



Living bits and things 2017

**The Now and How
of the Digital Transformation and IoT**

Workshop

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Whoami – daily exposed to STIMULI

Types of stimuli:

- Personal
- Social
- Professional
- Environmental
- Biological
- Political
- ...



IoT and digital data - challenging the way we communicate

- We use many devices, many different interfaces to communicate;
- Technically speaking just a simple data interchange, we need to understand data, get insights – are cognitive and AI the answer?
- With the Internet of things (IoT), sensors and automatically operated connected devices new challenges in communication
- Communication between people and especially between people and machines and between the machines;
- We (users) find us in **different SITUATIONS** and „**LIFE STYLES**“ private life, family, social, business, as employee, employer, customer, tourist, driver,
- **How is going to look the next USER EXPERIENCE, beyond FB, Twitter, Google, Apple, ..?**

The Scenario - ingredients

1. An IoT platform – sensors, device communication
2. A mobile I/F platform – Smart phones
3. Multimedia platform – open, variety of data
4. APIs – build your own „community“/“ecosystem“
5. AI & Cognitive platform – to learn / decide
6. People – doing different things
7. ... anything missing?

The Scenario – Features

1. Consists of many interactive products;
2. Fast prototyping & learning – Fail fast;
3. Pilots – going live like 1-2-3 -> LivingLabs
4. No limits in terms of industry segments, type of applications: cities, communities, companies, ... even individuals.
5. Smaller players get powerfull tool
6. Large players can move faster and keep Quality, professional level and differentiate

DO CUSTOMERS / USERS GET WHAT THEY ARE WILLING TO PAY!