

# The Future

NEXT EXIT



# 1. The Internet of Everything

Google nest™  
**INSIDE HOME**



The internet is becoming embedded in every aspect of our daily lives - from room temperature controls that you turn up or down online...



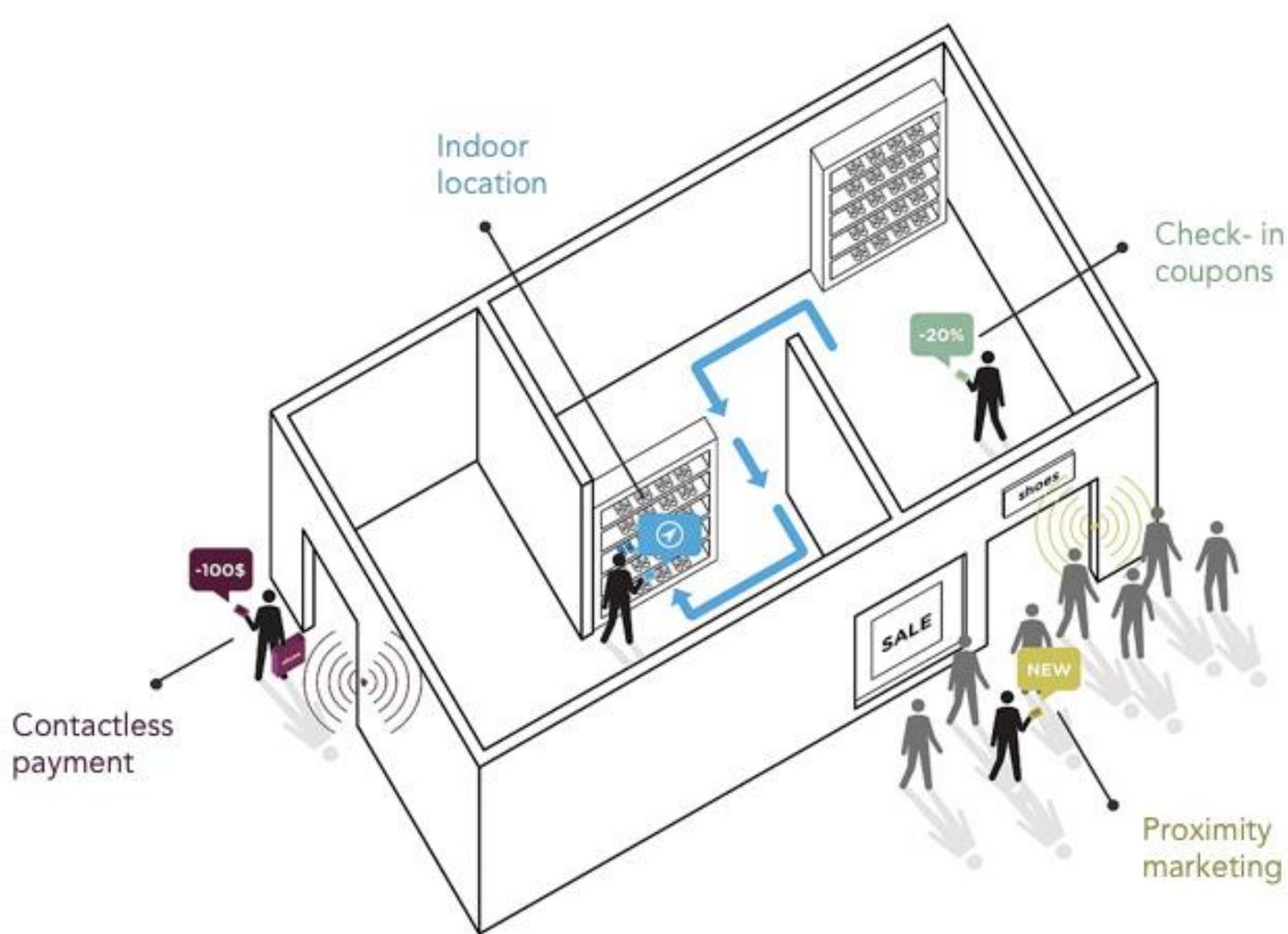
To toothbrushes that tell you if your children are brushing their teeth correctly.

## 2. Smartphones are the world



And Smartphones are becoming the most important way of accessing the internet...

# iBeacons



And iBeacons installed in the venues you use offer new ways of engaging with your audiences in real time.

Smartphones are replacing the other tools we used to use to make our lives easier - like cash cards.



## Mobile Banking

# Get Cash

We love Get Cash, our award-winning feature that lets you withdraw money without using your bank card. We think you will, too. It's perfect for those times when you need small amounts of cash but don't have your wallet or purse to hand. Get Cash is another way our Mobile app makes your everyday banking easier.

### How does it work?

Get Cash couldn't be simpler. Use the Mobile app to quickly select the amount of money you'd like to withdraw. We'll provide you with a secure code that stays valid for three hours and can be used to withdraw the money at any NatWest, RBS or Tesco cash machine. Use the secure code yourself, or text it to someone else. You can use this service up to twice a day, but can only have one cash code at a time.

What you need to know:

- Get Cash only allows a maximum withdrawal limit of £250 per day
- The amount requested must be within the daily withdrawal limit for your debit card
- There is a maximum limit of two Get Cash withdrawals a day – and only one cash code can be provided at a time
- You must have at least £25 available funds to withdraw from your account (including any overdraft facility).

Get Cash is available on Android, iPhone, BlackBerry and Windows.

Get Cash won a Gold Cannes Lion at the 2013 Cannes Lions International Festival of Creativity.

Q: If someone from the 1950s suddenly appeared today, what would be the most difficult thing to explain to them about life today?

A: I possess a device, in my pocket, that is capable of accessing the entirety of information known to man. I use it to look at pictures of cats and get in arguments with strangers.

# 3. Wear the Internet

Even our clothes can be internet-enabled.



## Wearable Wednesday SF: Connected Clothing - The Future of Fabrics

Wearable World Inc.  
Wednesday, February 26, 2014 from 5:00 PM to 8:00 PM (PST)  
San Francisco, CA



### Ticket Information

TICKET TYPE	SALES END	PRICE	FEE	QUANTITY
Attendee	1d 16h 16m	\$25.00	\$1.62	0
Demo Table (Early Bird) The Demo Table and/or Drink + Food Sponsor package includes 10 free passes, a dedicated demo area and dedicated time on stage.	1d 16h 16m	\$500.00	\$9.95	0
Demo Table (Procrastinator Discount)	1d 16h 16m	\$1,000.00	\$9.95	0

[Enter promotional code](#)



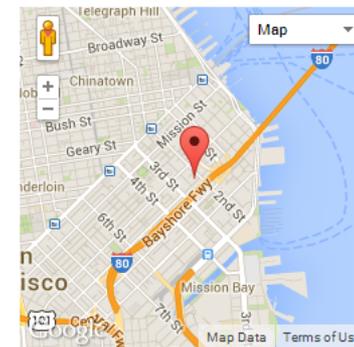
The safer, easier way to pay

You will be taken to PayPal's secure checkout to complete the purchase.

Save This Event

6 people have saved Wearable Wednesday SF: Connected Clothing - The Future of Fabrics

### When & Where



Wearable World  
600 Harrison St  
4th Floor  
San Francisco, CA 94107

Wednesday, February 26, 2014 from 5:00 PM

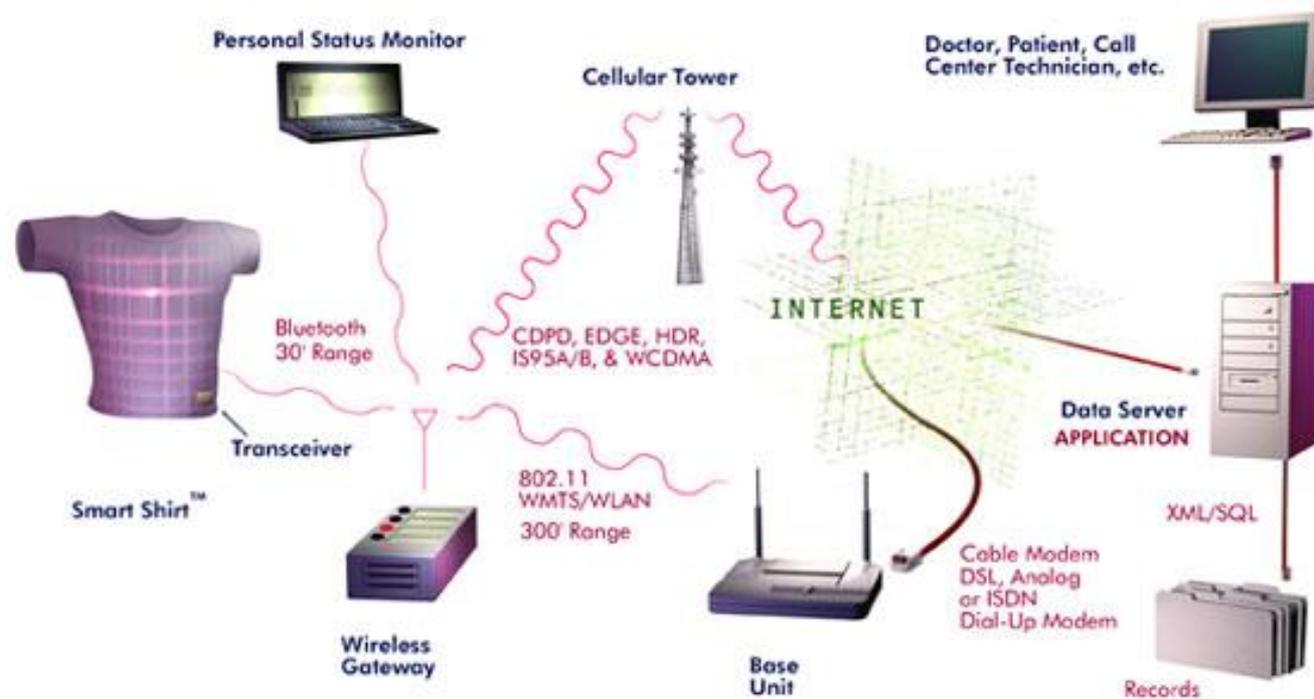
### Who's Going

Connect to see which of your Facebook friends are going to Wearable Wednesday SF: Connected Clothing - The Future of Fabrics.

Connect with Facebook

## Platform Implementation

Combined Small Area & Wide Area Wireless Monitoring Application





## DrumPants

The world's 1st wearable and fully customizable on-the-go musical instrument.  
Take it out of the box, put it on, and play.

## 4. Hardware is the new software



Software has become easy. Open-source services and the cloud mean that almost anyone can create an amazing app. But everyone needs hardware to run those apps. And hardware is getting easier and quicker. That means a rash of hardware start-ups and the integration of software and hardware into a seamless user experience.

Too much  
electronics?  
**Here is a kitten.**



## 5. Automation

... and that includes the automation of marketing...



### Three Layers of Marketing Automation

layer	functions	users
delivery systems	email, web, social, webinar, direct mail, telephone, advertising, trade shows	acquisition & nurture marketers, sales, service
campaign engines	selection, rules, models, multi-step, lists	nurture marketers
platform functions	marketing database, identity matching, data quality, analytics, planning, content, projects, security	acquisition & nurture marketers

# 6. Power is redistributed

[Add your project](#) [Find a project](#) [About](#) [Help](#) [Blog](#) [Contact](#) [Not a Crowdfunder yet? Sign up or Login](#)

[Facebook](#) [Twitter](#) [Share](#)

## Miss Nightingale - the musical 2014 tour

A Film and Theatre project from *Sharrow, Sheffield* by *matthew-bugg*

[Project home](#) [Project updates \(0\)](#) [Comments \(1\)](#) [Backers](#)

**Miss Nightingale - the musical 2014: Crowdfunder**  
from [Matthew Bugg](#) [PLUS](#)

02:41 HD

This project will only be funded if at least £12,000 is pledged by 3:56PM on Tuesday 11th March, 2014. Share it:

[f SHARE](#) [TWEET](#) [MORE SHARING OPTIONS](#) [EMBED ON YOUR WEBSITE](#)

**£3,940**  
RAISED OF £12,000 TARGET  
33%

DAYS LEFT **14** BACKERS **11**

**PLEDGE**

First please make sure you are logged into the Crowdfunder website, you must be a member to pledge. Then choose your reward below.

**PLEDGE £20.00 OR MORE**  
 **2 backers so far**

Thanks so much for this. We'll put your name on our supporters page on the website to show our gratitude.

# 7. There is no E in Ecommerce Anymore

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Shop All Search AmazonFresh

## Welcome to amazon fresh

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- Over 500,000 Amazon.com items
- Foods from local LA restaurants

Place your order by 10am and have it by dinner, or by 10pm and have it by breakfast.

[LEARN MORE >](#)

### L.A. SPOTLIGHT >

Local shops & restaurants

Huge selection of everyday essentials

COOLPIX Over 500,000 products

Huge Selection of Grocery Essentials

Online and offline services are becoming integrated...

## Shop Our Best Produce

<a href="#">Bananas, 5 Count Bunch, Ripe (Ecuador...</a>	<a href="#">Bananas, 5 Count Bunch, Green (Ecuado...</a>	<a href="#">Granny Smith Apple, 1 Apple (New Zeal...</a>	<a href="#">Mini Cucumbers, 1lb Package (Mexico o...</a>	<a href="#">Earthbound Farm Organic Baby Arugula...</a>
\$1.49	\$1.49	\$0.99	\$2.99	\$3.99

Available for Thursday

## 8. Data is Your Friend

It's now so cheap to store and manage data that organisations are using it in ever more imaginative ways .

### Meet & Seat



KLM Meet & Seat is a very simple way to connect with fellow travelers on your flight. Because we believe meeting new people is a great way to start a journey of inspiration. All in three easy steps via klm.com

1



**Share your social profile ...**

After booking your KLM flight, choose which Facebook or LinkedIn profile details you would like to share.

2



**... see who will be on board ...**

View the profile details of your fellow passengers to find like minded travelers or potential business partners.

3



**... and if you want: pick a seat next to someone interesting.**

Or how about a coffee at the airport or sharing a taxi after your flight.

\*Please note that Meet & Seat is available on a limited number of destinations. More will follow before summer 2012.

## 10. Disrupt before your get disrupted

The Swiss postal service is working with Matternet to deliver packages using drones - it's not a good time to be a postman.

New digital business models are disrupting the status quo. Organisations that don't find new ways of doing business will not survive.



# MATTERNET

Lifting the rising billion





1. Internet of Everything
2. Smartphones are the World
3. Wearable Internet
4. Hardware is the new Software
5. Automation
6. Power is Redistributed
7. There is no E in Ecommerce
8. Data is your friend
9. Falling cost of storage
10. Disruption