# 2018 TECHNOLOGY TRENDS: THE INTERSECTION OF HUMANITY AND TECHNOLOGY

Over nearly the past decade robust technologies have been developed with the intent to improve the way communication happens. 2018 marks the year technology and humanity come together, work together, and create completely new streams of opportunity for brands and consumers alike. This report outlines five technologies harnessing humanness that will shape brand and human behavior.

http://cw-mccann.com/en/index.html
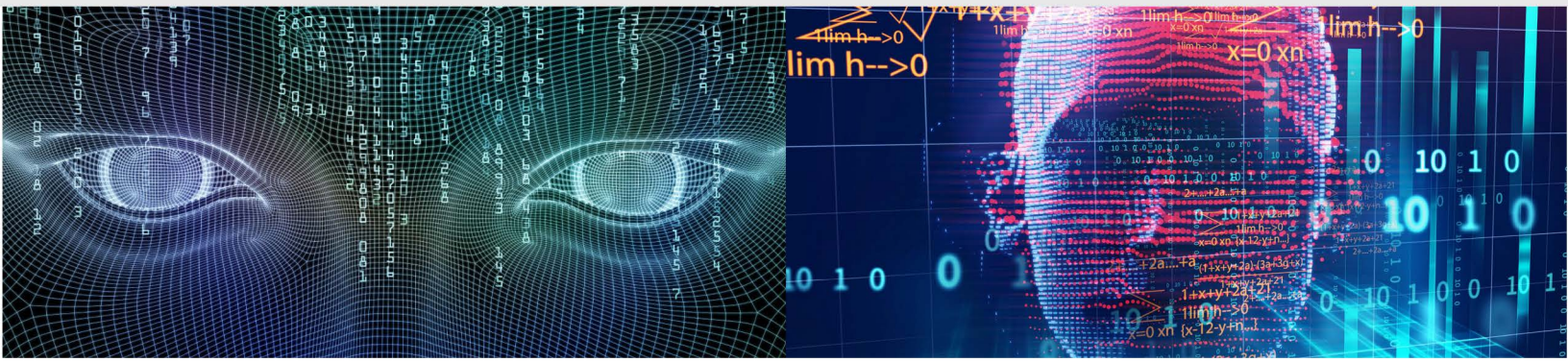
1. ARTIFICIAL INTELLIGENCE IS A NEW BREED

The recent acceleration in artificial intelligence (Ai) has made it a hot topic in boardrooms, governments and the media. Still in its infancy, everyone seems to have a different view of what Ai is. We're here to shed a bit of light on the subject...

ARTIFICIAL INTELLIGENCE 101:

The theory and development of computer systems able to perform tasks that normally require human intelligence, such as visual perception, speech recognition, decision-making and translation between languages. Even in its infancy, Ai has a long and constantly evolving history. Today, we have created a world where software applications are understanding and anticipating what we want to do — and in the future, how to do it for us.

From Facebook applying Ai to rid its platform of toxicity, to scientists leveraging data from voice detection software – like Alexa and Siri – to uncover noise signals that detect earthquakes and tremors, and public safety services utilizing Ai to analyze live footage in real time with no humans necessary, it's clear that Ai is here to stay. But with all these new possibilities there are an equal amount of concerns. Do these gadgets and services really behave as advertised? How will they evolve in the years ahead? How quickly will they overhaul the way we live and change the way we do business?

TAKE AWAYS:

1. As consumers become comfortable with Ai, this technology will be a critical touchpoint for consumers. Companies will need to develop services supported with Ai technology to evolve into "smart brands".

2. Brands will differentiate themselves by personalizing their advertising, products, and services for their individual users.

3. Machine learning algorithms will allow us to detect new patterns from complex client data, to draw insights and predict future products and services.

SOURCES:

- https://www.theverge.com/2018/2/14/17011396/ai-earthquake-detection-oklahoma-neural-network
- https://www.theverge.com/2018/1/23/16907238/artificial-intelligence-surveillance-cameras-security
- https://www.nytimes.com/2018/02/12/technology/arti cial-intelligence-new-work-summit.html

http://cw-mccann.com/en/index.html

2. LISTEN UP: THE POWER OF VOICE TECHNOLOGY

It's hard to imagine stepping into any home today that is not equipped with at least one device that you can "talk" to. It started with Amazon Echo, then Google Home made a wave, and now Apple has joined the party with their new HomePod. Even cable companies have voice activated remotes that allow you to name a show, network or even recite lines from a movie and it will instantaneously appear on the screen. Now some vehicles are equipped with Amazon Alexa, allowing its occupants to shop, search and control smart home devices during their commutes.

The number of Americans using a voice assistant device is forecasted to grow 129% to 36 million in 2018 (eMarketer). The $600 million-dollar voice technology industry is a virtually untapped market where brands are just beginning to step into homes and ears of millions. By 2020, it is expected that more than 21 million smart speakers will be in homes across the United States, and 50% of all searches will be conducted by voice.

TAKE AWAYS:

1. Voice activation simplifies the lives of consumers, giving an open invitation for brands to leverage the technology and platforms to create meaningful experiences in the home.

2. Utilize voice technology to turn your brand tone of voice into a voice.

3. Brands should consider how to integrate customer services, brand communications commerce in voice technology.

SOURCES:

* http://www.adweek.com/digital/3-ways-voice-ai-will-change-the-way-we-shop-in-2018/
* https://media.ford.com/content/fordmedia/fna/us/en/news/2017/01/04/alexa-car-ford-amazon-shop-search-home.html

3. BLOCKCHAIN - THE FUTURE OF DIGITAL COMMUNICATION

Over the past couple years, it seemed as though every time we turned around another massive corporation had been hacked. Personal information and identities had been stolen for hundreds of thousands of people. In 2018 we're seeing hacking technology being legitimized through blockchain and BIoT...the future of global communications and infrastructures.

BLOCKCHAIN 101:

Blockchain is a communication ledger and brainchild of Satoshi Nakamoto, the unknown sole individual or group of hackers credited with the creation of the world's first cryptocurrency, Bitcoin. This digital currency was created with one simple goal in mind – a safe, secure and timely transfer of funds from one location to the next with little to no fees or transaction rates. As with any new technology or product, the rise in popularity was inevitable and quickly spawned a slew of "alt-coins" that too created versions of blockchain with greater goals in mind.

Simply stated, Blockchain is a decentralized network of computing nodes that securely, transparently and instantaneously connects information between devices and people. Every transaction is publically visible, but the identity of those making each transaction remain private. The future of blockchain technology is truly limitless, as it can be applied to streamline any form of business communication needs at global scale.

TAKE AWAYS:

1. Blockchain technology will transform the way businesses transmit information, such as shipping and receiving, eliminating the costly impact of delays and inaccuracies.

2. Leveraging blockchain technology to secure entire infrastructures would alleviate the risk of hacks on corporations, financial institutions and governments.

3. Implementing blockchain technology in your business will strengthen the security, convenience and trust needed to win over consumers.

SOURCES:

- http://av-mccann.com/en/index.html
- https://blockgeeks.com/guides/what-is-blockchain-technology/ https://lifehacker.com/what-is-blockchain-1822094625
- https://www.forbes.com/sites/ianaltman/2018/02/14/what-exactly-is-blockchain-and-should-you-adopt-its-technology/#2d0f6ecf6c29

http://av-mccann.com/en/index.html

4. CHATBOTS OF TODAY AND THE FUTURE

Gone are the days of yelling at your phone for an agent.

Chatbots are computer programs that carry out conversations with people using lightweight messaging app user interface, language-based rules, or artificial intelligence. Today, the global chatbot market is valued at over $190 million and is poised for significant growth in the coming years as 85% of consumer engagement with companies and brands will happen via chatbot by 2020 (Gartner Research).

Companies are creating bots for Slack, Amazon Echo, Facebook Messenger, Kik, and SMS to talk directly to users and complete tasks such as recommending outfits (H&M), giving beauty tips (Sephora), direct ordering (Dominos and 1–800-Flowers bots) and a multitude of other tasks. Chatbots are still evolving and are designed to learn, adapt and improve their behavior. AI technology is a huge part of what makes chatbots more or less predictive, interactive, etc. As this technology grows, so will the interaction through chatbots.

Voice technology and chatbots can go hand in hand and many brands are using the two technologies to inform and improve one another. They're moving toward building their own crypto-token in order to build virtual economies inside messaging platforms and are betting big on the blockchain technology to incentivize their networks to engage more, provide advice and ask questions. When chatbots are used to gather customer insight they can improve all aspects of your marketing efforts.

TAKE AWAYS:

1. Whether you're searching, ordering or listening, Chatbots are delighting consumers with improved customer support.

2. Chatbots provide instantaneous satisfaction for consumers who are in search of answers.

3. Chatbot technology will simplify your everyday tasks including banking processes, booking travel, learning new softwares or policies in your company and interacting with customer care.

SOURCES:

• https://www.forbes.com/sites/forbescommunicationscouncil/2018/02/13/the-value-of-chatbots-for-todays-consumers/#75fc003d2918
• https://www.forbes.com/sites/andrewarnold/2018/02/12/how-chatbots-feed-into-millennials-need-for-instant-gratification/#31abf044d388
• https://chatbotsmagazine.com/4-chatbots-trends-for-2018-4c5160ed0139 https://www.inc.com/larry-kim/10-examples-of-how-brands-are-using-chatbots-to-de.html

FINTECH

5. FINTECH – MOBILE PAYMENTS MADE SIMPLE

Nearly two-thirds of Americans can't pass a basic financial literacy test (National Capability Study, FINRA Foundation). Financial technology - or fintech - are financial service technologies helping people effectively manage their financial lives as they like, when they like, and where they like. The integration of finance and technology is helping to meet this need by conducting transactions via mobile technology platforms and applications, delivering a user-friendly intuitive experience. Adoption is increasing as a third of consumers worldwide are using two or more fintech services, with 84% of customers saying they are aware of fintech. (EY's Fintech Adoption Index, 2017).

In China, mobile payment volumes are expected to reach $45 billion by 2021. There's a running joke that street beggars would rather accept mobile donations than yuan. Worldwide, $27.4 billion was poured into fintech startups in 2017, up 18% from 2016 (Accenture). Hot start-ups like Credit Karma and banks like the Royal Bank of Canada have been involved in the process of creating these new technologies that are changing the financial landscape by the minute.

TAKEAWAYS:

1. The fintech market is set for further disruption and the rewards for those who balance the mixture of innovation and practicality will succeed.

2. Artificial intelligence, data rationalization, the digital drive and distributed ledger technology will continue to dominate Fintech in the year ahead.

3. Ultimately, finance automation will become a way of empowering and managing consumers financial lives, and we'll have to place trust in mobile payments, robo-advisors, cryptocurrencies, and peer-to-peer exchange as we democratize currency and go cashless.

SOURCES:

- https://www.cnbc.com/2017/10/02/fintech-everything-youve-always-wanted-to-know-about-financial-technology.html
- https://www.inc.com/james-paine/five-fintech-trends-to-watch-in-2018.html
- https://www.pwc.com/gx/en/industries/financial-services/publications/financial-services-technology-2020-and-beyond-embracing-disruption.html

CONCLUSION

THE POWER OF AUTONOMY

All of this is an instantaneous transfer of information – with the purpose to improve convenience and ultimately streamline consumer's lives. Technological innovation and adoption is fueled by helping people accomplish things more quickly, affordably, and with less expertise and effort than previously required.

http://cw-mccann.com/en/index.html