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# Why am I here today?

- Sanjay Kumar invited me
- President & CEO for Hexagon AB for 23 years, now its Chairman
- 20 years in the Geospatial Industry – Hexagon acquires Leica Geosystems
- “From tuna and day care to World Leader in Measurement Technologies”
- Greenbridge Founder and Chairman

greenbridge



# GWF

## The Future of Tech ...and its impact on Society



Rotterdam 14.05.24

# Trends to take notice of



Transforming **data** to (actionable) information with a **network effect** is the new oil.



**Robots** will take over more and more tasks from humans.



**AI** will enable everything from design via production to distribution and consumption of goods and services.



Humans will have **more time & choice** than ever – One size fits all is dead!



Economies of **scale** are slowly dying.



**Design** is therefore more important than ever (Physical, UX).

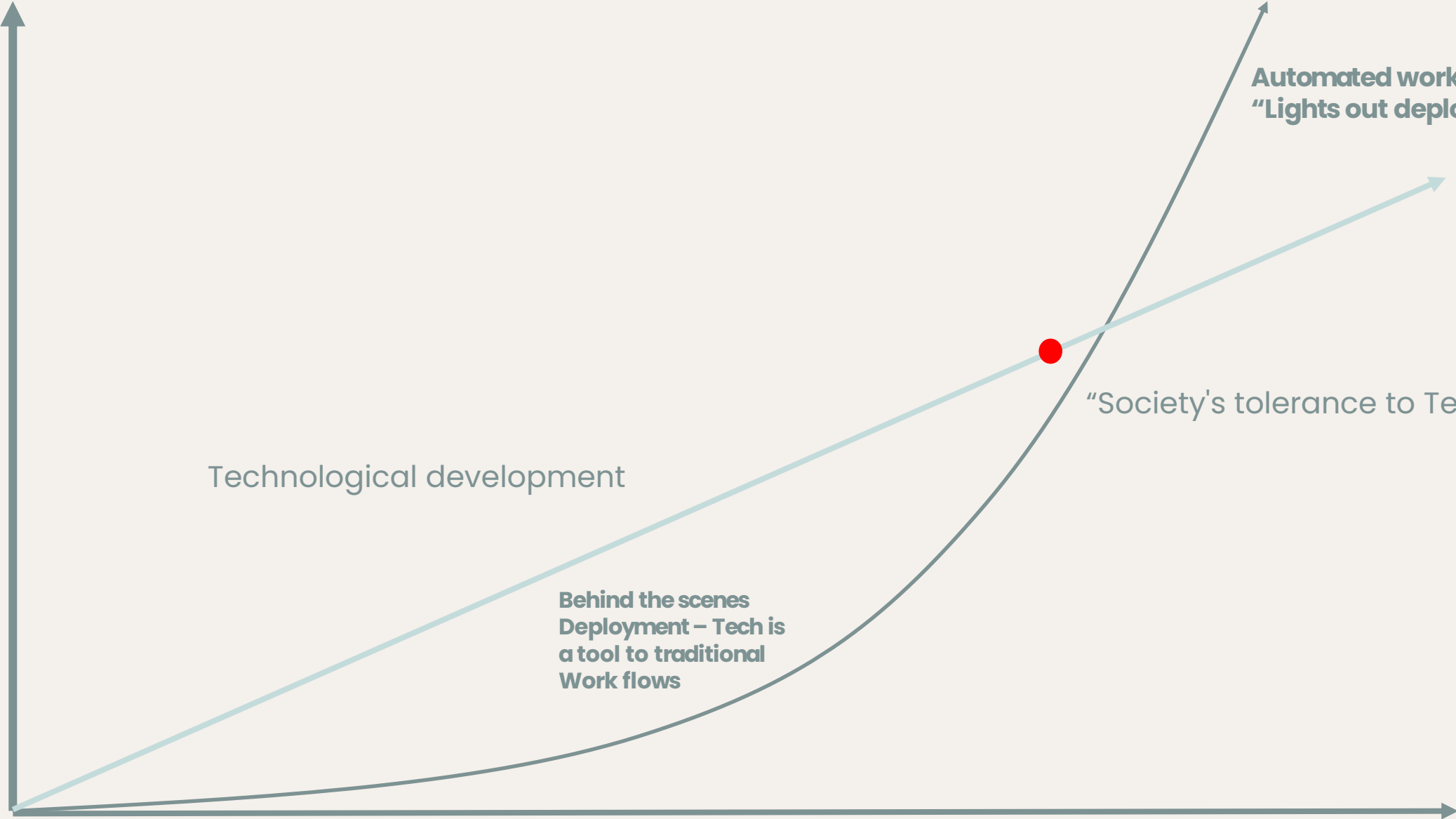


Consumers **subscribe** rather than buy.



**Environmental** crisis will not go away!

Rate of deployment



Technological development

**Behind the scenes  
Deployment - Tech is  
a tool to traditional  
Work flows**

"Society's tolerance to Tech"

**Automated workflows  
"Lights out deployment"**

Time

# The Humanoid Robotics Wave

- First Wave



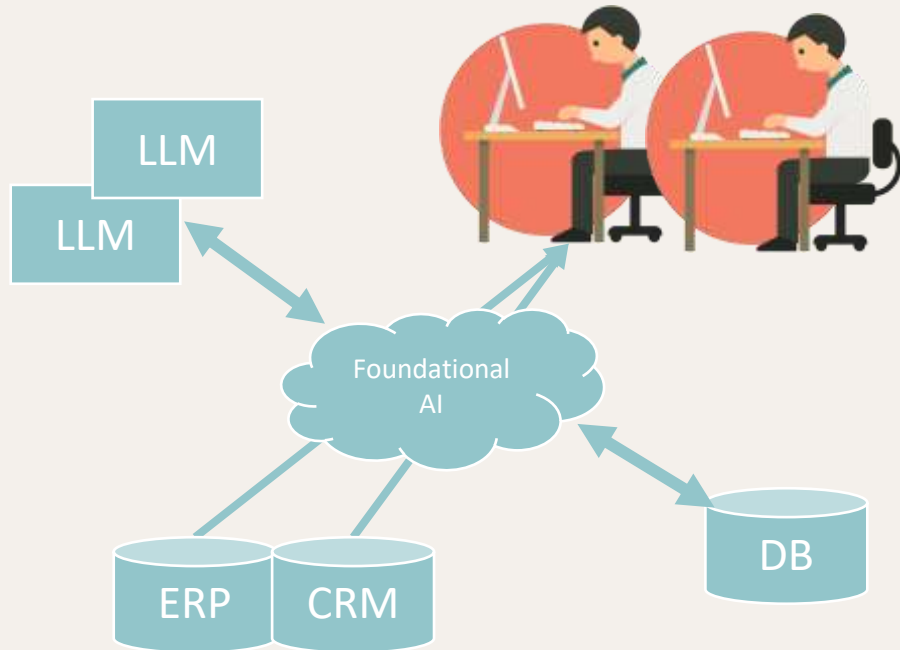
Manufacturing Shop Floor:  
Enclosed environments

- Second Wave

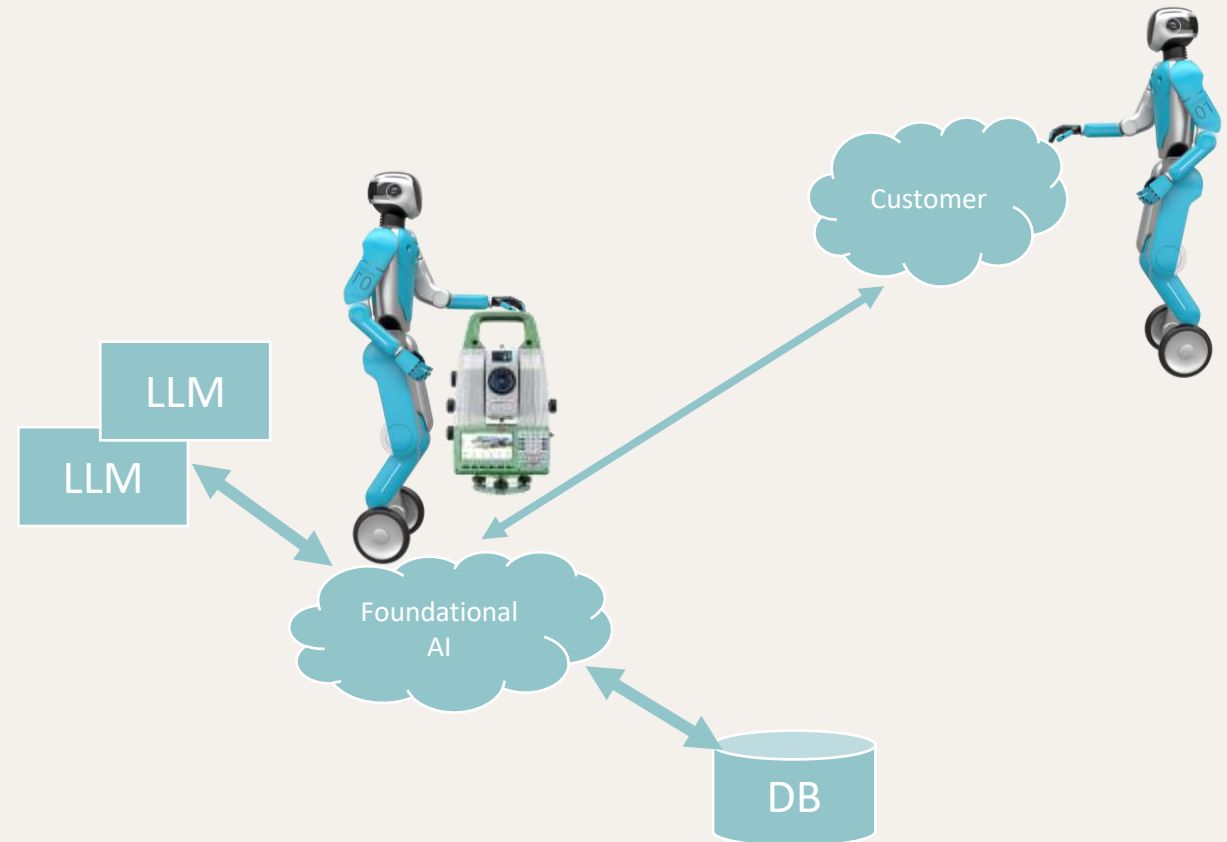


# The AI Wave

- First Wave



- Second Wave



# The larger Tech market

Physical world

Digital world



Product / Service provider

Wafers

Semiconductors  
Processors

Storage

Use cases

Delivery

Consumption



# What about us?



The average person spends a third of their lives at work – the equivalent of 90,000 hours...>45,000 hours are wasted...

