

wie Technologien Branchen und Industrien verändern

Gerhard Greiner, Captain Campus02



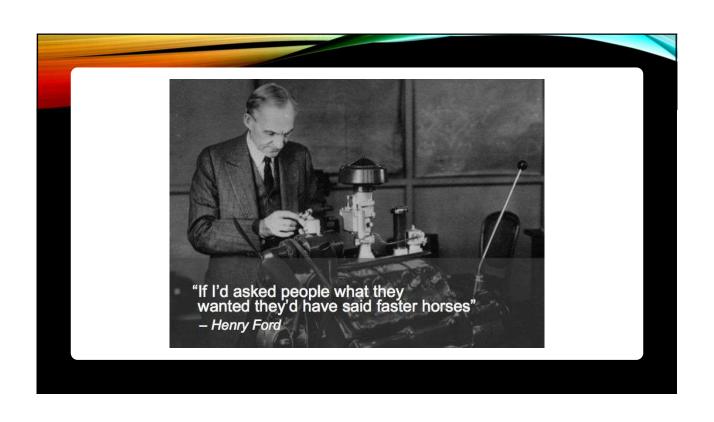


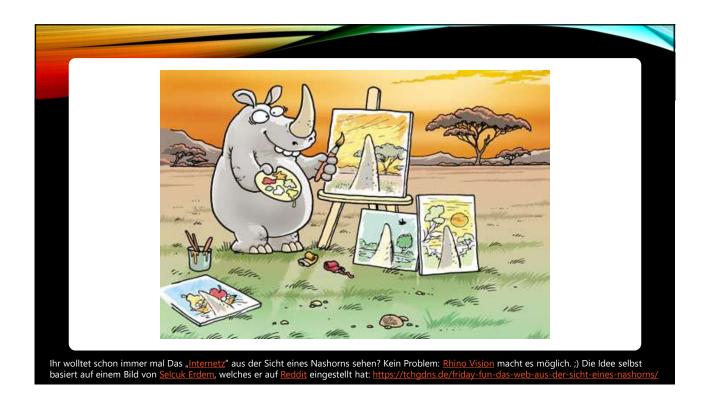


## **AGENDA**

- Digitalisierung Disruption
  - Digitale Momente
- Connected 5G, Glasfaser und IoT
  - Zuerst die Netze und dann das Vergnügen
- Blockchain
  - Die Technologie hinter Bitcoin kann noch mehr
- Shared Economy, XaaS (Anything as a Service)
  - Nichts besitzen und trotzdem alles nutzen.
- Mobile First
  - Logistik, Connected Car und Hans-Guck-in-die-Luft 2.0







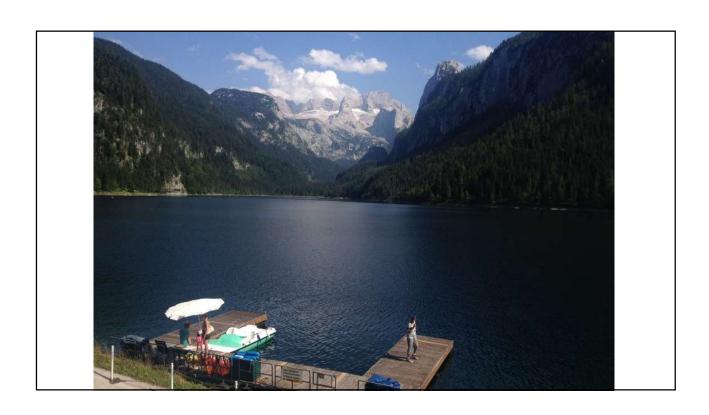






# ➤ Wie DIGITALISIERT

man einen MOMENT?



# > Wie DIGITALISIERT

# man einen **MOMENT**



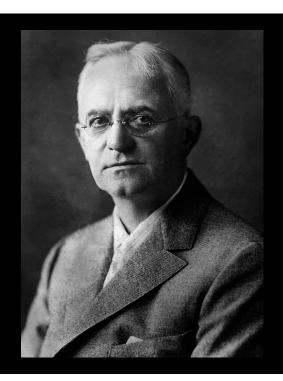




Be digital

Be connected

Be automated



### George Eastman (\* 12. Juli 1854 in Waterville, New York; † 14. März 1932 in Rochester, New York)

war ein US-amerikanischer Unternehmer, der die heutigen Firmen Kodak sowie Eastman Chemical mitbegründete.

Das Unternehmen stellte 1886 seine erste Kamera vor, die von Franklin M. Cossitt konstruierte Eastman Detective Camera;

im Sommer 1888 erschien die erste Kamera unter dem Markennamen Kodak, die legendäre Kodak Nr. 1, die der Kamerakonstrukteur Frank A. Brownell für Eastman entwickelte.

Am 4. September 1888 ließ Eastman die Handelsmarke "Kodak" registrieren und erhielt ein Patent für eine Rollfilmkamera.

1974 baute der junge Kodak-Ingenieur Steve Sasson die erste digitale Kamera der Welt. Der Konzern unterschätzte die Idee lange - und verpasste die Zukunft.

https://de.wikipedia.org/wiki/George\_Eastman







http://www.spiegel.de/einestages/digitalkameraerfinder-steve-sasson-ueber-kodaks-pleite-a-1057653.html

# Wie DIGITALISIERT man einen MOMENT

### **Five Ws**

Who did that?
What happened?
Where did it take place?
When did it take place?
Why did that happen?

### **Connected**

M2M, Mobile, Lte-M xG, RFID, NFC, Sigfox, Bluetooth low energy LoRa, Fixnet, Cable, Fiber, Broadband ...

### **Cloud Computing**

(Big) Data, Monitoring, AI, Business Models, Provisoning, Identity, Mediation, Analytics, Billing, Blockchain ...

Be digital

Be connected

Be automated

➤ VERGISS die Technologie

(zumindest für den Moment).

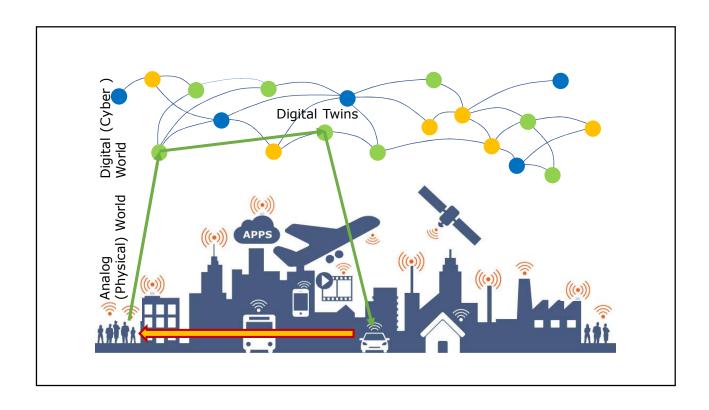
Der DIGITALE

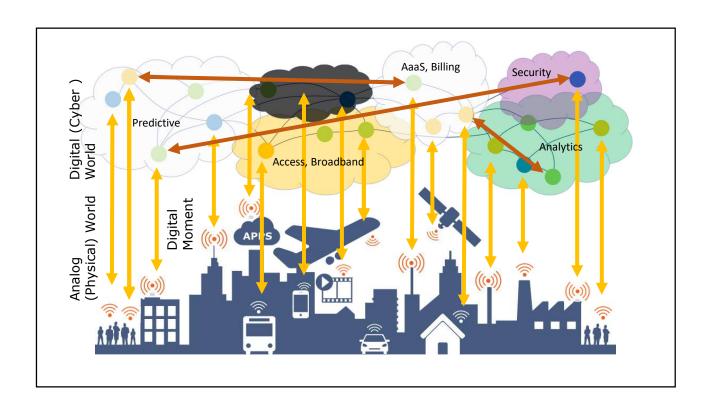
MOMENT

ist die VEREINFACHUNG

jedes

DIGITALEN SERVICES











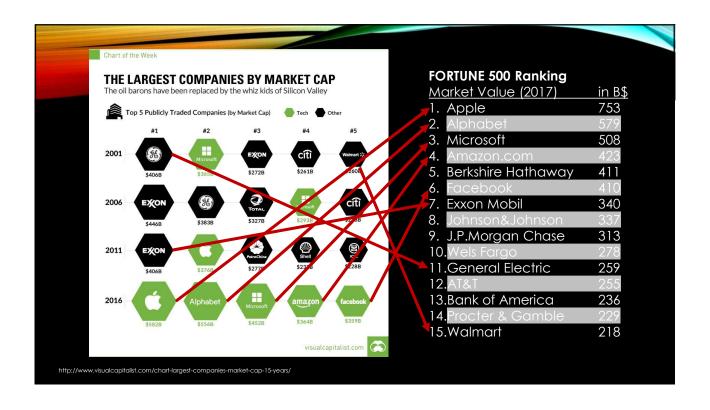


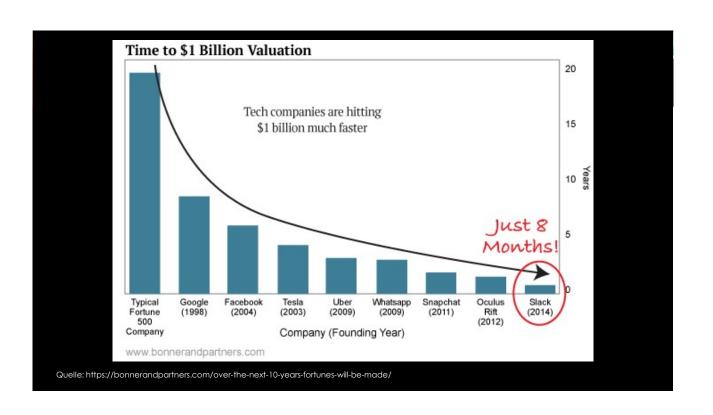


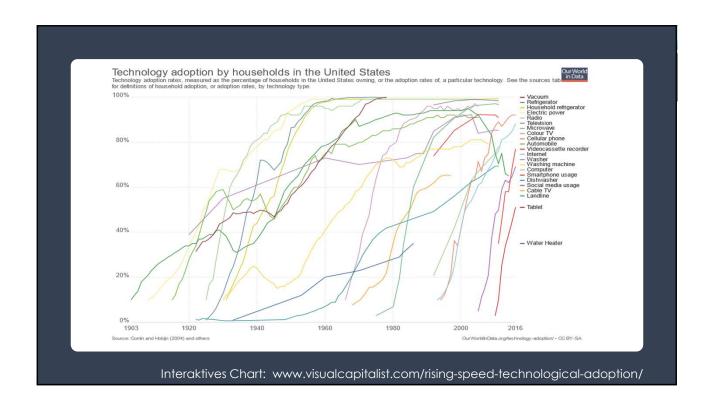


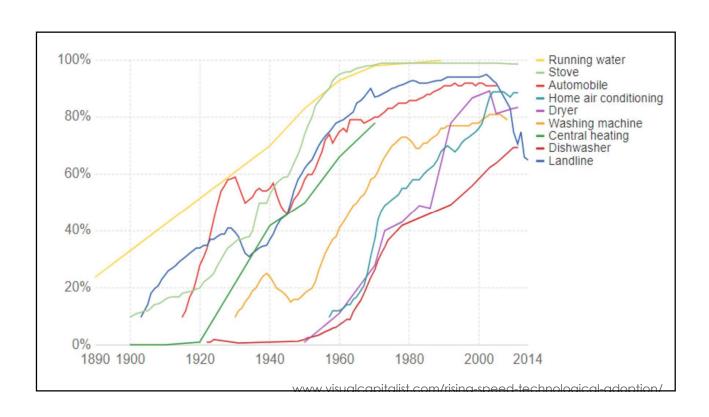


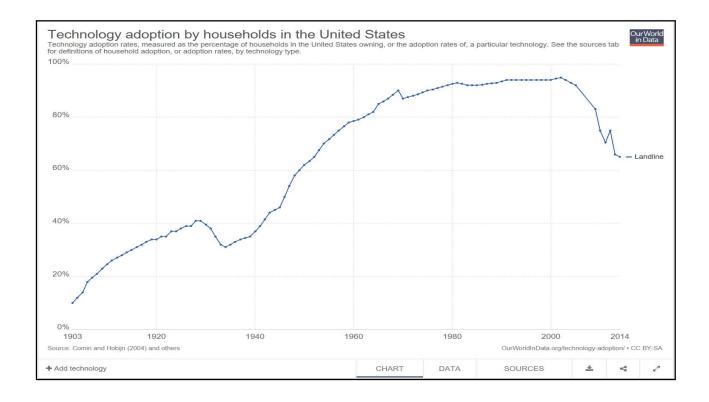


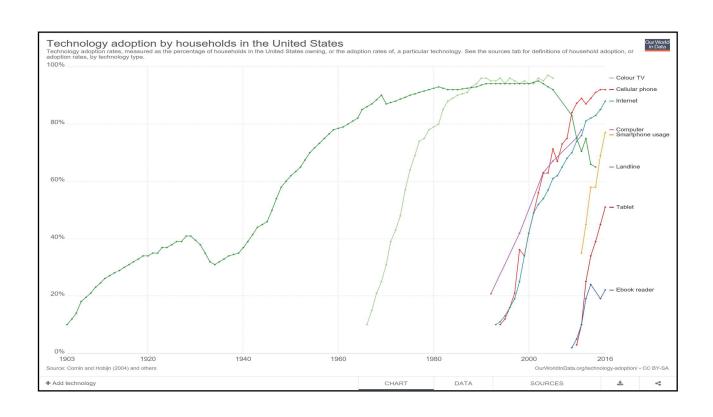




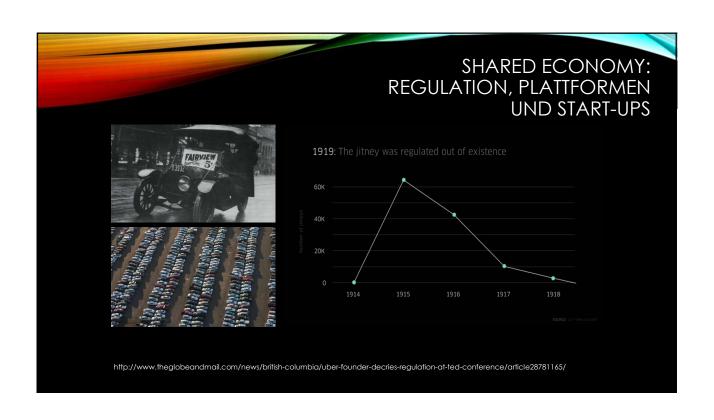




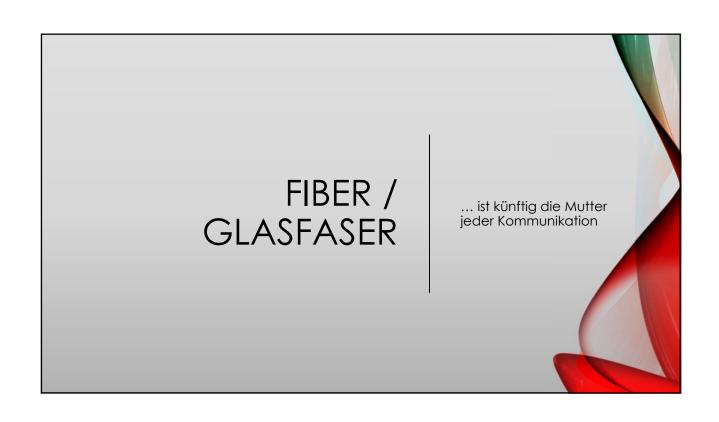






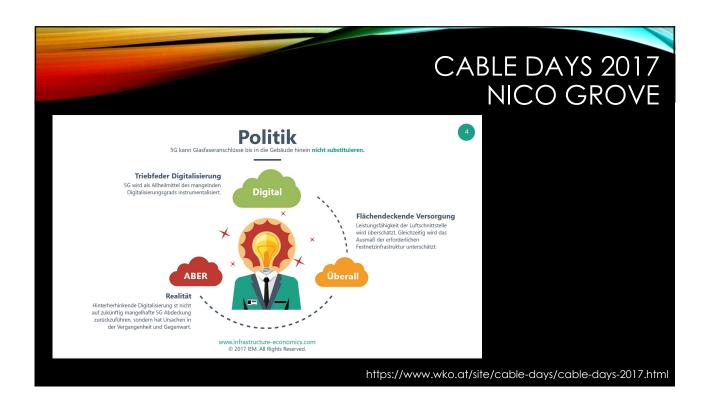


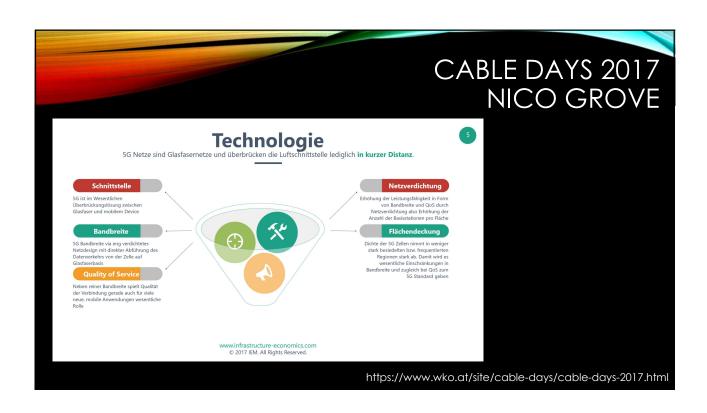


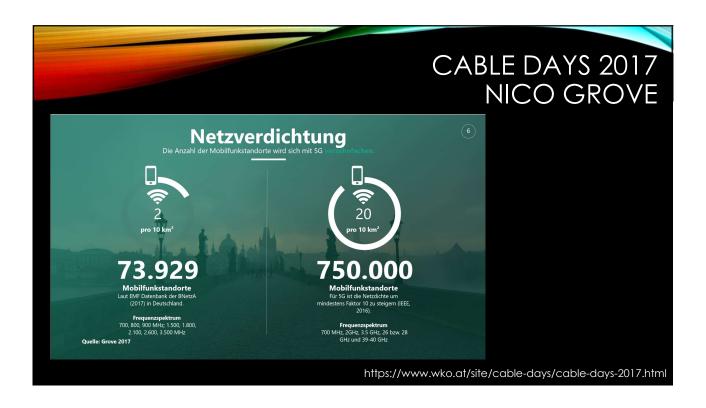


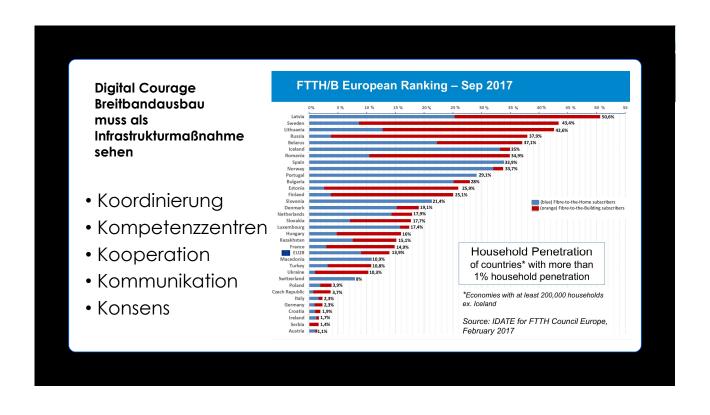




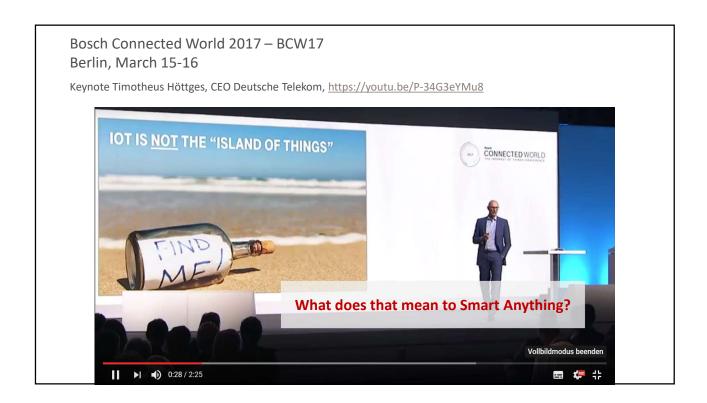




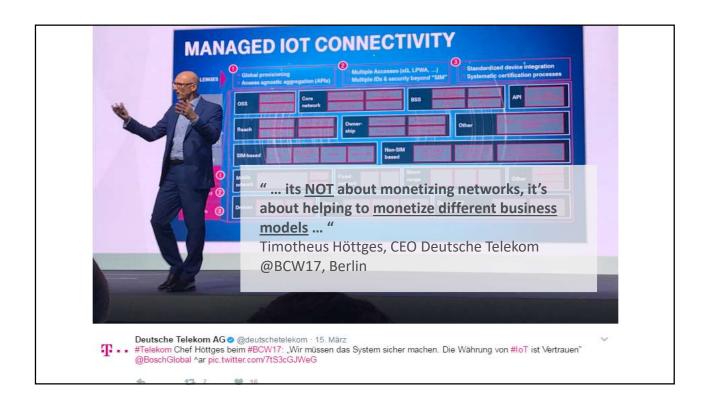


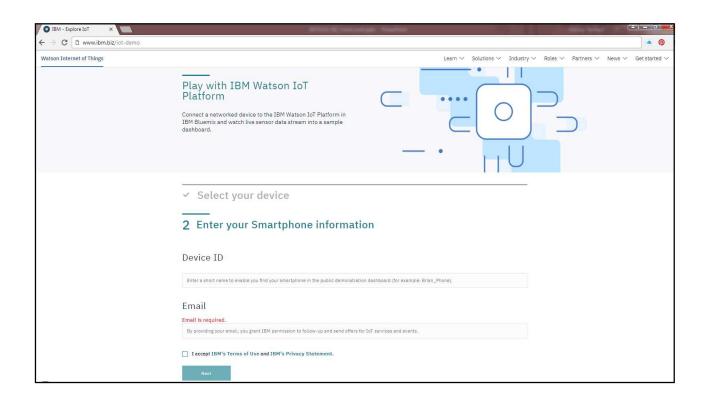


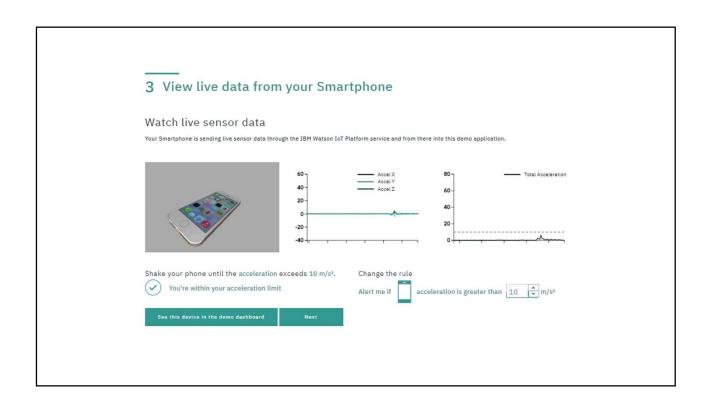




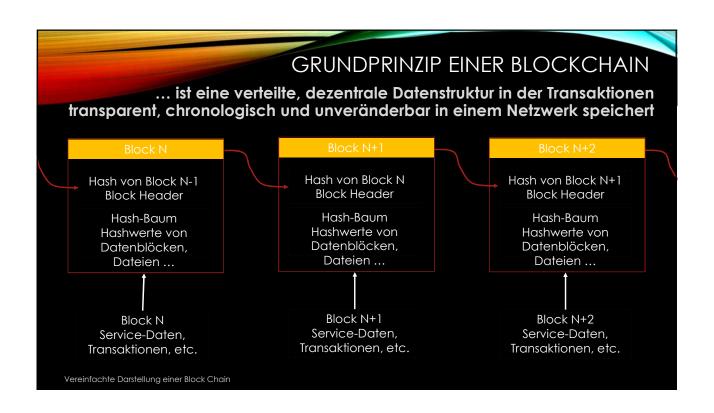
# From Machine2Machine (M2M) to Internet of Things (IoT) Strategy approaches can be augmented with platform thinking and EcoSystems IoT is combining data, cloud, connectivity, analytics and technology in a way that enables a smart environment in which everyday objects are embedded with network connectivity in order to improve functionality and interaction Silo Linear M2M (yesterday/today) IoT Business (today/tomorrow)

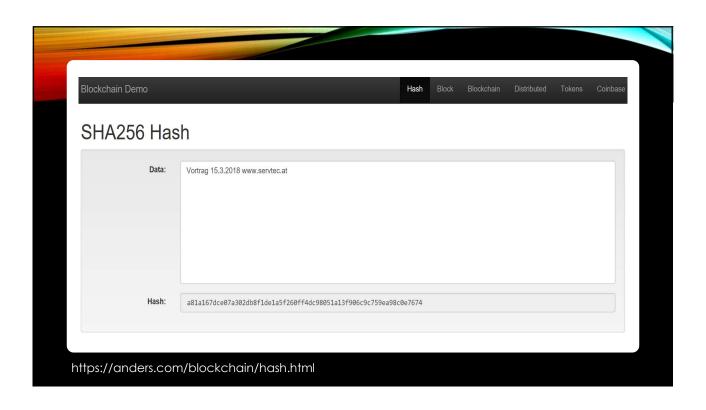




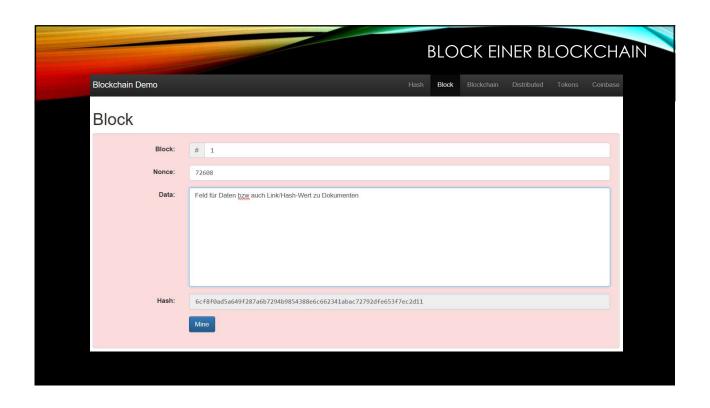


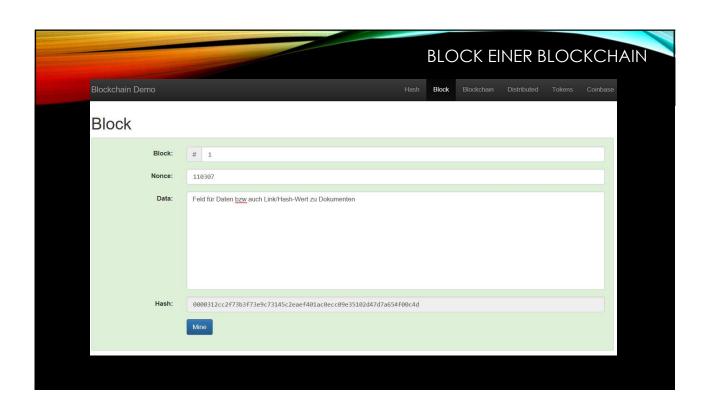






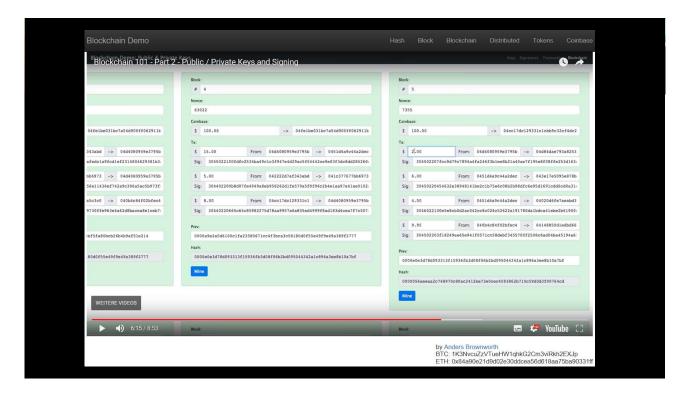


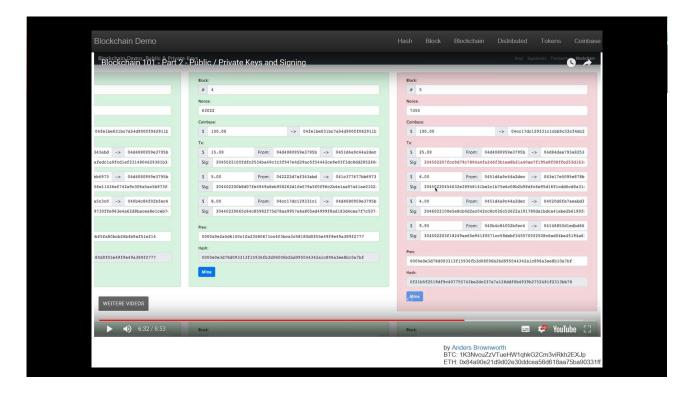


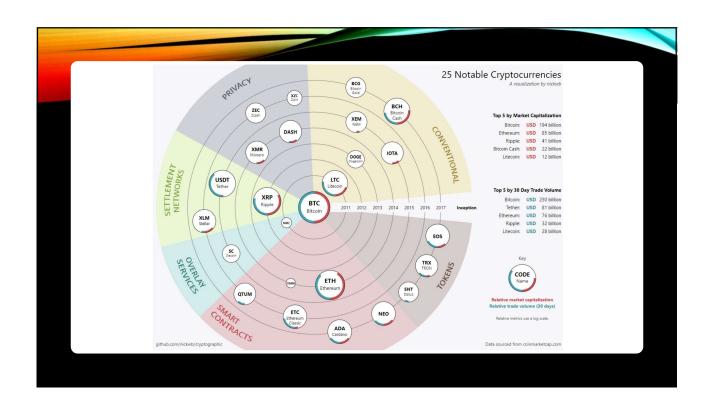


trans	po	GRUNDPRINZIP EI ist eine verteilte, dezentrale Datenstru rent, chronologisch und unveränderbar in ei	ktur in de	er Transaktionen
Distributed	d Blo	ckchain		
Peer A				
	Block:	8 1	Block:	# 2
N.	lonce:	85978	Nonce:	44191
	Dats:	IAT DeviceID: 12345 Value: 154 Date: 2018/0118 08:00	Data:	IoT DeviceID: 12345 Value: 160 Date: 20180118 08:10
	Prev: Hash:	000f0000000000000000000000000000000000	Prev:	000005205c52245a95187d559du8a4872393Le5376k127c394a826c6X   00004ee4a8e2863c4d53633113929dd861e5db7d3c886db92da913e
Demo:	http	os://anders.com/blockchain/blockchain.html		



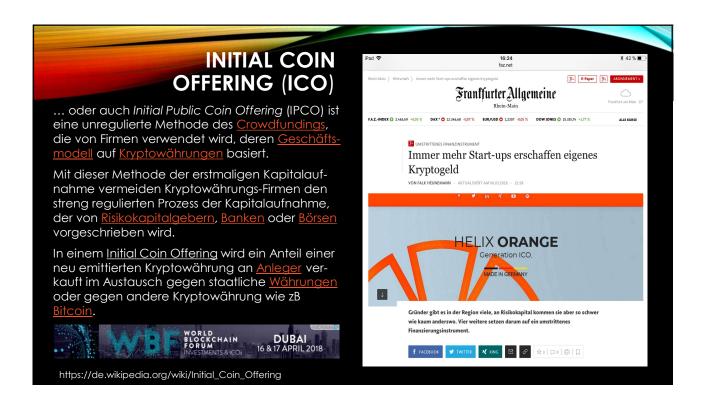




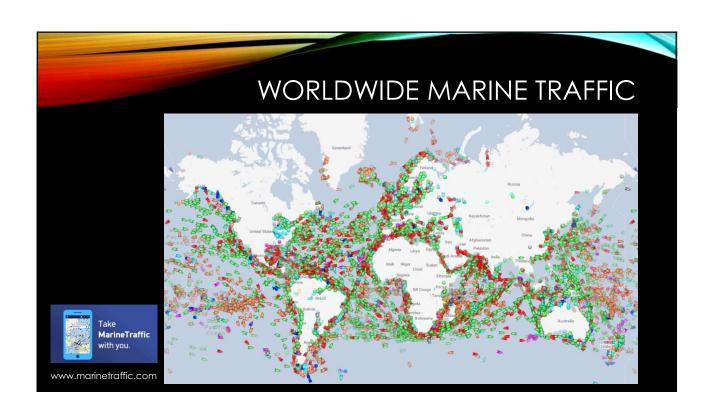




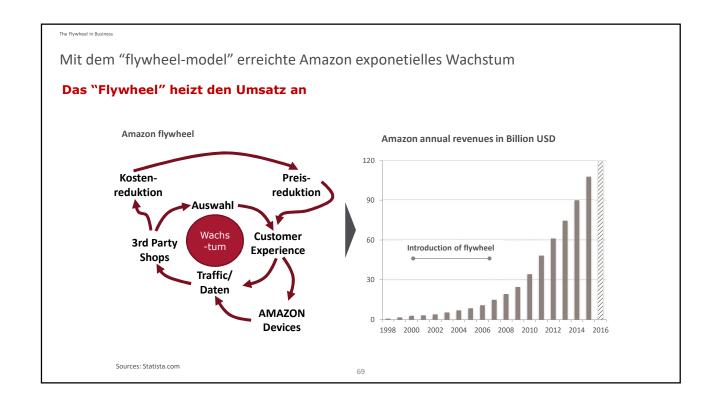


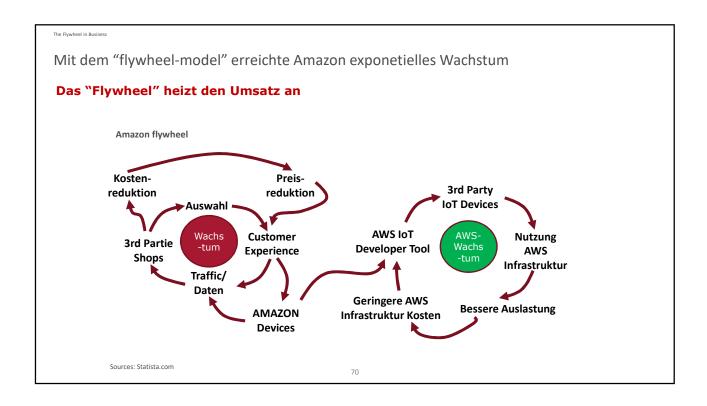














Der Struwwelpeter (1845)
(or Shockheaded Peter) is a
German children's book by
Heinrich Hoffmann. It
comprises ten illustrated and
rhymed stories, mostly about
children. Each has a <u>clear</u>
moral that demonstrates
the disastrous consequences
of misbehavior in an
exaggerated way.

Der Struwwelpeter is one of the earliest books that combines visual and verbal narratives in a book format, and is considered a precursor to comic books.



### Hanns-Guck-in-die-Luft

Wenn der Hanns zur Schule ging, Stets sein Blick am Himmel hing. Nach den Dächern, Wolken, Schwalben Schaut er aufwärts, allenthalben: Vor die eignen Füße dicht, Ja, da sah der Bursche nicht, Also daß ein jeder ruft: "Seht den Hanns Guck-in-die-Luft!"

