
was online ⁽³⁾

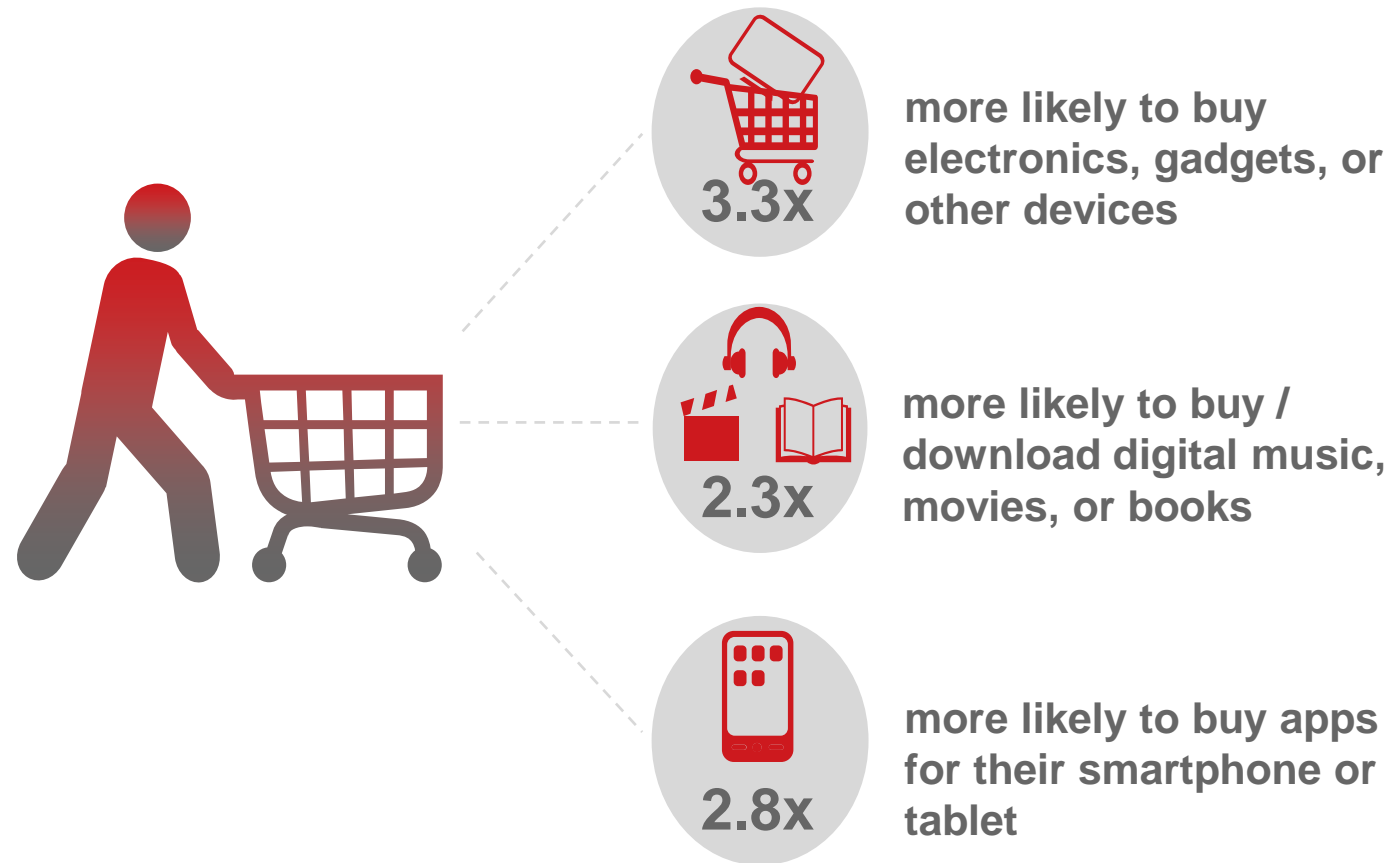
[SHOPPING]
MUCH MORE ONLINE

12Bn

Online videos are
watched every
month ⁽²⁾

[ENTERTAINMENT]
MORE CHOICE

YouTube users are **valuable consumers**



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TECHNOLOGY



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PEOPLE



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is an absolute certainty



DEEPMIND

so how can you
think to the FUTURE whilst
changing the present...?

Thank you
