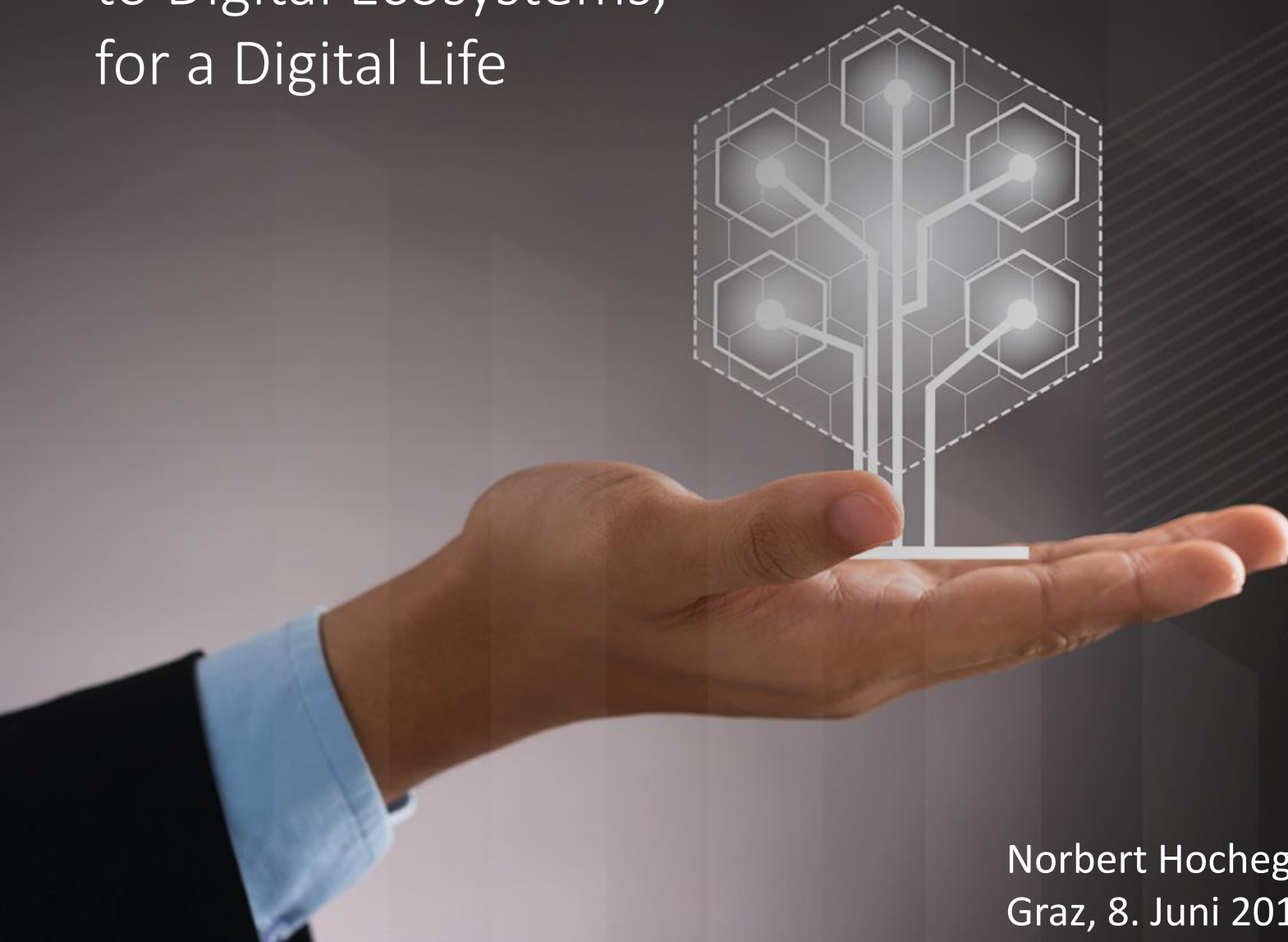


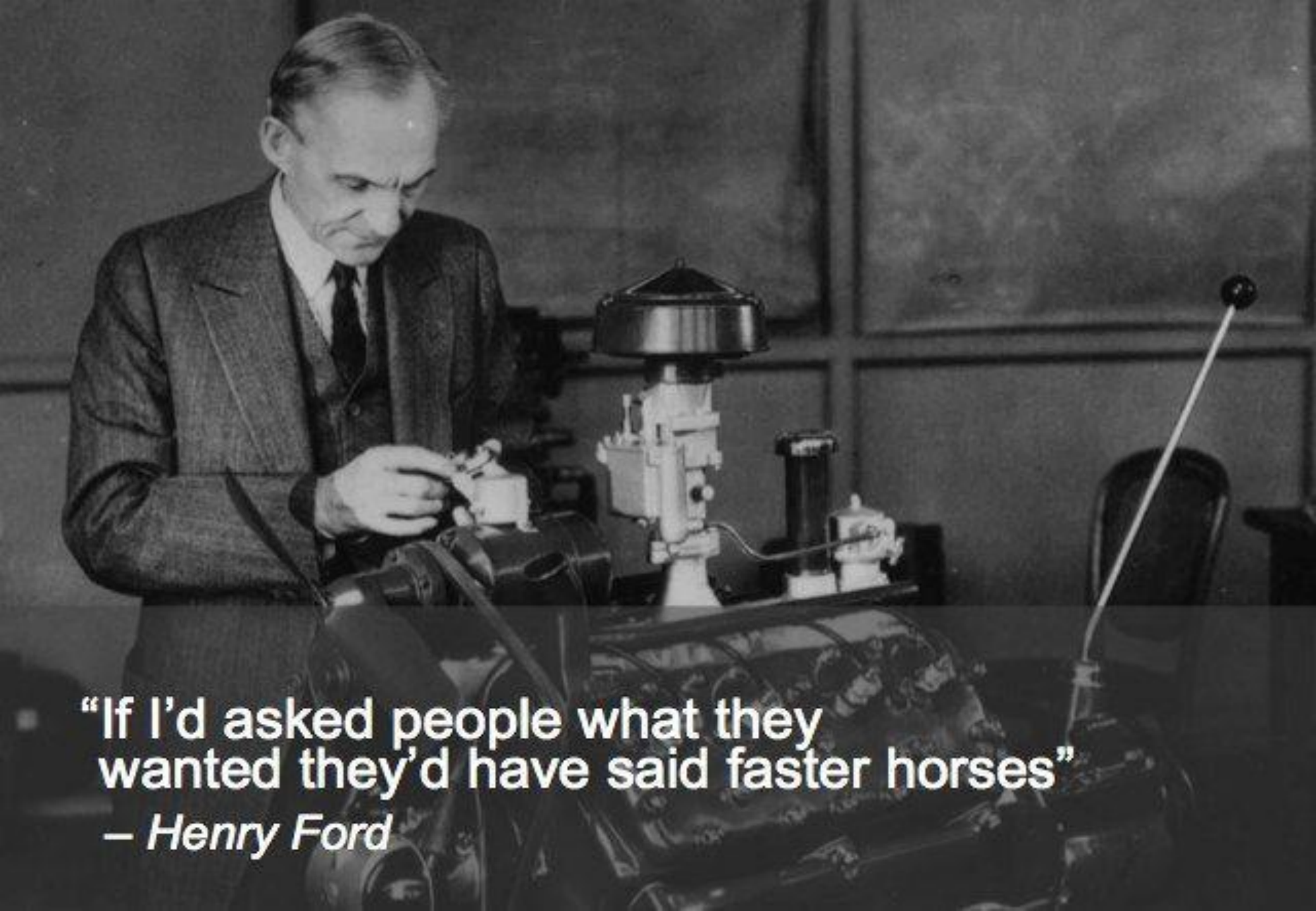
From Digital Moments, to Digital Ecosystems, for a Digital Life



Norbert Hochegger, Infonova GmbH
Graz, 8. Juni 2016

➤ **Invention** creation of a product or
introduction of a process
for the **first time**

➤ **Innovation** combining
existing things in **new ways** to
generate **additional value**



**"If I'd asked people what they
wanted they'd have said faster horses"**
— *Henry Ford*

DAS AUTO IST JETZT VOLLKOMMEN: ES BEDARF KEINER VERBESSERUNG MEHR.

Allgemeine Automobil-Zeitung, Berlin 1921

The car is perfect now: no further improvements needed.



Mobil-Telefon.
Eine Art Drive-in für Menschen, die am Münztelefon dringend etwas loswerden müssen. So setzte man 1958 das Autotelefon um – in einem Cabriolet besonders praktisch.

1935

1937

1939

1946

50'er

50'er

1957

1958

60'er

1975

DAS MORGEN von gestern



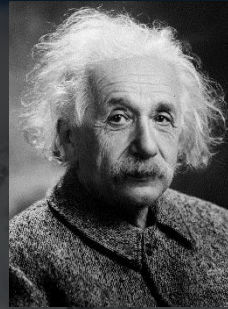
Kuriose Konzepte, skurrile Showcars und Ansätze ohne Ablaufdatum: Mobilität hat viele Denker zu kühnen Ideen beflügelt, von denen aber nur die wenigsten durchstarteten. *Text: Karin Riess*

Learn from the
mistakes of others.

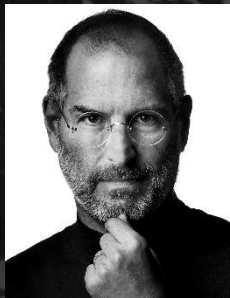
You can't live long
enough to make
them all yourself.



~ Eleanor Roosevelt

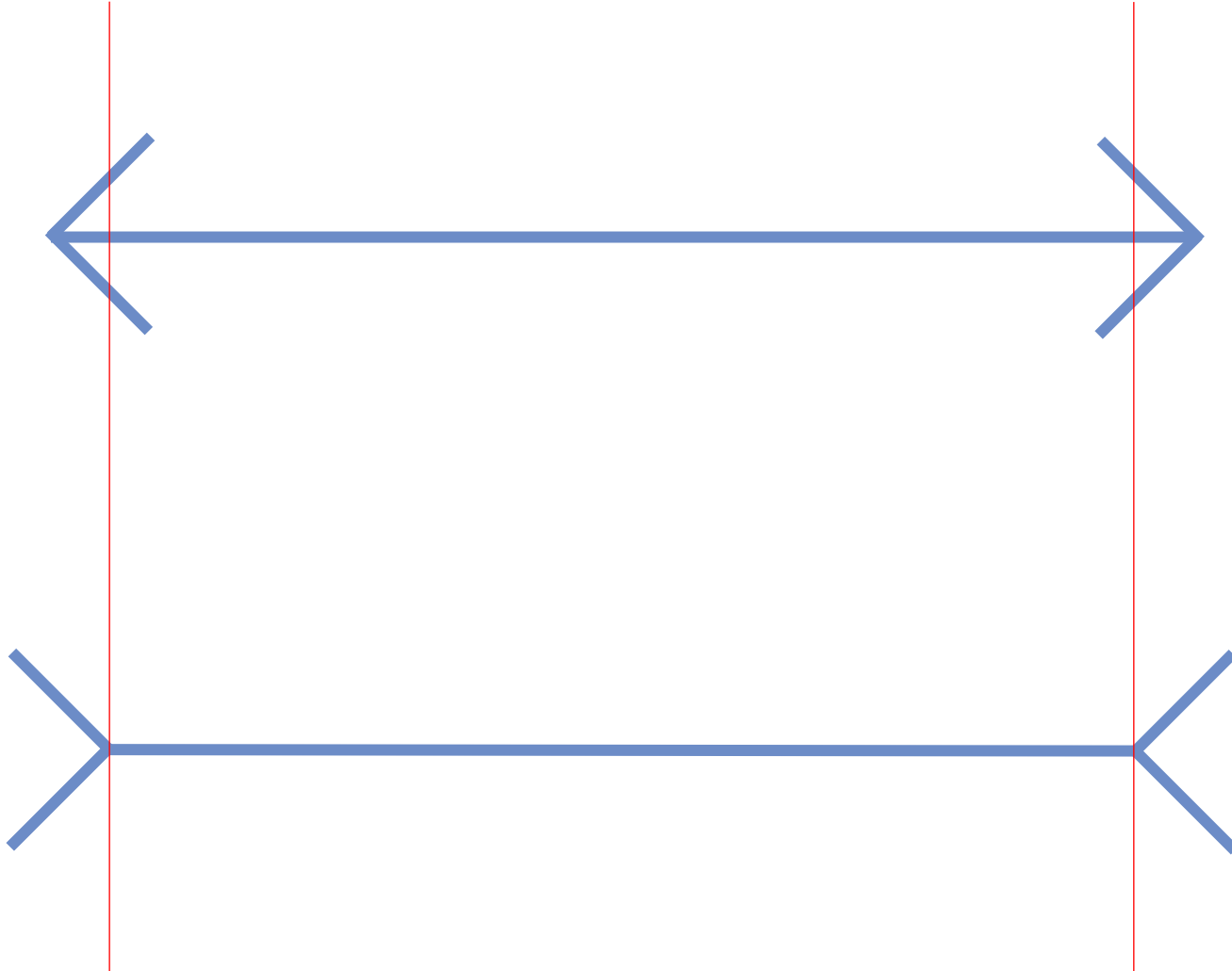


We cannot solve
our problems with
the same level of
thinking that
created them



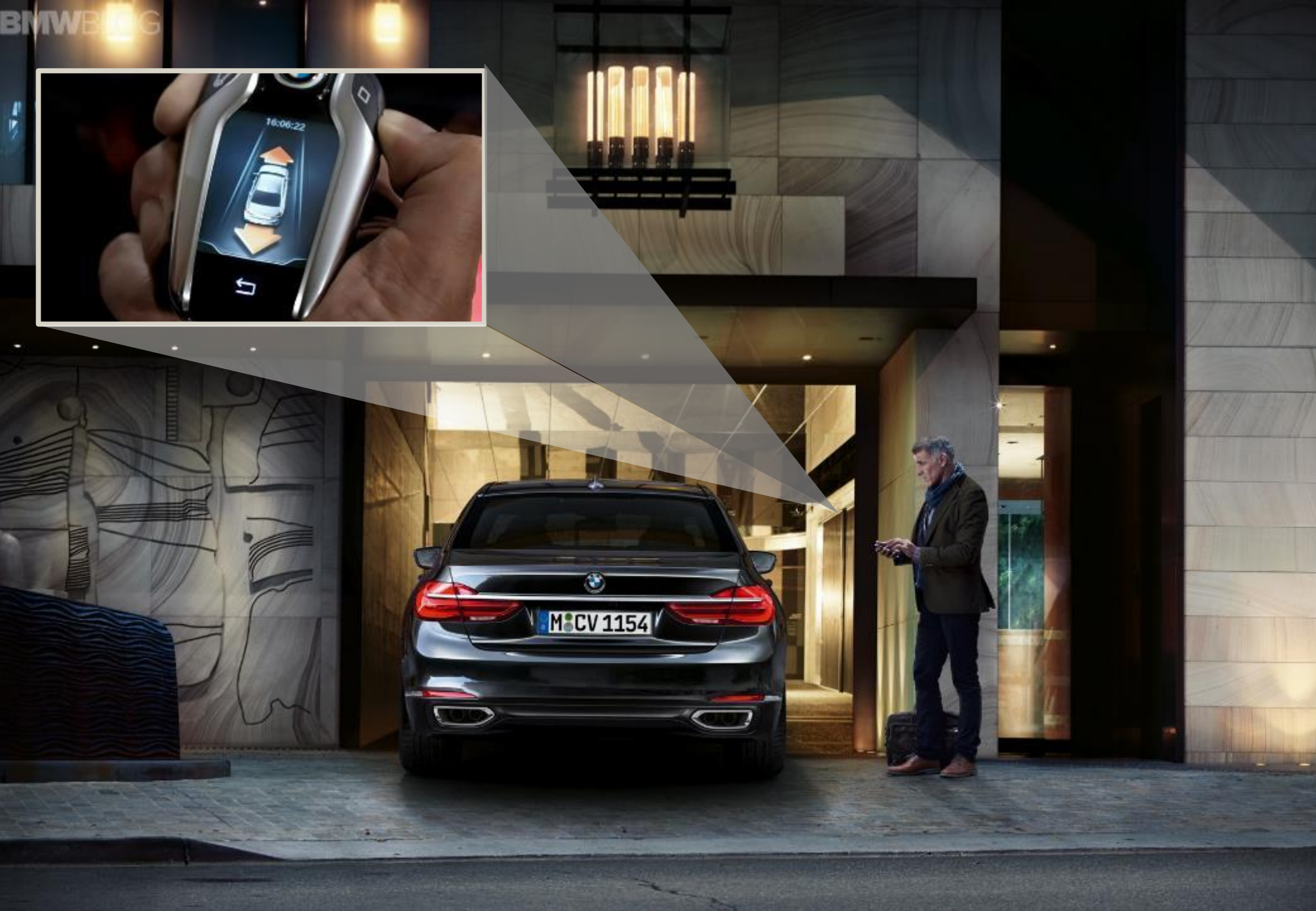
I skate to where the
puck is going to be,
not where it has
been.

Disruption and our learned experience





Autoschlüssel im Wandel der Zeit: Vom Barträger zum Hightech-Funkschlüssel (Quelle: Continental)





Autoschlüssel im Wandel der Zeit: Vom Barträger zum Hightech-Funkschlüssel (Quelle: Continental)

e-health

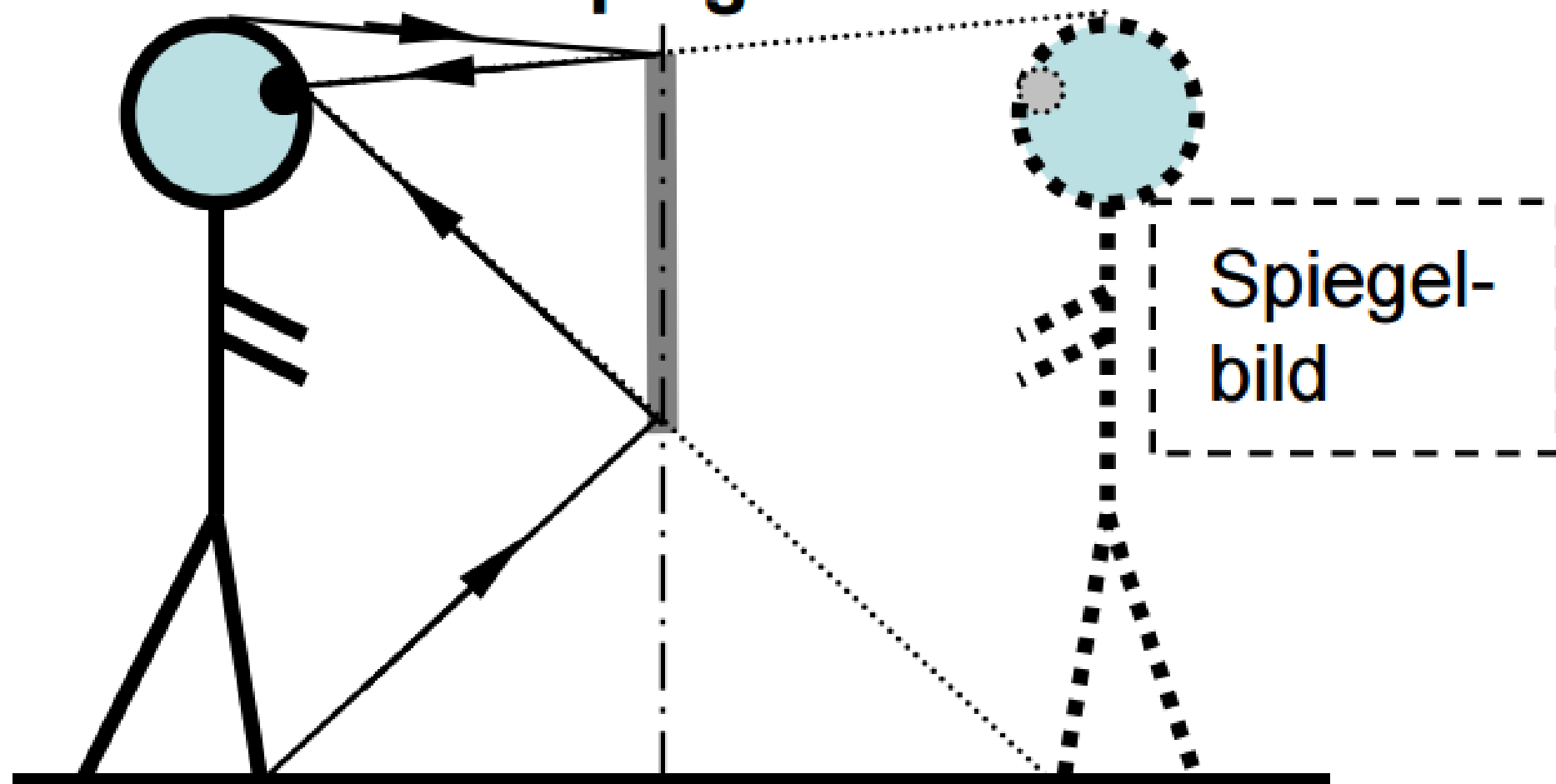




**The shopper places the products
he/she likes on AdvanMirror**

© 2016 INFONO'

Spiegel



A PICTURE OF HEALTH?

Video cameras:

Look for signs of stress, fatigue and anxiety



3D Scanner:

Tracks changes in shape of face, such as weight gain or swelling

Multi-spectral imaging system:

Five cameras analyse the skin and circulation – checking for signs of diabetes and circulatory problems



Breath monitor:

Samples are analysed for 'noxious habits' such as smoking and drinking, and for chemicals linked to heart attack risk

LCD screen:

Flashes up health messages



How it works

1 3D scanners identify weight gain or loss

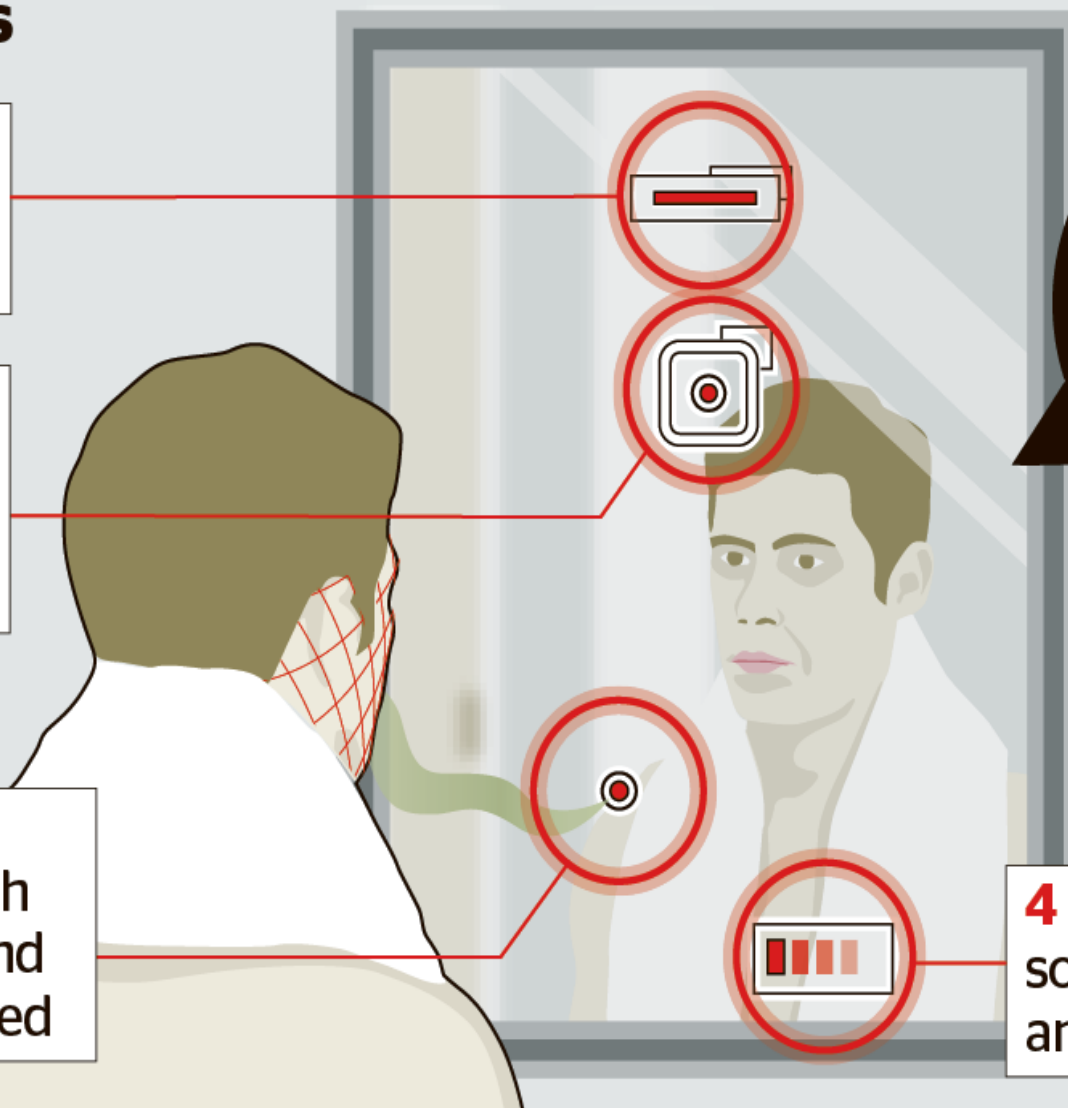
2 Multispectral cameras check heart rate and blood condition

3 Gas sensors detect how much alcohol drunk and cigarettes smoked



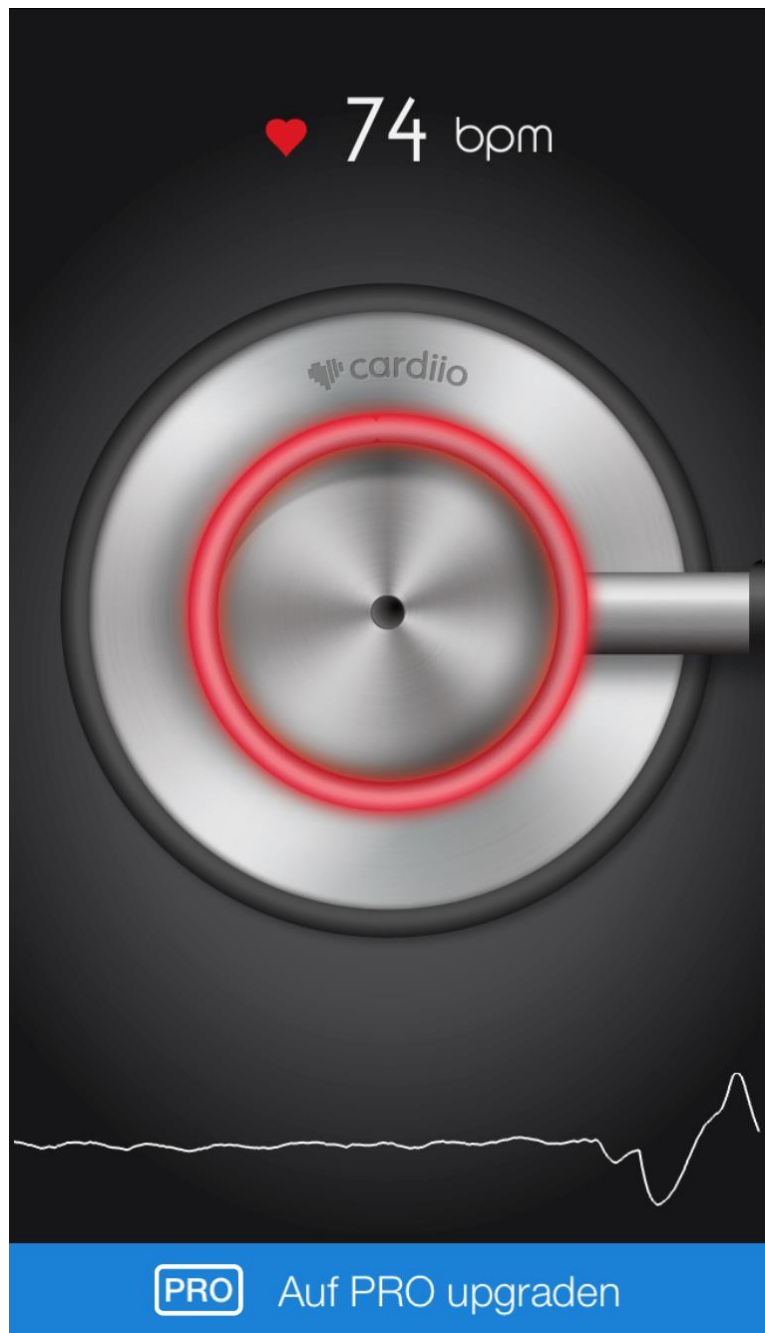
5 Mirror produces health score and tips

4 Facial recognition software looks for anxiety and stress





wize-mirror, smart mirror





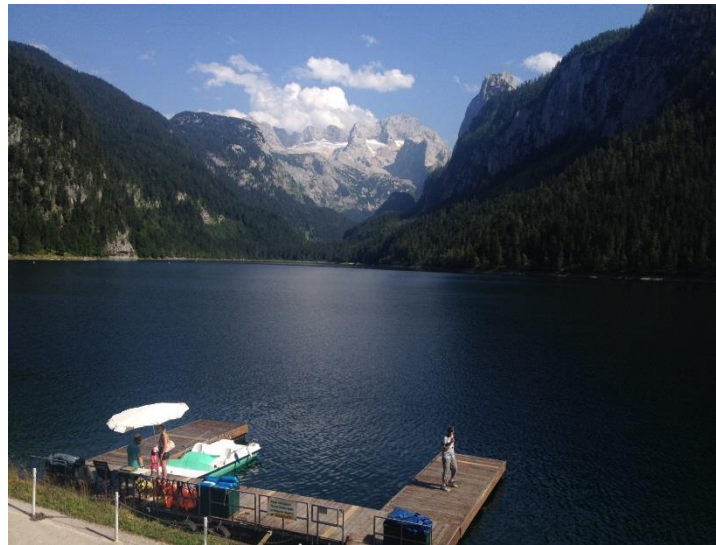
The

Digital Moments

EVERYTHING THAT
CAN BE DIGITIZED
WILL BE DIGITIZED



➤ Start digitizing your moments



➤ what do we mean by
digitizing a
moment?

➤ Start digitizing your moments



➤ Start digitizing your moments

Five Ws

Who did that?

What happened?

Where did it take place?

When did it take place?

Why did that happen?



➤ Start digitizing your moments

Five Ws

Who did that?

What happened?

Where did it take place?

When did it take place?

Why did that happen?

Connected

M2M

RFID, NFC, Sigfox

Mobile

Fix, Cable, Fiber

Broadband ...



➤ Start digitizing your moments

Five Ws

Who did that?

What happened?

Where did it take place?

When did it take place?

Why did that happen?

Connected

M2M

RFID, NFC, Sigfox

Mobile

Fix, Cable, Fiber

Broadband ...

Processable

Structured Data (XML),

Activation, Provision,

Mediation

Big Data Analytics,

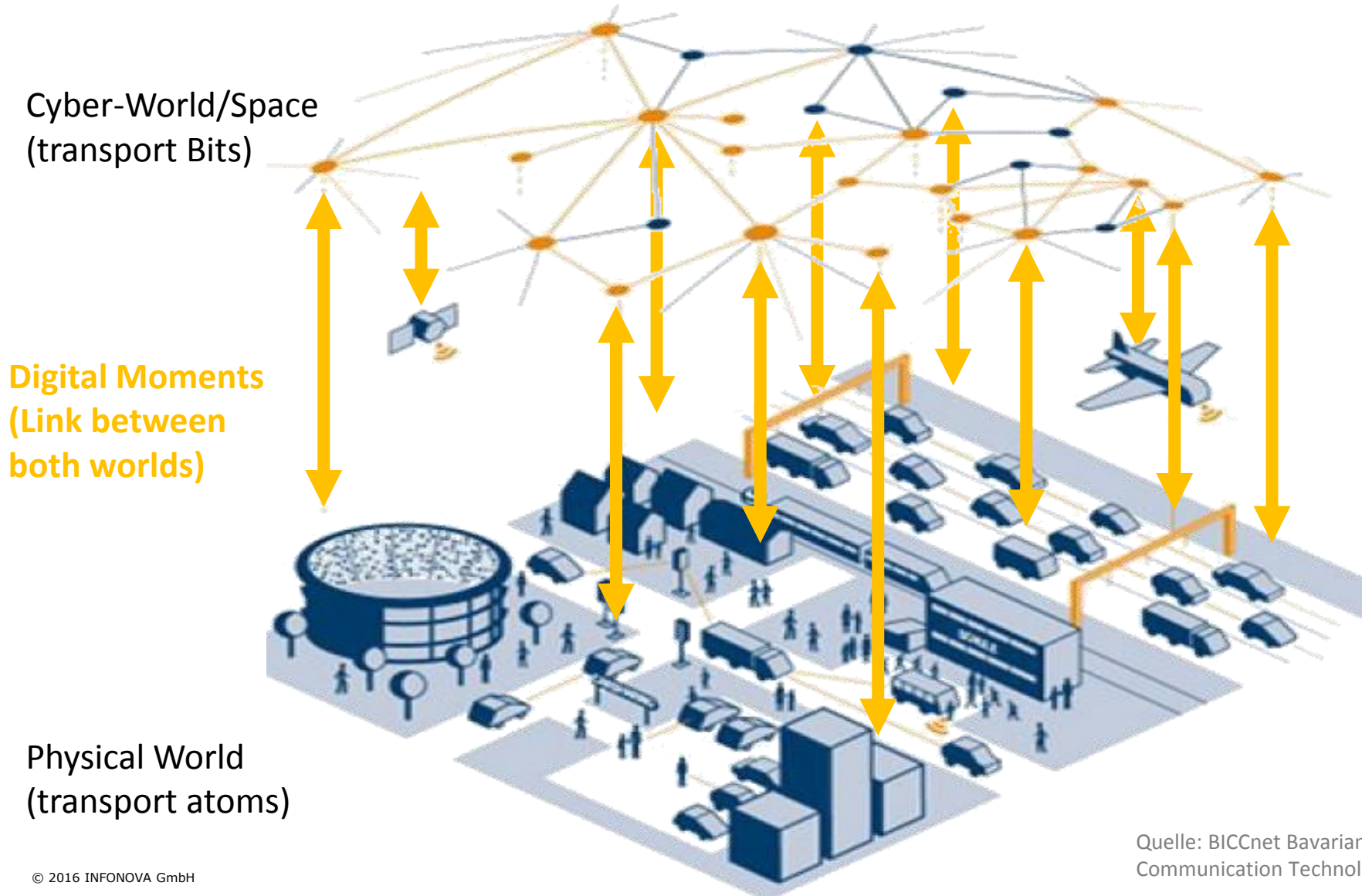
Monetizing

➤ A digital
moment is a
simplification of
any Digital
Service



Cyber Physical Systems

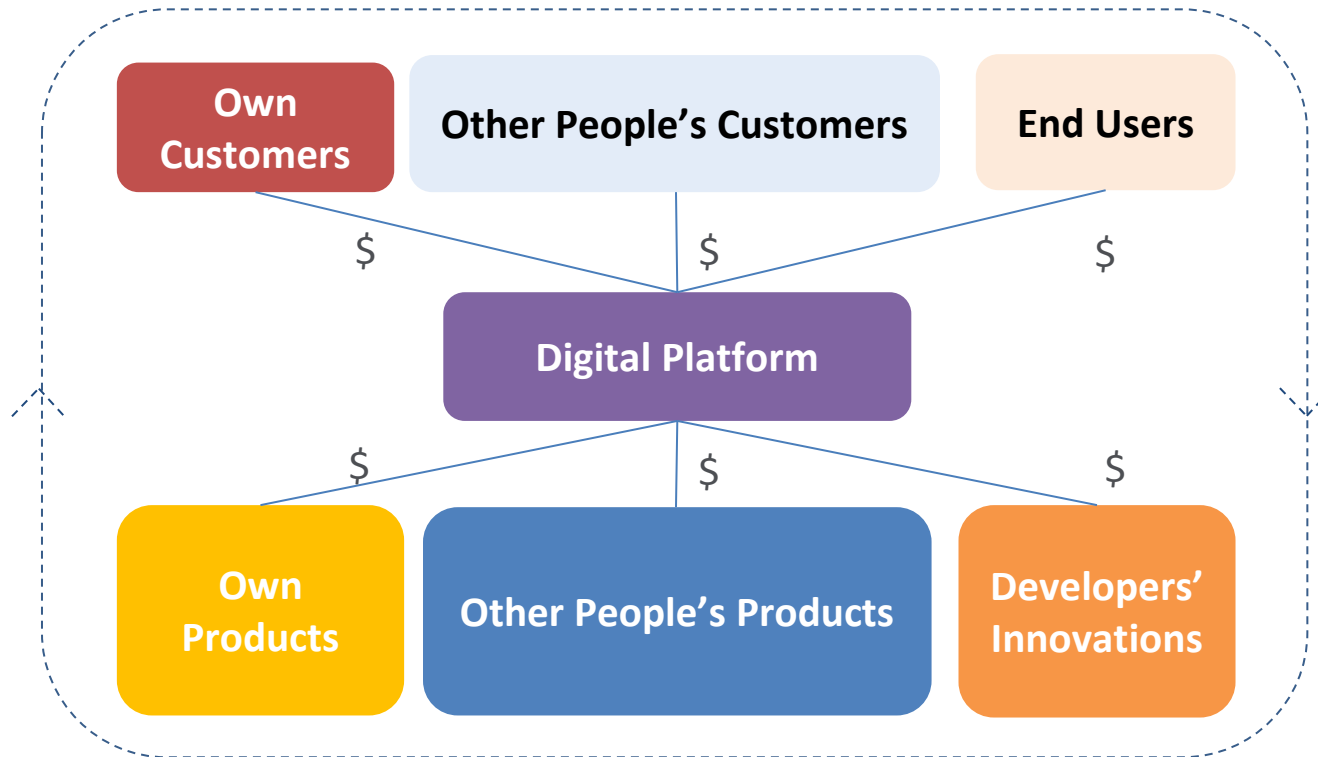
Cyber-Physical Systems (CPS) are integrations of computation, networking, and physical processes. Embedded computers and networks monitor and control the physical processes, with feedback loops where physical processes affect computations and vice versa.



Digital Ecosystem

Digital Ecosystem Management

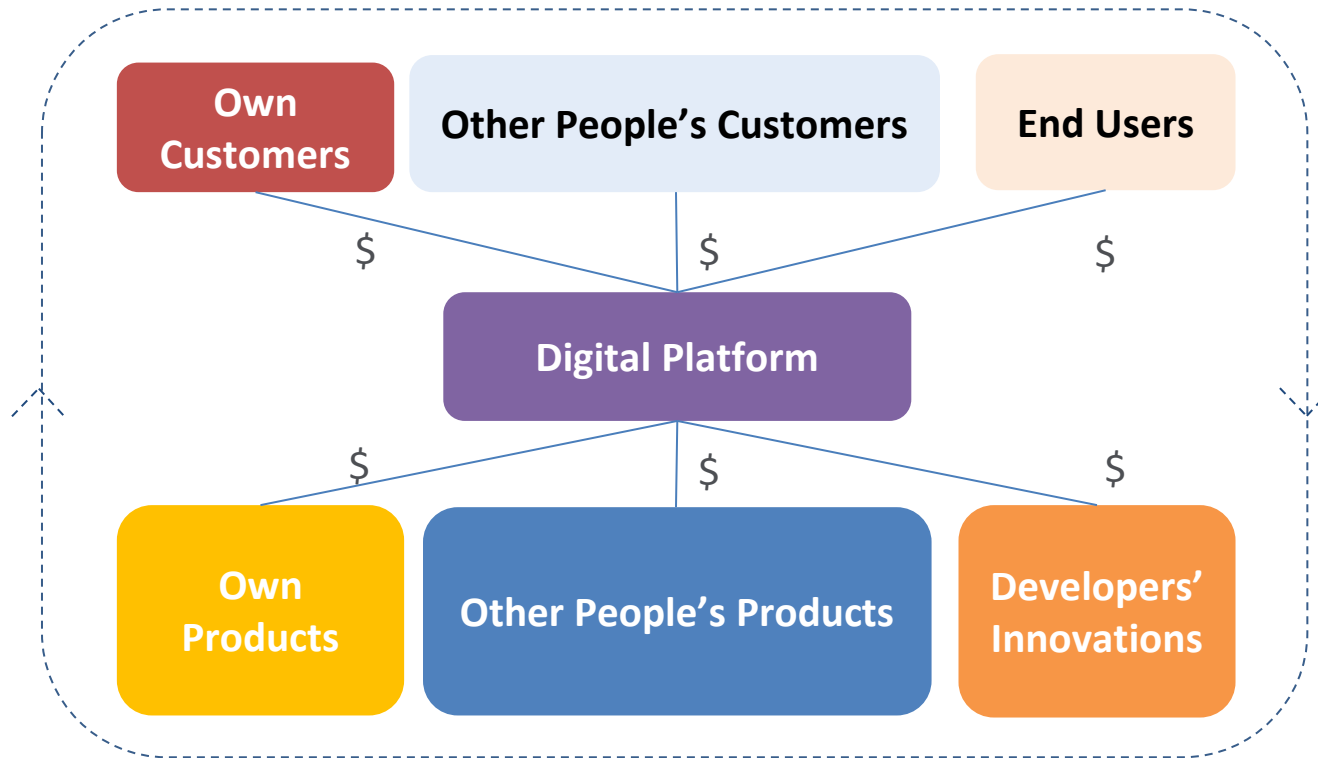
The Winning Business Model for the Digital Economy



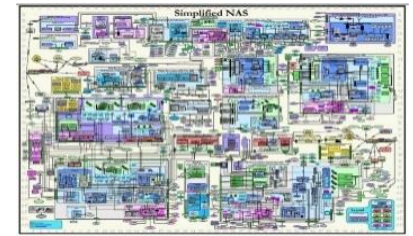
**40% of the world's 30 top brands and 70% of \$1bn+ Unicorns
>\$4trillion in market value; Europe lagging badly**

Digital Ecosystem Management

The Winning Business Model for the Digital Economy



Legacy IT

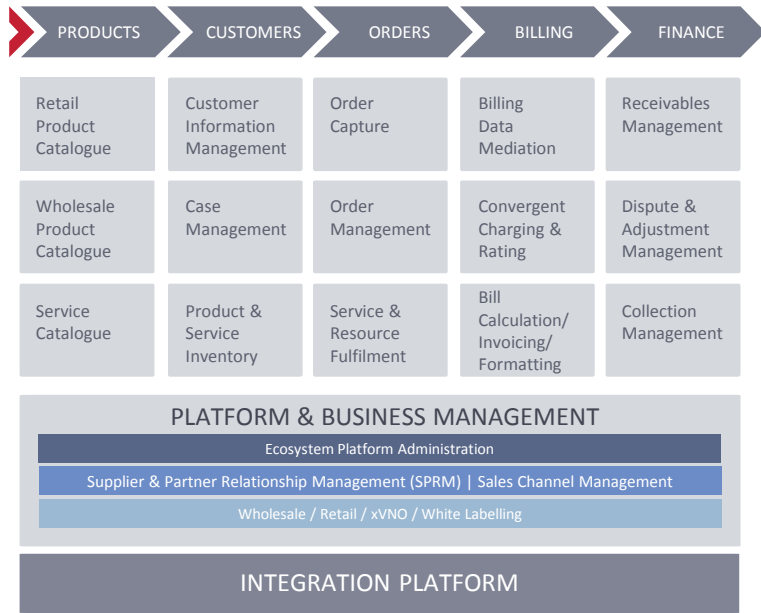


**40% of the world's 30 top brands and 70% of \$1bn+ Unicorns
>\$4trillion in market value; Europe lagging badly**

INFONOVA R6 ENABLES YOUR STREAMLINED AND CUSTOMER-CENTRIC BUSINESS

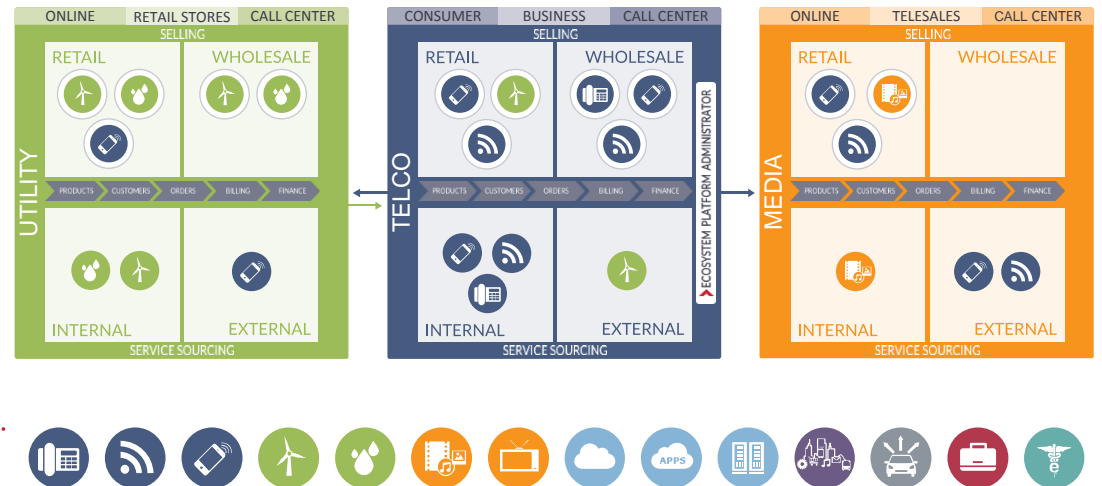
infonova R6

MULTI-TENANT CONCEPT-TO-CASH CAPABILITIES

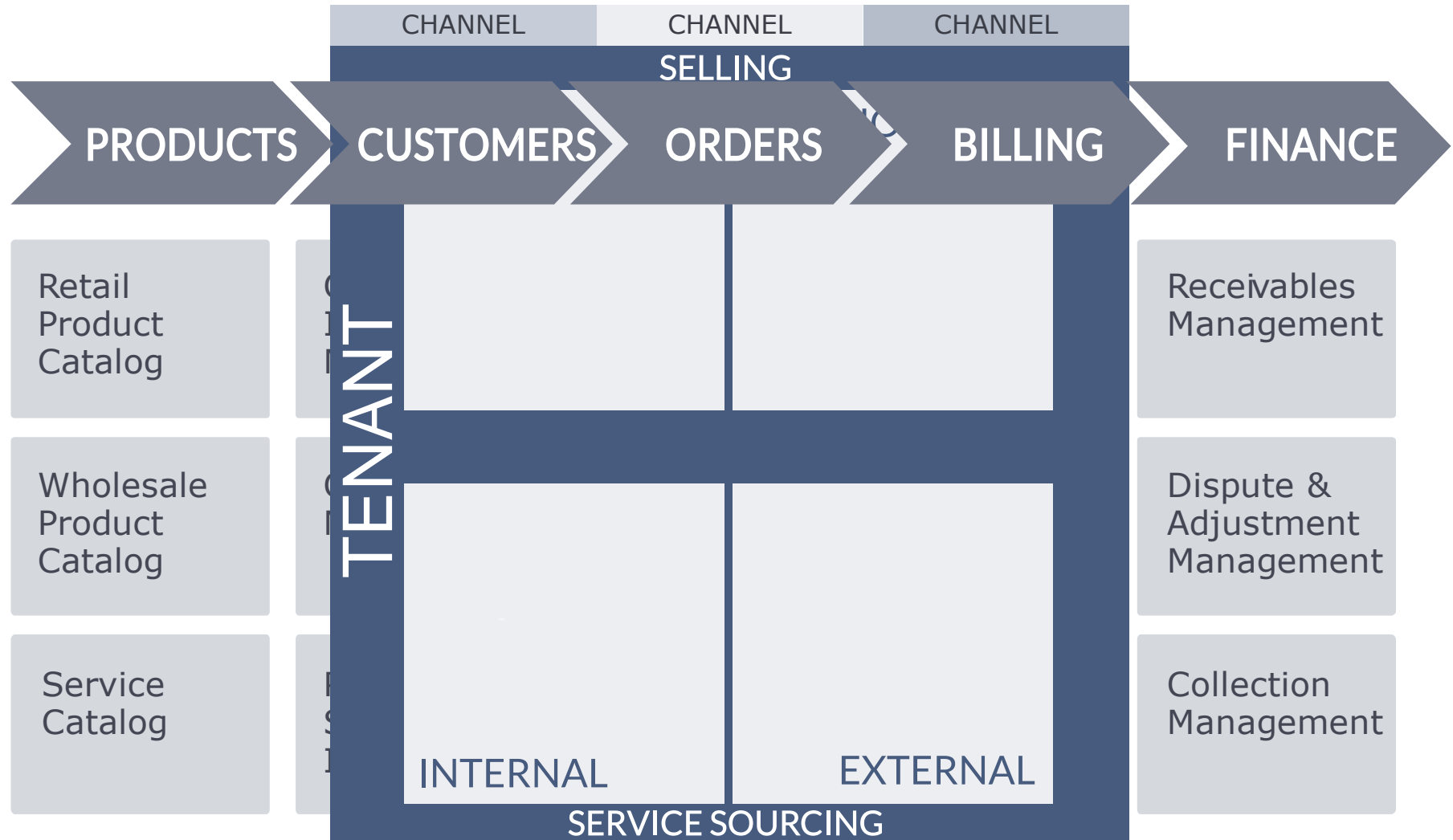


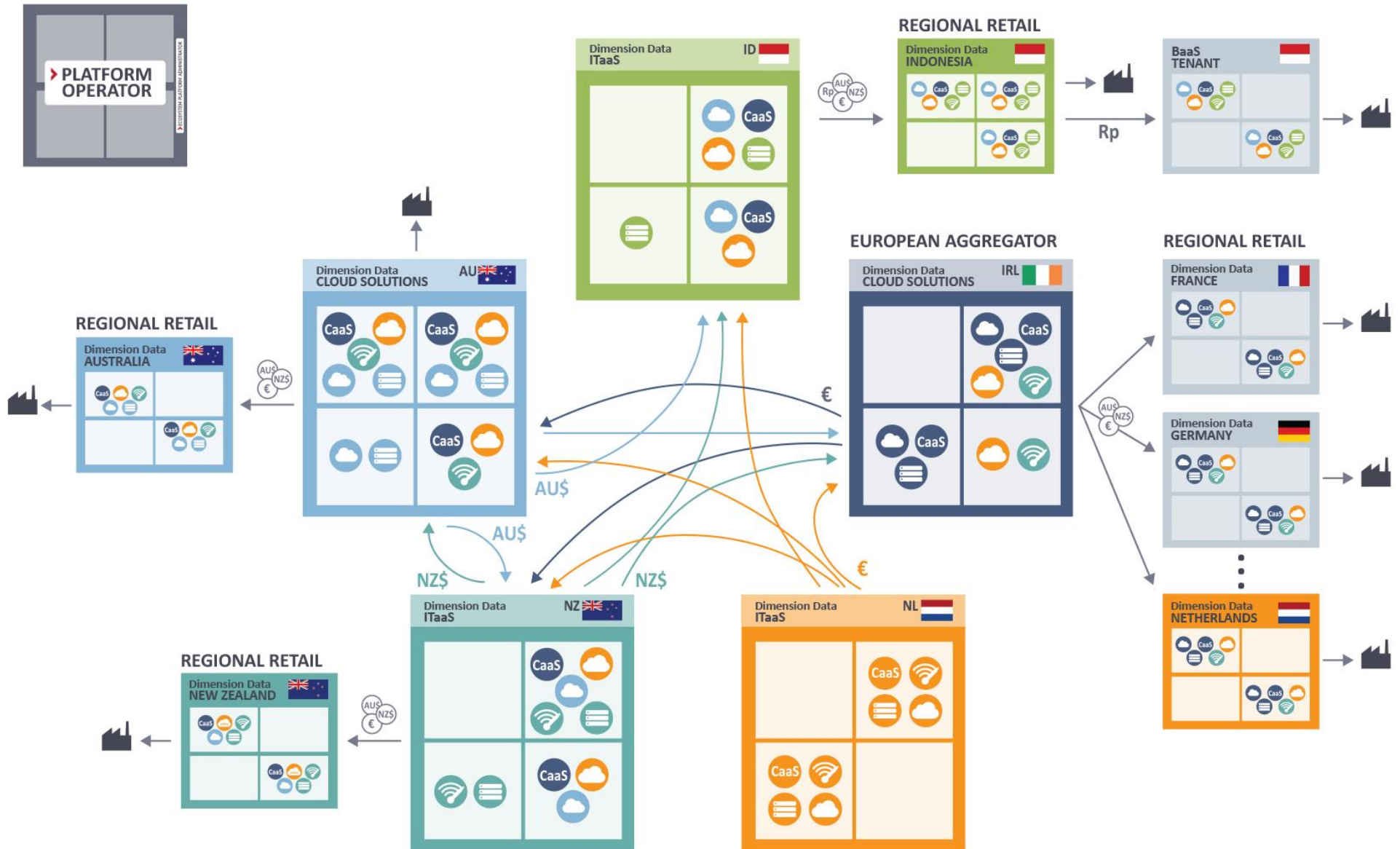
infonova R6

MULTI-TENANT BUSINESS ARCHITECTURE



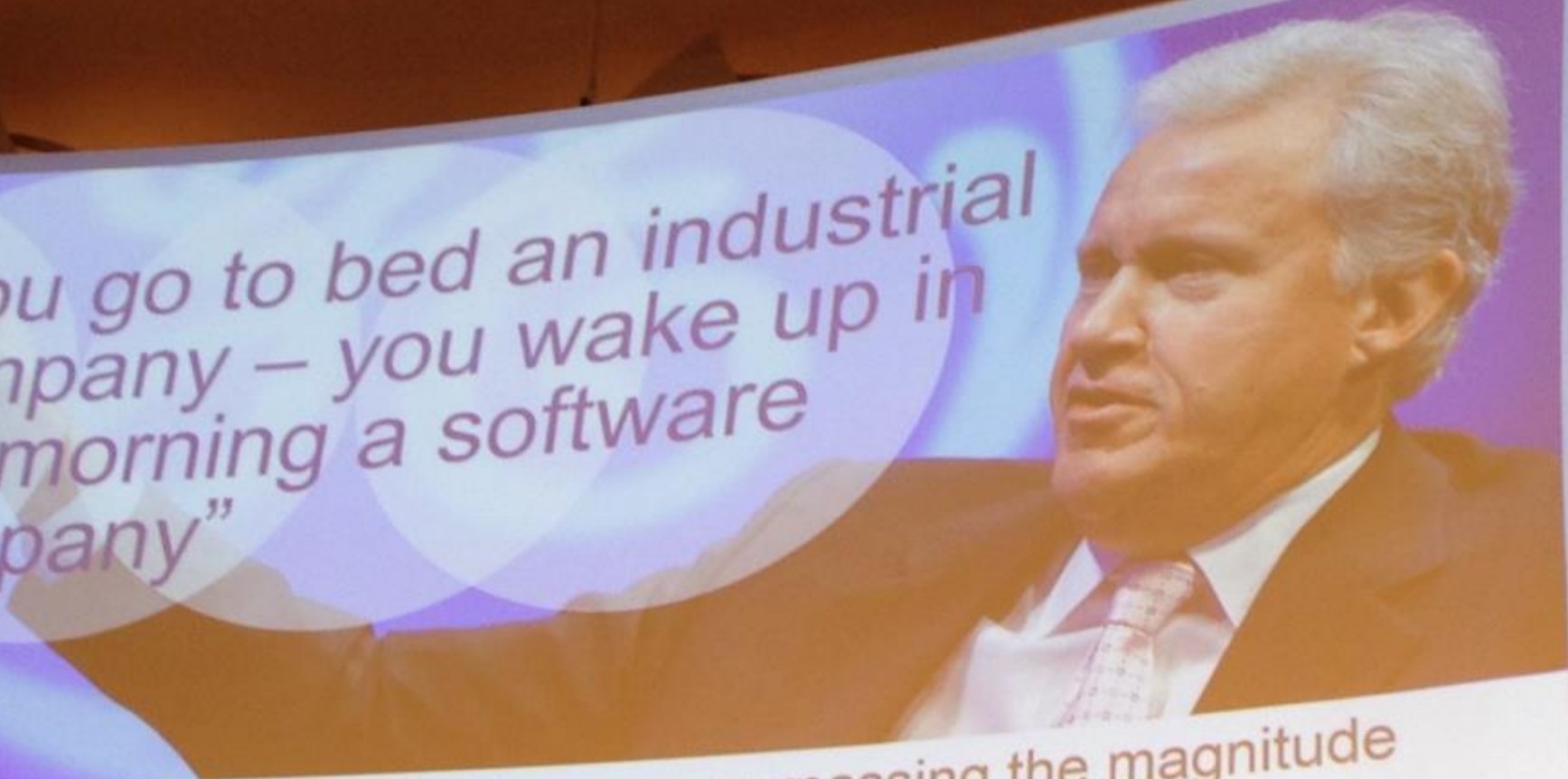
R6 Version 7.0 - Enhanced DEM Capabilities







“You go to bed an industrial company – you wake up in the morning a software company”

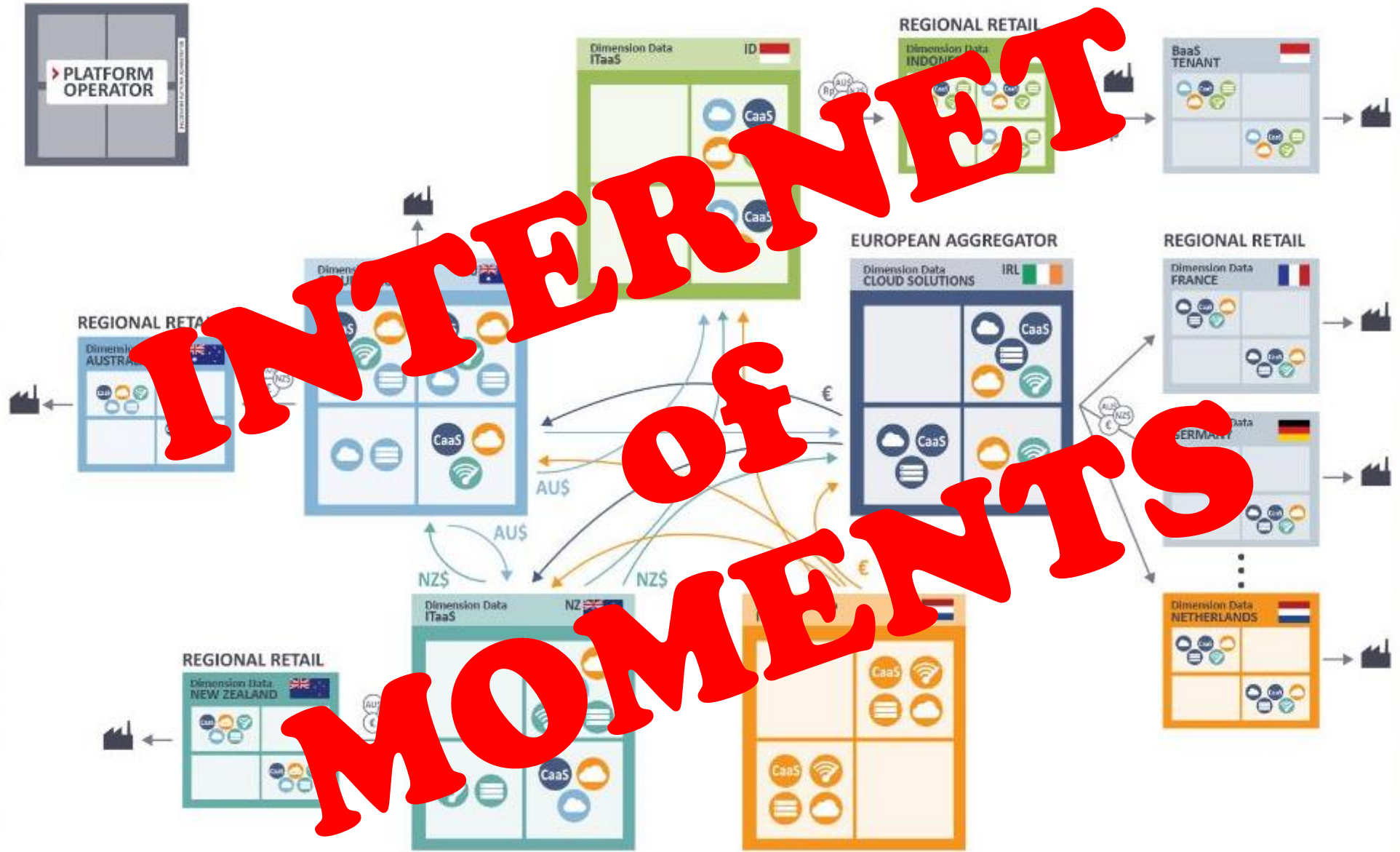


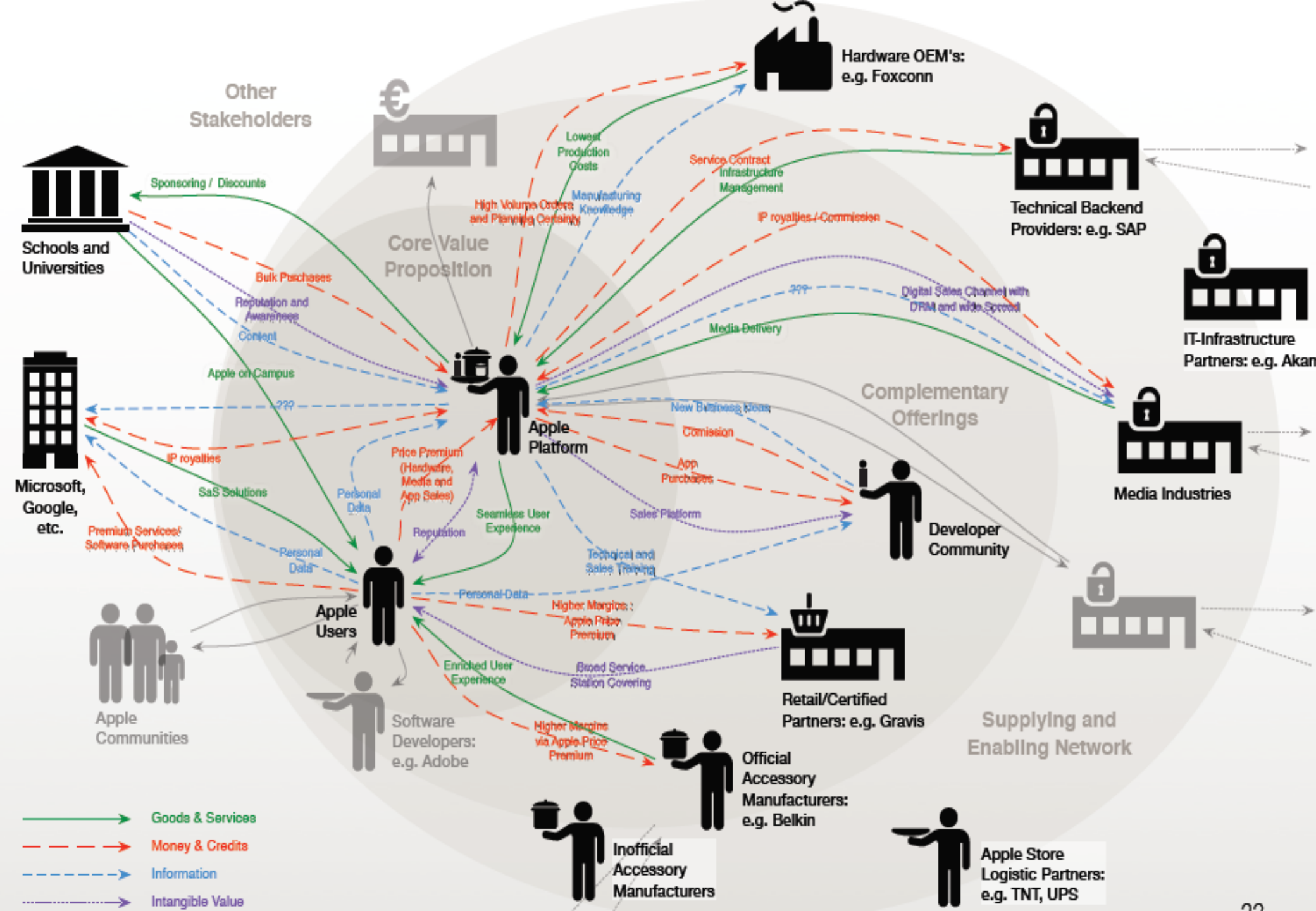
“ The real opportunity for change... surpassing the magnitude of the consumer Internet... is the Industrial Internet, an open, global network that connects people, data, and machines. ”

Jeff Immelt, GE Chairman & CEO

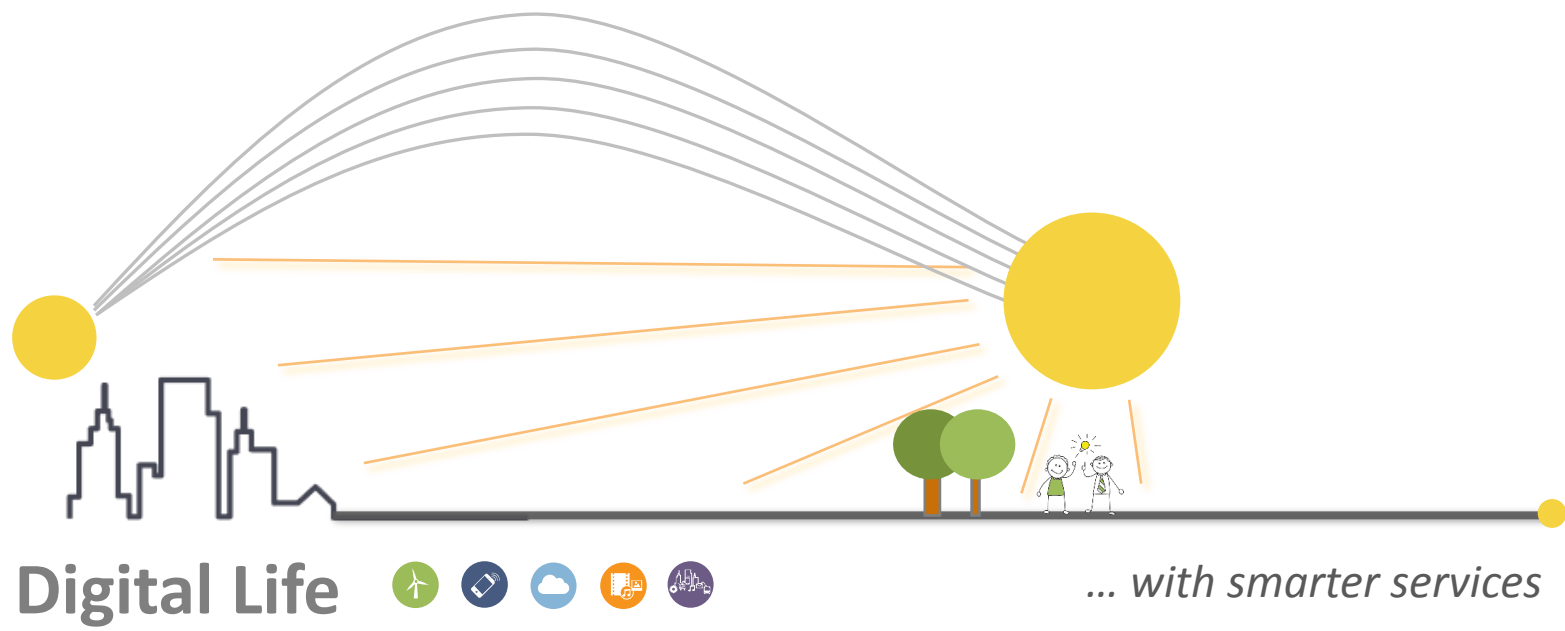
GESoftware.com | @GESoftware | #IndustrialInternet

Digital Life









The New Way to Grow

From Digital Moments,
to Digital Ecosystems,
for a Digital Life

Thank you

