

Mixing it up with High Tech

**Presentation to SLCC Business
Leadership Forum**

by Roger White

About Me

My Motto

“I’ve been there, done that, and while I was doing it I was taking notes.”

About Me

- 1960's – Soldier in Vietnam and Dugway, UT
- 1970's – MIT engineering student
- 1980's – PC and computer networking pioneer
- 1990's – teacher in NZ, Australia and Korea
- 2010's – Sci-Fi and human thinking author

Coming Up

- Life in a high tech industry
- Visions of 2050

High Tech Theme

“OK... You’ve invented [X].
...Now what is it good for?”

Answering this is what high tech business is all about

Two Answers

- The “commodity use” answer
 - Replacing an existing technology by doing it faster, better and cheaper
- The “surprise use” answer
 - “You can do *that* with it too? Neat!”

The surprise use answer is the world-shaker
(also called “the killer app”)

Example

- First digital computers (vacuum tubes)
 - Commodity: artillery tables
 - Surprise: big-size accounting
- Minicomputers (transistors)
 - Commodity: mid-size accounting
 - Surprise: conglomerate businesses
- Microcomputers (integrated circuits)
 - Surprise: personal computing

- Novell Example
 - Terminal... nope, printer... nope, PC... nope
 - LAN... YES!
- Apple Example
 - Open architecture... lead the industry
 - Close it up... turn into a niche company
 - Open up again in a different way... lead again

- Want to lead for years?
- Make a standard everyone wants to use
 - Microsoft
 - Google
 - Amazon

On to the Future

- Visions of 2050
 - Driverless cars
 - Wearables and pervasive surveillance
 - Cyber automation and Cyber Muses

Driverless Cars

- Will change traffic patterns, and lots more
 - Change ownership (all become taxis)
 - Change rite of passage (driver's license)
 - Change thinking (car becomes like a chair)
- Car ownership becomes a hobby (like a horse)

Pervasive Surveillance

- Adds so much efficiency

“Efficiency is green, effectiveness is even greener.”

- Privacy and tyranny will be small potatoes

Wearables

- Wearables become like high tech pills
 - Health faster, better, cheaper
 - Mind altering faster, better, cheaper
- Surprise use: controlling emotions
 - Controlling fears
 - Controlling romance
 - 2050's version of arranged marriage

Cyber Automation

- Cyber – mass production, service, transport
- Designing and building all of the above
- Changing money (three distinct kinds)
 - Necessity Money
 - Luxury Money
 - Big Financing Money

Cyber Muses

“Behind every great man there’s a good woman.”

becomes

“Behind every great person there’s a good cyber muse.”

Cyber Muses

- Lots of variety
 - Cheap and virtual
 - Expensive and physical
 - “Arm Candy” muses
- All get lots better with time
 - First sex toys, then “cute pets” and “cute kids”
 - Then really good at inspiring

Conclusion

- High tech is all about change
 - be prepared for it, be prepared to keep changing
- Commodity use, then surprise use
- Make a standard people want to use
- The World of 2050 is going to be very different