

—Megatrends & Changing Society



Copyright

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- 1) “ ”
- 2) “NEXT JOB - ”
- 3) “UN ”
- 4) “2020 ”
- 5) “ ”

Hate the name, love the trend. **TRYSUMERS** are transient, experienced consumers who are becoming more daring in how and what they consume, thanks to a wide range of societal and technological changes. Here's our stab at defining the phenomenon:

TRYSUMERS: "Freed from the shackles of convention and scarcity, immune to most advertising, and enjoying full access to information, reviews, and navigation, experienced consumers are trying out new appliances, new services, new flavors, new authors, new destinations, new artists, new outfits, new relationships, new *anything* with post mass-market gusto."

(광고에 식장한 소비자들이 스스로 인터넷에서 정보찾아 가서보고 맛보고 입어보고 직접 TRY 해보는, 즉 10년전 프로슈머들이 이제는 트라이슈머로 전환)

To get you going, here's a list of observations on what's encouraging a growing number of consumers to morph into **TRYSUMERS**:

"TRYSUMERS"





- Navigation is the new laissez faire.

Let's stick with travel for a moment: it's less risky to try out new destinations, paths, routes, and neighborhoods when equipped with a Garmin or TomTom device. From 2005 to 2006, sales of personal navigation devices (PNDs) in Europe and the US have doubled to 10 million units, and with the online world and GPS slowly converging, anywhere/anytime navigation will eventually be a given for adventurous **TRYSUMERS**. You figure out the ramifications for the world of leisure, but may we humbly suggest that 'off the beaten path' will never be the same? (종래 늘 가던 길만 가다가, 네비게이션 출현으로 개개인이 길을 개발하여 종착지에 도달, Try문화가 네비게이션으로부터, 매년 2배로 증가하는 네비게이션, 언제 어디서나 레저문화찾아 나서)



And how about the growing infrastructure of services that let [TRANSUMERS](#) rent instead of buy? From handbag subscriptions to super car sharing, a myriad of schemes make it possible for consumers to try out and sample (luxury) goodies, while spending just a fraction of ownership costs. (트란슈머는 프로슈머 트라이슈머등 이동변화하는 소비자를 말한다. 구매보다는 렌트, 리스, 접속을 원하는 신세대, 핸드백, 자동차 등 고급제품을 언제나 빌려서 쓴다. 소비자들의 새로운것이 뭐야 요즘 뭐가 나왔어? 라는 물음에 답을 주는 미래서비스.)

Consider this statement by fellow trend watcher Kristina Dryza: "Trying new things is the decadent alternative to ownership and permanency. Nothing is stopping you. Experiment. We're obsessed with new experiences, especially those 'first time' ones. Our senses have been dulled – things have become too easy and boring. We're always asking, 'What's new?' 'What's fresh?' First experiences often have self-transformation elements – try truffles for the first time and experience a new taste sensation; try the first truffles of the season and have the connoisseur experience."



Fashion brands have nailed TRANSUMERISM like no one else. From the very transient (and affordable) collections at [Zara](#) and [H&M](#), to innovative lease concepts that play to the temporary nature of the business, and to TRANSUMERS' desires. (트란슈머들, 가방, 보석, 파티드레스, 자동차를 온라인으로 주문하고 배달받고, 싫증나면 온라인으로 다른 물건으로 교체, 트란슈머가 미래 서비스산업)

At [Bag Borrow or Steal](#), the designer handbag rental firm, TRANSUMERS pay a monthly fee, pick and order handbags online and borrow them for as long as they like. Also check out [Be A Fashionista](#), [From Bags to Riches](#) and [Shoulder Candy](#).

Jewelry is the new rental handbag: [Bag Borrow or Steal](#) now offers [jewelry](#), too, competing with ventures like [Borrowed Bling](#) and [RK Jewellery Hire](#). And yes, you can rent that dress to go with your handbag: from [One Night Stand](#) and [Estella's Wardrobe](#) to [Salon Muare](#), this is all part of a lot of room to grow TRANSUMER infrastructure. More?





•**Trybertising:** Since advertising is as trusted (or appreciated) as a certain president with two more years to go, performance is once again becoming increasingly relevant. (Forrester reports that only 13% of US consumers admit that they buy products because of their ads, and a paltry 6% believe that companies generally tell the truth in ads.) So **trying out and sampling may well become the new advertising.** (화장품 샘플처럼 모든 광고에는 Try할 수 있는 샘플을 붙여 트라이버타이징, 미국인 13%만 광고보고 물건서. 6%만 광고내용이 진실이라 믿어)

Two years ago, we dubbed this growing trend [TRYVERTISING](#): "There's not even a 'relationship' anymore; there's a cold, calculating, experienced, and demanding consumer, and there are humble companies. So introducing yourself and your products by letting people experience and try them out first, is a very civilized and effective way to show some respect."

Not surprisingly, an entire TRYVERTISING infrastructure—from 30 second samples on iTunes to firms specializing in relevant product placement—is now in place, enabling consumers to try before they buy. Here's a list of (mostly recent) TRYVERTISING spottings that deserve attention if not copying, er....creative replication:



•**Quality is hygiene these days:** even TV sets and irons from obscure brands found at Wal-Mart work flawlessly. Another incentive to try out the unknown. And yes, to be less brand-loyal. A telling finding: only 26 percent of digital camera buyers say they would purchase the same camera brand in the future -- down from 35 percent in 2005, according to the J.D. Power and Associates 2006 Digital Camera Satisfaction Study.

(다리미가 고장나지 않는다. 이제는 새로운브랜드에 건강, 병균박멸개념 넣어야 팔려)

"While price and picture quality remain strong purchase motivators, competitive parity is making product features, functions and brand reputation less important to consumers," said Steve Kirkeby, executive director of telecommunications and technology research at J.D. Power and Associates. "In a market where there is increasing product parity, listening and effectively responding to the voice of the customer is crucial to manufacturers in providing products that will improve satisfaction and solidify loyalty."



2. TRANSUMERS and surprise

In an age of abundance, with a reduced need for constant securing of the basics, and goods so plentiful that the status derived from them is sometimes close to nil, the only thing that remains is consumption of the thrill, the experience, the new.

We spoke before of the Experience Economy, but perhaps a better name for it would be the Surprise Economy: not only do TRANSUMERS want freedom, they also want to be surprised, moving from one ephemeral experience to another, constantly trading in the fading for the blossoming.

Pop-up everything : Pop-up Retail (팝업으로 광고만 뜨는 것이 아니라, 트란슈머들은 상품과 공연등이 여러장소를 옮기면서 이거리에 팝업되고 저 장소에서 팝업으로 올려져 1주일간 개점, 공연하는 시장이 뜬다. 종래는 고정된 가게, 회사, 공장, 연극공연장이 미래는 팝업으로 옮겨다녀)

Our poster child of TRANSUMERISM and surprise has become so widespread, that the concept itself has become a 'fixed' part of branding strategies. (Three years ago, we said: "If new products can come and go, why can't the stores that display them do the same?") Here are some of the latest spottings:



[Venue VBOX](#) in Singapore is a portable store in a shipping container, which can be set up temporarily. Any place, any time. The VBOX enables a brand or company to follow an event they wish to align their brand with, or pop up where consumers least expect it. Tag along with a photography exhibition or set up shop temporarily at a large sporting event. Brands can even showcase items that consumers may not otherwise be able to purchase: just fill the VBOX with one-offs or special editions and you'll pull in consumers with the prospect of purchasing something unique. The VBOX comes self-contained and equipped with an iMac and iPod HiFi. To date the VBOX has housed collections by some of the fashion world's most prestigious names: Raf Simons (Prada Group) and limited PUMA designer co-labs by Alexander McQueen, Christy Turlington, Mihara Yasuhiro as well as CDs, magazines, books and Motorola phones.

In the same vein, Japanese clothing retailer **Uniqlo** recently transformed two bedroom-sized [cargo containers](#) into stores, toting them through New York City to introduce New Yorkers to the brand. Clothes were stacked in a wall of cubbyholes across from a set of slim windows. The containers were designed by urban design agency [Lot-ek](#).

And keep an eye out for the new **Nike** pop-up store, opening its temporary doors in SoHo (476 Broome Street), New York on 11 November 2006. Promoting the Nike Air Zoom LeBron IV, requisite limited editions will be on sale for only one week. This summer, in Berlin, **Nokia** opened a 72-hour store, well, lounge, coinciding with the Love Parade. And so on. Pop-up [restaurants](#), [pop-up concerts](#), [pop-up bars](#) and [pop-up galleries](#) are a dime a dozen now, too. It's no longer a matter of understanding their appeal, but a matter of introducing your own, preferably in novel ways.



Homme des Garçons just opened a new 'Play Box' shop outside their regular store in Aoyama, Japan. The Play Box will only be open for one month and will sell special items (source: [HypeBeast](#)).



3. TRANSUMERS and BEING SPACES



So what happens when **TRANSUMERS** literally are in transit? For one, the proliferation of **BEING SPACES** and **BRAND SPACES** (“commercial living-room-like settings in the public space, where catering and entertainment aren't just the main attraction, but are there to facilitate out-of-home, out-of-office activities like watching a movie, reading a book, meeting friends and colleagues, and so on”) is making it easier than ever to leave domestic or office hassles behind. This phenomenon has been building for a while, of course: back in 1990, sociologist Ray Oldenburg coined 'The Third Place', describing dependable places of refuge, where one can escape the demands of family and bosses, and thus temporarily forget about one's sorrows and shortcomings. To see loads of examples of how **BEING SPACES** and **BRAND SPACES** accommodate **TRANSUMERS** in novel ways, please check out an earlier [briefing](#) on the topic.

And no, we can't do a briefing on **TRANSUMERS** without looking at the latest developments at airports (but it could as easily have been hotel lobbies, or cruise ships, or train stations), which have become both giant **BEING SPACES** and shrines to **TRANSUMER**-style surprise and commerce:

Australia's [Gourmet Traveler](#) magazine now operates stores at Australian airports. The magazine's partnership with **HDS Retail Asia**, together with a range of **Gourmet Traveler** books and magazines. Food products include extra virgin olive oils from Australia, artisan mustards, jams, sauces and aged cheeses. There are currently four stores: two stores each at Qantas Domestic Terminals at Melbourne Airport and Perth Airport. Turning a **TRANSUMER** magazine into a retail outlet:



Tech is a grateful source for TRANSUMER-style innovation as well. Launched this summer at Schiphol Airport, [Fuel for Travel](#) lets TRANSUMERS download travel guides, music, audio books, tv shows and movies to their MP3 players and other digital devices. Located in Schiphol's Departure Lounges 1 and 2, the Fuel for Travel hubs feature listening and viewing stations for travellers to browse digital content. Once they've found what they want, they can dock their device, pay by credit or debit card, and download the material. Pricing is similar to that of online music and video downloads. A wide range of devices is supported, including MP3 and MP4 players, phones and PDAs.



(여행연료: 여행가이드, 오디오북, 인터넷북, 쇼 무비 음악다운로드를 공항에서 단번에)

More from Schiphol: their latest TRANSUMER concoction is [Schiphol Weddings](#), a just-launched wedding service enabling couples to 'say yes and go'. Wedding planners are available, and ceremonies at the airport (where escape can be fast and anonymous) are conducted by a registrar from the Municipality of Haarlemmermeer.

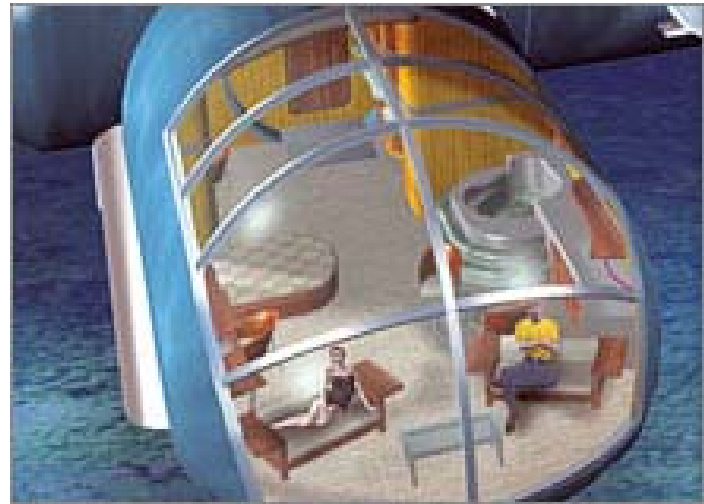
Yet another important angle on TRANSUMERS: moving from the fixed to the ephemeral might just have some positive side effects for the environment. More services and less goods, more re-use by buying and selling second hand goods, more shared ownership... (Needless to say, if temporary becomes environment isn't as rosy.)

3. TRANSUMERS and the ECO-ECOSYSTEM



Vacations in outer space

해저, 우주여행 상품유행. 지구의 71%기 해양으로 엄청난 유희공간활용 해저레저주택, 신선한 해산물 상시공급, 다양한 오락, 담수정수기로 소금기 제거한 물 공급가능, 1984 뉴욕월드페어시 해저 만피트 도시건설계획 발표 호텔 아틀란티스등 건설 중



FROM: POSEIDON RESORTS

(Business 2.0 Magazine) -- We've been promised many things in the world of Tomorrowland: jet packs, flying cars, picnics on the moon. We remember those pledges, ruefully. But with all of our attention on the skies above, we tend to forget about the seas below and another once-popular 21st century prediction: that **one day we'll be living on and under the oceans**. The idea isn't so far-fetched. As Earth gets increasingly crowded and polluted, some 225 million square miles of prime real estate representing **71 percent of the planet's surface is largely unused. It's remarkable considering the oceans promise plenty of living space, fresh seafood, entertainment, and desalinated water.** Surely, technology can make this happen.

Turns out, it can and it soon will – if not quite the way we first imagined. But before diving into what the near future holds, let's resurface what the distant past once promised.

In 1964, at the New York World's Fair, [General Motors](#) ([Charts](#)) sponsored an exhibit of the "near future." The model featured a city 10,000 feet under the sea, with atomic submarines cruising in and out of the Hotel Atlantis and nearby "Aquacopters" mining for minerals and drilling for oil.

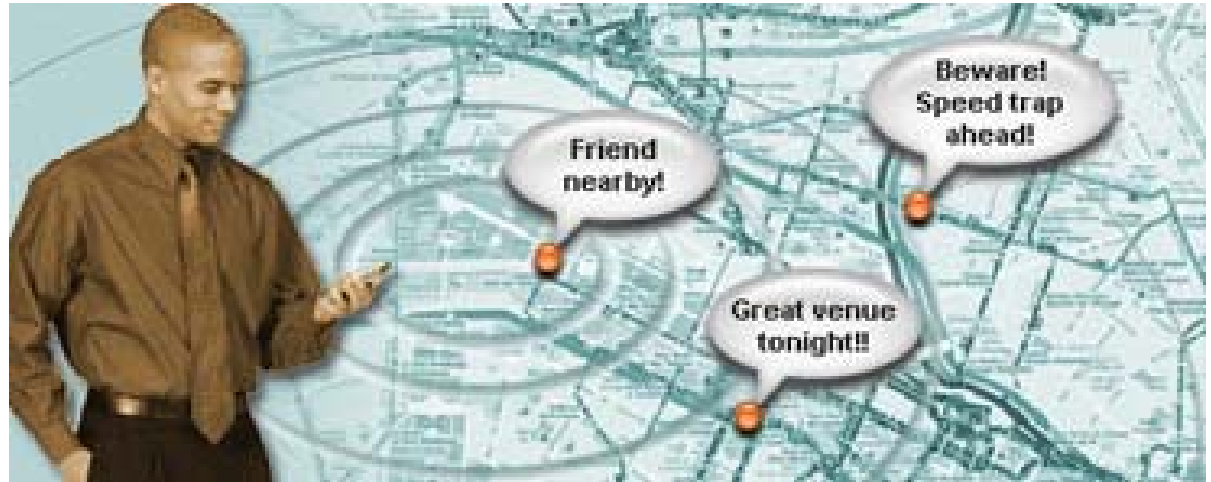
Famed oceanographer Jacques Cousteau, meanwhile, was busy chasing his own underwater dreams. His experimental habitat, called Conshelf, was built 85 feet below the ocean's surface and was intended to be the future home of a new human species, dubbed Homo Aquaticus, with gills for lungs.

Needless to say, Cousteau's vision ran into some stiff currents. After Conshelf "Aquanauts" complained about lack of light, no privacy, poor appetites, and too much helium in the compressed air, the experiment was abandoned. Then the Space Race took off – and our collective imagination turned to the cosmos.

Half a century later, a renaissance of ocean-living dreams is underfoot.

The most tangible signs are two altered versions of GM's Hotel Atlantis, at least one of which could be open for business next year.

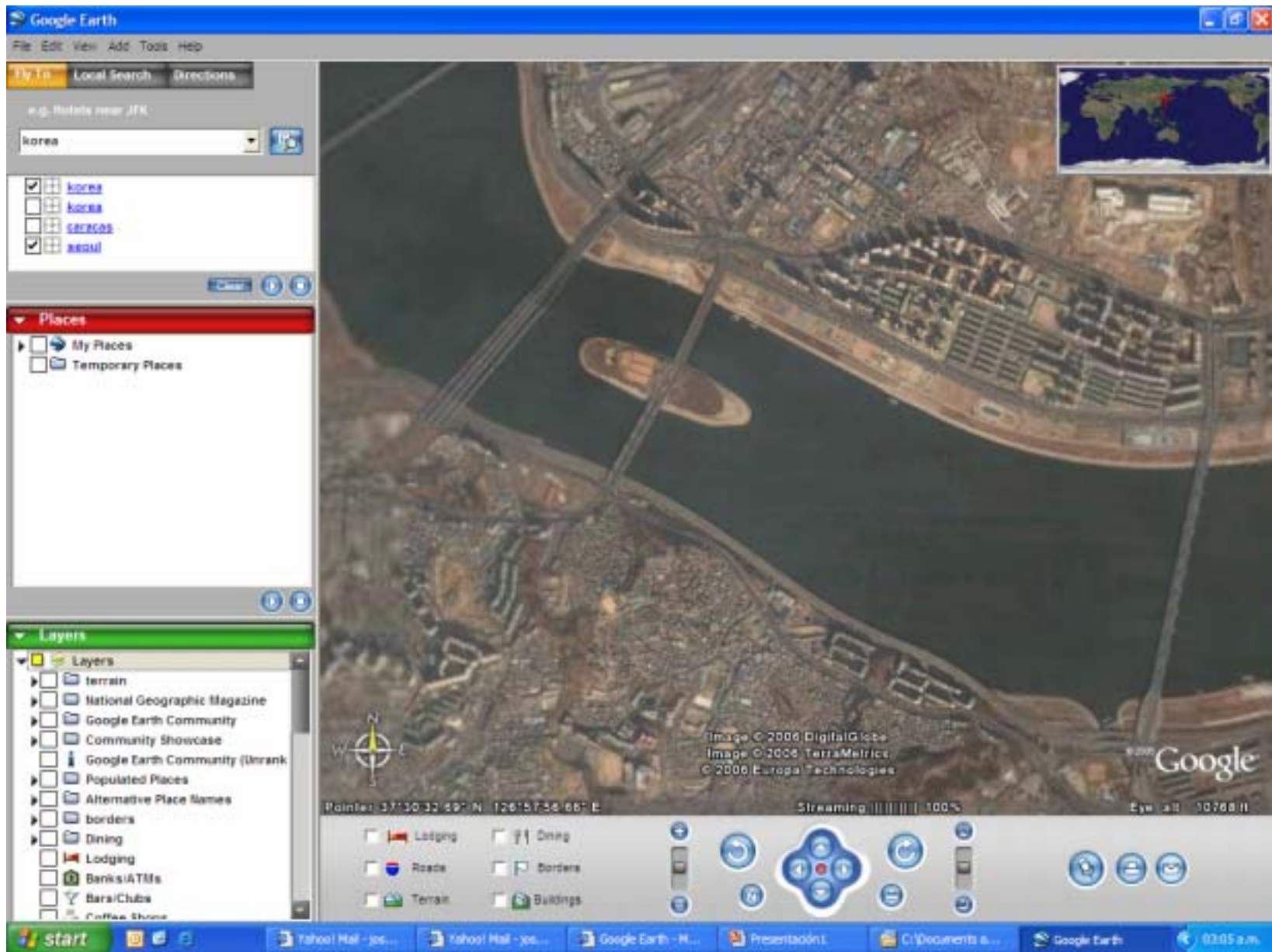
'WaveAlert' is a wireless operator infrastructure that enables wireless operators to notify their customers when they are near something important to them, from a speed trap to a good friend who happens to be in their area.



(노키아 인텔케파탈 이태리 텔레콤지원을 받는 웨이브마켓을 SK텔레콤이 소프트웨어를 사들여, 구역접근알림서비스를 통해, 구역에 친구접근 구역의 재미있는 행사안내, 자동차 속도위반 경고음을 제공하는 서비스 개시, 코펜하겐의 “Who is in town?” 또한 부근 바아, 클럽, 커피숍, 레스토랑에 친구가 나타나면 알림경보를 줘 번개팅 가능)

Sounds ambitious? It doesn't hurt that WaveMarket is backed by Nokia Venture Partners, Intel Capital, and Telecom Italia. And they also did quite well by closing a recent deal with SK Telecom, Korea's leading mobile operator, which purchased WaveAlert software to power the first-ever location-based alert wireless service. The Asian carrier will deliver the first products to the Korean market in the next calendar quarter. Which European carriers to follow?

- Across the pond, in Copenhagen, location/community start-up [Hvem er ibyen](#) (Danish for 'who's in town') has developed a positioning service that should gel with the SMS generation worldwide. **When entering a participating bar, club, coffee shop, lounge or restaurant, Hvem members scan their free ID-card at a terminal, which then automatically notifies a pre-selected group of friends** about their whereabouts by sending them a SMS/text message with the card holder's name, the time and the venue he or she just entered. The same information can also be tracked on a dedicated website, only accessible to the same group of friends. In Hvem's own words: "They know where you are, and you know where they are – and then it's **easy for you to go party together!**"



Fly To Local Search Directions

e.g. 37 25.810' N, 122 45.34' W

washington, dc

- [washington, dc](#)
- [cali](#)
- [medellin](#)
- [bosnia](#)
- [kuwait](#)

Clear

Places

- My Places
- Sightseeing
 - Mount St Helens
 - Three Sisters
 - Area 51
 - Grand Canyon
 - Niagara Falls
 - Yosemite National Park
- default
 - Google Earth default view
- Temporary Places

Layers

- Layers
- terrain
- National Geographic Magazine
- Google Earth Community
- Community Showcase
- Google Earth Community (Unrank)
- Dining
- Lodging
- Banks/ATMs
- Bars/Clubs
- Coffee Shops
- Shopping Malls
- Major Retail



Pointer 38153.33736° N, 77702.04787° W elev 10.0 | Streaming | 100% | Eye full 1499.0

Lodging Dining
 Roads Borders
 Terrain Buildings

Rooftop Advertising for Google Maps





Trend #6 Expect Big Surprises

Detroit's Biggest Nightmare?
Not Honda or Toyota



The car of the future could likely come in a box and will be delivered via FedEx.



Need a new part? Just go online and order it.

Think FedEx, not car dealerships.

Think smart engine modules that pop in and out, not auto mechanics.

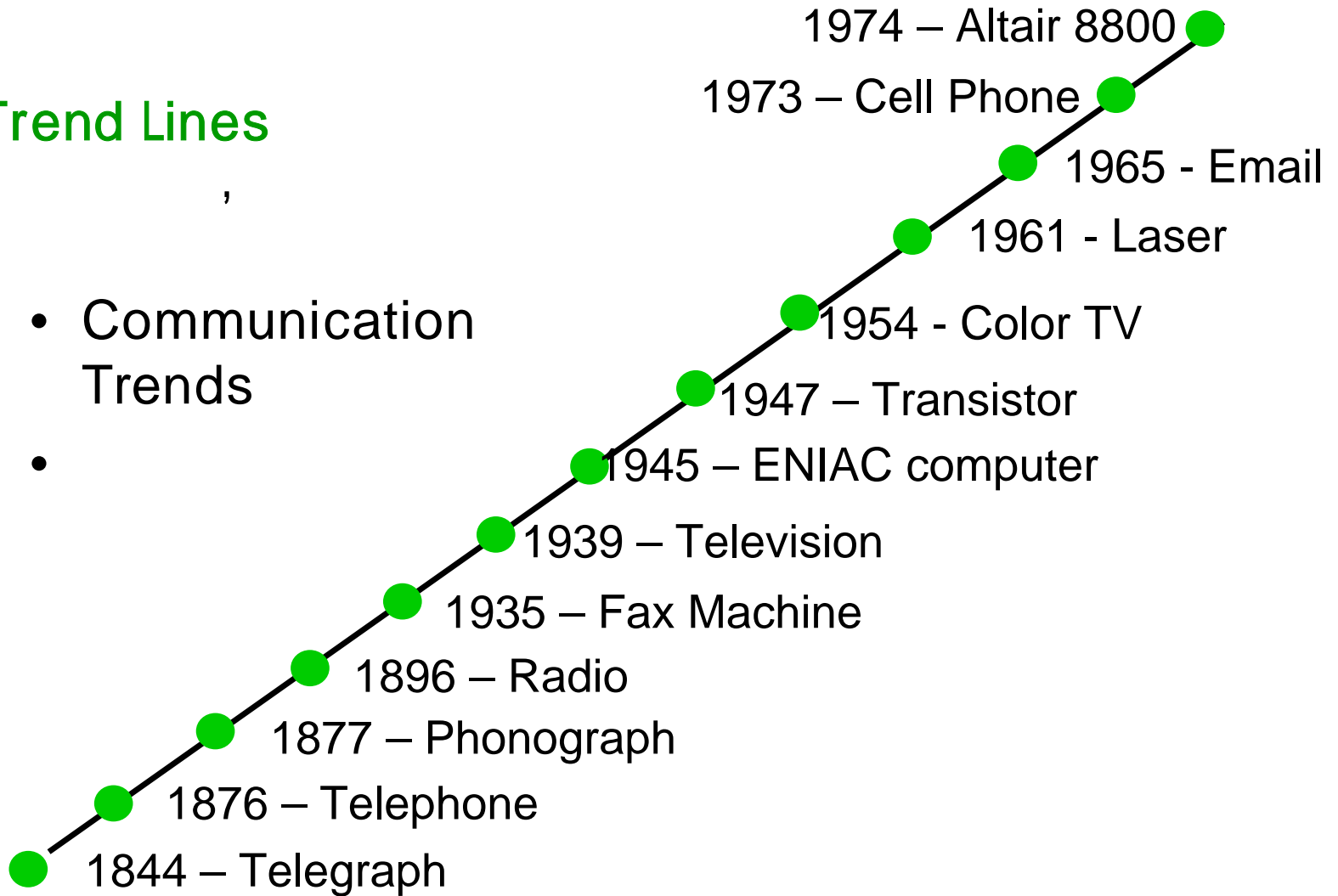
Think Wal-Mart, not Midis Muffler

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Trend Lines

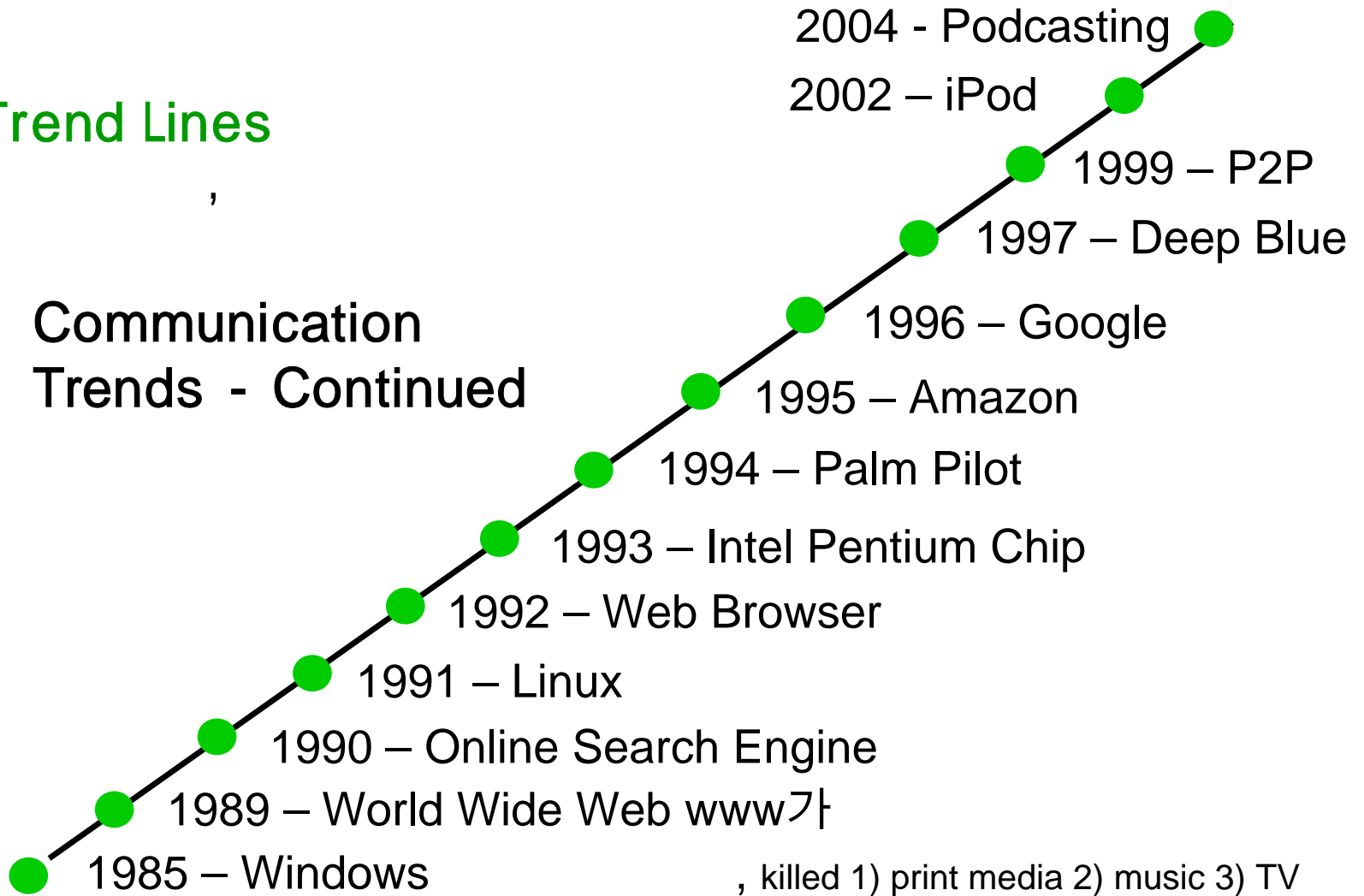


- Communication Trends

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Trend Lines

- **Communication Trends - Continued**



가

- 2005
5000 , 3000 , 500 , 200 , 50 (50 ,) () 10 /
- / cia
- 1985 , 2015 Cybernow, 2025 가 Tele everything,
- 25 : EU, WTO, Internet, World Wide Web, PCs, cell phones, Space Shuttles orbiting the earth
Asymmetrical warfare , Cloned Sheep, robots on Mars , AIDS, genetic sequencing for drugs , Globalization ,
Many believed we would have nuclear WW III
3
- 가 (2025
- 2000 -2035
- 1950 - 2025 1
- 1900 & - 2000 2 , 2015 1 , 2025 2 & 가

A Personal Experience

2006

Measure	MIT's IBM 7094	Notebook Circa 2003
Year	1967	2003
Processor Speed (MIPS)	0.25	1,000
Main Memory (K Bytes)	144	256,000
Approximate Cost (2003 \$)	\$11,000,000	\$2,000

24 Doublings of Price-Performance in 36 years, doubling time: 18 months not including vastly greater RAM memory, disk storage, instruction set, etc.

MIT Media Lab: \$100 laptop



<http://www.medisoncelebrity.com/product.html>

The Medison Celebrity \$150 Computer



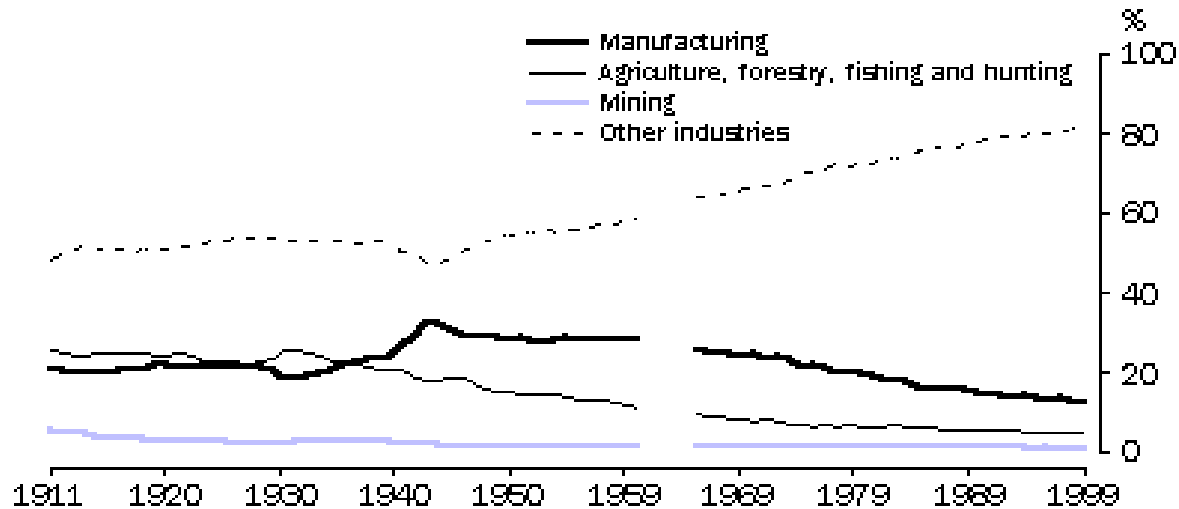
A Future in what Sort of World?

?

- Global population grows 50% to 9 billion in 2050
- 2050 90
- Middle class grows 300 % from 7.5% to 16% of global population by 2030
- 2030 300% 가
- In 2005, the world produced more transistors, at lower price, than grains of rice
- 2005
- In 2020 - the number of graduates will exceed the total world population in 1920
- 1920 2020 가
 - 2.5 billion people connected to the Internet
 - 25
 - average global temperatures increase 1 deg.
 - 1
 - knowledge increased tenfold 10 가

Declining Share of Labour Market , GDP 12%

6.45 EMPLOYMENT BY INDUSTRY



Source: Keating (1973) 1910-1961; Labour Force Survey 1966-1999

2010: Computers disappear

2010 : 2006. 7. 30.

- Images written directly to our retinas
-
- Ubiquitous high bandwidth connection to the Internet at all times
- 24 365
- Electronics so tiny it's embedded in the environment, our clothing, our eyeglasses
- , , , 가
- Full immersion visual-auditory virtual reality
- 가 가
- Augmented real reality
- 가
- Interaction with virtual personalities as a primary interface
- 가
- Effective language technologies
- 가 가

2029: An intimate merger of computer and man(가)

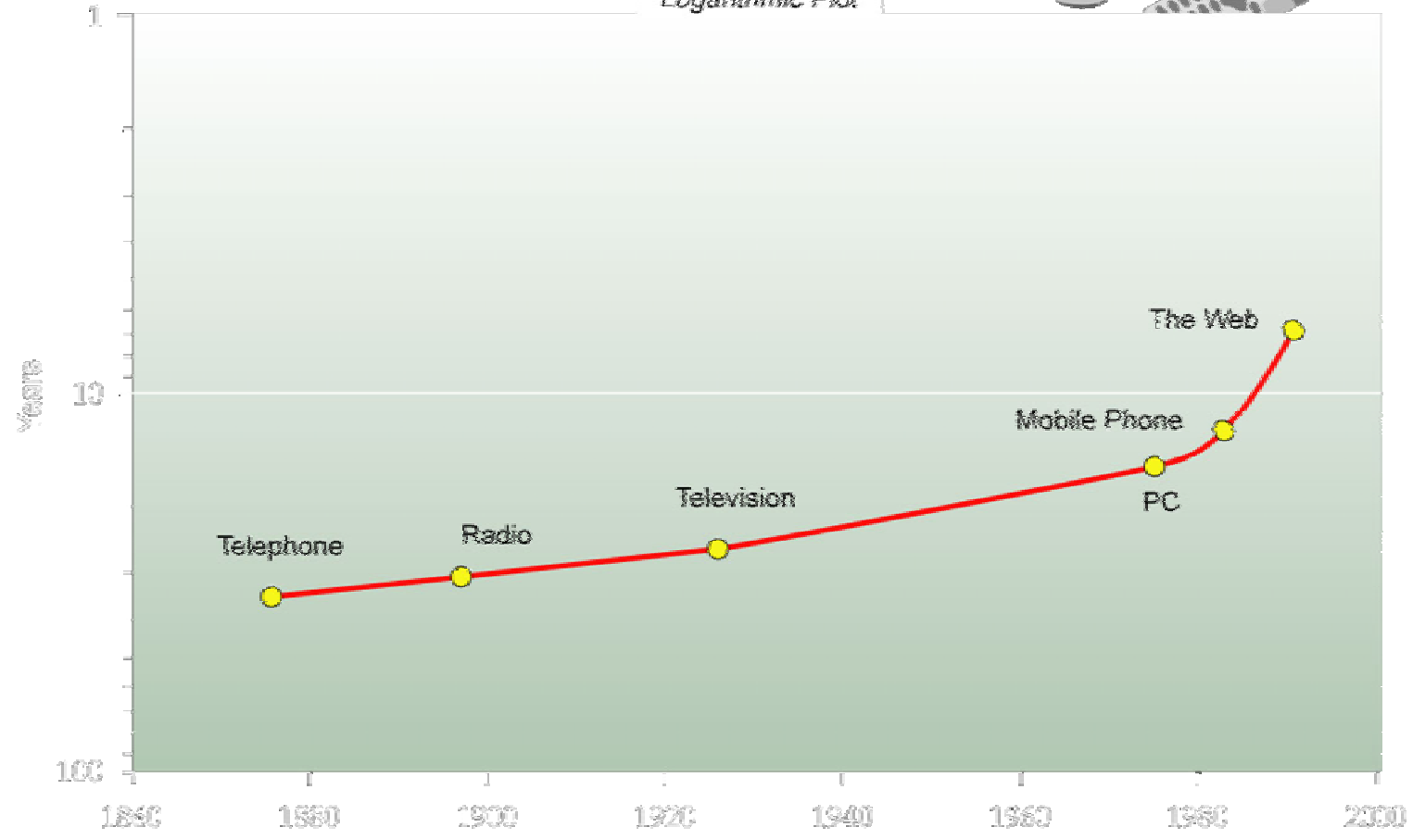
- \$1,000 of computation = 1,000 times the human brain
- Reverse engineering of the human brain completed
- Computers pass the Turing test
- Nonbiological intelligence combines
 - the subtlety and pattern recognition strength of human intelligence, with
 - the speed, memory, and knowledge sharing of machine intelligence
- Nonbiological intelligence will continue to grow exponentially whereas biological intelligence is effectively fixed

Mass Use of Inventions

Years Until Use by 1/4 U.S. Population



Logarithmic Plot



Evolution of Computer Power/Cost

MIPS per \$1000 (1998 Dollars)

Million

1000

1

1

1000

1

Million

1

Billion

1900

1920

1940

1960


1980

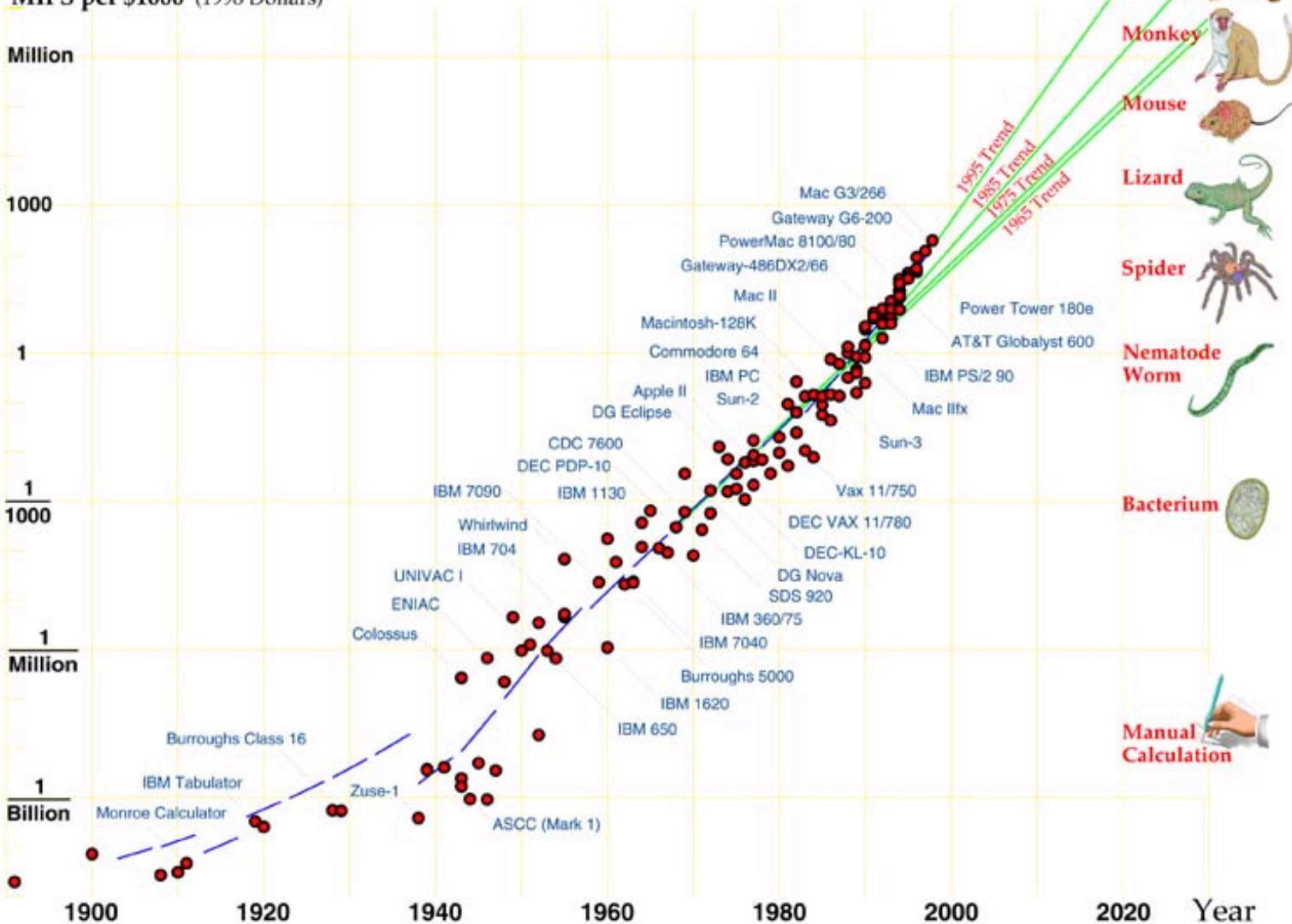
2000

2020

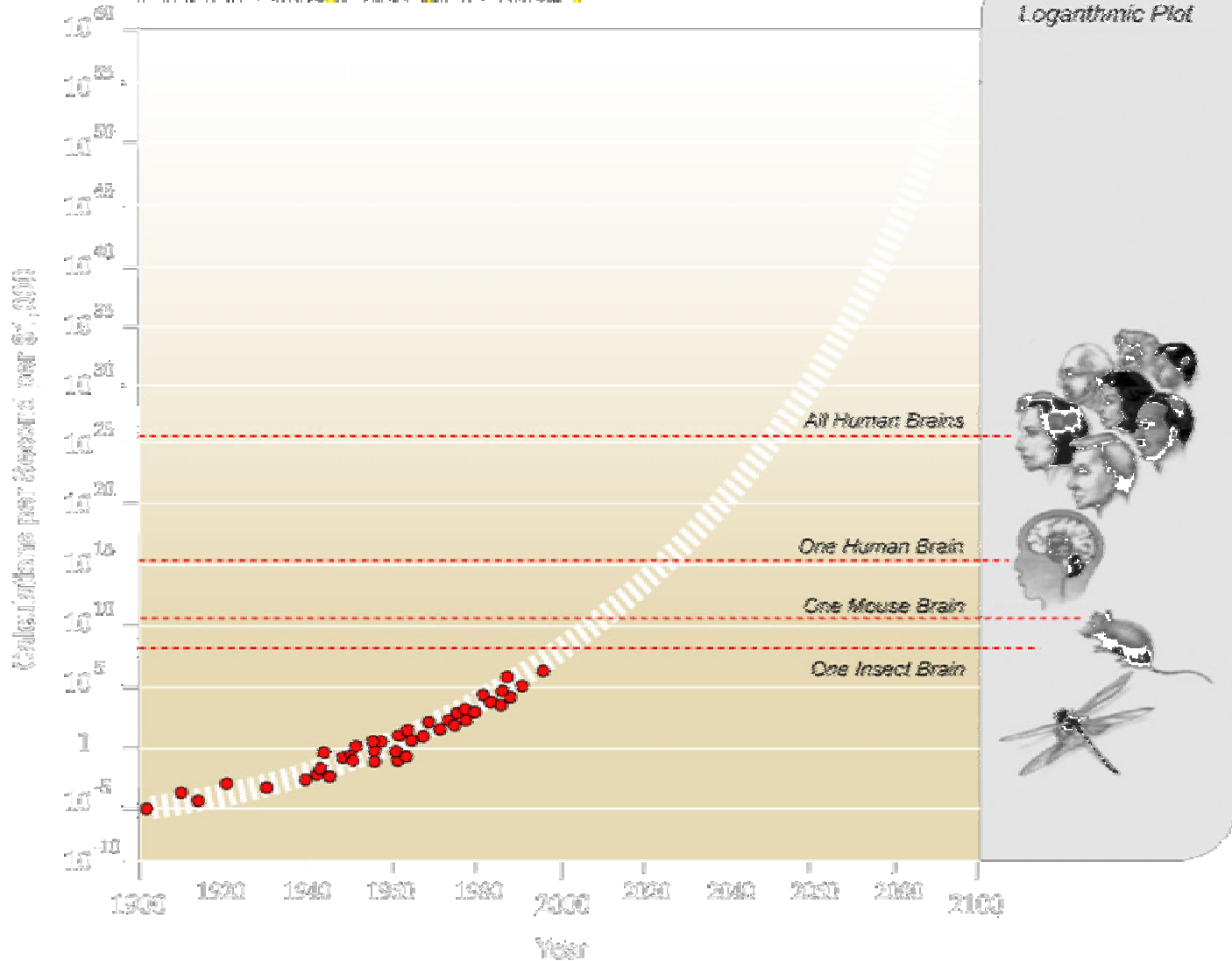
Year

Brain Power Equivalent per \$1000 of Computer

- Human 
- Monkey 
- Mouse 
- Lizard 
- Spider 
- Nematode Worm 
- Bacterium 
- Manual Calculation 



Exponential Growth of Computing Twentieth through twenty first century



가 가

KJ (KJ Kuchta), Forensics Consulting Solutions

- “2050 ” 2007
- 28%가 , 66%가 , 30-55 가 57%, 45%가
가 , 가 55%, 가 26%, 가 16%.
가 , 49%가 , 27%가
- 1956 IBM 가 , 1 1000
가-1) , 2) 가 , 3) 가 , 4) , 5) ,
6) , 7) 가 .
- 2050 . 1 2000
- 2004 9 , 2004
4
- 2005 2 , 488
 , 400 , 2007 5 가 50%
가 , 30
- 1997 4.7 가, 2000 15 가. 2005 100 가 USB가 ,
2010 1 USB 가 .
- , 가 ,

Acceleration of change

, : 50 , 5 , 500
50 , 10 , AI ?

Paradigm ()	Knowledge (books)	Time (years)
Spoken language	1	500.000
Written language	10	5.000
Printing machine	100	500
Computer	1.000	50
Internet	100.000	10
Artificial intelligence	100.000.000	?

The number of broadband subscriptions in OECD countries rose from 157m, or 13.5 per 100 people, in December 2005, to 197m, or 16.9 per 100 people, a year later. Denmark and the Netherlands top the chart, with more than 30 subscriptions per 100 people. Both countries overtook South Korea, the leader for several years, and Iceland. Economist.com, Apr 26th 2007
www.economist.com/daily/news/displaystory.cfm?story_id=9070100&fsrc=nwl

Era/Age	Product	Power	Wealth	Place	War	Time
Agricultural/ Extraction	Food/Res /	Religion	Land	Earth/Res /	Location	Cyclical
Industrial	Machine	Nation-State 가(1848)	Capital	Factory	Resources	Linear
Information	Info service	Corporation ()	Access (google 90)	Office	Perception /	Flexible
Conscious- Technology	Linkage	Individual ()	Being (=)	Motion (1 , ;)	Identity (,)	Invented

40

www.2100.org

	1900-1940	1940-1980	1980-2020	2020-2060	2060-2100
	16-24	24-50	50-80	80-85	85-70
가		,	,	,	,
		,	가,	가	,
		,	가	,	,
	,	,	,	,	가 ,가
,			,	,	,

	1900-1940	1940-1980	1980-2020	2020-2060	2060-2100
			가,	가,	
		TV			
	1929				
	가 1,2		가		
	가				
					가 ,가

3

2050 3

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1. - 2020 : 56 (19 17) / 16 / 13 4 /
7 / 5 / 3 (CIA 2020)

- 가, 가, 가
- 1900 50%, 2005 20%, 2050 2%

- 2050 89 (16 / 14 / 4 2 / 3 3 /
3 / 2 6 / 2 / 2
- 2005 65 . 2050 89 , 2100 60 , 2150 36

- , 12 / 11 / 3 / 2 2 / 1 8 / 1
/ 1 5 6 / 1 4 4 / 1 3 4 / 1 2 8

2. 2050 GDP 6%- 50% 가(Diana Farrell):

가
10% 2008 2 . (25% 가
2006. 1-2)

3. 2050 가 : ,
- 2006.1.2. - 1.29 2006 1 2774 ,

- 2050 1 , 2100 6 , 2200 1 , 2500 10 , 3300
- 18-65 2050 . 2005.12 2

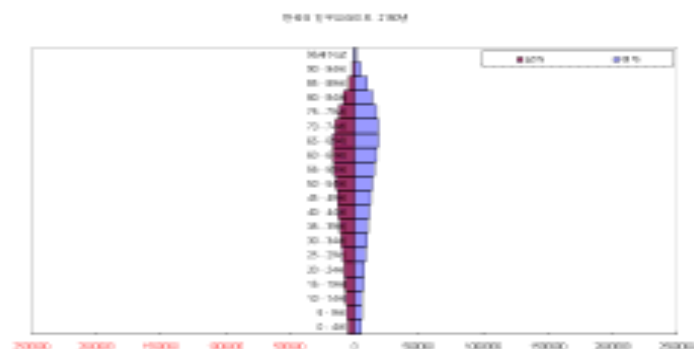
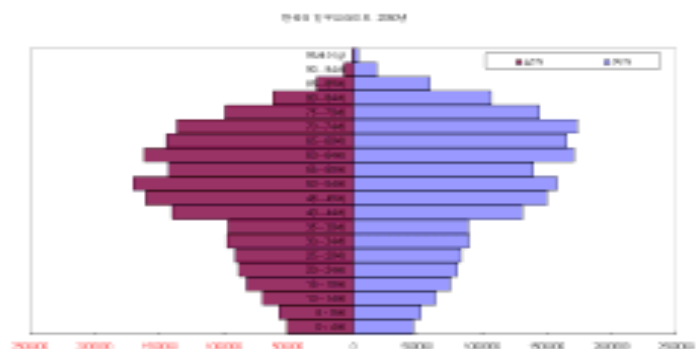
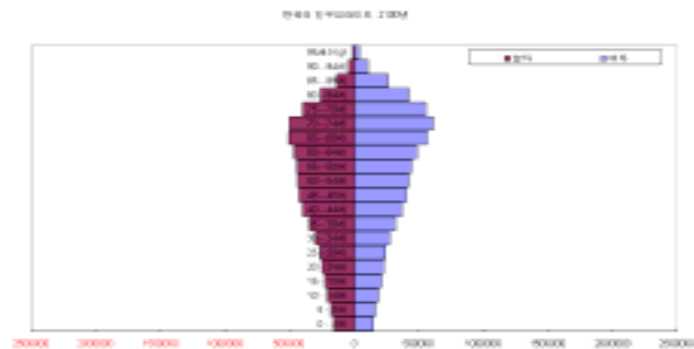
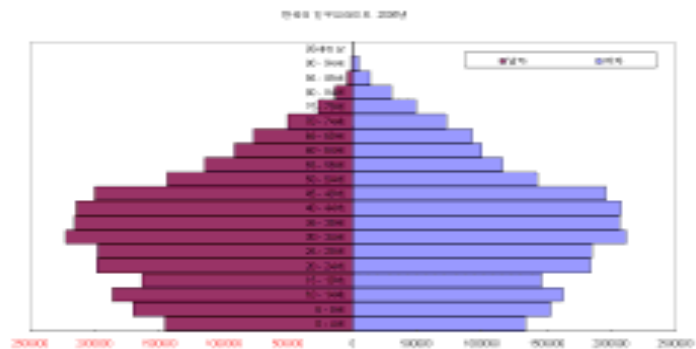
- 3 1 5 , 6 (2007)

- 2005 4800 , 2050 3400 , 2070 , 2100 , 2150
290 , 2200 80 , 2250 20 , 2300 6 , 2305 .

Population Projection of Korea			
Base Populatin Size: 2005			
Fertility Assumption: TFR 1.00			
Mortality Assumption: Sustained mortality rate of 2005			
	Total	Male	Female
2005	48460590	24387814	24072776
2010	48556768	24387311	24169456
2015	48347890	24216431	24131459
2020	47702007	23806216	23895791
2025	46686184	23193169	23493015
2030	45237435	22349211	22888224
2035	43211402	21211695	21999707
2040	40612449	19803788	20808661
2045	37627223	18240874	19386349
2050	34457562	16630519	17827043
2055	31263987	15042643	16221344
2060	28146105	13511044	14635061
2065	24397121	12046865	12350256
2070	21798439	10662680	11135758
2075	19344775	9380486	9964289
2080	17076414	8224626	8851788
2085	15035265	7214982	7820284
2090	13252673	6351752	6900921
2095	11714570	5609847	6104723
2100	10368308	4955255	5413053
2105	9159157	4366335	4792821
2110	8065706	3838843	4226864
2115	7089664	3374712	3714953
2120	6237740	2972142	3265598
2125	5499619	2622078	2877541
2130	4854256	2313412	2540844
2135	4281340	2038309	2243031
2140	3769668	1793578	1976090

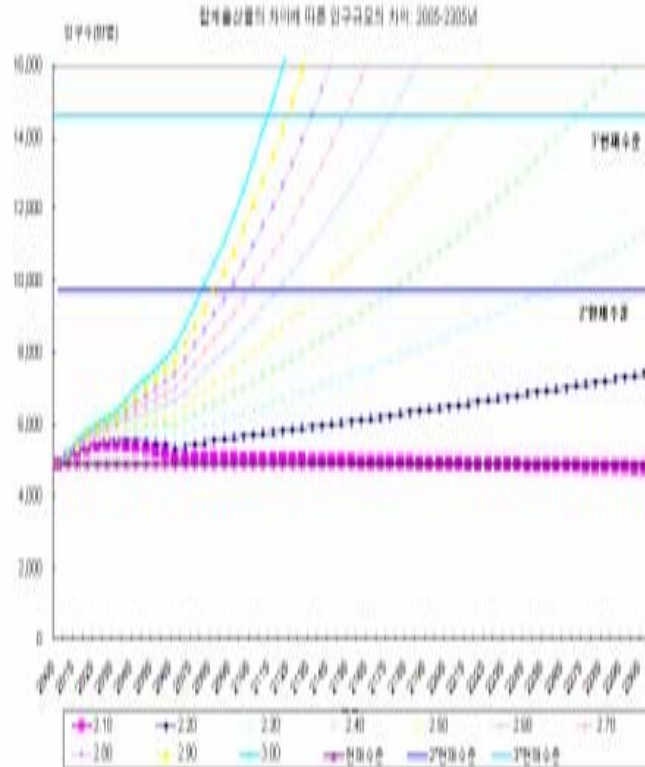
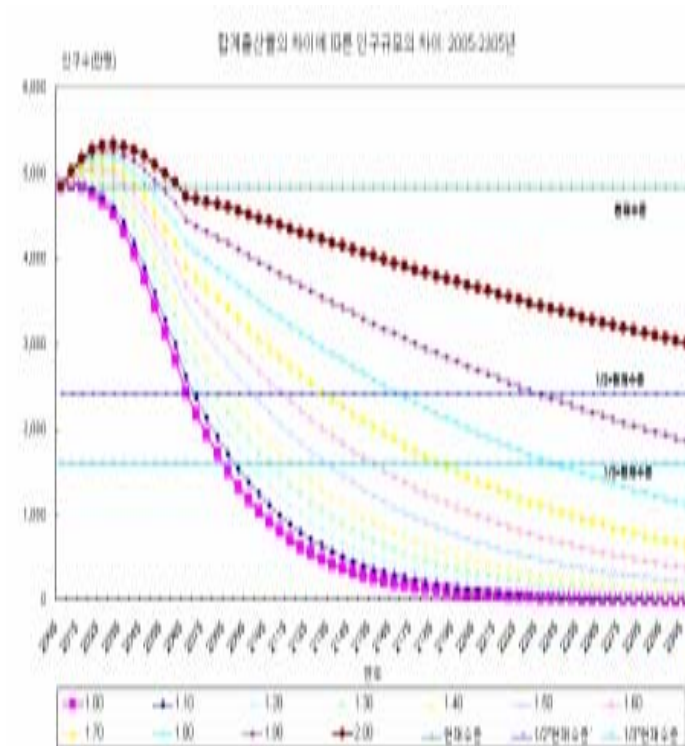
2145	3316080	1578153	1737927
2150	2918778	1390094	1528684
2155	2572444	1225720	1346723
2160	2268841	1080859	1187982
2165	2000228	952357	1047872
2170	1761666	838464	923202
2175	1550677	738144	812533
2180	1365382	650220	715162
2185	1203141	573121	630021
2190	1060646	505193	555452
2195	934814	445113	489701
2200	823435	391993	431441
2205	725076	345194	379882
2210	638573	304087	334486
2215	562638	267973	294665
2220	495865	236159	259706
2225	436963	208067	228896
2230	384929	183266	201663
2235	339021	161414	177606
2240	298614	142196	156418
2245	263090	125293	137797
2250	231830	110404	121427
2255	204272	97269	107003
2260	179954	85682	94271
2265	158511	75474	83037
2270	139629	66489	73140
2275	123015	58582	64434
2280	108389	51616	56773
2285	95498	45474	50024
2290	84131	40059	44072
2295	74112	35289	38823
2300	65287	31088	34198
2305	57518	27390	30128

한국의 인구피라미드: 2005~2150년 (TFR = 1.10, 평균수명 2005년 수준 불변가정)



: (2005),

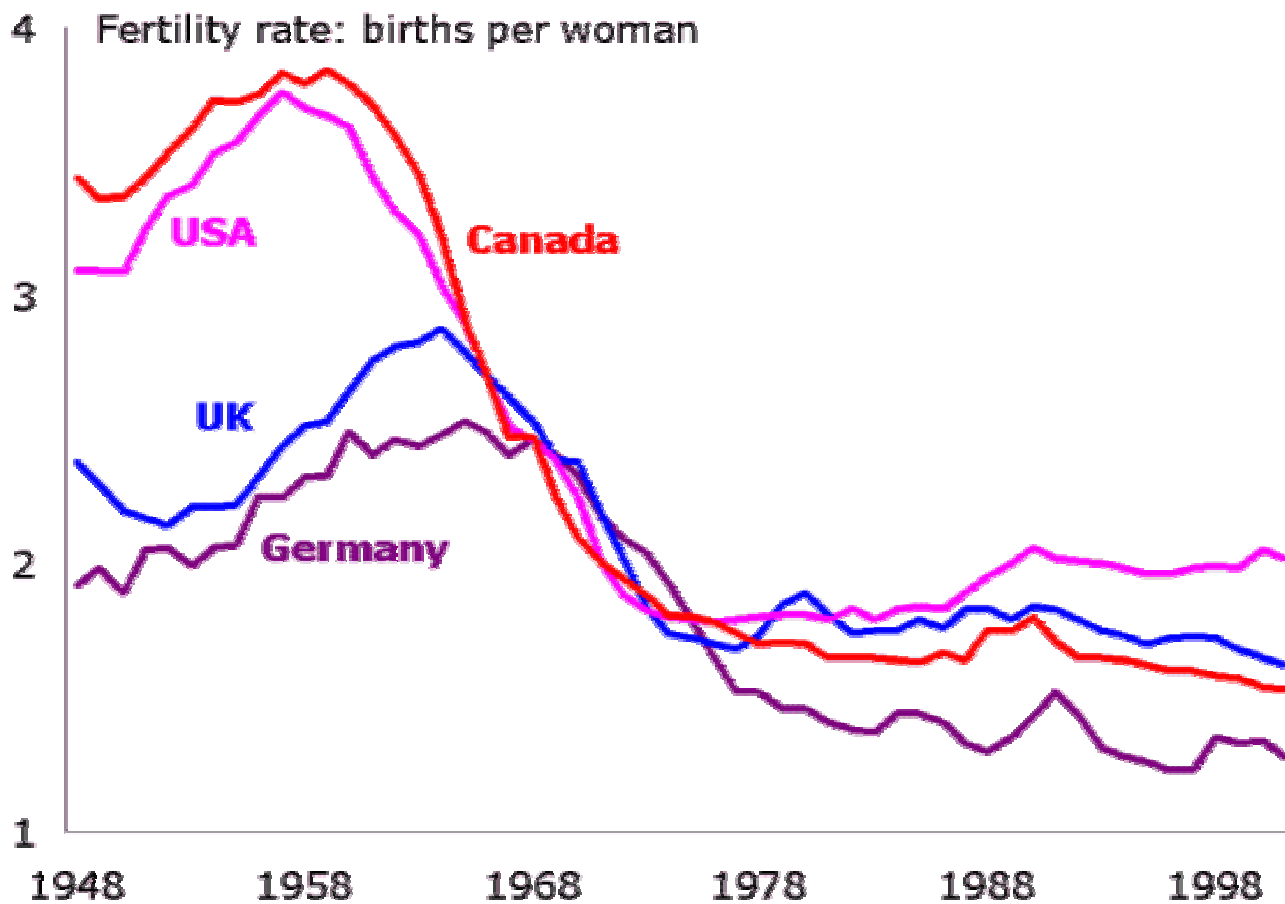
합계출산율의 변화에 따른 인구규모의 차이: 2005~2305년



: (2005),

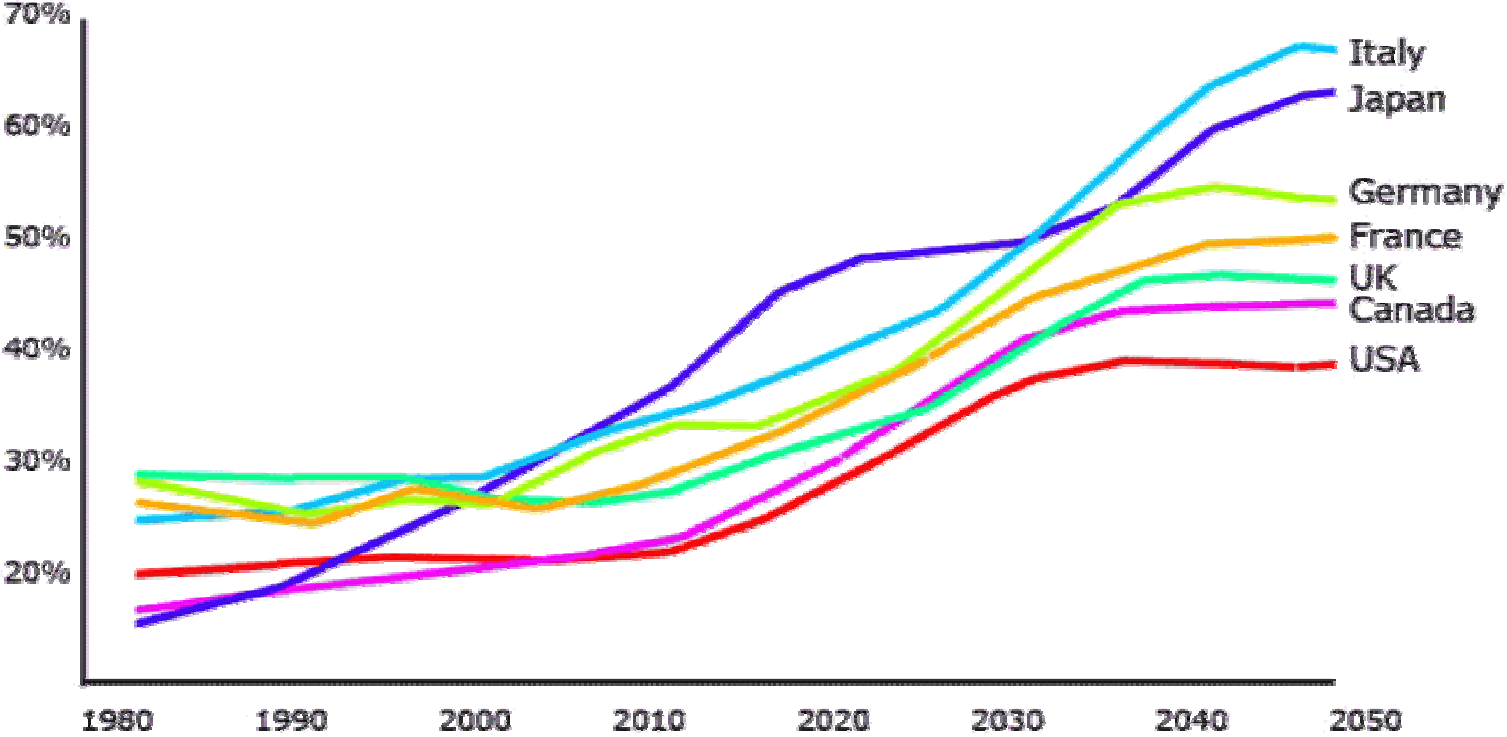
, UN, OECD

- 2026 1 1 .5 1 65 . 2050 55 ,
2 55 .
- “ (Five is enough] - /
- (154 , 86 , 74 , 36 , 26)
- 가, . 30 15 가, 1/3
- 2.1: 2.07, 1.91, 1.78, 1.67, 1.64, 1.29,
1.19, 1.17(2002). 1.08, 200 ,
- 1950 6.2 , 1997 4.3 , 2050 2.1
- : 1994 2 ,
1972 10 , 1979 11 , 2019 20 (2)
- 2050 2003 40% . 25-54 2008
- OECD GDP 6%. GDP 5.7%. 65 가
- () 가,



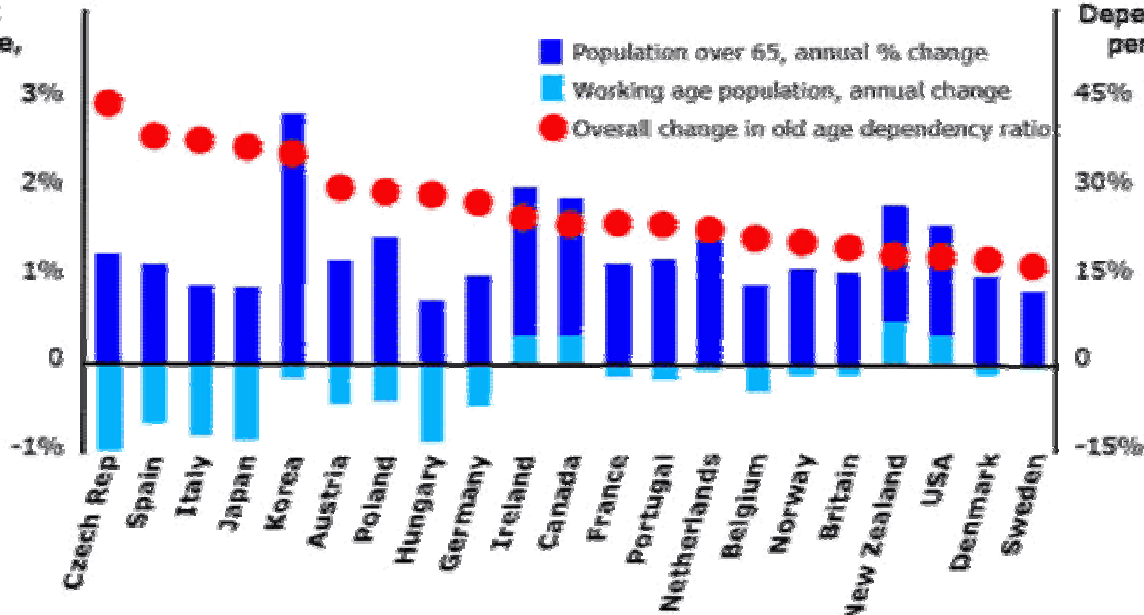
In contrast

Population aged 65 and over as a percentage of the working age population

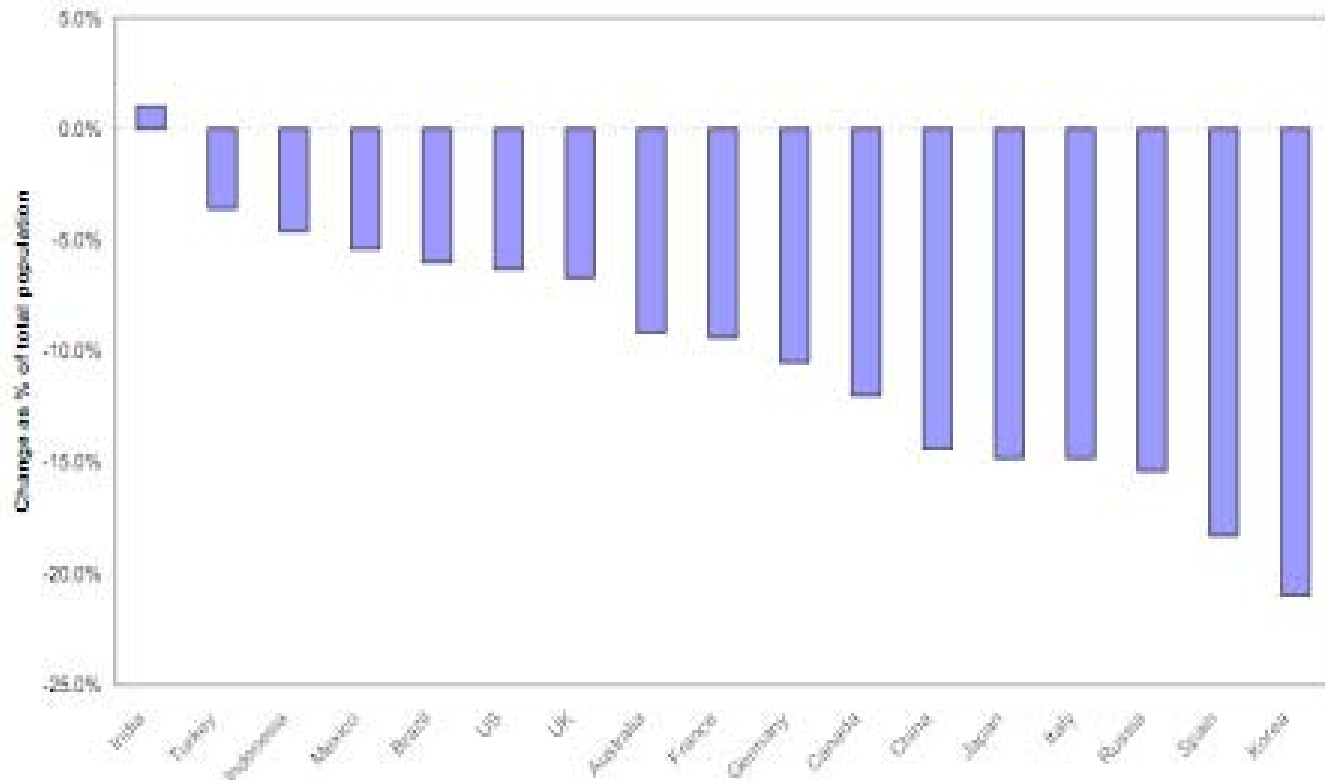


Percent annual average change, 2000-2050

Dependency ratio, percent change, 2000-2050



UN statistics: India is the only major economy expecting growth in the % share of the 'working age population' aged 15-59 in 2050. Korea is the worst case

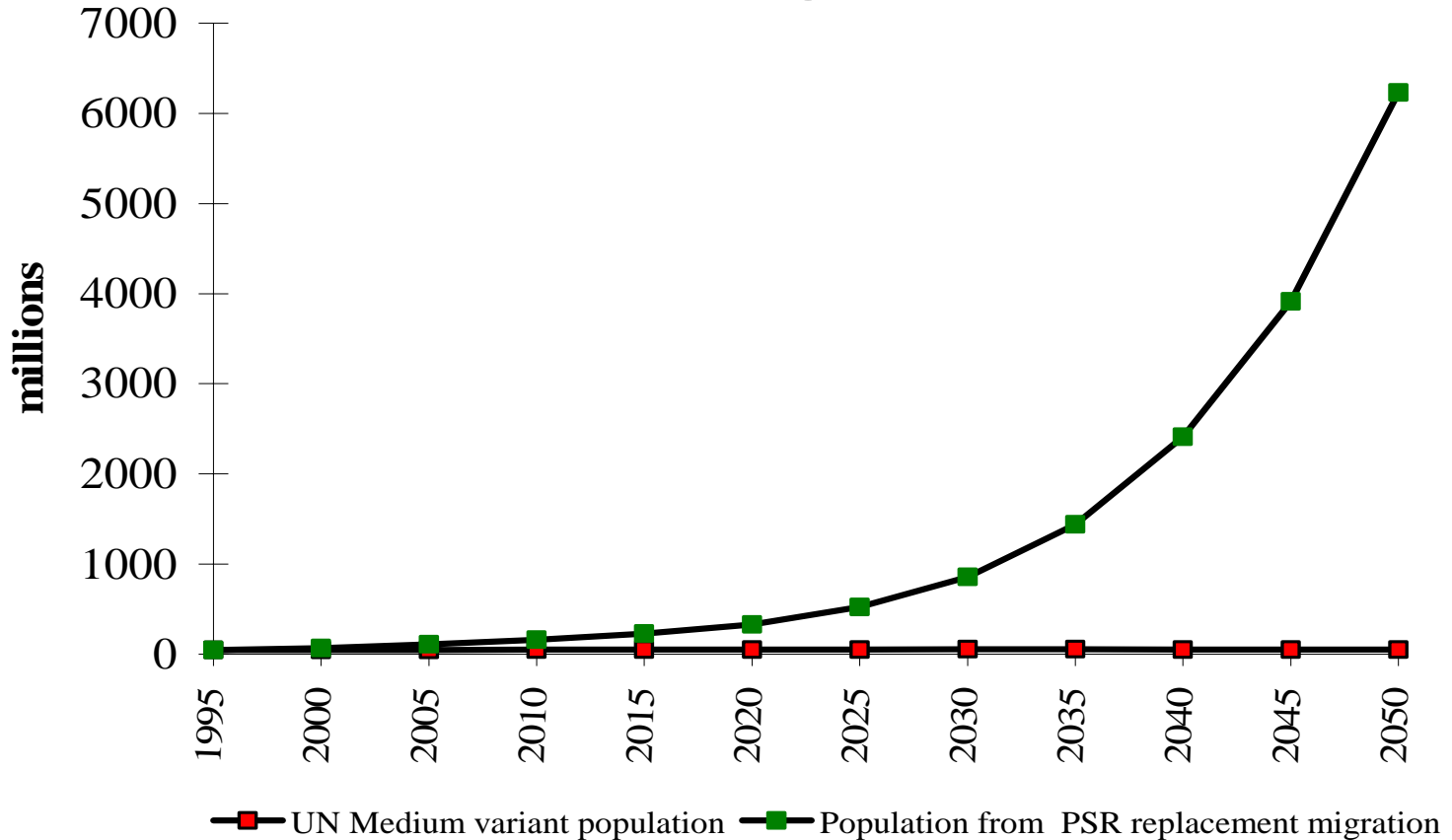


Source: UN

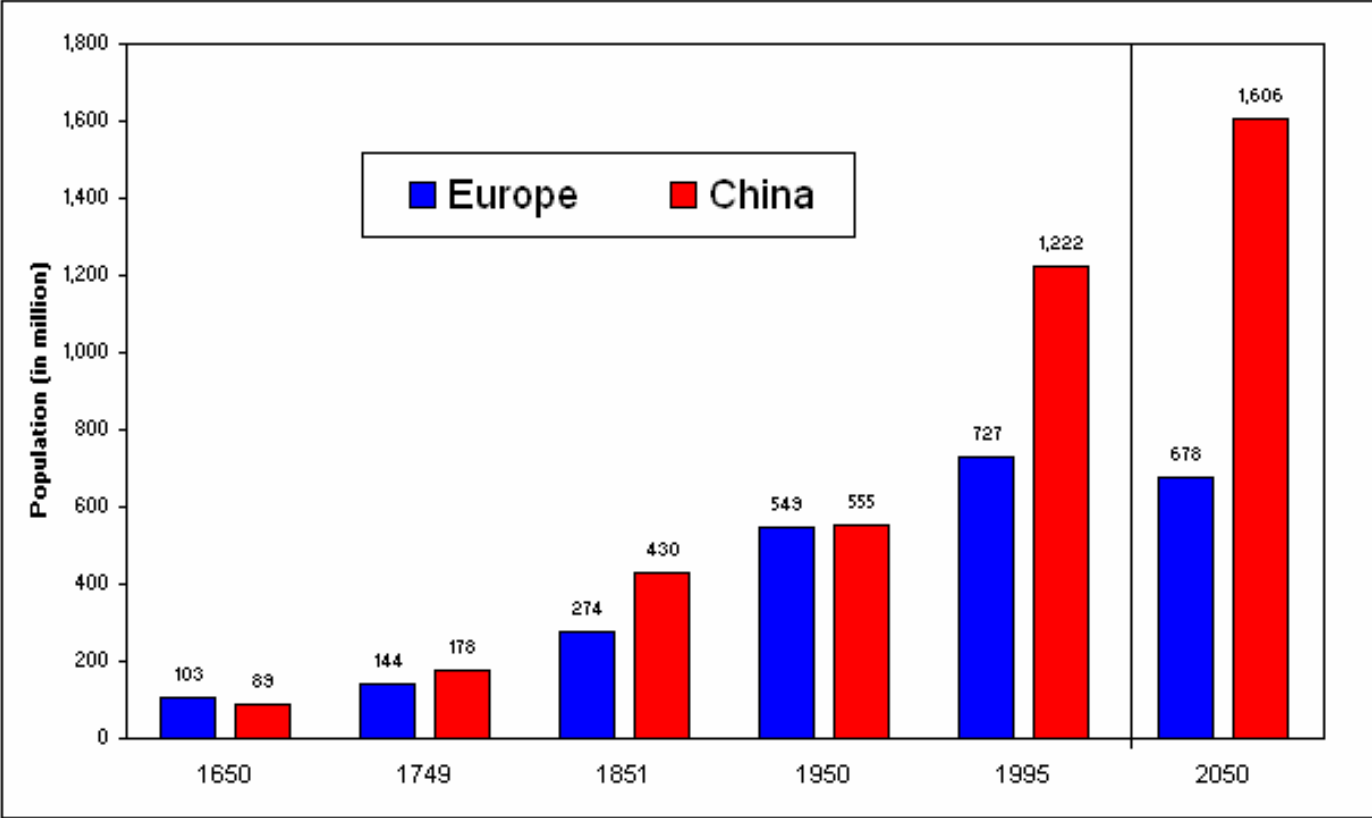
The Korea syndrome

“ ”, ’ 2005
2050 :
가

All the world must go to live in Korea

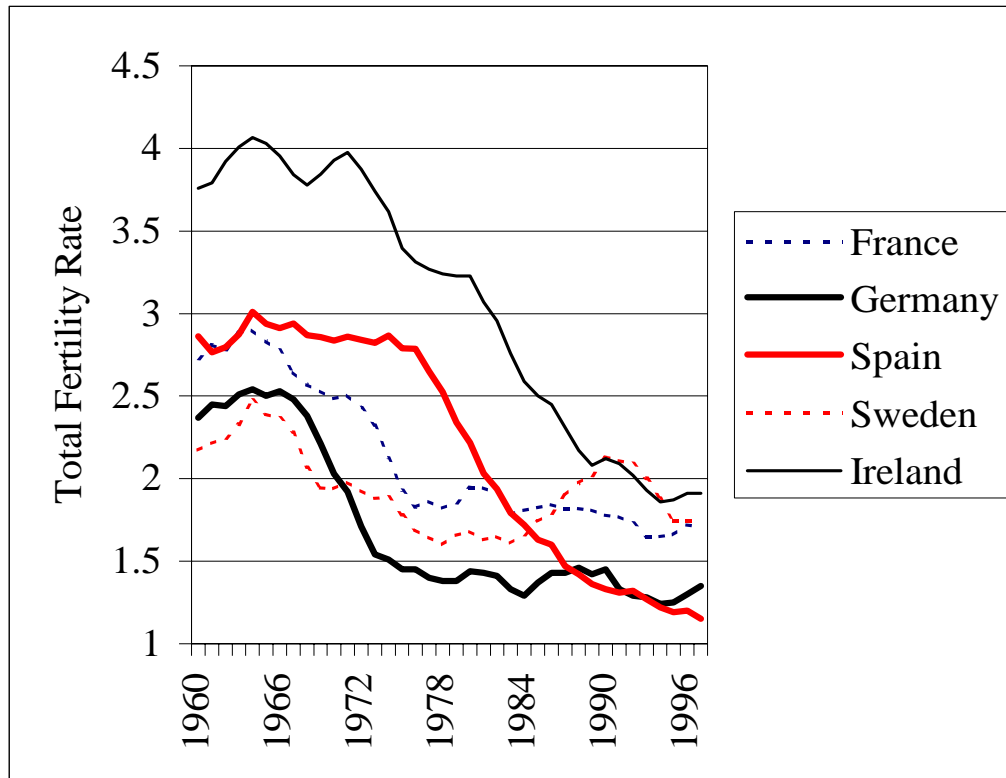


Europe vs. China population



Evolution of total fertility rates in selected European countries

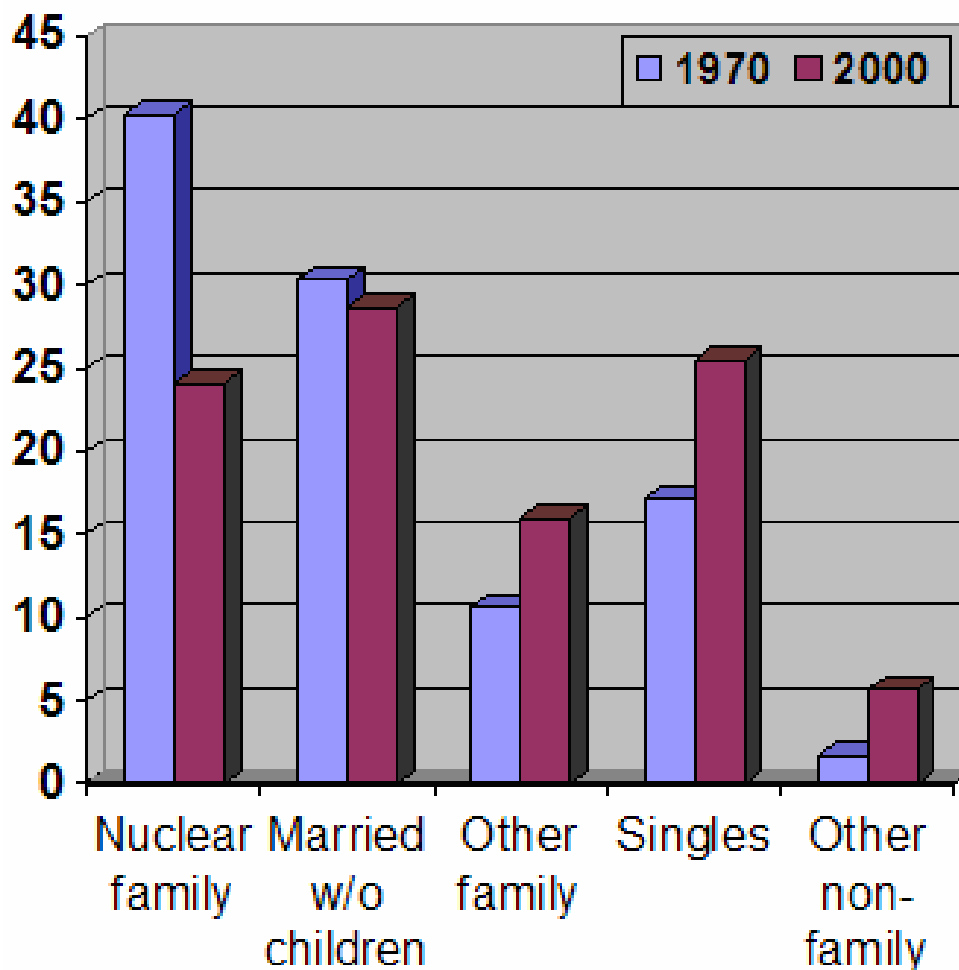
Andrés Rodríguez-Pose, London School of Economics, Oxford University Press



가

1970 가 40% 1 , 2000
2007 28% 1 ,

가 27% 1 ,
FAMILY



Demographic change in the EU (I)

Andrés Rodríguez-Pose, London School of Economics

Oxford University Press

, EU

- The EU is still the most populous among the major world economic powers.

가 가

- 375 million vs 278 in the US and 117 in Japan
- But the US has been catching up rapidly with the EU (57% of the population in 1960, 74% in 2000)

– , 1960 57%, 2000 74%

- Low rates of population growth during the second half of the 20th century

20

- Since 1960 the population of Europe never rose by more than 1% in a single year

– 1960 1%

- In contrast, this rate was achieved 18 times in the US and 8 in Japan

– Population growth in Europe has been declining steadily

–

Demographic change in the EU (II)

Andrés Rodríguez-Pose, London School of Economics
Oxford University Press

, EU

- Prospects are bleak:
 - According to the UN report on *Replacement Migration* will peak in 2005
 - 2005 가
 - By 2050 the EU will have 44 million less than in 2000 (a loss of 12%)
 - 2050 44 2000 (12%)
 - It will have 18 million less than the US
 - 1 8
 - Twelve out of the fifteen current member states will lose population (exceptions: Ireland, Luxembourg, and France)
 - 15 12 (: , ,)
 - Population loss in Italy, Spain, and Greece will be in excess of 20%
 - , , 20%

The decline in birth rates (I)

-

- The second demographic transition:
 - Fall in birth rates
 -
 - Lower number of marriages and marriages later in life
 -
 - Unstable marriages and growing divorce rates
 - , 가
 - Increase in cohabitation
 - 가
 - Increase in the number of children born out of wedlock
 - 가

The decline in birth rates (II)

- Three types of demographic patterns:
 - ‘Population growth’ (France, the Netherlands, Ireland, US):
 - Early decline in birth rates, but births have stabilized and remain above the number of deaths
 - Still natural growth
 - ‘Early zero growth’ (Austria, Denmark, Sweden, UK):
 - Early decline in birth rates without stabilization
 - Negative growth rates which caused a reaction and a rebound of birth rates
 - ‘Late zero growth’ (Italy, Greece, Spain, Portugal, Japan):
 - Late, but sharp decline in birth rates
 - Zero growth since the early 1990s

Does public policy affect the birth rate?

?

Dr D.A. Coleman, Oxford Centre for Population Research, Oxford University, 11-12 October 2006 Istanbul: Population since 1990: New developments and Old trends

- : 가 “1990 가”
10 11-12 2006 . “ ”
- Most effects probably unintended
- Family policy aimed at welfare.
- Together, may ‘institutionalise’ the life course.
- Pronatalist rhetoric counter-productive
- Comparative studies show weak effects
- 가
- Single-country studies - stronger effects
- Labour market, child-care, money all important. But money won’t buy you babies. Stressing importance of birth works.
- () 가
- Culture, gender equity fundamental (SDT?)

Fertility and its future

- Near-universal 'low' fertility – but highest 75% higher than lowest.

가

- Not declining further – a decade of near stability outside CEE and FSU.

, 10

- Most period trends (if any) are upwards.
- Fertility now compatible with work.

- Maybe positive relationship with status.

가

가

- The question of American exceptionalism.

가

가

What do women want?

- Will most women/couples continue to want two children?
2 ?
- If so ‘look after the interests of women and population will look after itself’.

- New biological / evolutionary thinking on need to procreate and to nurture – suggests that desire for children is fundamental.

가 (, 가)

China's "Missing girls"

64

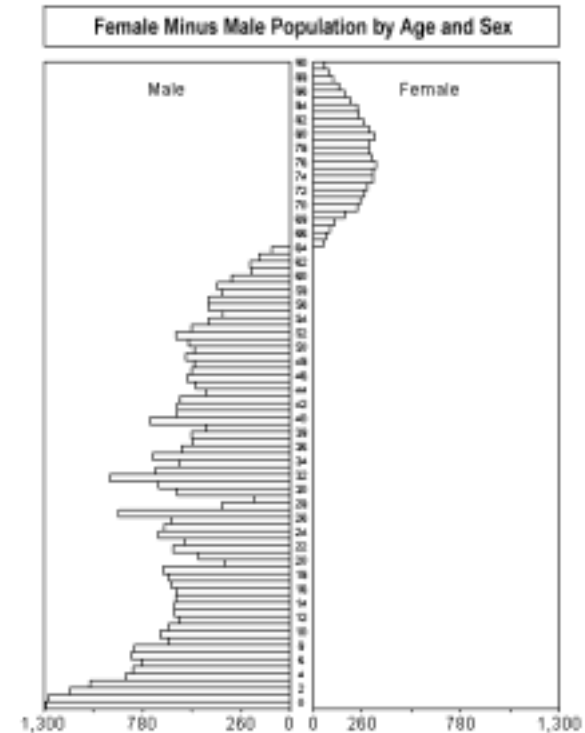
가

64

Persistent predominance of males related to culture

Note the modern (1990) increase in baby boys (aged 0-8 years)

What are the implications for China's future?



Rank Country Total fertility rate (children born/woman) : 2007 Date of Information
<https://www.cia.gov/cia/publications/factbook/rankorder/2127rank.html> : CIA

- 1 Mali 7.38 2007 est.
- 2 Niger 7.37 2007 est.
- 3 Uganda 6.84 2007 est.
- 4 Somalia 6.68 2007 est.
- 5 Afghanistan 6.64 2007 est.
- 6 Yemen 6.49 2007 est.
- 7 Burundi 6.48 2007 est.
- 8 Burkina Faso 6.41 2007 est.
- 9 Congo, Democratic Republic of the 6.37 2007 est.
- 10 Angola 6.27 2007 est.
- 11 Sierra Leone 6.01 2007 est.
- 12 Congo, Republic of the 5.99 2007 est.
- 13 Liberia 5.94 2007 est.
- 14 Mauritania 5.78 2007 est.
- 15 Guinea 5.75 2007 est.
- 16 Malawi 5.74 2007 est.
- 17 Oman 5.70 2007 est.
- 18 Mayotte 5.69 2007 est.
- 19 Gaza Strip 5.64 2007 est.
- 20 Chad 5.56 2007 est.
- 21 Sao Tome and Principe 5.53 2007 est.
- 22 Nigeria 5.45 2007 est.
- 23 Rwanda 5.37 2007 est.
- 24 Zambia 5.31 2007 est.
- 25 Mozambique 5.29 2007 est.
- 26 Madagascar 5.24 2007 est.
- 27 Djibouti 5.23 2007 est.
- 28 Gambia, The 5.21 2007 est.
- 29 Ethiopia 5.10 2007 est.
- 30 Benin 5.08 2007 est.
- 31 Senegal 5.00 2007 est.
- 32 Comoros 4.97 2007 est.
- 33 Eritrea 4.96 2007 est.
- 34 Togo 4.90 2007 est.
- 35 Haiti 4.86 2007 est.
- 36 Kenya 4.82 2007 est.
- 37 Guinea-Bissau 4.79 2007 est.
- 38 Maldives 4.78 2007 est.
- 39 Tanzania 4.77 2007 est.
- 40 Gabon 4.71 2007 est.
- 41 Sudan 4.69 2007 est.
- 42 Bhutan 4.67 2007 est.
- 43 Laos 4.59 2007 est.
- 44 Cameroon 4.49 2007 est.
- 45 Equatorial Guinea 4.48 2007 est.
- 46 Cote d'Ivoire 4.43 2007 est.
- 47 Central African Republic 4.32 2007 est.
- 48 Samoa 4.21 2007 est.
- 49 West Bank 4.17 2007 est.
- 50 Kiribati 4.12 2007 est.
- 51 Iraq 4.07 2007 est.
- 52 Nepal 4.01 2007 est.
- 53 Saudi Arabia 3.94 2007 est.
- 54 Ghana 3.89 2007 est.
- 55 Paraguay 3.84 2007 est.
- 56 Papua New Guinea 3.79 2007 est.
- 57 Solomon Islands 3.78 2007 est.
- 58 Marshall Islands 3.76 2007 est.
- 59 Pakistan 3.71 2007 est.
- 60 Guatemala 3.70 2007 est.

<https://www.cia.gov/cia/publications/factbook/rankorder/2127rank.htm>

- 61 Belize 3.52 2007 est.
- 62 Honduras 3.48 2007 est.
- 63 East Timor 3.45 2007 est.
- 64 Swaziland 3.43 2007 est.
- 65 Syria 3.31 2007 est.
- 66 Cape Verde 3.28 2007 est.
- 67 Lesotho 3.21 2007 est.
- 68 Libya 3.21 2007 est.
- 69 Turkmenistan 3.13 2007 est.
- 70 Cambodia 3.12 2007 est.
- 71 Bangladesh 3.09 2007 est.
- 72 Tajikistan 3.09 2007 est.
- 73 El Salvador 3.08 2007 est.
- 74 Zimbabwe 3.08 2007 est.
- 75 American Samoa 3.07 2007 est.
- 76 Micronesia, Federated States of 3.07 2007 est.
- 77 Philippines 3.05 2007 est.
- 78 Nauru 3.02 2007 est.
- 79 Turks and Caicos Islands 3.02 2007 est.
- 80 Malaysia 3.01 2007 est.
- 81 Tuvalu 2.96 2007 est.
- 82 Namibia 2.94 2007 est.
- 83 Uzbekistan 2.88 2007 est.
- 84 Kuwait 2.86 2007 est.
- 85 Dominican Republic 2.81 2007 est.
- 86 India 2.81 2007 est.
- 87 Egypt 2.77 2007 est.
- 88 Bolivia 2.76 2007 est.
- 89 Qatar 2.75 2007 est.
- 90 Tonga 2.75 2007 est.
- 91 Botswana 2.73 2007 est.
- 92 Fiji 2.70 2007 est.
- 93 Nicaragua 2.69 2007 est.
- 94 Kyrgyzstan 2.68 2007 est.
- 95 Panama 2.66 2007 est.
- 96 Ecuador 2.63 2007 est.
- 97 Vanuatu 2.63 2007 est.
- 98 Morocco 2.62 2007 est.
- 99 World 2.59 2007 est.
- 100 Bahrain 2.57 2007 est.
- 101 Guam 2.57 2007 est.
- 102 Jordan 2.55 2007 est.
- 103 Venezuela 2.55 2007 est.
- 104 Colombia 2.51 2007 est.
- 105 Peru 2.46 2007 est.
- 106 Palau 2.46 2007 est.
- 107 United Arab Emirates 2.43 2007 est.
- 108 Greenland 2.40 2007 est.
- 109 Mexico 2.39 2007 est.
- 110 Indonesia 2.38 2007 est.
- 111 Israel 2.38 2007 est.
- 112 Jamaica 2.36 2007 est.
- 113 Grenada 2.30 2007 est.
- 114 Saint Kitts and Nevis 2.29 2007 est.
- 115 Mongolia 2.25 2007 est.
- 116 New Caledonia 2.25 2007 est.
- 117 Antigua and Barbuda 2.23 2007 est.
- 118 Costa Rica 2.21 2007 est.
- 119 South Africa 2.16 2007 est.
- 120 Virgin Islands 2.16 2007 est.

<https://www.cia.gov/cia/publications/factbook/rankorder/2127rank.html>

- 121 Bahamas, The 2.15 2007 est.
- 122 Faroe Islands 2.15 2007 est.
- 123 Saint Lucia 2.15 2007 est.
- 124 Argentina 2.13 2007 est.
- 125 Dominica 2.12 2007 est.
- 126 United States 2.09 2007 est.
- 127 Azerbaijan 2.05 2007 est.
- 128 Sri Lanka 2.05 2007 est.
- 129 Korea, North 2.05 2007 est.
- 130 Guyana 2.04 2007 est.
- 131 Albania 2.03 2007 est.
- 132 Suriname 2.03 2007 est.
- 133 Saint Pierre and Miquelon 2.00 2007 est.
- 134 Netherlands Antilles 1.99 2007 est.
- 135 French Polynesia 1.98 2007 est.
- 136 France 1.98 2007 est.
- 137 Brunei 1.97 2007 est.
- 138 Chile 1.97 2007 est.
- 139 Uruguay 1.97 2007 est.
- 140 Burma 1.95 2007 est.
- 141 Mauritius 1.94 2007 est.
- 142 Iceland 1.91 2007 est.
- 143 Cayman Islands 1.89 2007 est.
- 144 Turkey 1.89 2007 est.
- 145 Kazakhstan 1.89 2007 est.
- 146 Vietnam 1.89 2007 est.
- 147 Bermuda 1.88 2007 est.
- 148 Lebanon 1.88 2007 est.
- 149 Brazil 1.88 2007 est.
- 150 Algeria 1.86 2007 est.
- 151 Ireland 1.86 2007 est.
- 152 Aruba 1.85 2007 est.
- 153 Saint Vincent and the Grenadines 1.81 2007 est.
- 154 Cyprus 1.80 2007 est.
- 155 New Zealand 1.79 2007 est.
- 156 Luxembourg 1.78 2007 est.
- 157 Norway 1.78 2007 est.
- 158 Montserrat 1.77 2007 est.
- 159 Puerto Rico 1.77 2007 est.
- 160 Australia 1.76 2007 est.
- 161 China 1.75 2007 est.
- 162 Monaco 1.75 2007 est.
- 163 Denmark 1.74 2007 est.
- 164 Trinidad and Tobago 1.74 2007 est.
- 165 Seychelles 1.74 2007 est.
- 166 Finland 1.73 2007 est.
- 167 Tunisia 1.73 2007 est.
- 168 Anguilla 1.72 2007 est.
- 169 British Virgin Islands 1.72 2007 est.
- 170 Iran 1.71 2007 est.
- 171 Serbia 1.69 2007 est.
- 172 Netherlands 1.66 2007 est.
- 173 Sweden 1.66 2007 est.
- 174 United Kingdom 1.66 2007 est.
- 175 Barbados 1.65 2007 est.
- 176 Isle of Man 1.65 2007 est.
- 177 Gibraltar 1.65 2007 est.
- 178 Belgium 1.64 2007 est.
- 179 Thailand 1.64 2007 est.
- 180 Canada 1.61 2007 est.

<https://www.cia.gov/cia/publications/factbook/rankorder/2127rank.html>

- 181 Cuba 1.60 2007 est.
- 182 Jersey 1.58 2007 est.
- 183 Macedonia 1.57 2007 est.
- 184 Saint Helena 1.55 2007 est.
- 185 Liechtenstein 1.51 2007 est.
- 186 Malta 1.51 2007 est.
- 187 European Union 1.50 2007 est.
- 188 Portugal 1.48 2007 est.
- 189 Switzerland 1.44 2007 est.
- 190 Georgia 1.42 2007 est.
- 191 Estonia 1.41 2007 est.
- 192 Croatia 1.41 2007 est.
- 193 Guernsey 1.40 2007 est.
- 194 Germany 1.40 2007 est.
- 195 Bulgaria 1.39 2007 est.
- 196 Russia 1.39 2007 est.
- 197 Romania 1.38 2007 est.
- 198 Austria 1.37 2007 est.
- 199 Greece 1.35 2007 est.
- 200 Armenia 1.34 2007 est.
- 201 San Marino 1.34 2007 est.
- 202 Hungary 1.33 2007 est.
- 203 Slovakia 1.33 2007 est.
- 204 Andorra 1.31 2007 est.
- 205 Italy 1.29 2007 est.
- 206 Spain 1.29 2007 est.
- 207 Korea, South 1.28 2007 est.
- 208 Latvia 1.28 2007 est.
- 209 Poland 1.26 2007 est.
- 210 Slovenia 1.26 2007 est.
- 211 Moldova 1.25 2007 est.
- 212 Ukraine 1.24 2007 est.
- 213 Bosnia and Herzegovina 1.23 2007 est.
- 214 Japan 1.23 2007 est.
- 215 Belarus 1.22 2007 est.
- 216 Czech Republic 1.22 2007 est.
- 217 Northern Mariana Islands 1.21 2007 est.
- 218 Lithuania 1.21 2007 est.
- 219 Taiwan 1.12 2007 est.
- 220 Singapore 1.07 2007 est.
- 221 Macau 1.03 2007 est.
- 222 Hong Kong 0.98 2007 est.
- **This page was last updated on 17 April, 2007**

1

:70

:1

2000 (2050 15-24] - “ ”, David Graddol,	- 8 8 5 (1 :1 7) - 2050 2 :14 3 7
2000 (2050 15-24)	- 3 3 2 (5 :6 3)
2000 (2050 15-24)	- 3 2 2 (4 :6 5) - 2050 3 :4 2
2000 (2050 15-24)	2 3 5 (3 :7 2)
2000 (2050 15-24)	1 8 9 (7 :3 2)
2000 (2050 15-24 /)	- 1 8 2 (2 7 4) - 2050 1 :16 2 8
2000 (2050 15-24)	1 7 (6 :3 2)
2000 (2050 15-24)	1 7 (8 :1 5)
2000 (2050 15-24)	1 2 5 (9 :1)
2000	9 8

Average Life Expectancy (Years)

2006

Cro Magnon	18 years
Ancient Egypt	25
1400 Europe 1400	30
1800 Europe & U.S. 1800	37
1900 U.S. 1900	48
2002 U.S. 2002	78

2006 3 IMB2020 (global Innovation Outlook 2.0)

- 2006 3 IMB2020 (global Innovation Outlook 2.0) . 4 15
 , 33 248 CEO, 178
 가
- 가 " " " " 가 " "
- 가 21 " (reputation capital)"
- 가 가 1
 가 25 , 10 , 5
 . 2002 100 10 Apex Digital (10)
 13 90% 10
- 가 : 가
 가 MBA 가
 가 MS 가

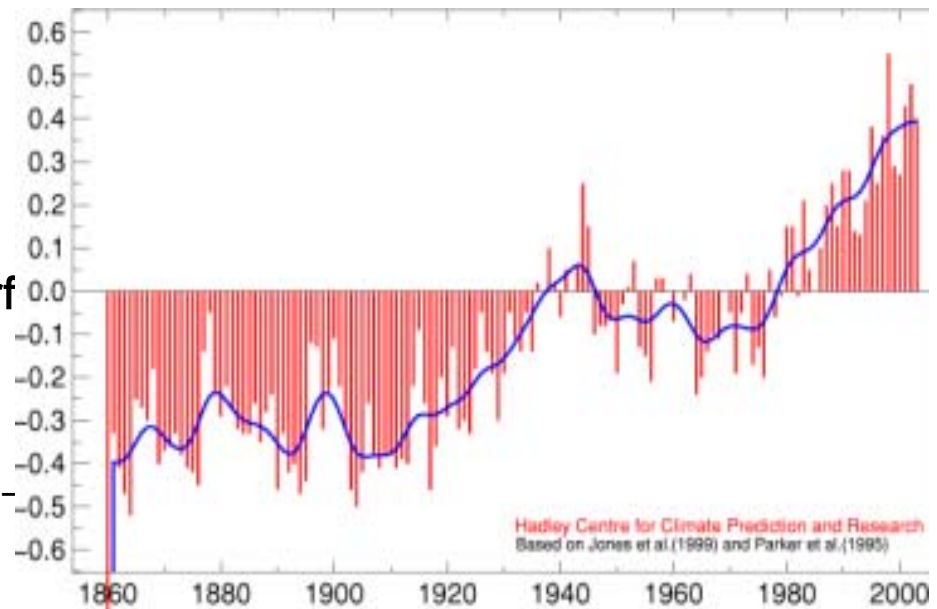
Climate change is with us

Global average surface temperature increase

- 0.6°C over 20th Century
- Predicted 1.4 to 5.8°C increase in global avg surface temp by 2100

Global mean sea level

- Projected to rise by 0.09 – 0.88 m between 1990 to 2100



Green Roof Systems and City Sky Bridges



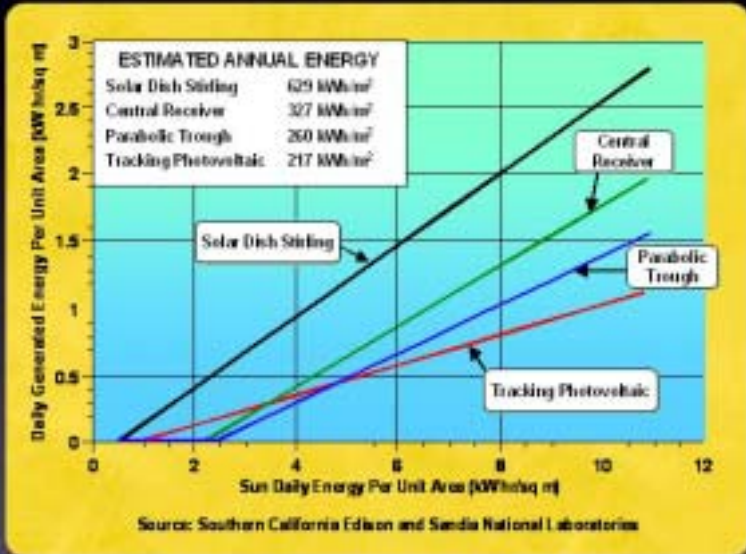


Solar Stirling Gen Sets

3 X more energy Density than Photovoltaics

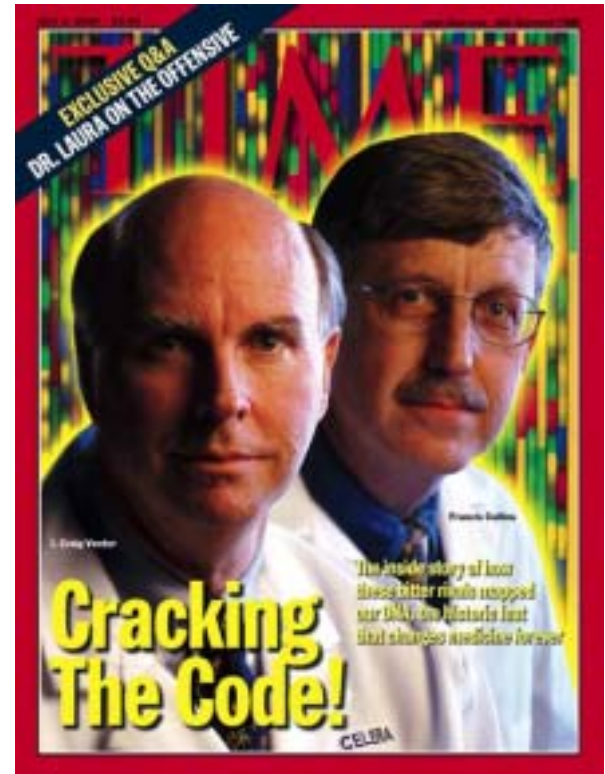
3

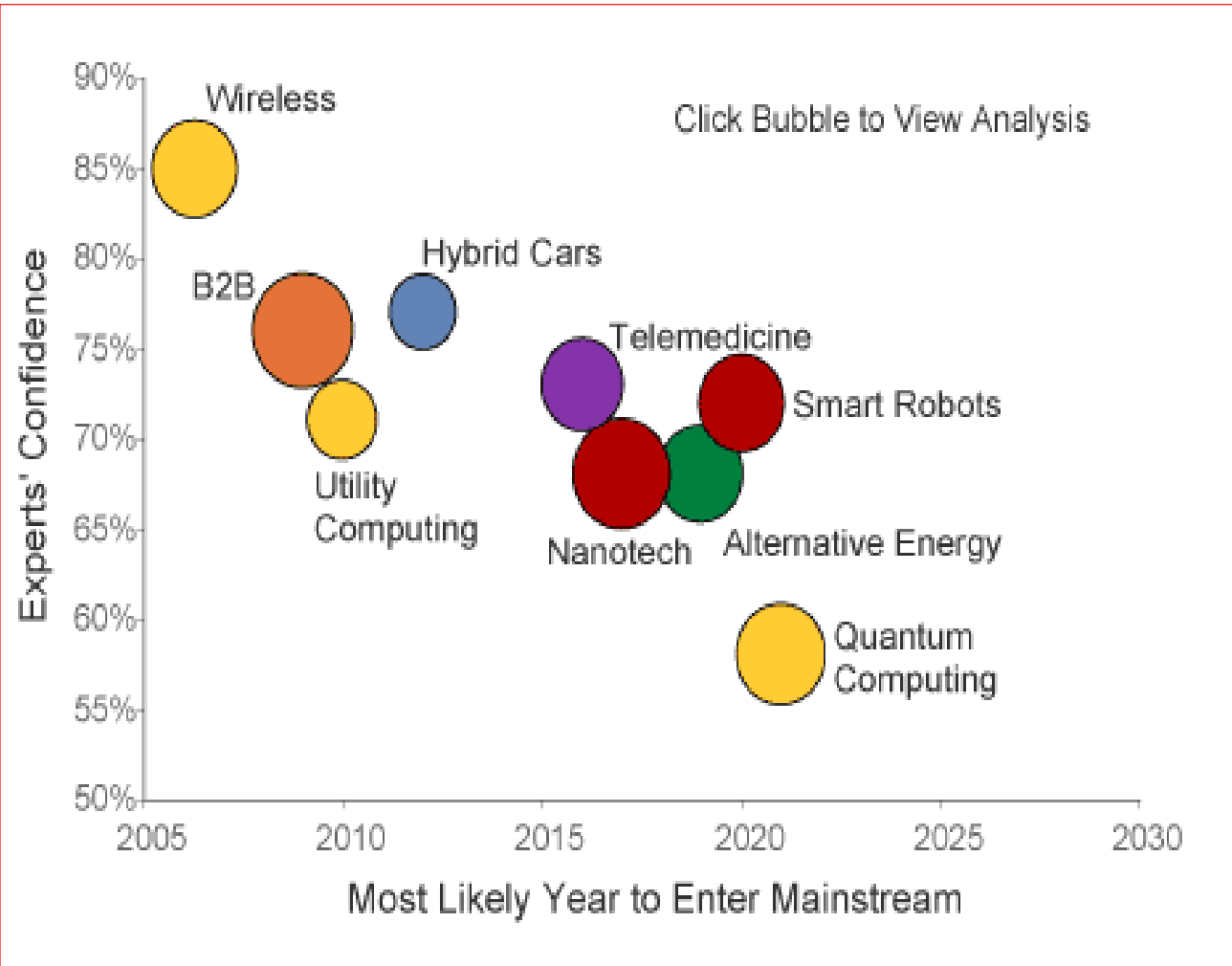
가



Bioenergy and “eternal” energy

- The cells of life
- Photosynthesis
 $\text{CO}_2 + 2 \text{H}_2\text{O} + \text{light}$
 $(\text{CH}_2\text{O}) + \text{O}_2 + \text{H}_2\text{O}$
- From fossil hydrocarbons to live carbohydrates
- Craig Venter and his petroleum bacteria
- Bacteria *Clostridium acetobutylicum* produces ethanol naturally
- Bacteria *Petroleum artificiali* produces “gasoline”

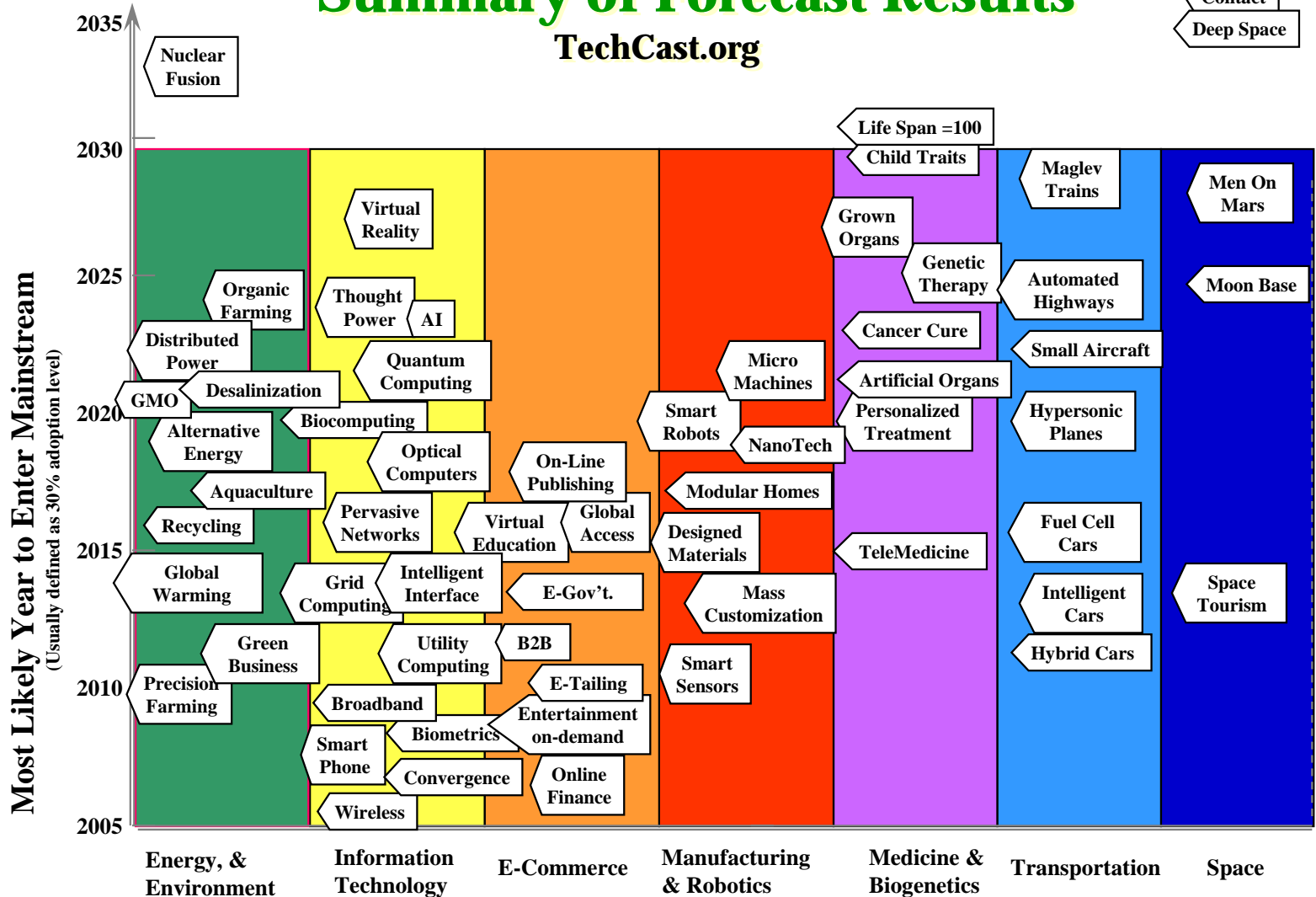




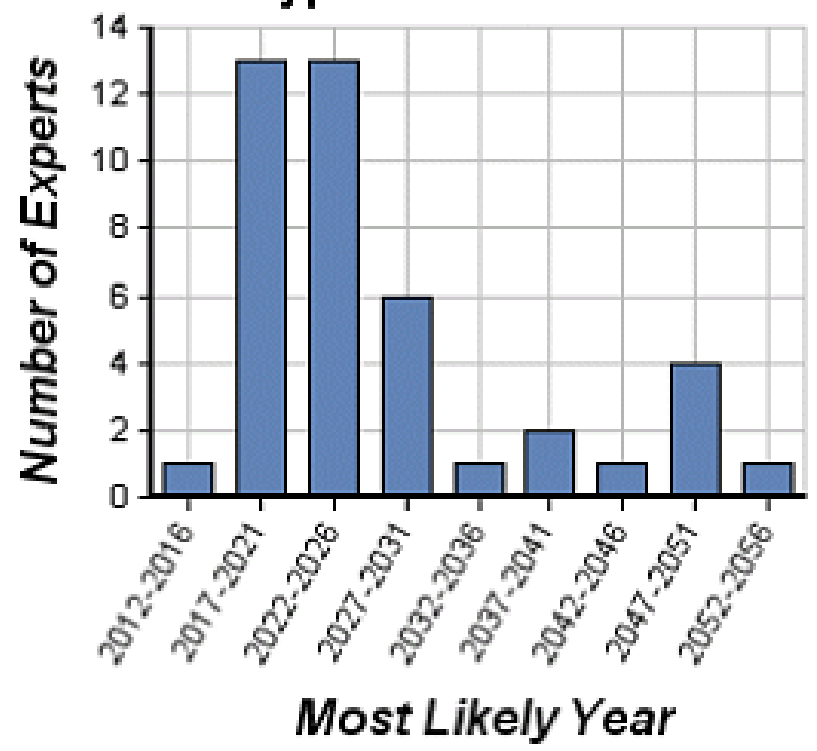
Summary of Forecast Results

TechCast.org

Contact
Deep Space



Hypersonic Planes



62% , ±3 2600 (260) 2028 가



Latest Forecast Results:Transportation
Tuesday, October 17, 2006

- 1) - - - - - Segway HT 2005 ,
- 2) Virtual transport 가 , - 2020
- 3)

<u>Hybrid Cars</u> /2013	/3300	/70%
<u>Fuel Cell Cars</u> /2013	/2600	/68%
<u>Intelligent Cars</u> /2014	/2400	/69%
<u>Automated Highways</u> /2024	/3000	/62%
<u>Small Aircraft</u> /2027	/1800	/58%
<u>Hypersonic Planes</u> /2028	/2600	/62%
<u>Maglev Trains</u> /2033	/2800	/58%

- Personal Rapid Transit(PRT)
- amphibious recreational vehicles
- personal flying machines

1. / / NGO -
1215
가

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.800

2. / -
“ ”

3. -
NIMA , GPS , 1 2

4. - 10 가 90% ()
1980 가 23% 95 16%. 2005 12% 가 가.
가 . 가 .

5. , , - 10 100%
3 80%.

6. 가 - 4 가 &

2040

2005 9,10 Foreign Policy : 10가

- - 200 , 가
- 가 - 가 , NGO ,
- - ,
- -
- - 가
- 1 1 - 100 , 25% , 3 , ,
- -
- - , 1 100, 1 2 가
- ,
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- -
- - 가
- 가 - , 가
- - , 가
- - 가
- 가
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1. (manager of diversity), (outsourcing coordinator),
 (corporate age adviser), (retirement consultant), (automotive
 repair technician), 가(corporate historian), (chief health officer),
 (eco-relations manager), (manager of faith-based relations and
 initiatives), (coordinator of workforce development and continuing
 education) ()

2. , , , () , , , ,
 , , , , OB , ,
 (, , 가)

3. (technician): , , , ,
 , , 가, , , 가,
 (consultant): 가, , 가 ,
 & (shyness) ,
 (2005)

10

/10

2005 11-12

: 1

가

1 BT, NT, IT, CT(cognitive technology), Eco :
 2 , : 2015 4 2 , 10 340
 3 , 2025 640 [2005.3]
 4 (5 1 CCTV, 가), (, , MFA)
 5 , : 가 [, , 2005 7-8]
 6 [, 2005 9,10], 2020 280 , 2
 7 가 [2005 5-6] : 가 [, 2005 7-8]

*** 10

- 1) , 가
- 2) TV: TV
- 3) :
- 4) :
- 5) (): 가 ,
- 6)
- 7)
- 8) ;
- 9) PC: ,

	(- -)	/ (가 - ,)
1960:	10-15 , 20 ,	4-8 (10).
1970:		. 10 가 (CEO)
1982:	1980 _____ , www _____ ,	
1990:		()
2000: PDA	PDA (,) , TOP 5%	PDA ,
2005: CEO	가 CEO (2 2500)	HP PDA zollman, , Sanjay Rebello . 1-2 3 PDA
2009:		Trans-science Service) , BRAIN
2010:	40-50% ()	100% (1990 79%, 2000 83%)
2012:	, MIT	, , ,
2015: : www	가 ,	20 , 1 5 1 가
2018	,	가 , 가
2025	,	, , , 34 / 41

: 2005 5 19 2025

()	: 2015 10% , 2025 70%
(Cybernow):2015	. 2015 10% 2025 44%, 1
(Televething)	“ ”
2015 -	20 10 , 1 1 5 ,
-MIT ,	가 가 ,
	가 가 가
2025	, ,
ISTO()	, , , , , , UN ()
가 가	가 “ ”가 ,
Unplug & Relax	, , 가 가

- 가 : 13.1%, 3.3%, 3.1%, 1.5%, 0.9%, 0.1%: 2012 가
- 2012 , II, & , MIT 2002 , opencourseware 2007 . PDA / / Just in Time Learning 10 2 가 가 update . Collective intelligence Internet II 가 가 teacher learner , teaching limiting, eliminating. facilitator, mentor, assistant, helper, guide
- 가 , 6,3,3,4 certificate 65 5%
- -1982 (www.perseus.tufts.edu/ www.openarchives.org/ www.rbjones.com/ rgjpub/ cs)
- 가 2가 (www.secondlife.com): 가 , 가 3-4 . 25%, 2010 가 . , 가 2.1 1.17 , 가 , 가 NGO . 5-6 , 가

Bionic Implant RFID Chip

rfid

- When Kevin Warwick lifted his finger, his wife Irena felt as if a bolt of lightning ran down her palm and into her own finger. In what they billed as the first direct link between nervous systems, the couple had electrodes surgically implanted in their arms and linked by radio signals to a computer. Blindfolded for the experiment, they could feel when their spouse's finger moved
- Veri Chip
- Body Morphing/modification community,
- Magnetic field sensor implants/Magnetic Vision

Kevin Warwick: I, Cyborg

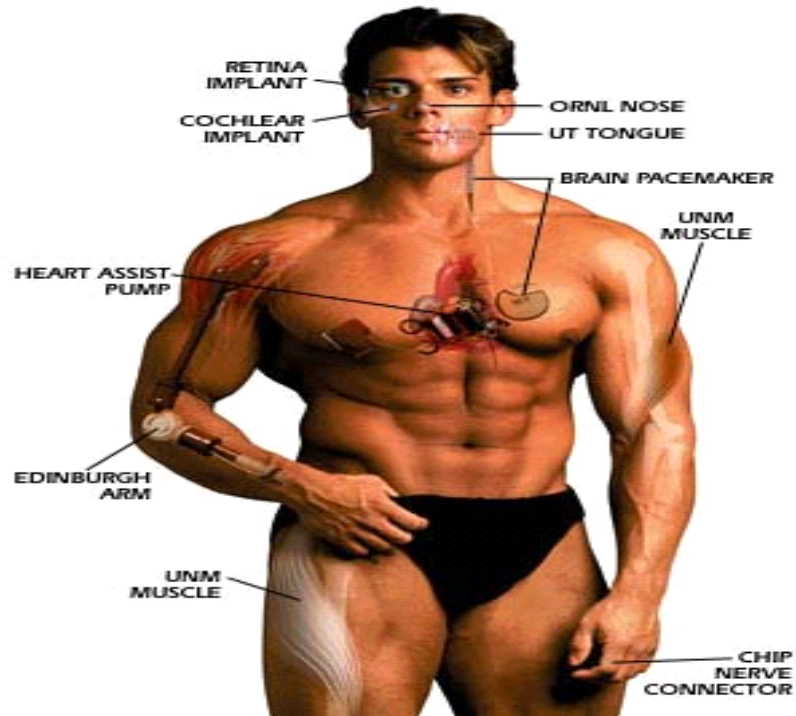
www.KevinWarwick.org



<http://www.3sat.de/3sat.php?http://www.3sat.de/nano/bstuecke/64605>



THE NEW BIONIC MAN



http://popularmechnics.com/science/medicine/1999/2/new_bionic_man/print.phtml

Speech not necessary

,

- **Speech: A system that converts nerve signals in the throat into computerized speech could soon allow people to speak without saying a word. The system that the researchers developed is a neural interface—a type of data link between the human nervous system and an external device, such as a computer or a remote-controlled machine.**
- **It uses sensors placed under the chin and on either side of the "Adam's apple"—the laryngeal prominence—to gather subvocal nerve signals and transfer them to a processor, then to a computer program that translates the signals into words. Subvocal speech is characterized by movement of the lips or other speech organs without accompanying audible sounds. "A person using the subvocal system thinks of phrases and talks to himself so quietly, it cannot be heard, but the tongue and vocal chords do receive speech signals from the brain," says Jorgensen.**



NBICS Changing people

, , ,

Changing People:

- Applications from cognitive and neurological sciences in education systems
- Collective intelligence (CI) New center at MIT for CI <http://cci.mit.edu/> *How can people and computers be connected so that—collectively—they act more intelligently than any individuals, groups, or computers have ever done before?'*
- Intelligence enhancing environments
- Chemistry for brain enhancement
- Physical training to enhance nervous system
- **Brain machine interfaces**
- **Brain Chip**
- Knowledge Upload
- **Other implants**
- Drugs



Enhancement of Animals

가 ,

- **Guido David Núñez-Mujica uses the following arguments in favor of enhancing animals**
- **It will give to other species the ability to choose their own future.**
- **It will help to make human beings aware that they are sharing the world with other beings.**
- **It will help to understand better to ourselves.**
- **Will enrich our lives with diversity of points of view, will give us new art and maybe new ways of thinking about the world.**
- **Will give more rights to the Enhanced species**
- **He states further that it would be unethical to not enhance apes.**
- **Apes are sentient and self aware beings. If enhancing will give them better status and more rights than they have now, it would not be ethical prevent them from being modified and therefore, deny them rights.**
- **The extinction of apes will be a terrible loss of diversity and will harm us, enhancing can be most effective way of avoiding it in a certain way.**

NBICS triggered Paradigm changes

- Moving from Species -typical functioning to Beyond species -typical functioning
- Moving from human rights to sentient rights?
- Moving from ableism towards transhumanization of ableism
- Moving towards the generation of a new social groups (techno poor disabled) and towards an ability divide
- Moving from understanding life to designing life?
- Moving from dissecting life towards building life base-pair by base-pair
- Moving from individual to collective education?(Borg Hive Mind)
- Elimination of whole sectors of education (sports, arts, language ...) in the end of sectors taken over by technologies such as instantaneous universal translators?
- Moving towards lifelong education?
- Move towards a much faster change in curricula, much more fluid curricula?

NBICS Changing deliverance

- Changing deliverance
 - Curriculum Design and access
 - Just in time knowledge
 - Global outsourcing
 - e-teachers on demand
 - Ubiquitous computing and education for all for life-long learning
 - Self-paced.
 - Educational Technologies
 - Virtual reality simulations
 - Separation of kids with and without implants or other modifications as a co-teaching might not be possible
 - As kids might not be at a centralized place need for supervision might change

Helios Report for EDEN

EDEN

2010,
가 ,

i-L 2000

i-e-L 2010

Distributes consolidated knowledge

generates new knowledge

Is still e-teaching

is owned by the learner

May isolate the learner
communities

creates learning

Is provided by single provider/institution
partnerships

is result of and tool for

Ignores learner content/ previous work
and efforts

builds on learner context

Depresses learner creativity
play

stimulates creativity and

Focuses on technology and content
process

focuses on quality and

Substitutes classroom sessions
processes

embedded in social

Privileges those who already learn
those not

teaches and motivates

learning

20 “ ” 가 가 가, 9

- Snapshot: Second Life

- 가 가 Total Residents: [8,339,156](#)

- 2 Logged In Last 60 Days: [1,682,527](#)

- Online Now: [37,567](#)

- 10 US\$ Spent Last 24h: [\\$1,649,117](#)

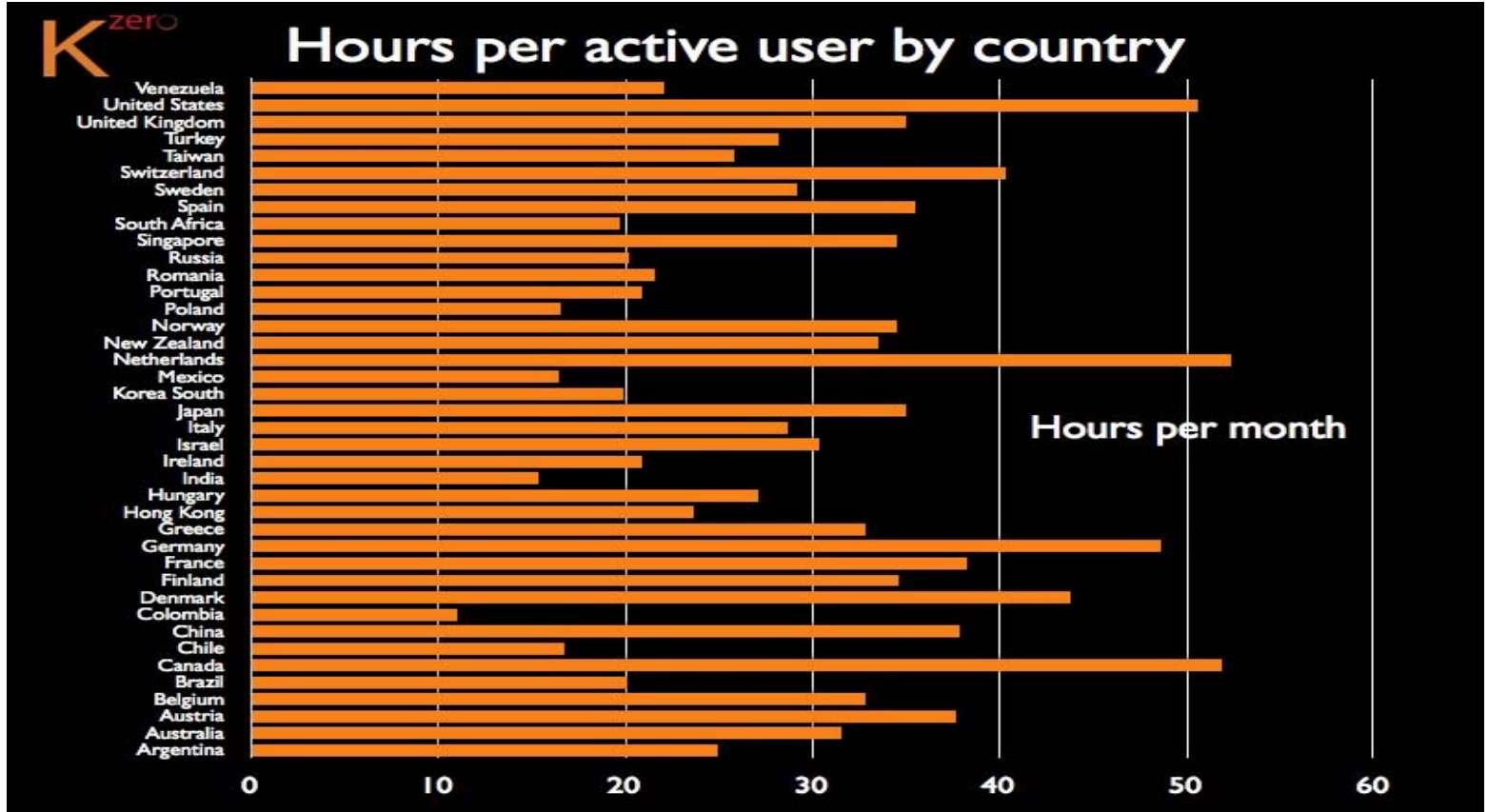
- 2 3 LindeX Activity Last 24h: [\\$236,746](#)

<http://secondlife.com>

- 2007 7 24 24 July 2007

()

, , 가 , , , , , ,



10.5%,

8.5%,

7.4%,

5.6%

Social Entertainment and Communication

Income Production

Solo Entertainment

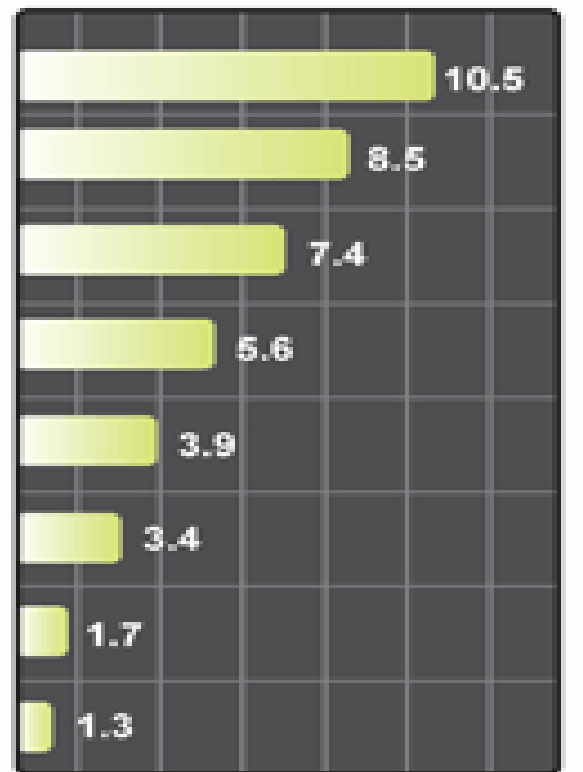
Education and Creativity

e-Commerce

Navigation

Exercise

Assessment

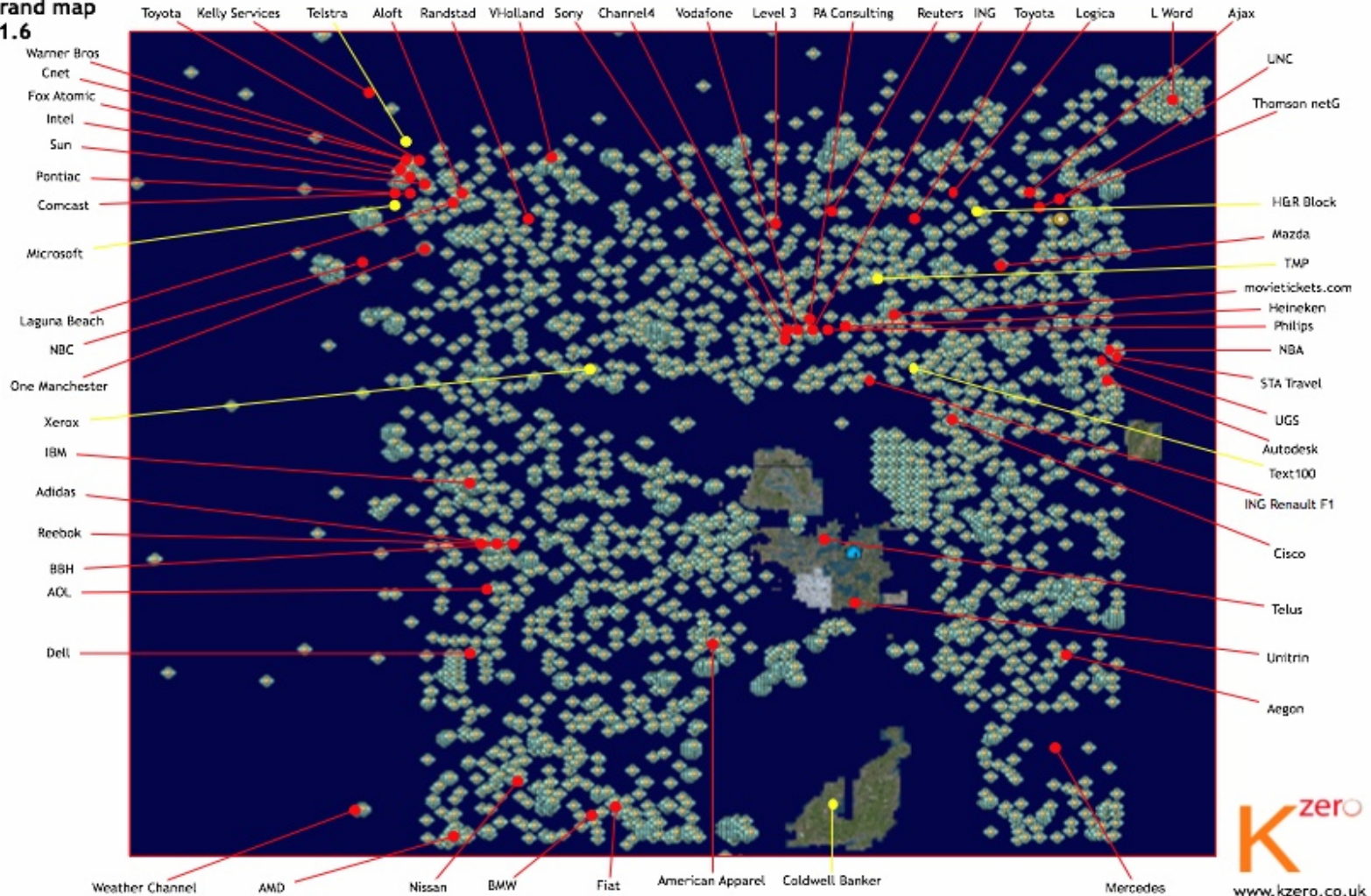


0 2 4 6 8 10 12 14

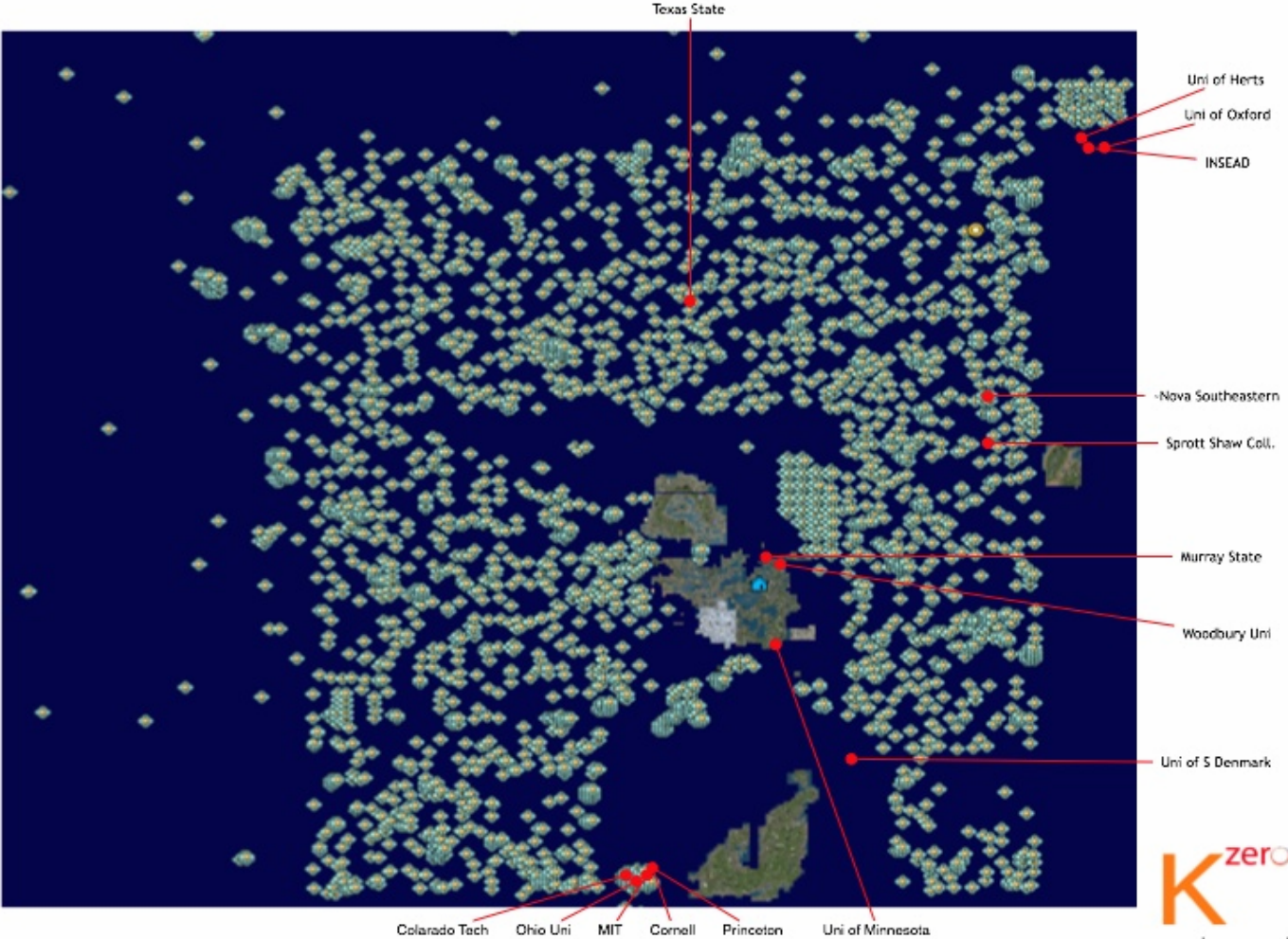
Number of Hours

Corporations in second life

Second Life Brand map v1.6



Second Life
College map
v1.1



NBICS Changing Content

2006

- **Changing Content**
 - No physical education as people have implants which makes most physical education teaching difficult
 - No languages education needed with universal translators
 - May be less need for music, arts?
 - Changing image of certain groups in society

가

The future of Education

2006

- Education system of the future will be different in deliverance and content
- NBICS will change the capabilities of students and teachers
- The speed of change is increasing
- Silo thinking is out
- Trans-disciplinary thinking as an individual and as a team is in.
- Foresight exercises are in
- Look at Social cohesion essential
- An ability divide and a knowledge divide could happen. Question is how big and for whom?

Ted Kahn, DesignWorlds for Learning Inc

- 2015 , 2
- 2 208 (MS) 70
- . www.internet2.org
- (OCW) (MIT) , 100
- . www.ocw.mit.edu
- 가 100
- 가 가
- . www.secondlife.com
- . www.wikiversity.org
- 1970 , 20 , 가 1
- 7000 .
- 가
- 가 가 가
- 가 가

Ted Kahn, DesignWorlds for Learning Inc
 가 (Virtual Museum of the Future)

- 가 가 가 가 가 가 가
- . www.designworlds.com
- 가 가 PDA ,
- 가 PDA ,

(1) (Just in time learning): (Collective Intelligence) ,

- 1) 가) 5) 2) ' ' () 3) 4) 가
- 6) (, , 가

(2) : , 가 .

- 1) 가. 가
- 2) 3) , NGO, .

(3) () : .

- 1) 가) (가 , ,

(4) :가 , 2) 가 , -

- 1) 가 3) 가 , 가 4) 3D 2) 가 , -
- 5)

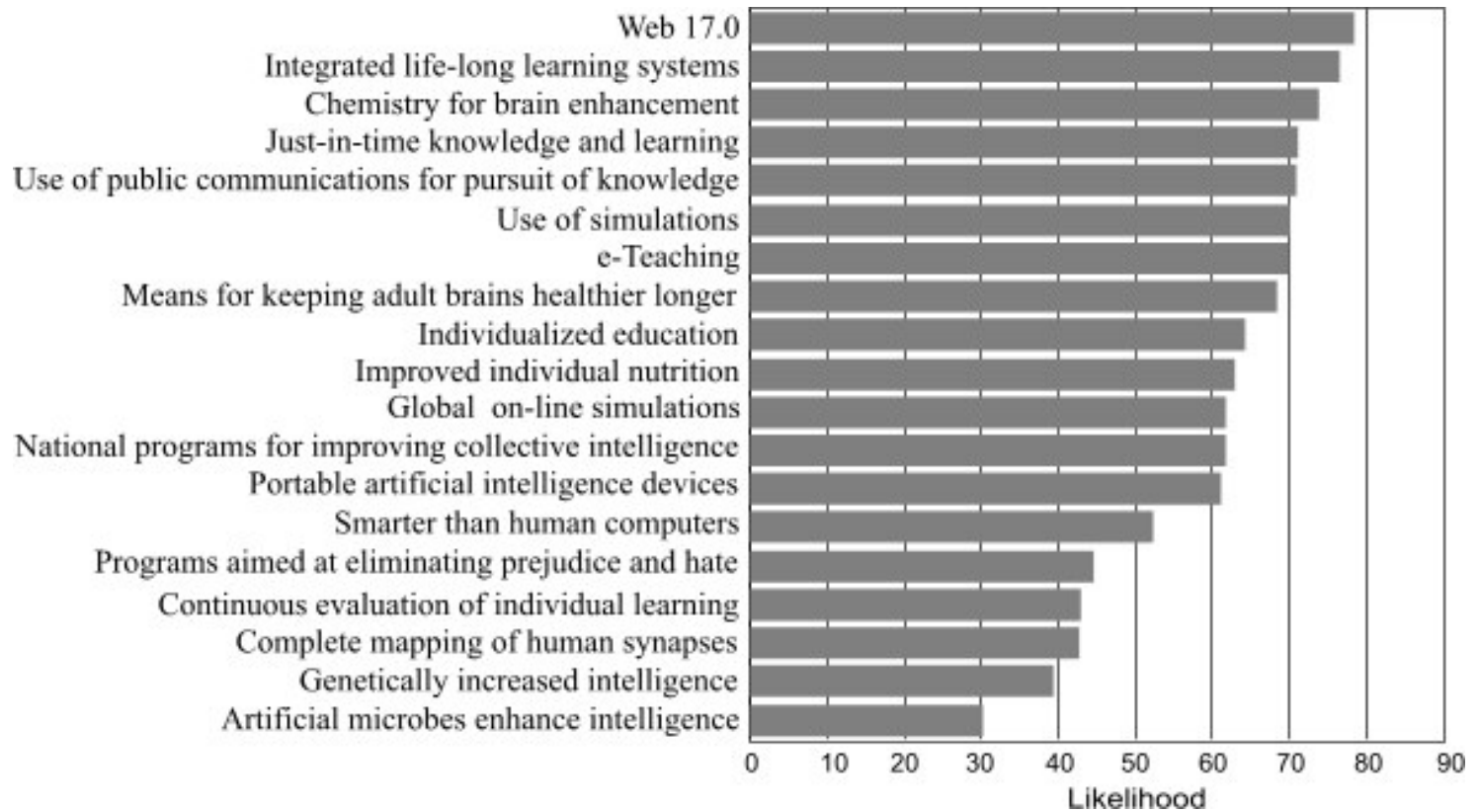
(5) Web 17.0: (Collective Intelligence) 가 2) :

- 1) 가

(6) : . (map)

Likelihood of Education Possibilities—year 2030,

2007



2007 , “ 2030” , 2030 17.0 “ ”
 , 가 가 , e , certificate
 , 가 가
 RFID GPS , .

2007.1.

- .
- , ' FTA , , 가 , 가
- 1) , 가가
- 2) “ ” “ ” .
- 3) 가 .
- 4) , , .
- 5) 가 .
- 6) 가 가 ,
- 7) FTA 가 가 .

2012

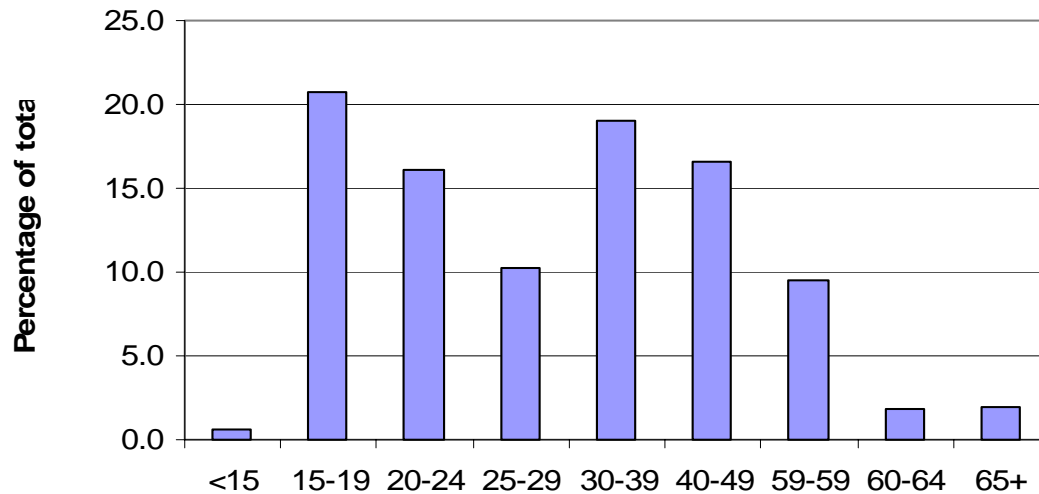
2007.1.

-
- 1. 가
- 2. 가 . NGO
- 3. . 2015 , 3-4 ,
- 4. collective intelligence SAT , just-in-time learning PDA/ 2 ,
- 5. 88%가 ,
- 6. IBM 2
- 7. 24 . 24
- 8. 가 2010 ,45
- 9. 6 32 10 ‘ ’ , 1) 50 (Wired U) 가
- “ ” (edutainment) ; 2) (MacUniversity) 가 ; 3) (Educational Maintenance Org) ; 4) (Outsourced U) , , , ,
- 3 ; 5) 가 (Warehouse U) ,
- 가 가 가

People of all ages participate

2003

VTE Engagement by Age Group 2003



More jobs may need VTE skills than university qualifications

Qualification	<i>Current</i> profile of population ()	<i>Potential</i> pathway for jobs ()
	% of 15-64 population	% of employment
University()	19.3	21.7
VTE()	29.1	62.8
No tertiary()	51.6	15.5

2005

	가	가	(1)
ADSL (DSL, 가 30%)	2004	65 %	3,200
B2B (30% 가)	2006	64 %	5,400
(30% , ,)	2007	53 %	2,600
()	2007	59 %	2,400
(30% , , ,)	2008	61 %	2,200
E- (30%)	2008	53 %	1,700
NOD (30%가)	2009	66 %	4,300
(30%가 ,)	2009	53 %	1,200
()	2010	58 %	4,000

,

	가	가	(1)
(30% 가)	2010	58 %	4,000
(30%)	2010	57 %	3,500
(, , , 30%가)	2010	47 %	2,500
(30%가)	2010	48 %	1,200
(30%가 ATM PC)	2012	39 %	1,500
가 (30% ,)	2014	41 %	3,200
E- 가 (30% , ,)	2015	45 %	4,600
(PC)	2017	41 %	3,800
가 (, , 가 , 30%가 IT)	2016	36 %	2,900
(90%)	2017	44 %	1,300

Robotics

가 , , - , 2020
가 30%가

State-of-the-Art (Sony, Honda, Toyota)

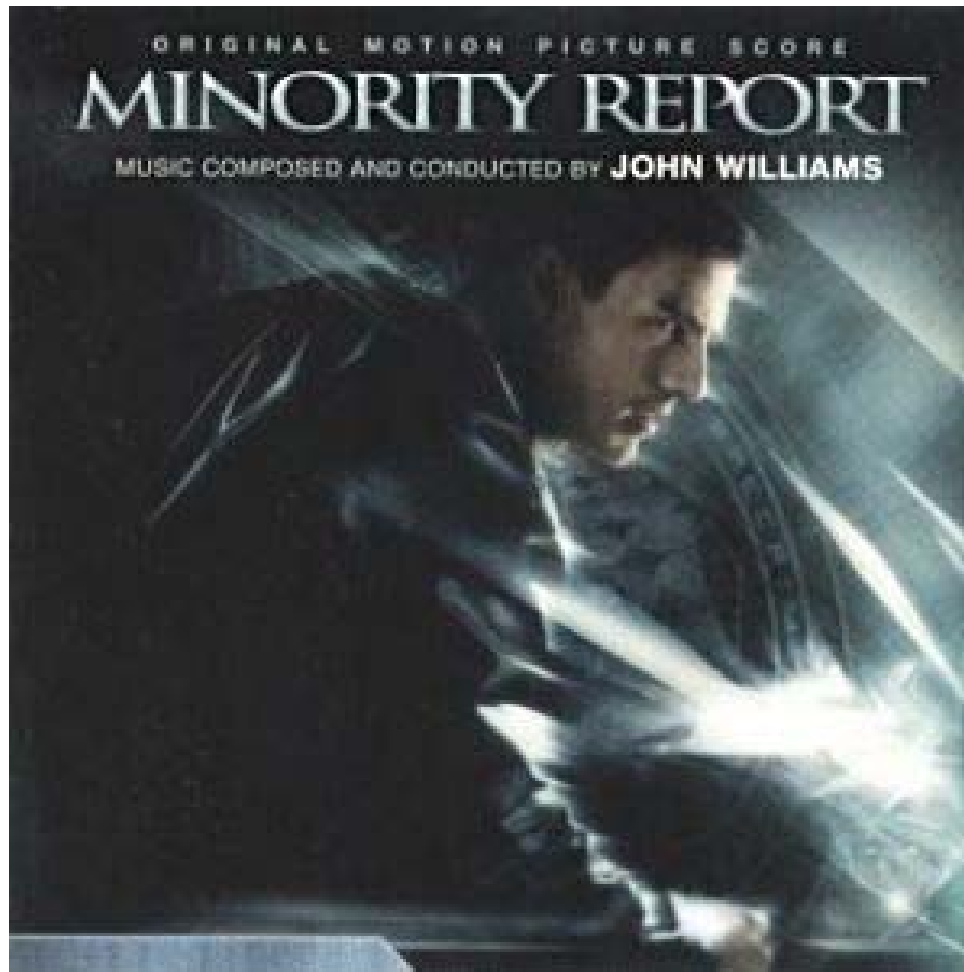
- 60K vocabulary, speech recognition
- 60K ,
- 30 motor joints, walks, runs, stairs
- Pattern recognition (faces, surroundings), learning
- , ,

Coming

- Emotional interactions – Kismet (MIT)
- MIT 가
- Improved AI, speech, consciousness? ,
가 ,
- Care givers, servants, warriors, etc.
- Rodney Brooks (MIT): “Like PCs in ’75”
- 75 pc
- TechCast – 30% of homes by 2020



Much of the technology in this movie is
already here



Finger Printing most common biometric Identification

가

ID



가

- A shopper in the UK using her finger to pay



ID

- To try and stop terrorists and illegal travelers many passports have Biometric Identification



GETTY IMAGES

Video surveillance

5 CCTV 1

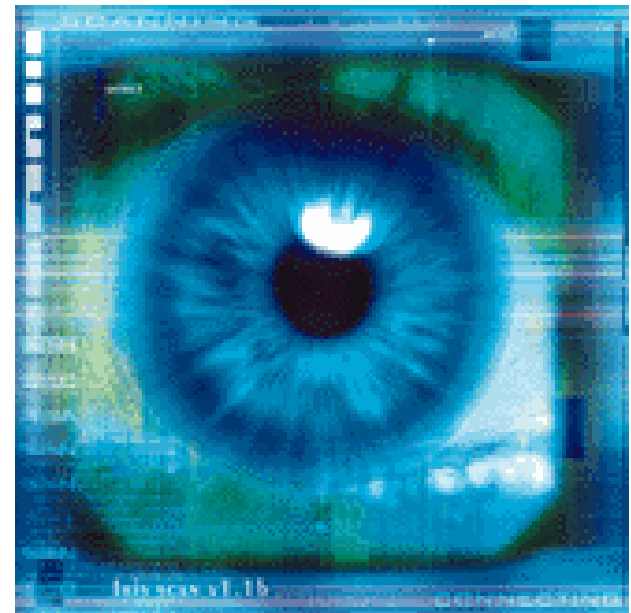


Citizens in Australia under surveillance

24



Iris scan



- Global Satellite observation

- 24





Who are the two men?

가?

What are they doing?

- A picture of God touching Adam



- According to Christianity and the Bible God created Adam to look just like him



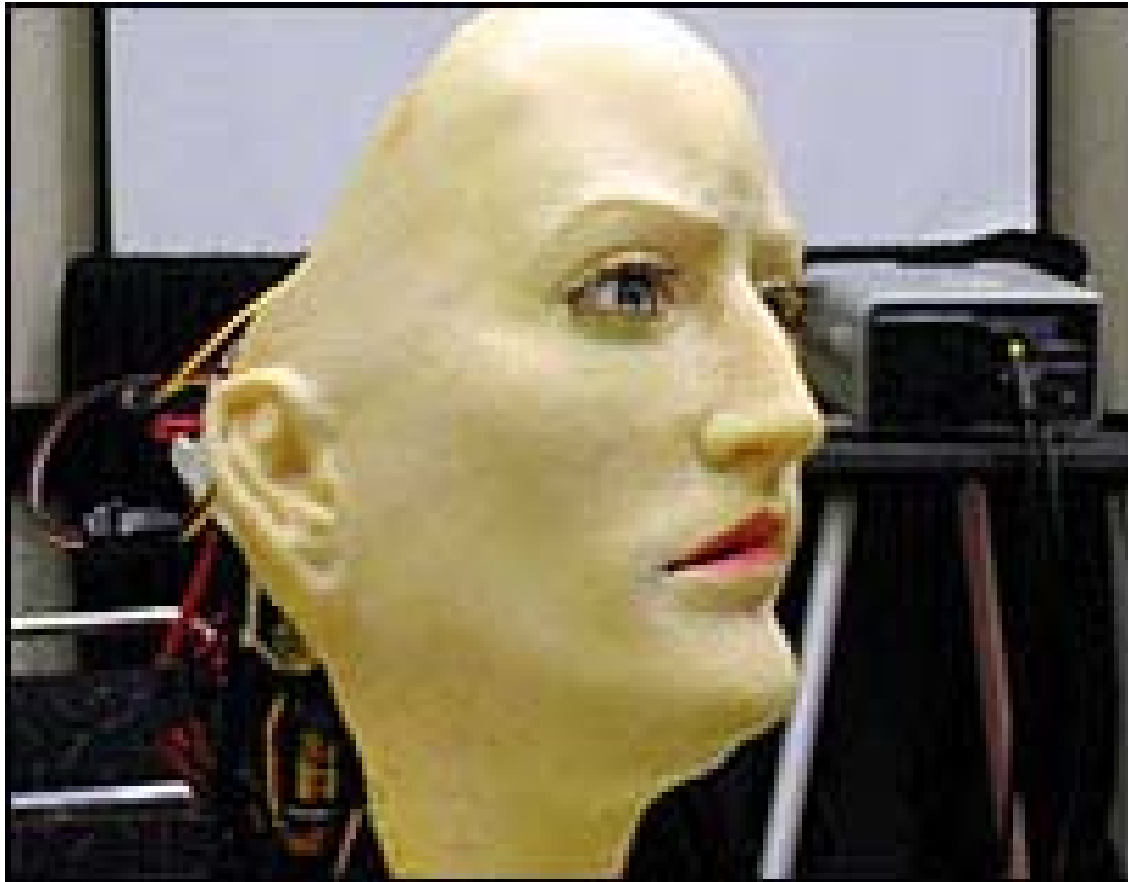
How is this picture the same as the other?

How is it different?



- What is this?
- Where is it from?
- Have you seen one before?

Robots are now becoming more intelligent and human like



This is her baby Robot. Is he cute?

- In the future
will robots be
equal to
humans

•

가 .

- Why or why
not





Like the
Christian God,
we have
made our
“robots” (our
“Adam”) to be
like us.

Technology and the Future

- If the world continues to be polluted will we have to become half robot and half man?
- If we want to live a long life will we have to become part machine?

- 가

가 .

,



Many of
us today
are
already
half
machine.

Robots are now doing operations



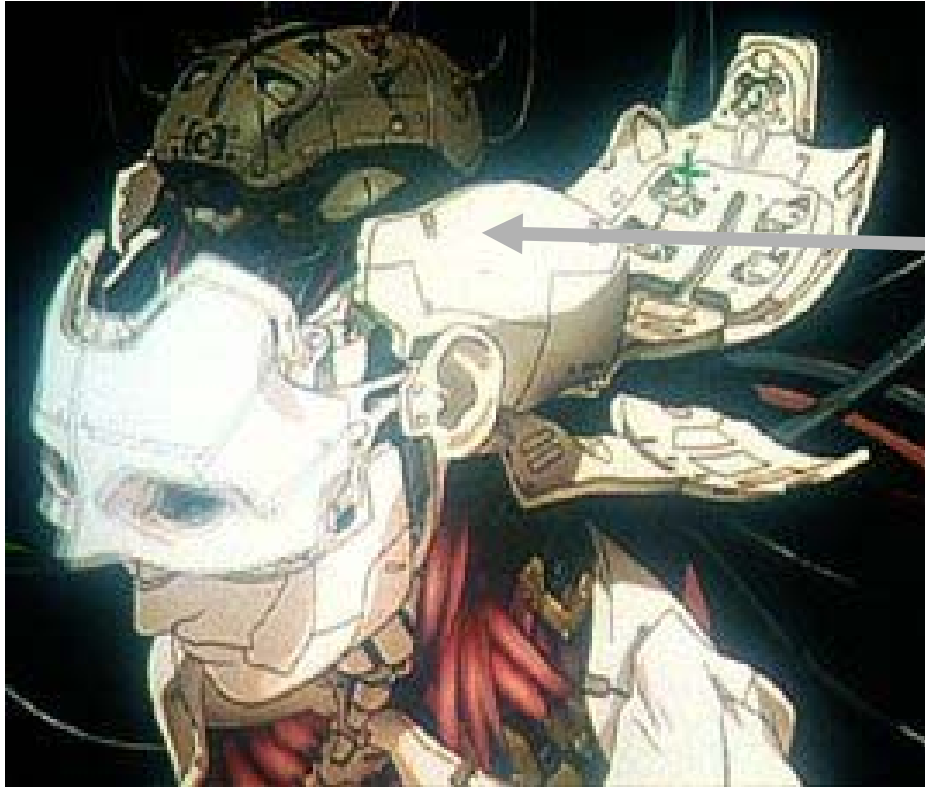


- Will we become like this?
- Maybe?
- Possibly?
- ?

?



- Like this?

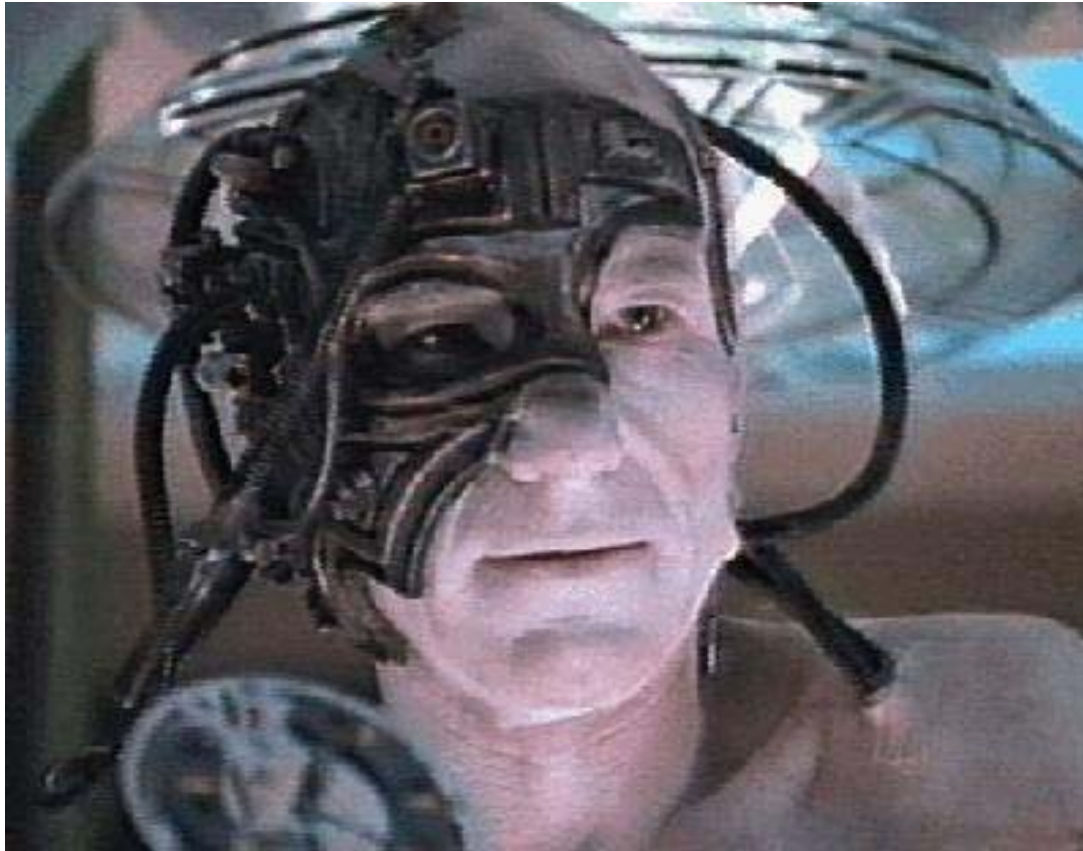


Do you think
we will put
extra
memory in
our brains—
just like a
computer
does

?

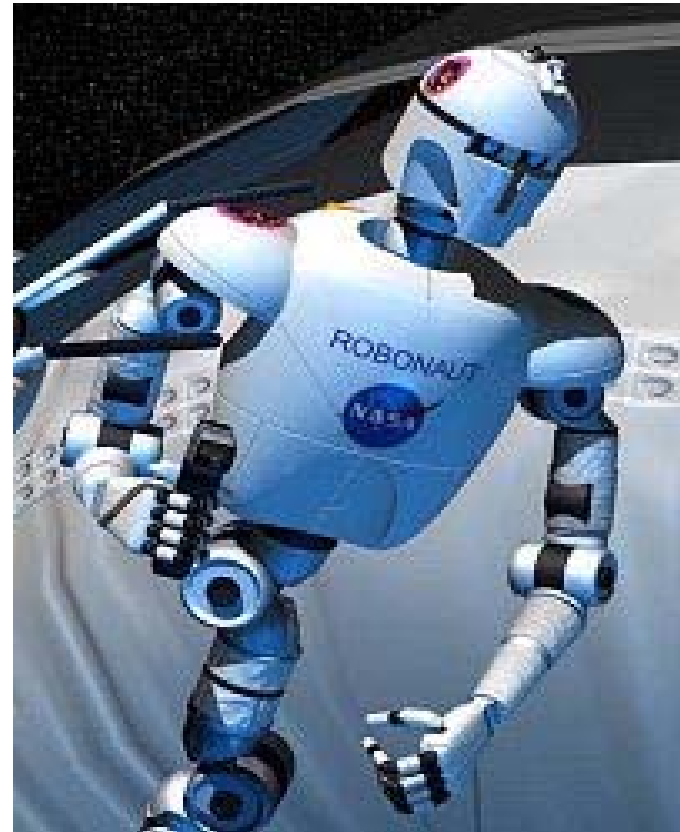
In order to live longer to you think
we might become part machine?

가



Robotnaut

This robot is designed to go outside the space shuttle and perform space walks and other humanlike tasks.



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Emotional Robots 가

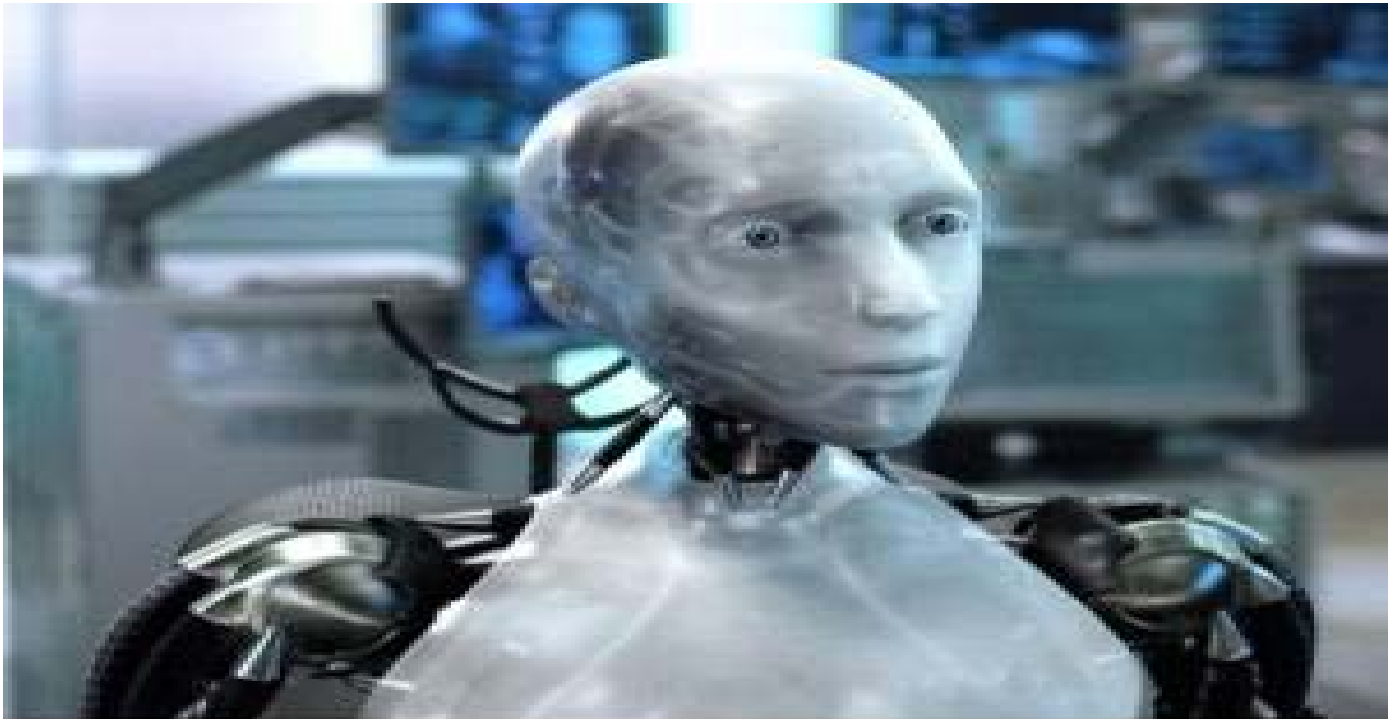
Paranoid androids or intelligent agents?

Dr Will Browne – Cybernetics

, 가

Mobile Robotics

- Dr Susan Calvin obtained her bachelor's degree at Columbia in 2003 and began graduate work in cybernetics. Asimov (1940)
- 2003



10

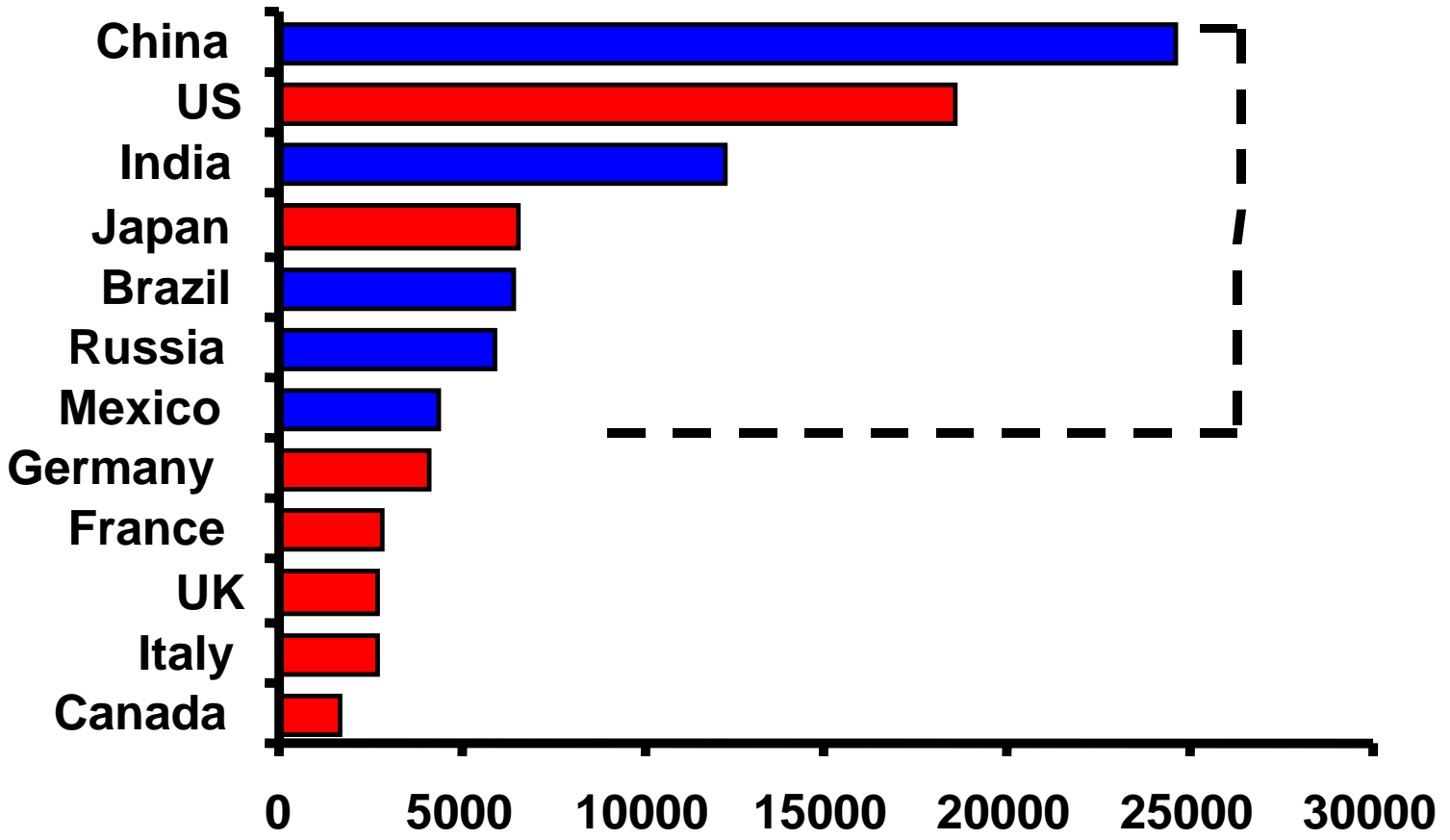
85 : 2005. 6. 20.

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	+3		,
IT	+2		, . ,
	-1		가 . 가가
	+7		.
	-4		, 가 .
	+5		, . ,
	+8		. ,
	+2		.
	+3		, . ,
	+9		, . ,

The G7 in 2025, GDP at PPPs (US \$Bn 2000 prices)

Rohit Talwar, British Futurist

CEO - Global Futures and Foresight /CEO - Fast Future: rohit.talwar@thegff.com



Source: IMF & Capital Economics