

Blueprint of the Futures



Access over Ownership

Access to goods and services becomes more important than possessing them



New Production

Technologies allow individualized, on-demand production of digital and physical goods



Expanded Society

Anything, including machines, objects, and natural resources, can be an independent member of society



End of Public Anonymity

Automated recognition of individuals is easily linked to identity; privacy becomes scarce



Space Frontier

Humanity expands beyond Earth's low orbit



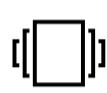
New Human

Human capabilities are enhanced through means such as gene editing and bioengineering



Open Knowledge

More knowledge is shared and freely accessible than ever before



Simultaneity

People can experience different realities at the same time; undivided attention can be applied across all realities



Ubiquitous Computing

Computing power is embedded in everything



New Mobility

Autonomous means of transport become widespread and changes participation, housing and urbanization



New Health

Prevention dominates the medical field, as analytics and diagnostics reach new milestones in a highly sensoric environment



Automation

Cognitive and manual tasks are performed by machines



Hyper-individualization

Everything from products to services to lifestyles is highly personalized to the consumer



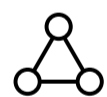
Addressing Social Security

New systems are developed to accommodate for technological unemployment



New Realities

Virtual worlds expand into the physical world. People can experience life through many different entities



Trillion Sensor Interaction

All objects are connected to each other: human-machine interactions are naturalized



New Organization

A dynamic workforce, composed of machines and people, acts closer to the end-user and leads to new forms of organization



Social Capital

Emphasis on social capital and methods of tracking make people's actions, skills and beliefs explicit and quantifiable to everyone and everything



Digital Immortality

Human memories are recorded, stored and replayed more than ever, digital footprints become active entities that reflect people's personalities



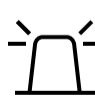
Extended Longevity

The global population is becoming older. New stages of life emerge



Understood Human

Machines know more about people's preferences, feelings and environment than people themselves do



Fight for Attention

More players try to get the attention of everyone and everything; new countermeasures are developed