



The Future Will See You Now

Maurice Conti
Chief Innovation Officer
Telefónica Alpha

20 Years

20 Years

20000

YEARS







1851
1852





THE AUGMENTED AGE



COGNITIVE AUGMENTATION



7:45 AM 100%

Siri what is the best mobile phone



The one you're holding.

PASSIVE















PASSIVE

GENERATIVE









PASSIVE

GENERATIVE

INTUITIVE







PIENSE

ΣΚΕΨΟΥ

THINK

DENKE

STIAOMIS

PENSER



\$24,000

\$77,147

\$21,600

Who is Stoker?
 (For one will-one dot
 of the capital letters)

\$1,000

Who is Bram
 Stoker?

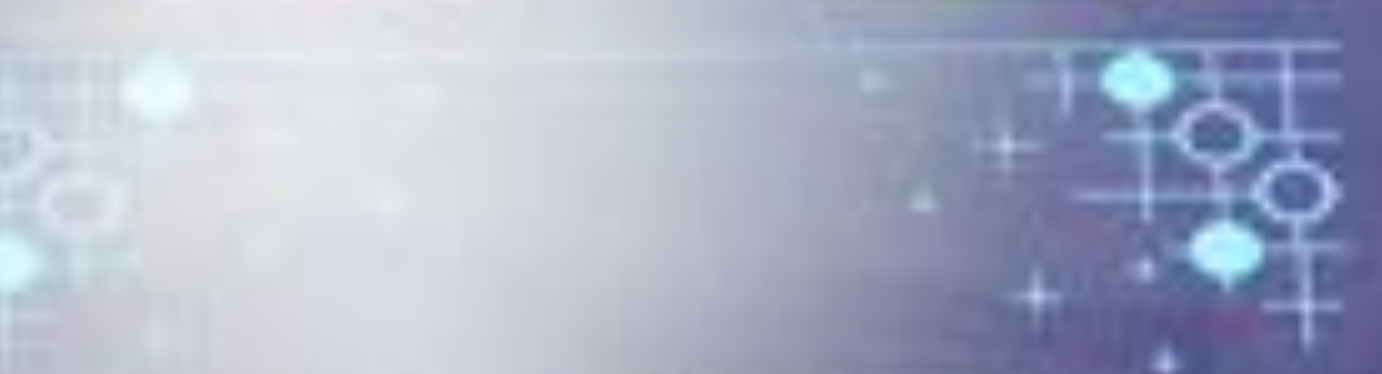
\$17,973

WHO IS
 BRAM STOKER?

\$5600



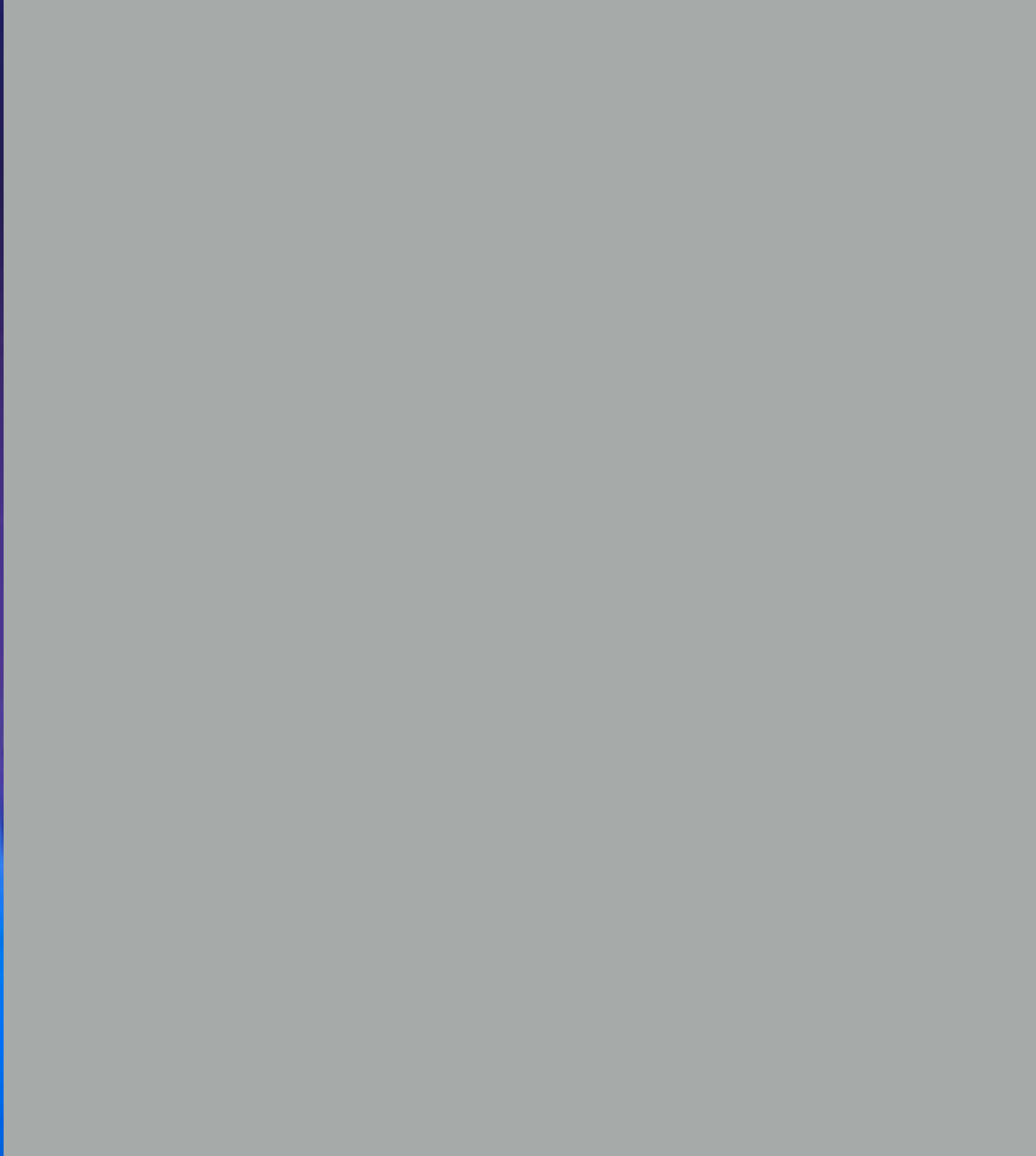
AlphaGo (UK)
Lee Sedol (South Korea)



Google DeepMind
Challenge Match
8 - 15 March 2016

ALPHAGO
01:58:31

LEE SEDOL
01:59:31









Step One
Arm Fry Defender



Step Two
Place Near Fries



Step Three
Report Fry Theft





PHYSICAL AUGMENTATION

The background of the image is a blurred industrial setting. It features several robotic arms, primarily in shades of orange and grey, positioned around a work area. There are various mechanical components, cables, and structural elements visible, suggesting a complex manufacturing or assembly environment. The lighting is somewhat dim, with highlights on the metallic surfaces of the machinery. The overall scene is out of focus, emphasizing the text overlay.















Joris Laarman for MX3D



PERCEPTUAL AUGMENTATION

The background of the image is a complex, glowing network of fibers. The fibers are primarily red and orange, with some white and yellow highlights, creating a sense of depth and movement. The network is dense and interconnected, with many small nodes and junctions. The overall appearance is that of a highly complex, interconnected system, possibly representing a neural network or a complex web of connections. The fibers are set against a dark, almost black background, which makes the glowing colors stand out prominently.









A woman with long blonde hair, seen from behind, is standing in a toy store aisle. She is looking at shelves filled with Barbie and Monster High toys. The shelves are packed with various dolls and accessories. A large white text overlay is centered over the image.

**MAKING PEOPLE
WANT OUR STUFF**



MAKING STUFF
THAT PEOPLE
WANT



COGNITIVE



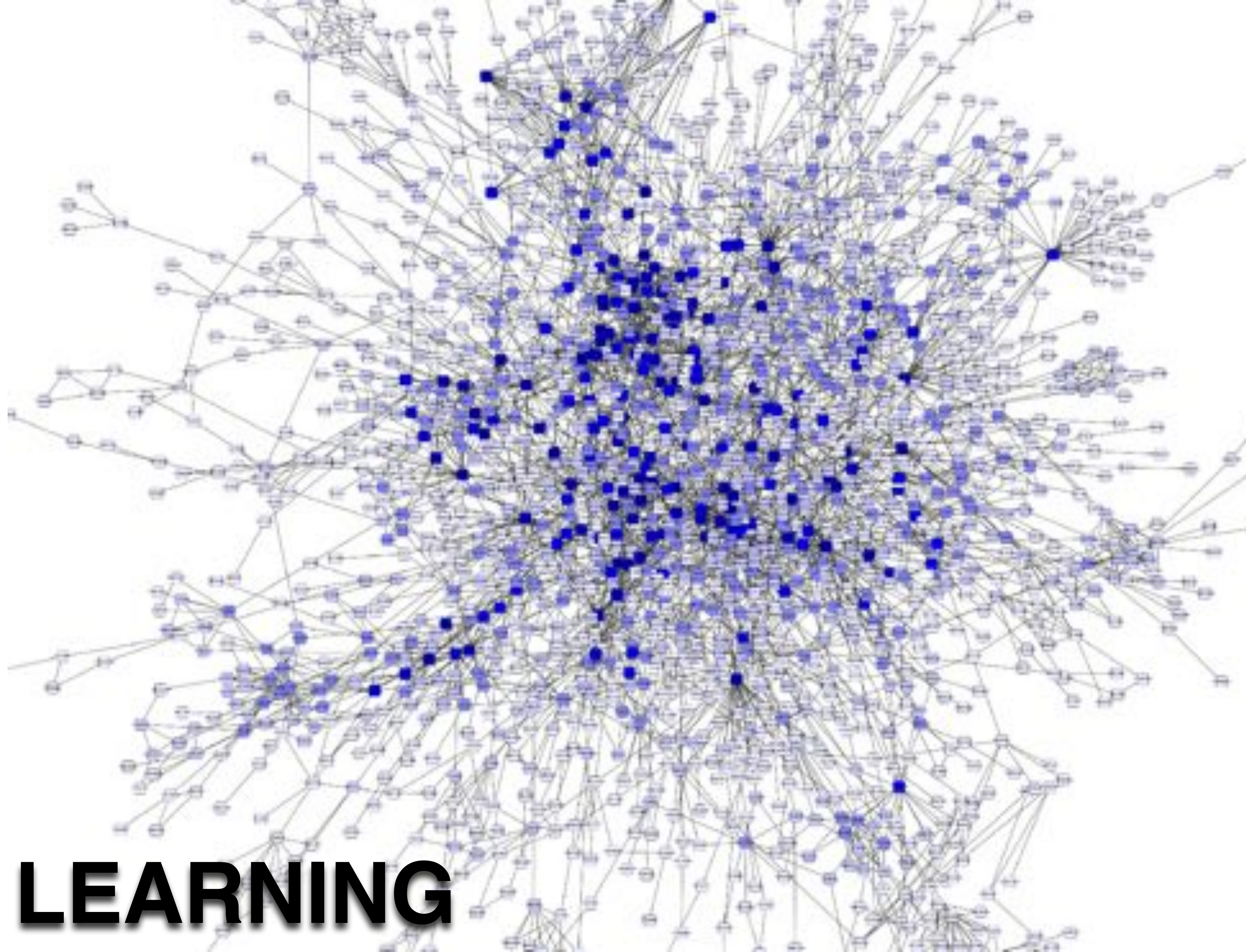
PHYSICAL



PERCEPTUAL







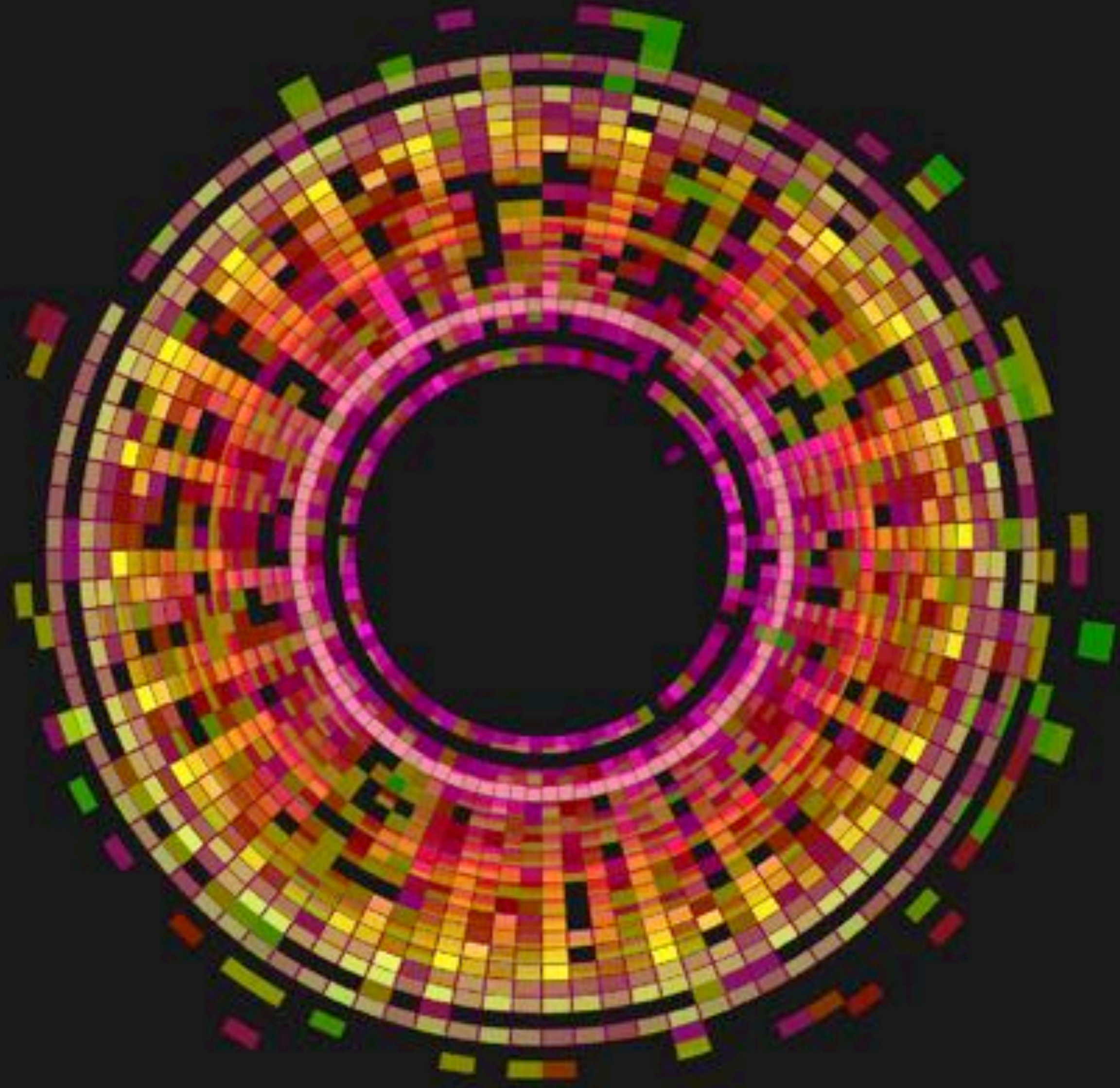
MACHINE LEARNING



VIRTUAL REALITY



AUGMENTED REALITY



BLOCKCHAIN



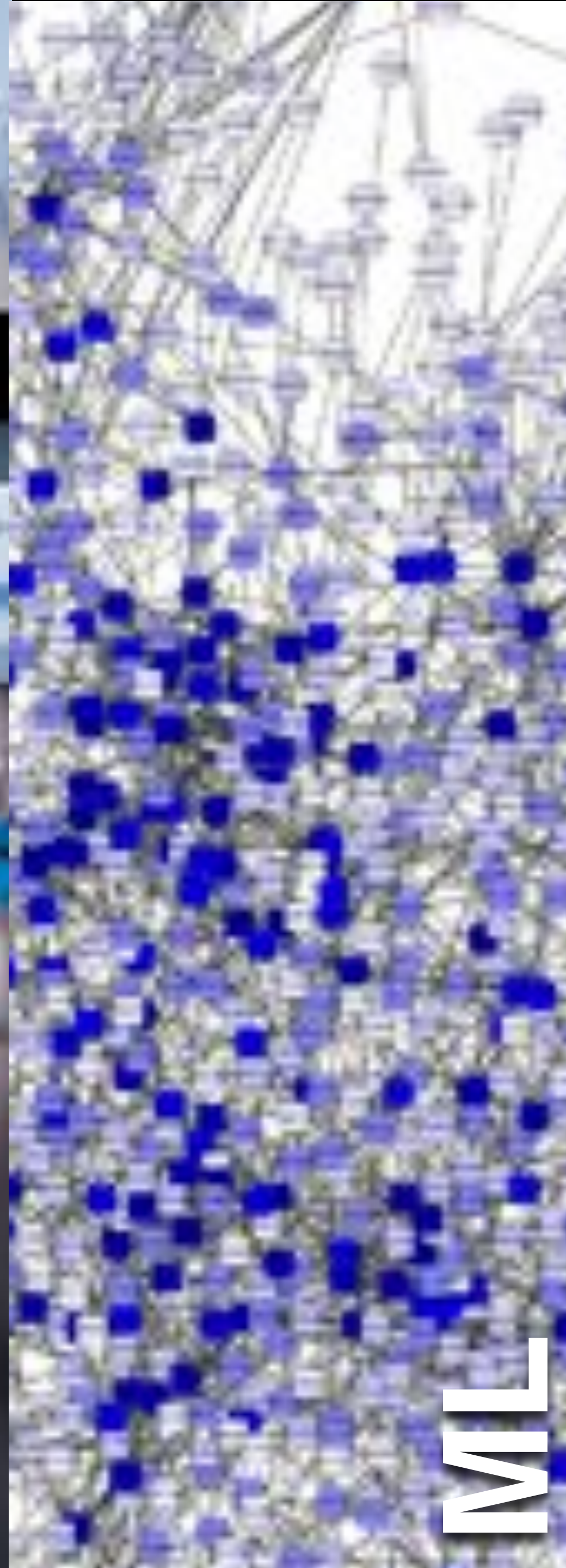
SYNTHETIC BIOLOGY



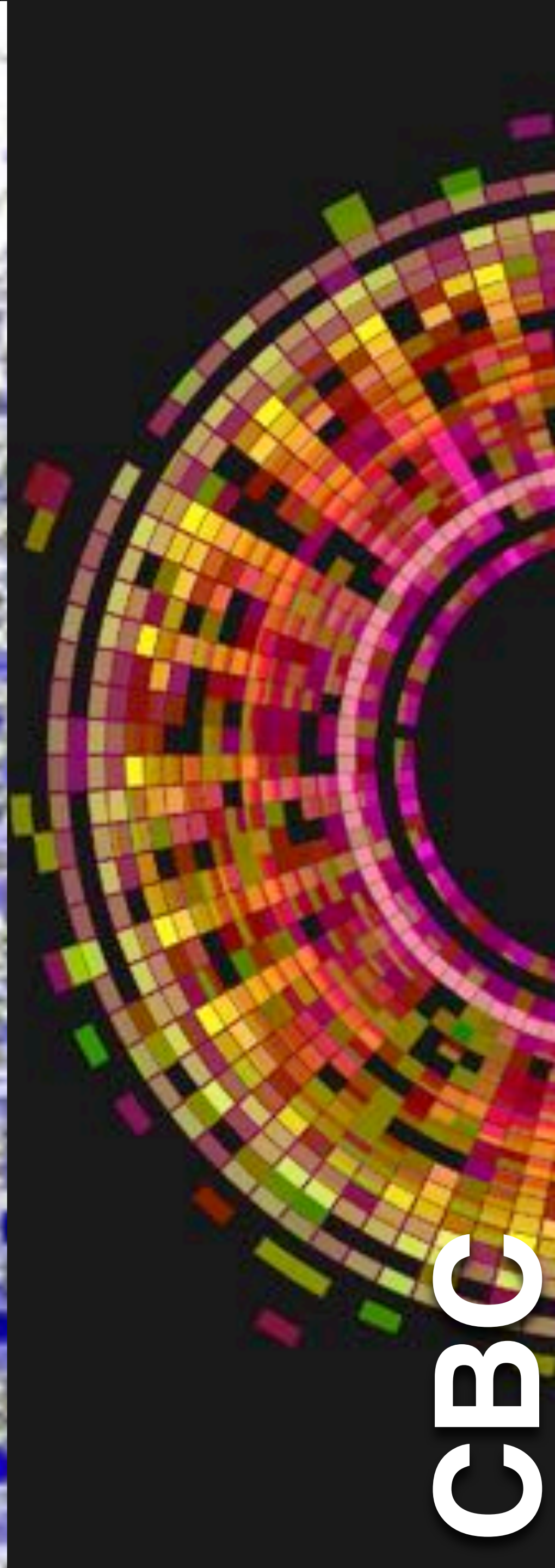
AR



VR



ML



CBC



SYNBIO

