



VISIONS OF A BETTER WORLD

THE FUTURE IN STORIES

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SUMMARY

- DREAM BIGGER
- ART AND ALAN TURING
- THE MOTHS ARE IN THE PESTO
- THE CASHIER IS DEAD
- THE UNCANNY VALLEY
- ATTENTION IS THE NEW BITCOIN
- GIVE A MAN A CRISPR AND HE'LL EAT FOREVER
- ENERGY TOO CHEAP TO METER
- FLIP THE SWITCH
- DOCTOR AI WILL SEE YOU NOW
- AROUND THE WORLD IN 0.8 DAYS
- THE ANGEL IS AN ALGORITHM
- DIGITAL BUTLER
- BEAM ME UP, SCOTTY!
- ROBOCOP 2.0
- WELCOME TO THE SPACECATION
- FACES FOR SALE
- CLOUDY WITH A CHANCE OF ARTIFICIAL RAIN
- ALTERNATE REALITY LIVING
- GENES FOR YOUR JEANS
- CYBER SMALL DEATH
- AFRICA, THE SUPERNATION
- PIMP MY DNA
- ENTER THE ARENA
- BEYOND THE BLUE
- POSTCARDS FROM TORPORVILLE
- MY BODY, THE HARD DRIVE
- UNIVERSAL MIND CONTROL
- FROM DUSK TO DAWN
- GOODBYE MORTALS
- BELIEVE IN YOUR OWN RELIGION

DREAM BIGGER

- Young Brice fell in love with the PLATO (Programmed Logic for Automatic Teaching Operations) system back in 1980.
- He discovered an incredible potential, that would eventually change the world, by experimenting the system.
- This was the start of his love story with programming after which he quickly sold his first software.
- Many were impressed by his tinkering and this is how he got his first job.
- This is the beginning of a promising career, starting from graphic designer at Paparazzi to current Chief Visionary Officer (CVO) at Emakina.
- In 1991 Brice and the head of the studio then created their small prepress office: Ex Machina.
- Ten years and a merger with an e-business agency later, Emakina was born.
- The agency never stopped growing since then.
- Emakina, The User Agency, believes in progress through putting strategy, technology and creativity at the service of users.
- The agency anticipates their needs and wants for clients by imagining a positive future.
- This is the starting point of Brice's "Applied Science Fiction" book.
- This book explores what might happen between 2021 and 2051, in 30 articles devoted to 30 areas.

ARTICLE APPROACHES

- Each article begins with a short fiction.
 - Then we share our vision of a possible future.
 - Finally, we look at the technological trends, and the recent innovations that make these stories more or less plausible.
- Three Emakina teams have been working on this project, each with a specific area of expertise.
 - **Blue articles** are written by content specialists that have an investigative journalistic approach: They investigate the state of the art, the latest technological trends and scientific publications to come up with their stories.
 - **Green articles** are written by User Experience consultants, part of Emakina DXD team, who take into account the sociological evolution of society, as well as the impact of technology to elaborate their scenario.
 - **Orange articles** are written by visionaries who start from their imaginations, fed by their insatiable curiosity towards all sorts of subjects, and a technological intuition to discover improbable but often possible futures.

PROBABILITY GAUGE

The articles are ordered from the most probable to the craziest. Each article is placed on a scale from Science to Fiction.

Science. The first articles are fairly close to the state of science and, barring accidents, their advent is highly probable.

Innovation. The following articles anticipate innovations that are fairly logical and, with the current acceleration in the pace of innovation, are fairly likely.

Disruption. At the heart of the book, these articles explore possibilities that depend on radical innovations that are still at research stage.

Vision. These articles are predictions, disconnected from the feasibility of available technologies, but human inventiveness has no limits other than those of physics.

Fiction. The latest articles take the concept to its extreme. We will imagine the wildest possibilities in a world where today's physical barriers have been broken by scientific discoveries yet to come.





THE CASHIER IS DEAD

- Gigamarket: Supersized megamarkets with autonomous AI (robo-cashiers, self checkout as standard)
- Free AR glasses add amusement-park activities to the supermarket space.
- Branded AR experiences – e.g. shop Hello Kitty or Minecraft style
- Smart storefronts, 24/7 'vending machines' in stores
- Robo dietician helps us make better food choices
- Aisles that sync with our wearables, pushing personalised offers
- Hybrid shopping continues (scan in store, deliver home)



AR glasses



Google I/O scene exploration



Hyper-reality



Hy-Vee dietician store tour



Amazon fresh store in the UK



Robotic fulfilment warehouse

THANK YOU