TECHNOLOGY OF THE FUTURE

[Conclusion – Digital Minds v2]

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If you're like most people reading this book, you didn't grow up with tablets, smartphones and social media. Chances are you've been shocked, confused and enamored by the rapid evolution of the digital world. But guess what? The last five years were *just the beginning*.

Ray Kurzweil, world-renowned futurist and director of engineering at Google, has said, "**The Internet will change more in the next 5 years than it has in the last 25 years combined**." This kind of accelerated development is hard to fathom, especially if you're in awe of how far digital technology has come in the last 25 years.

In 1990, Kurzweil predicted a computer would beat a human at chess by 1998. His prediction came true in 1997 when Deep Blue beat Garry Kasparov. He also correctly claimed that by 2010, computers would be able to answer queries via wireless connection to the Internet. So the man knows a little bit about artificial intelligence.

To give you an idea of how Kurzweil views the advancement of technology, he believes we'll be able to upload our minds to computers by the year 2045. In theory, this would equate to humanity achieving The Singularity (the point at which we're able to transcend our biological limitations).

So why am I referencing a guy who makes abstract predictions about artificial intelligence and advanced technology in a digital marketing book?

The answer is simple: I want you to understand how fast the digital world moves. Talking about uploading a human consciousness to a computer seems outrageous, except for the fact it's potentially only 30 years away. In the grand scheme of technological breakthroughs, 30 years isn't a long time.

To go from where we currently are as a society to having a non-zero chance of becoming an immortal being is unthinkable. And yet one of the greatest prognosticators of our time is predicting we will achieve The Singularity in the next half-century.

What I'm trying to convey is if technology and the digital space are moving at the speed Ray Kurzweil suggests, then your business needs to adapt and react at the same pace. If you don't, you not only risk getting left behind, but being completely overrun by more advanced and informed companies.

The Internet of Things

The Internet of Things (IoT) is essentially a phrase that represents the digital world we now live in. In an everyday sense, the Internet of Things is the connectedness that allows Google Now or Siri to derive your interests from the way you use your smartphone, or Nest to automatically determine what temperature you prefer to keep your house at when you're not home.

As a business, the single most effective thing you can do to increase your profitability is embrace The Internet of Things. You can and should go as far as to let The Internet of Things dictate every decision you make as a company. It's that important.

Chances are any technological device or development you can think of is a part of The Internet of Things. So if you use an iPad, a smartphone, a productivity app or any kind of software that streamlines your business, you are already engaged with The IoT.

The rapid growth of mobile devices and apps is all part of this digital revolution that's constantly moving forward (whether you realize it or not). Right now, you probably get a new smartphone every two years, maybe each year if you're a real techie. But the smartphones in five years will render today's devices totally obsolete.

In the future, you won't get a new device because it has a slightly bigger screen or better camera, you'll want an upgrade so you can have holographic conversations with your friends and family.

Exponential Growth

In their current forms, The Internet of Things and mobile technology are in their infancy, especially compared to what they will be next year, or five years down the road. When it comes to the expansion of technology and impact the digital world has on our everyday lives, we aren't talking about a steady growth pattern that continues at the same rate for decades to come. The digital world is growing on a curve that bends directly up, which represents exponential growth.

I've said it before, but the aggressive development of the digital space presents complex challenges for businesses. It's difficult to run a business well, period, let alone while trying to keep up with almost unfathomable advances in technology that directly affect every industry and market.

There are two main points I hope readers and businesses now understand about digital marketing. The first is how absolutely necessary it is for everybody to keep their eyes on the digital horizon. Looking to the future and embracing technology (and the change that comes with it) are vital to achieving success in the digital world.

The second thing to remember is you aren't alone. Whether you need a detailed guide to help you implement your own strategy or a professional, like a WSI Consultant to deliver it for you, high-quality resources and marketers are just a click away.

And who knows, in 30 years, maybe a computer will be able to do it for you.