

Herman Konings @ VOKA West-Vlaanderen
Brugge - 17 januari 2019



We, myself & A.I.



1563



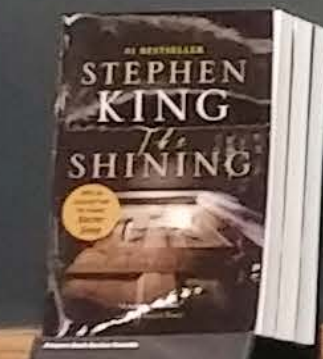
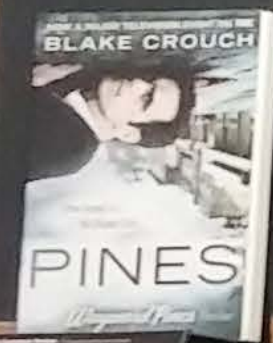
fygitale koppoter

A close-up photograph of a person's hand adjusting a silver and black vinyl record player. The hand is positioned on the left side of the device, with fingers touching a control knob. The record player is on a wooden surface, and a vinyl record is visible on the turntable. The background is a light-colored, textured wall. The word "fygitaal" is overlaid in white text at the bottom left.

fygitaal

amazon books

Horror Novels with More Than
1,000 Reviews on Amazon.com



fygitaal

amazon books

Amazon Bookstore (US)

1,842 Goodreads Members
Like this quote from
Bram Stoker's
Dracula:

"We learn from failure,
not from success."

amazon books

"Stock your mind, stock your mind.
It is your horizon of treasure and not one
in the world can liberate with it."



In five years, buying local will beat online.

CLOUD-BASED TECHNOLOGIES WILL GIVE BOTH SALES ASSOCIATES AND SHOPPERS RICH PRODUCT INFORMATION AND REVIEWS AND HELP BUYERS TAILOR STORE INVENTORY TO CUSTOMER DEMAND.

ONLINE SALES FOR THE FIRST TIME TOPPED \$1 TRILLION LAST YEAR AND CONTINUE TO GATHER STEAM.

“IN FIVE YEARS, LOCAL STORES WILL MERGE DIGITAL WITH THE INSTANT GRATIFICATION OF PHYSICAL RETAIL TO OFFER A MORE IMMERSIVE AND PERSONALIZED SHOPPING EXPERIENCE AND MAKE SAME-DAY DELIVERY A SNAP.”

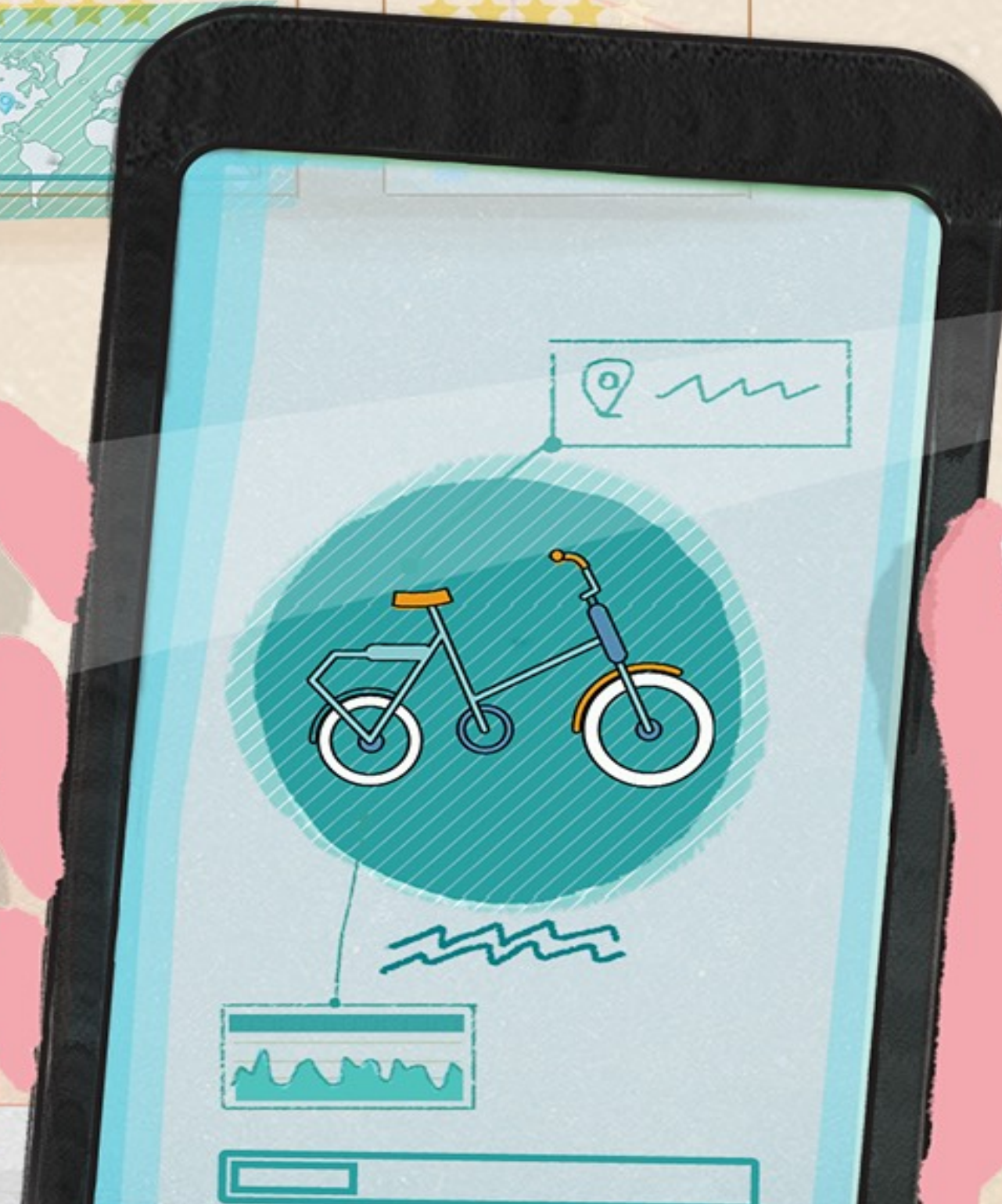
SIMA NADLER
IBM RESEARCHER

LOCAL STORES WILL BRING THE WEB RIGHT TO WHERE SHOPPERS CAN PHYSICALLY TOUCH IT, BY ENHANCING THE IMMEDIACY OF PHYSICAL RETAIL WITH A MAGNIFIED DIGITAL EXPERIENCE.



IMAGINE BEING ABLE TO SELECTIVELY SHARE YOUR CONTEXT AND WISHLIST WITH A RETAILER SO THEY KNOW THAT YOU'RE SHOPPING FOR A BEACH VACATION IN THE MIDDLE OF WINTER.

USING YOUR MOBILE DEVICE, YOU CAN MATCH ITEMS WITH YOUR VIRTUAL WARDROBE, GET RECOMMENDATIONS FROM FRIENDS OR BE ALERTED IF A PRODUCT CONTAINS INGREDIENTS YOU'RE ALLERGIC TO.





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ONLINE SALES FOR THE FIRST TIME TOPPED \$1 TRILLION LAST YEAR AND CONTINUE TO GATHER STEAM.

“71% of consumers is willing to skip a physical store for online shopping to avoid queues and other in-store hassles.”

IN FIVE YEARS, LOCAL STORES WILL MERGE DIGITAL WITH THE INSTANT GRATIFICATION OF PHYSICAL RETAIL TO OFFER A MORE IMMERSIVE AND PERSONALIZED SHOPPING EXPERIENCE AND MAKE SAME-DAY DELIVERY A SNAP.”

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IBM RESEARCHER

LOCAL STORES ARE THE RIGHT PLACE TO WHERE SHOPPERS CAN PHYSICALLY TOUCH IT, BY ENHANCING THE IMMEDIACY OF PHYSICAL RETAIL WITH A MAGNIFIED DIGITAL EXPERIENCE.

Samsung/CapGemini (2017)

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amazon go

2131

NO LINES. NO CHECKOUT.
(NO STAMPS.)
**JUST
WALK**

Amazon Go (US)



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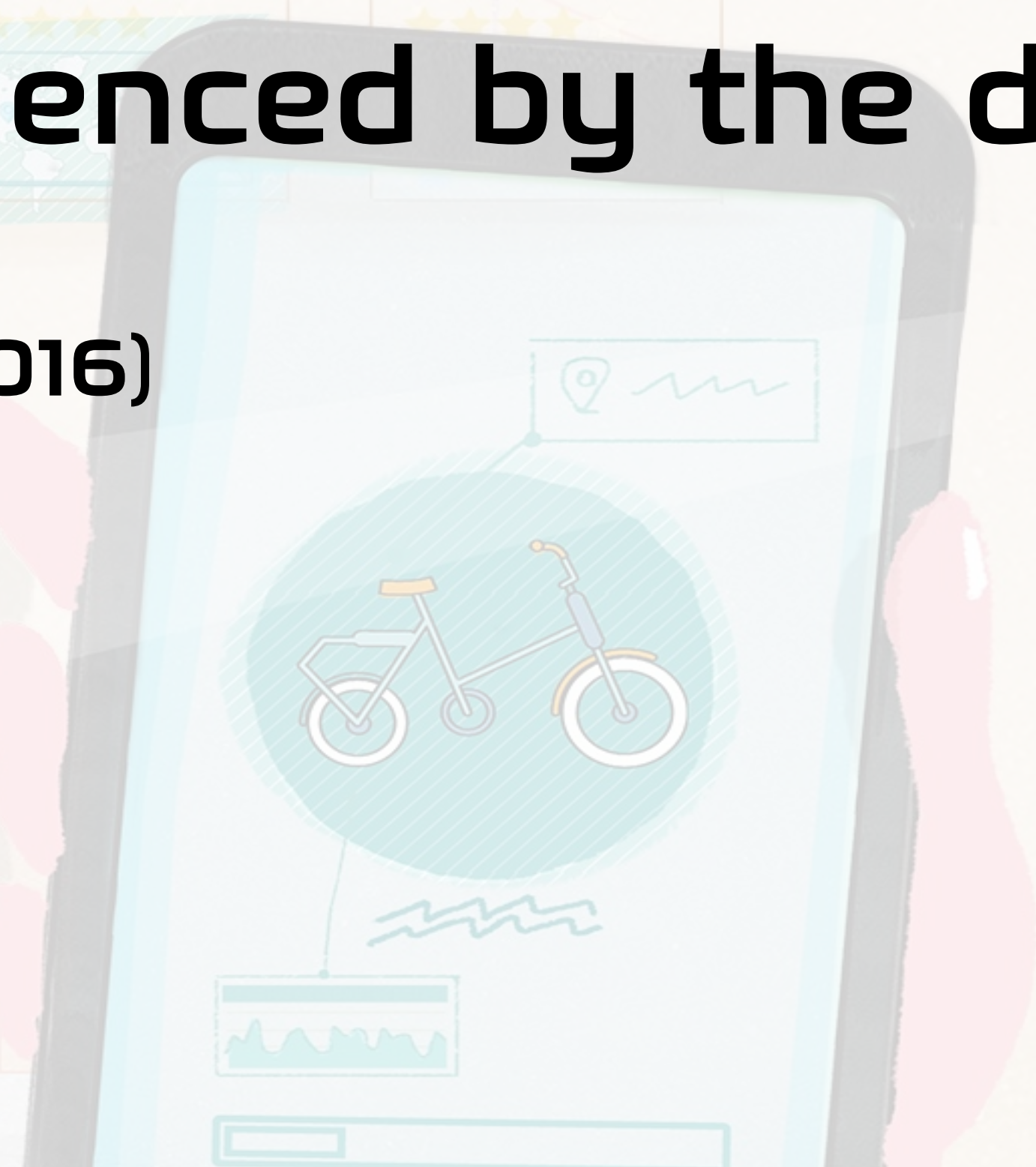
“In 2020 over 85% of sales will still be made offline ... But nearly all will be influenced by the digital!”

“IN FIVE YEARS, LOCAL STORES WILL BRING THE INSTANT GRATIFICATION OF PHYSICAL RETAIL TO OFFER A MORE IMMERSIVE AND PERSONALIZED SHOPPING EXPERIENCE AND MAKE SAME-DAY DELIVERY A SNAP.”

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Google (2016)



IMAGINE BEING ABLE TO SELEC...
YOUR WISHLIST WITH A RETAILER SO THEY KNOW THAT YOU'RE SHOPPING FOR A BEACH VACATION IN THE MIDDLE OF WINTER.
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ONLINE SALES FOR THE FIRST TIME TOPPED \$1 TRILLION LAST YEAR AND CONTINUE TO GATHER STEAM.

“The percentage of consumers shopping at bricks-and-mortar stores weekly increased from 36% (2014) to 44% (2018).”

IN FIVE YEARS, LOCAL STORES WILL MERGE DIGITAL WITH THE INSTANT GRATIFICATION OF PHYSICAL RETAIL TO OFFER A MORE IMMERSIVE AND PERSONALIZED SHOPPING EXPERIENCE AND MAKE SAME-DAY DELIVERY A SNAP.”

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IBM RESEARCHER

LOCAL STORES WILL BRING PWC (USA) RIGHT TO WHERE SHOPPERS CAN PHYSICALLY TOUCH IT, BY ENHANCING THE IMMEDIACY OF PHYSICAL RETAIL WITH A MAGNIFIED DIGITAL EXPERIENCE.

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“In 2017 gingen meer Belgen naar lokale, fysieke winkels (slagers, bakkers, buurt-supers ...) en (openlucht) markten dan in 2016.”

SIMA NADLER
IBM RESEARCHER

NSZ/Unizo (2018)

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“2017 was het eerste jaar sinds 2002 waarin méér Belgen dan het jaar voordien een fysieke reiswinkel hebben bezocht!”

“IN FIVE YEARS, LOCAL STORES WILL MERGE DIGITAL WITH THE INSTANT GRATIFICATION OF PHYSICAL RETAIL TO OFFER A MORE IMMERSIVE AND PERSONALIZED SHOPPING EXPERIENCE AND MAKE SAME-DAY DELIVERY A SNAP.”

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VVR (2018)



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wve



baby-
bloomers

master
boomers

me-topia



millennials

we-topia


Hoe meer we delen, des te meer we hebben.



we-topia



Car2Go (BMW)



**“In 2011 waren in de
EU ongeveer
700.000 betalende
autodeel-klanten.**

**Nu zijn het er
ongeveer 11 miljoen,
en tegen 2020 naar
verwachting 15
miljoen.”**


Frost & Sullivan (2017)

wereld-wij-web

**“In 2000 was 44%
van de mannen
tussen 18 en 29
geïnteresseerd
in auto’s.**

**In 2016 was dit
percentage niet
meer dan 31%!”**

**Institut für Demoskopie
(Duitsland)**



**“In 1983 had 46,2%
van de 16-jarigen
een autorijbewijs.**

**In 2014 niet meer
dan 24,5% ...”**

Census Bureau (USA)


wereld-wij-web



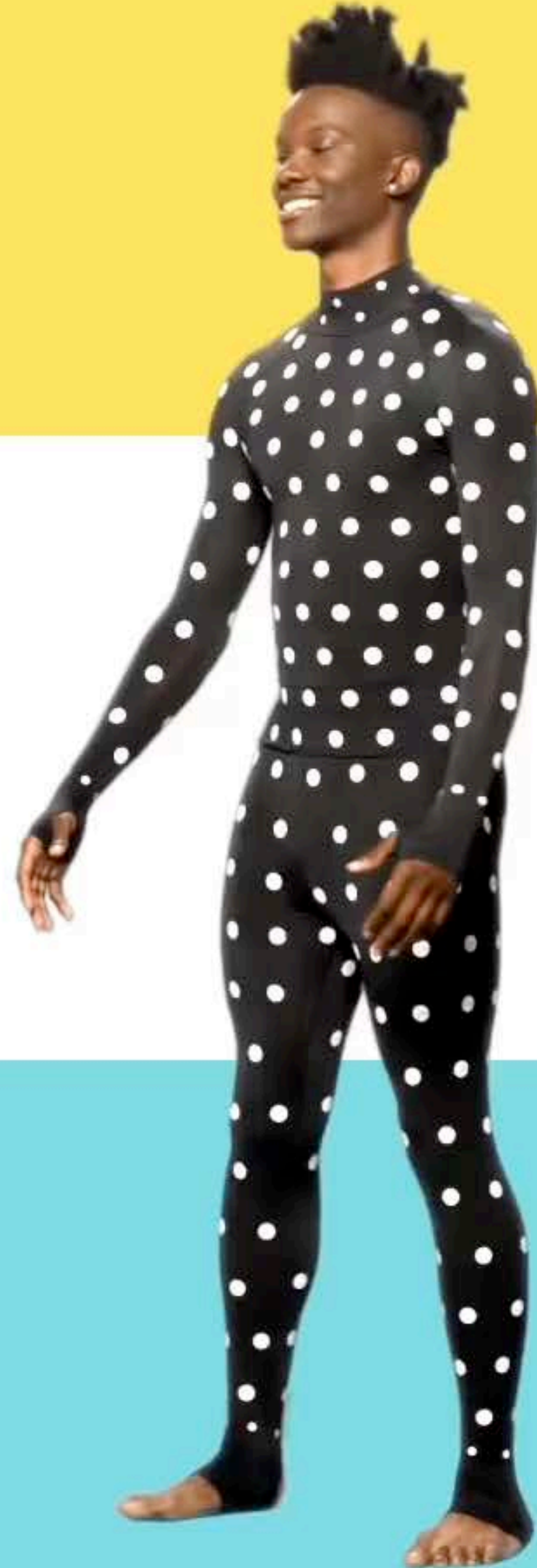
post-ownership

MYSELF

Wetenschappelijke progressie en technologische veranderingen hebben de consument de instrumenten gegeven om de/hun wereld op een intuïtieve manier te vormen.



one size fits none



intuitieve technologie

A.I.



Choreografieën van numerieke codes.

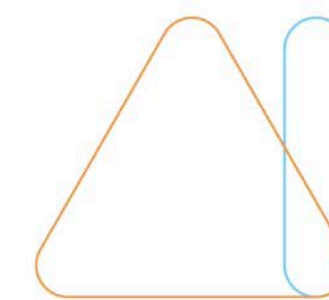
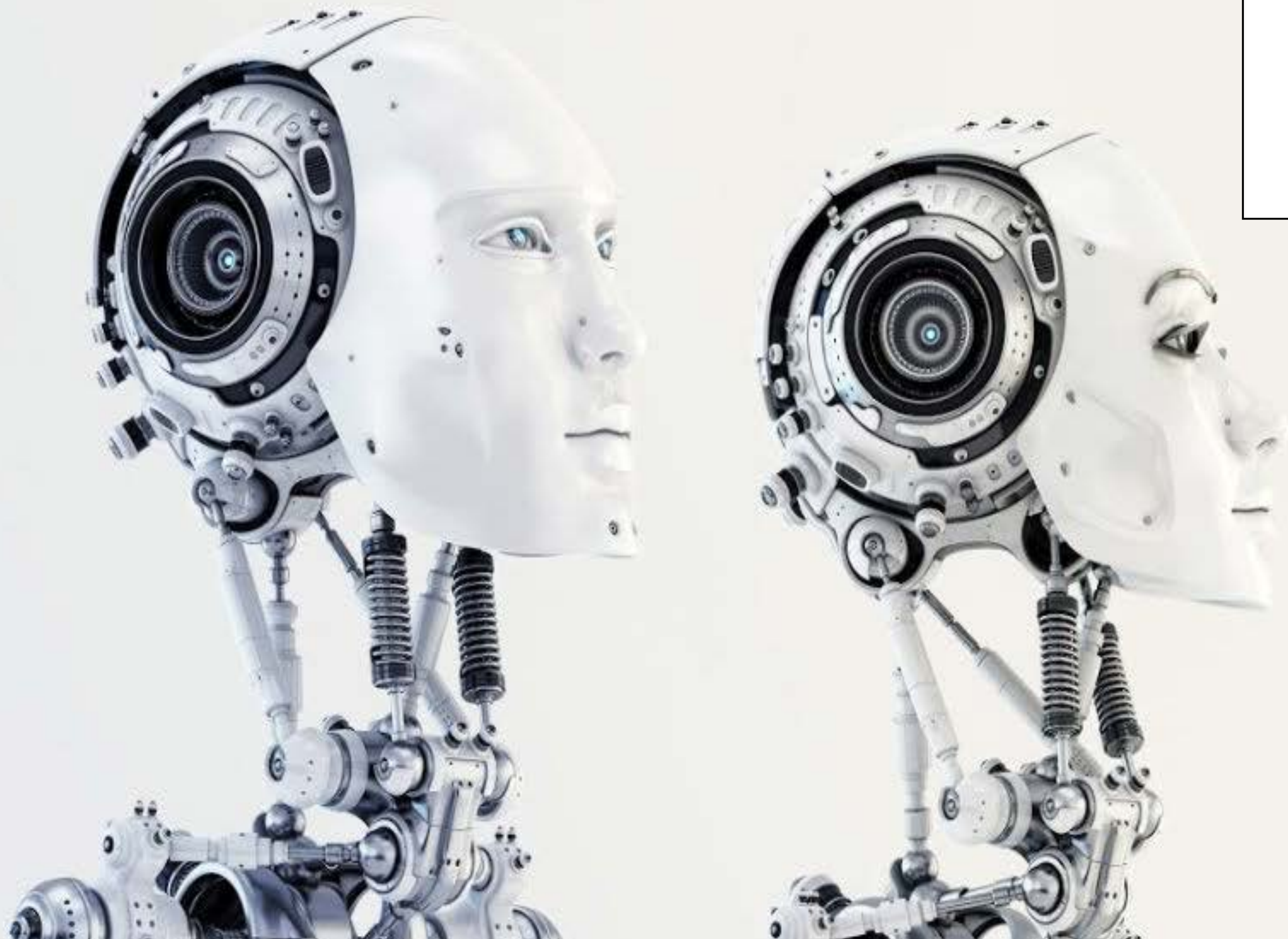
algorithm is a dancer



tomato sorting robot

A street scene featuring a light blue building with a white door and a window. A pedestrian is crossing the street, holding a cane. The text "WHAT IF A CROSSING COULD PREVENT MORE ACCIDENTS?" is overlaid on the image, with a red underline under the word "CROSSING".

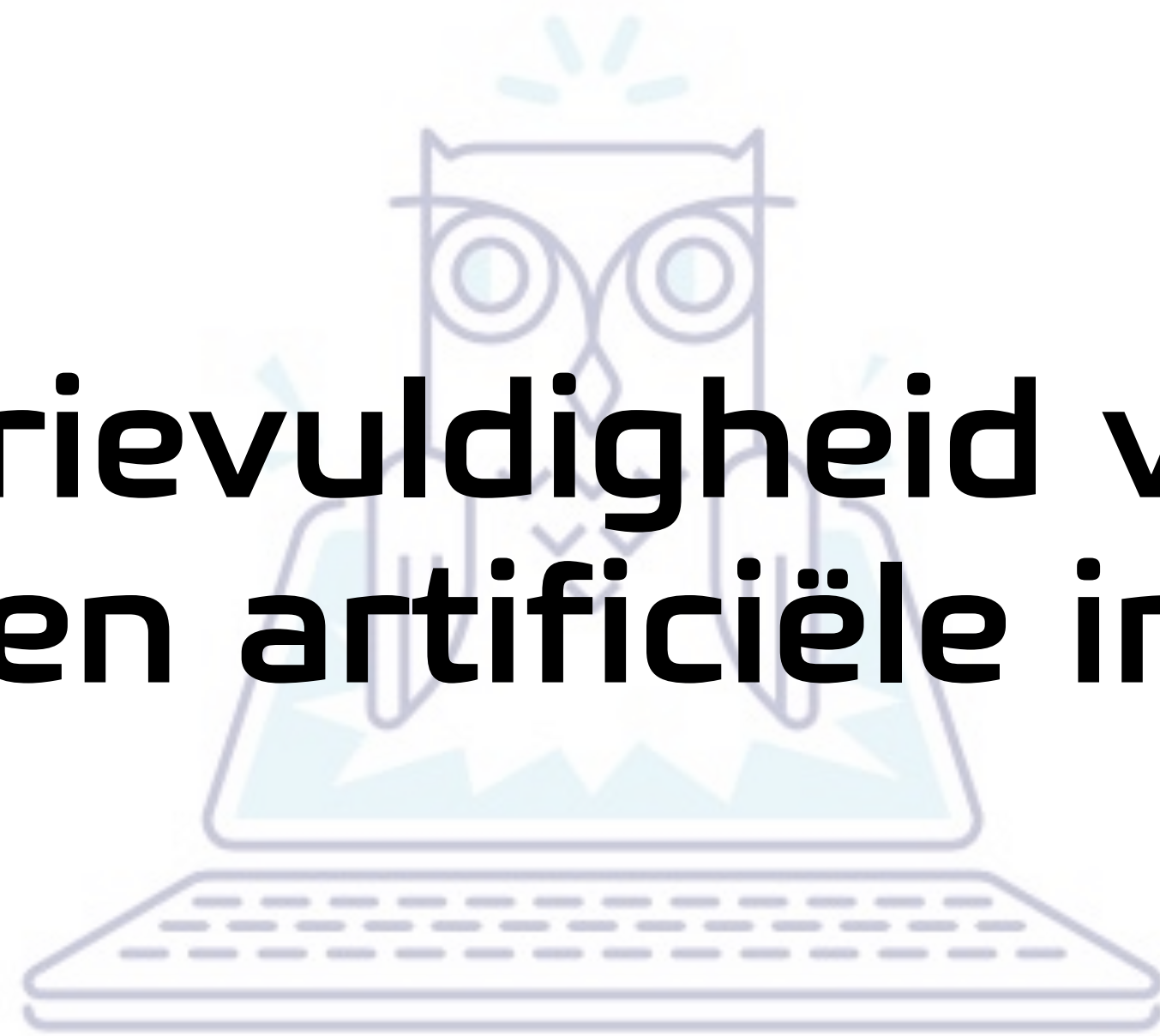
WHAT IF A CROSSING COULD PREVENT MORE ACCIDENTS?



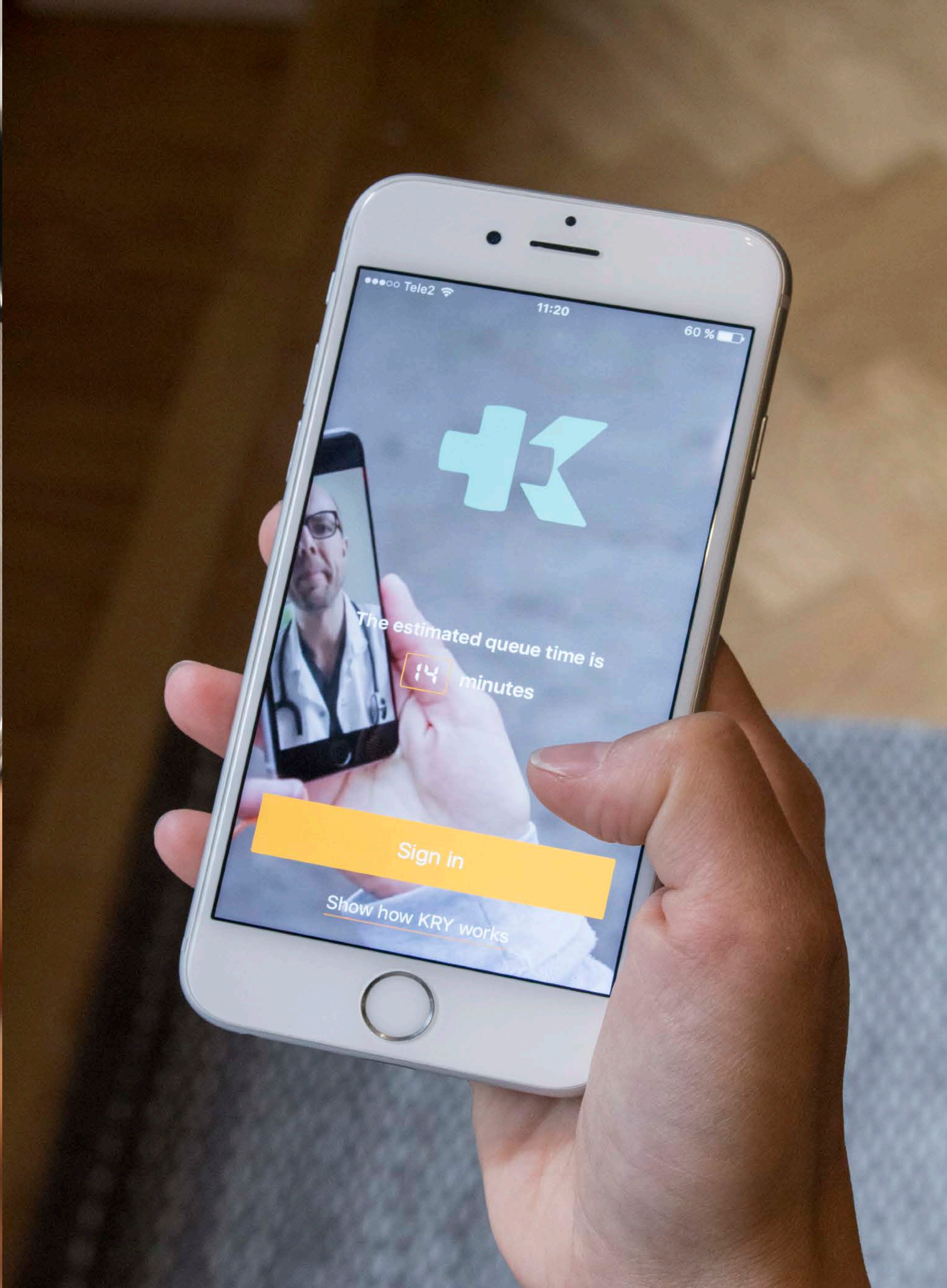
AI ACADEMY
insights in artificial intelligence

A.I. Academy (VOKA)

**De heilige drievuldigheid van sociale,
emotionele en artificiële intelligentie.**



verweven intelligentie



KRY (Noorwegen/Zweden)



How different are 'modern' times?