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Technology Trends 2010

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Three Trends...

- Apple Innovation
- Consumerization
- Mobile Computing and Smartphones

Trend #1 – Apple Innovation

- The past...
- The present...
- The future...

1976 – Apple I



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1978 – Apple II



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1983 – Apple Lisa



1984 - Macintosh



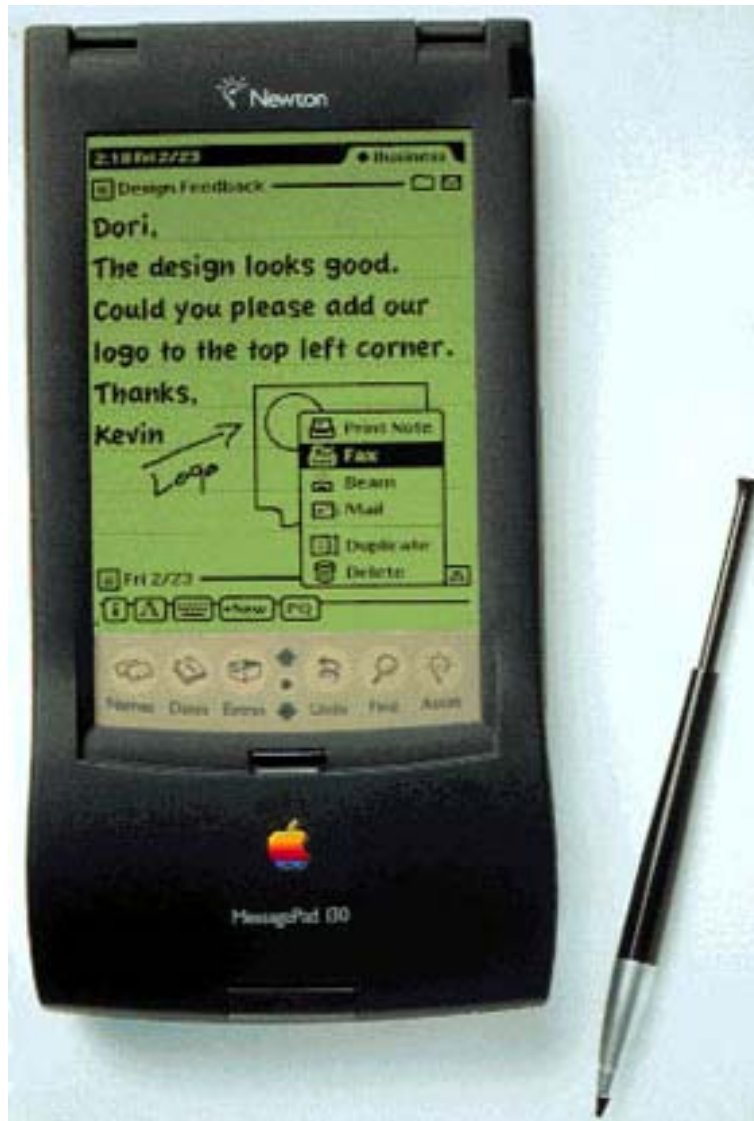
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1989 - MacPortable



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1993 - Newton



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1998 - iMac



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2001 - iPod



2001 - iTunes

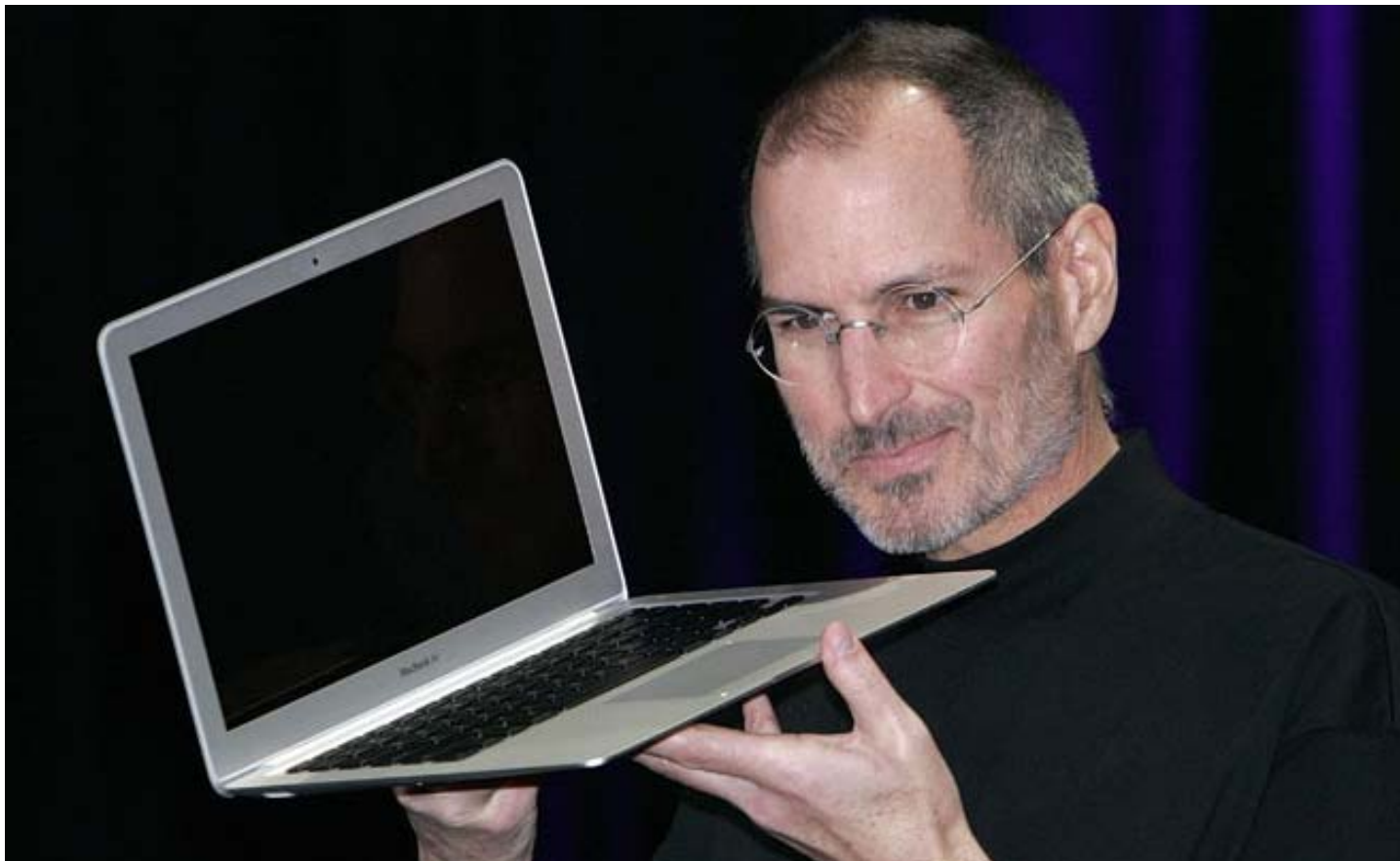


2007 - iPhone



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2008 – MacBook Air



2008 – iPod Nano



2010 - Tablet?



Trend #2

Consumerization

- Consumerization is an attitude, not just the use of technology. It is a reflection of the aspirations of a generation, the need for participation, the desire to contribute and the sense of being part of a community.
- Drives use, demand and adoption



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Did You Know?

The number of text
messages sent in
the past 24 hours...

Gartner.



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..exceeded the total
population of the planet.

Gartner.



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What was the fastest growing social network in 2008?

1,382%

twitter

62% of New Users are between 39 and 51

Gartner.



Consumerization (cont.)

- Social Collaboration
 - Wikis
 - Blogs
- Social Media
 - Content Sharing
 - Content Aggregation
- Social Validation
 - Social ranking, rating, commentary
 - Social content structure

Consumerization – Example



- Kindle e-books outsell “real” books (12/26/09)





Trend #3

Mobile Computing & Smartphones



Thousands of new applications
coming online.

Text Messaging is not convenient
– it's a way of life.



2009

- Notebooks outsold desktops for the first time
- Better batteries and fuel cells have been prototyped
- Samsung - tactile feedback on phone -> haptic screens on the way

Approximate number of apps in market

- Android – 20,000 (12/15/09)
- Windows Mobile – 15,000 (12/6/09)
- iPhone – 100,000+ (11/4/09)



Top Future Mobile Applications

- 1: Money Transfer
- 2: Location-Based Services
- 3: Mobile Search
- 4: Mobile Browsing
- 5: Mobile Health Monitoring
- 6: Mobile Payment
- 7: Near Field Communication Services
- 8: Mobile Advertising
- 9: Mobile Instant Messaging
- 10: Mobile Music



Thank You

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