

# Ideas & concepts that may be used / commonplace in 2036!

- Artificial Intelligence
  - Chat Bots
  - Video Bots
- Data Analysis
  - of actual customer conversations as opposed to standard web analytics
  - Big data of niche markets
  - Direct response metrics
- Head Up Displays (Google glasses)
- Printed items
  - Standard snail mail
  - Books
  - Posters
  - Leaflets
- Regulation
  - Data privacy
  - Data ownership
  - Freedom Of Speech
- Biohacking
  - Sub dermal bodifications
  - Telepathy is possibly with augmentation
- Security
  - Face swapping
  - AI Identity Theft
- The quality of message
  - Authenticity
  - Personalisation
  - Innovative customer relations
  - Trust in organisations
- Blockchain based Comms
  - More secure
  - Faster
- IOT - Internet of things
  - Smart furniture
  - Wearables
  - Smart cities
- IOP - Internet of people
  - Personal I.P. Addresses
- Hardware
  - Speed Of Processing
  - 7G / 8G / ???
  - Cost of storage
  - Speech has replaced typing
- Babblefish
  - Real time speech recognition / translation
  - Straight to brain
- Hardware agnostic
- Audio books have 95% replaced the printed book
- Video surveillance for marketing purposes
  - Advertising targeting on behaviour
  - Facial Recognition
- Omnipresent mobile technology
  - SMART Alerts
- Public Mesh Free Internet
  - Peer to peer comms
  - Ungoverned
  - Open source
- Focus on story telling not the tech behind it
  - Never ending stories
  - Hyper-real / immersive story telling
  - Appalling to all senses.
  - Social Impact story telling
  - Interactive
  - Immersive
  - Impactful
- Advertising channels are automatically integrated
  - Ad sequences follow users
- Immersive experiences
- Demise of social media
  - Does it exist
  - If so what does it look like?

# LINKS / FURTHER READING

## Links:

- **Bio hacking:** <https://www.bbc.co.uk/news/technology-46442519>
- **5 trends in comms:** <https://gcs.civilservice.gov.uk/news/announcing-5-trends-in-leading-edge-communications-workshops/>
- **The future of comms 1:** <https://visme.co/blog/future-of-communication/>
- **The future of comms 2:** <http://www.media-marketing.com/en/opinion/trends-that-define-the-future-of-communications-industry/>
- **Future of advertising:** <https://www.inc.com/drew-hendricks/three-trends-that-are-shaping-the-future-of-advertising-and-how-to-stay-ahead.html>
- **IOT:** <https://electronics.howstuffworks.com/everyday-tech/future-of-communication.htm>

## Audiobooks:

- **Future shock:** a classic by Alvin Tofler - <https://www.audible.co.uk/pd/Future-Shock-Audiobook/1982584505>
- **Life 3.0:** by Max Tegmark. The opening chapter is now, and is frightening! <https://www.audible.co.uk/pd/Life-30-Audiobook/B07C91RJZP?qid=1548307077>
- **The Fourth Age:** How we should think about the pending AI and Robotics take over: <https://www.audible.co.uk/pd/The-Fourth-Age-Audiobook/B07CCZTFD4>
- **Life After Google:** The Fall of Big Data and the Rise of the Blockchain Economy <https://www.audible.co.uk/pd/Life-After-Google-Audiobook/B07FCVBHM2>

## Books

- **Futurevision:** <https://www.amazon.co.uk/gp/product/1922070092>
- **Digital vs Human:** how we'll live, love, and think in the future: <https://www.amazon.co.uk/Digital-Human-well-think-future/dp/1925228428>
- **More Human:** Designing a World Where People Come First: <https://www.amazon.co.uk/gp/product/0753556634>
- The Holographic Universe: <https://www.amazon.co.uk/gp/product/0586091718>

## Other

- Demos: Think tank - <https://demos.co.uk/>
- Futurism web site: <https://futurism.com/>