

13 TRENDS FOR

2013

In 2013 we will see an Australian election that is bound to slow business and the economy down for a couple of months. We will see Europe and America continue to build a new normal around their economies and future as they continue to grapple with the legacies of the past.

We will see a year where innovation will become the buzz-word as we move out of a relatively deep cycle of global negativity and doom and gloom to one where we see possibility and renewed hope.

2013 has only just begun and it's already set to be crammed with innovation, gadgets, new thinking and challenges.

If you want to make sure you're listening to yesterday and speaking to tomorrow then here are my top 13 insights you need to consider when planning for 2013.

01

WISDOM WARRIORS – The answers we seek have got to be hidden somewhere amongst all of this information that we're drowning in. Internal records, online information, social media chatter, third-party providers... the list of information sources goes on. We know all of this stuff is out there and most probably could be useful, but how do you begin to make sense of it all? Welcome to the next frontier and the next set of tech billionaires. The rush is on for data gold and we will see a slew of one-stop digital solutions that offer to make sense of all of your fractured information and turn it into profitable one screen wisdom.

2013 will be a breakout year for a number of trends in business, education and technology, writes **Morris Miselowski**.

02

MOBILE EVERYTHING – This may sound old and ordinary, but the first mass used smartphone was only five years ago and the shift to this becoming our default personal assistant and digital best friend has been quick and taken for granted. As we continue to take great big gulps of digital oxygen from our devices, our addiction will only continue. In this post iPhone era, where our desire for mobile gadgets will be far less brand dependent and more about features, Apple will start to lose it's cool.

03

APPY DAYS – An industry that hardly existed five years ago is now mainstream, a viable career choice set to turn over \$12 billion next year. It has quickly moved beyond just being about angry birds and games, to having a serious business side, with these little digital front door keys poised to be the death knell of traditional websites.

04

BRING IT ALL TOGETHER – We want everything now and in one place and that's exactly what we're going to get. Much of this year's innovation will take lots of seemingly disconnected bits and pieces from lots of different places and put them together into one easy to use and purposeful space. The travel app that gives you a true door-to-door experience, booking you a taxi from home; let's you know if the plane is on time; checks you in; informs the hotel how far away you are and checks you into the hotel, and guides you to your room when you get there and opens the door for you.

05

THE WORLD OF OBJECTS IS COMING ALIVE – Near Field Communication (NFC) or a technical thingy that casts a virtual net from your mobile device to digitally connect you to your surroundings. This one has been in the wings for quite a while and we came close to a launch in 2012, but 2013 is make or break time for it and when it hits expect to get rid of your physical credit cards and start connecting with everything through that little electronic box in your pocket.

06

IT'S NOT RUDE TO POINT – The mouse and keyboard are so last century. 2013 is the year of the gesture, face recognition and voice. Every great sci-fi movie has this as a basic staple and now it's going to become common in an office and living room near you. Mobile devices, ATMs, cars, homes, TVs and even fridges will know your face and let you in. Want to change channels on the TV? Don't reach for the remote, just swipe your hand in mid-air.

07

FOUR EYES – 2013 will see the start of a new evolution in personal viewing displays and they will come buried inside ordinary looking spectacles and discreet contact lenses. Google and other developers will all have versions of heads up display glasses in 2013 and although it will take a while for them to come down in price and become mainstream, they will find a market.

08

DO IT WITH SOMEONE ELSE – There has been a fundamental shift in management style and business operations over the last decade. We have moved on from total obsessive control to a more collaborative and co-creative management and innovation space. Businesses of all sizes are synergistically and project specifically banding together to achieve common goals and ambitions, sharing resources and talents, but also disbanding and moving on, or having multiple co-creative experiences.

09

CHAMELEON COMPUTERS – BYOD aka Bring Your Own Device. One screen, multiple uses in multiple places. It's a work computer by day, a play computer by night and a friend in your handbag when you're out and about. No it's not three separate devices; it's just the one device you carry with you everywhere you go and the newest fad in businesses providing computer hardware and devices to their employees.

10

PRINT IT REAL – Need a replacement part for your tractor, but can't get it delivered for two weeks? No problem, print one out of your very own 3D printer. This love child of Star Trek's "Beam me up, Scotty" and your old fax machine, is the next big industry and will bring with it a fundamental shift in the way we manufacture, buy, deliver and innovate.

11

HEAD IN THE CLOUDS – Our insatiable hunger for 24/7 access to all of our information regardless of where and when we are, has now found a new saviour in the heavens. Cloud servers are becoming our preferred and trusted digital storage locker as we move from just storing our emails there to trusting it with our digital lives and information.

12

OUT WITH THE NEW AND IN WITH THE OLD (IN A NEW WAY) – Everything old is new again. In this world of ever-changing 'things' we are turning to the past, with a great big dollop of nostalgia, to reinvent what we've already had. Expect social media to become ordinary. For Facebook, Twitter and other online conversations to become less 'full on' and for us to become terribly blasé about all of this. New digital possibilities, apps and businesses will rise to refresh and update traditional offerings. Fashion, food and fun will also receive new twists on old themes as they make their comeback, yet again.

13

YOU DON'T ALWAYS NEED PROTECTION – The first person to market advantage has never been more important than it will become. With the world changing so quickly and innovative ideas abounding the timing involved in legally locking down ideas, innovations and inventions are becoming less practical and advice from top legal minds seems to protect your innovation as much as possible, but don't let it stop you being first to market. **TGR**

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