



LIGHTINGEUROPE
THE VOICE OF THE LIGHTING INDUSTRY

HOW TO SURVIVE THE DIGITAL TSUNAMI...



Silvia Leal, @slealm
Brussels, 30th March 2017

Who in this room knows the speed of a tsunami?





HIGHWAY
120 km/h?



TESLA
210 km/h?



BUGATI
431,7 km/h?





LAUNCHED IN 1972



**2013
BANKRUPT**



1982 3 BILLION USD



IN FIVE YEARS' TIME FOUR OUT OF TEN
COMPANIES WILL DISAPPEAR...

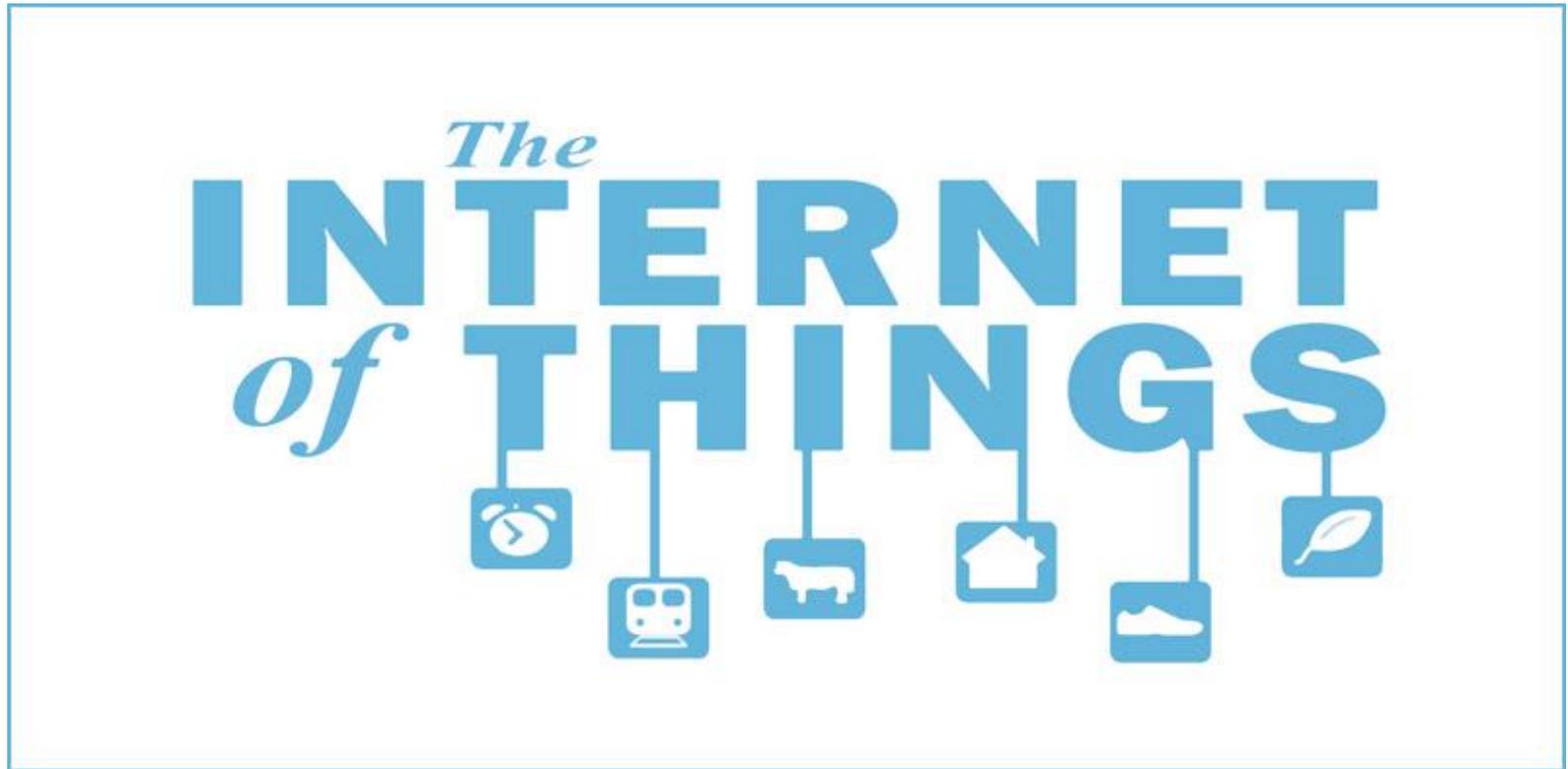


IN TEN YEARS' TIME 47% OF THE TYPE OF JOBS WE KNOW NOWADAYS WILL DISAPPEAR...





THE INTERNET OF THINGS WILL GENERATE 1,9 TRILLION USD IN 2020



THE INTERNET OF THINGS WILL GENERATE 5,4 TRILLION USD IN 2025 (x6 PHARMA)





WE NEED TO FOCUS ON THREE THINGS



factor 1





Dull, Dirty, Dangerous -





**THEY CAN SEE WHAT OUR EYES CAN'T SEE
AND GET TO PLACES THE AVERAGE PEOPLE
COULDN'T GO WITHOUT RISKING THEIR LIVES**











1917





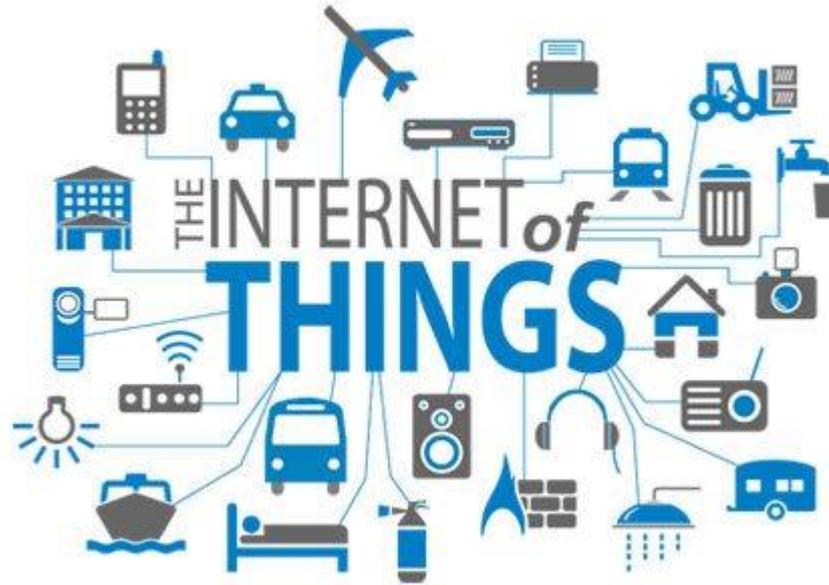
DRONES DECREASE BOTH THE COST OF DEALING WITH A PLAGUE AND THE IMPACT ON THE ECOSYSTEM UP TO 70%.



DRONE CAPABLE OF TRANSPORTING 4 KGS OF MEDICAL EQUIPMENT, COVERING AN AREA OF 12 SQUARE KMS IN LESS THAN ONE MINUTE.



**LADY GAGA SANG WHILE BEING
SURROUNDED BY AN ARMY OF 300
LIGHTING DRONES (USING LED SYSTEMS)**



**THE TECHNOLOGY CAPABLE OF CONVERTING
ANY INERT OBJECT INTO A SMART ONE,
PROVIDING IT WITH A VIRTUAL IDENTITY AND
THE CAPABILITY OF EMPATHIZING**

THE USE OF SENSORS CONNECTED TO THE INTERNET.





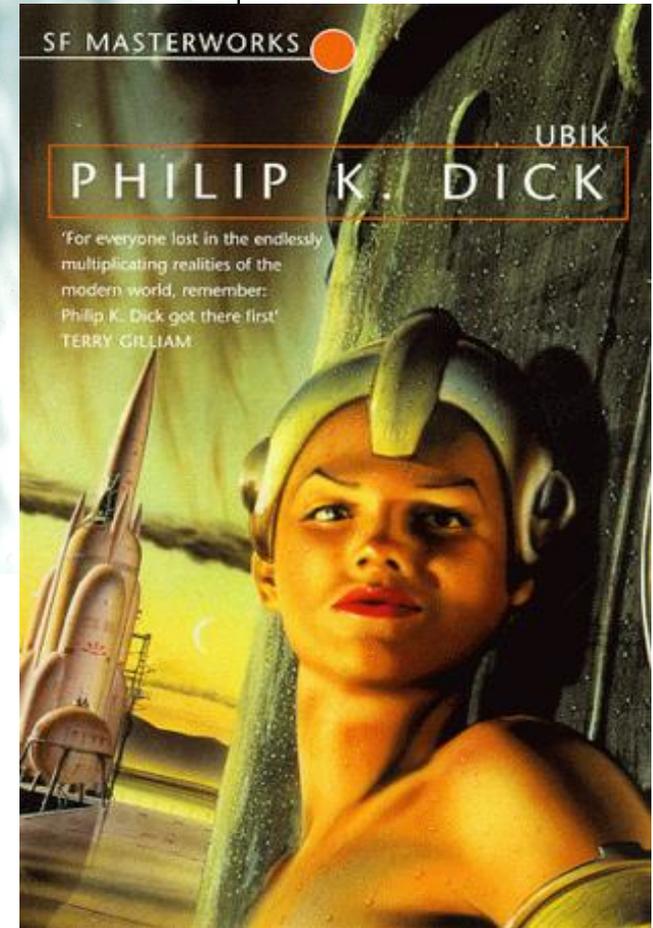
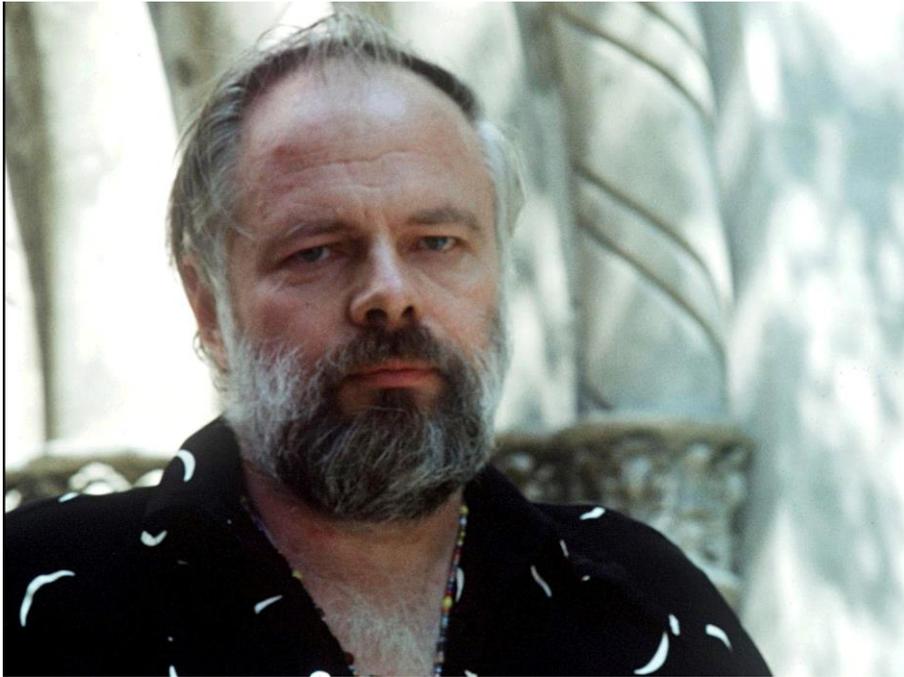
EVERY YEAR 1,5 MILLION PEOPLE DIE FROM DIABETES. THEY LIVE UNDER THE JAB CURSE.



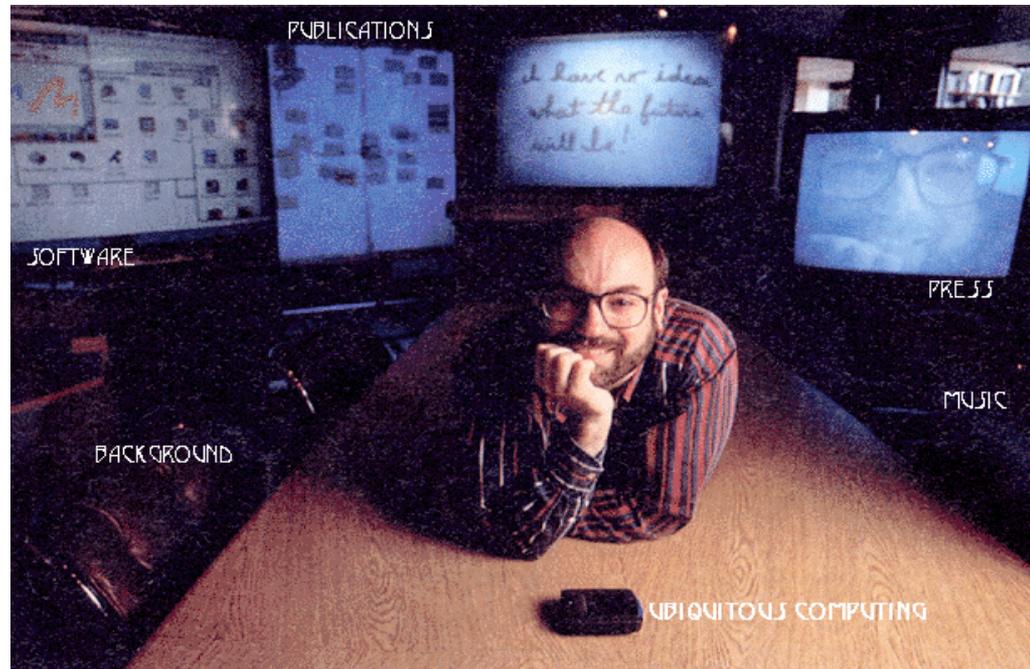
SMART CONTACT LENSES TO MEASURE THE AMOUNT OF SUGAR IN OUR BLOOD

WALKING WITH REWALK





**WE OWE THIS TECHNOLOGY
TO SCIENCE FICTION:
UBIK 1969**



**MARK D. WEISER, PUBLISHED IN 1991
AN ARTICLE PREDICTING A WORLD
WHERE COMPUTERS WOULD BE
INVISIBLE AND PART OUR LIVES...**



Smart Lighting

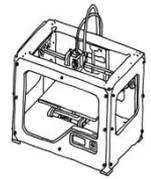
Connected! The way to work, live & play!

**1,9 TRILLION EUROS, AMOUNT THAT
DOUBLES THE CURRENT INCOME
GENERATED BY THE PHARMACEUTICAL
INDUSTRY...**

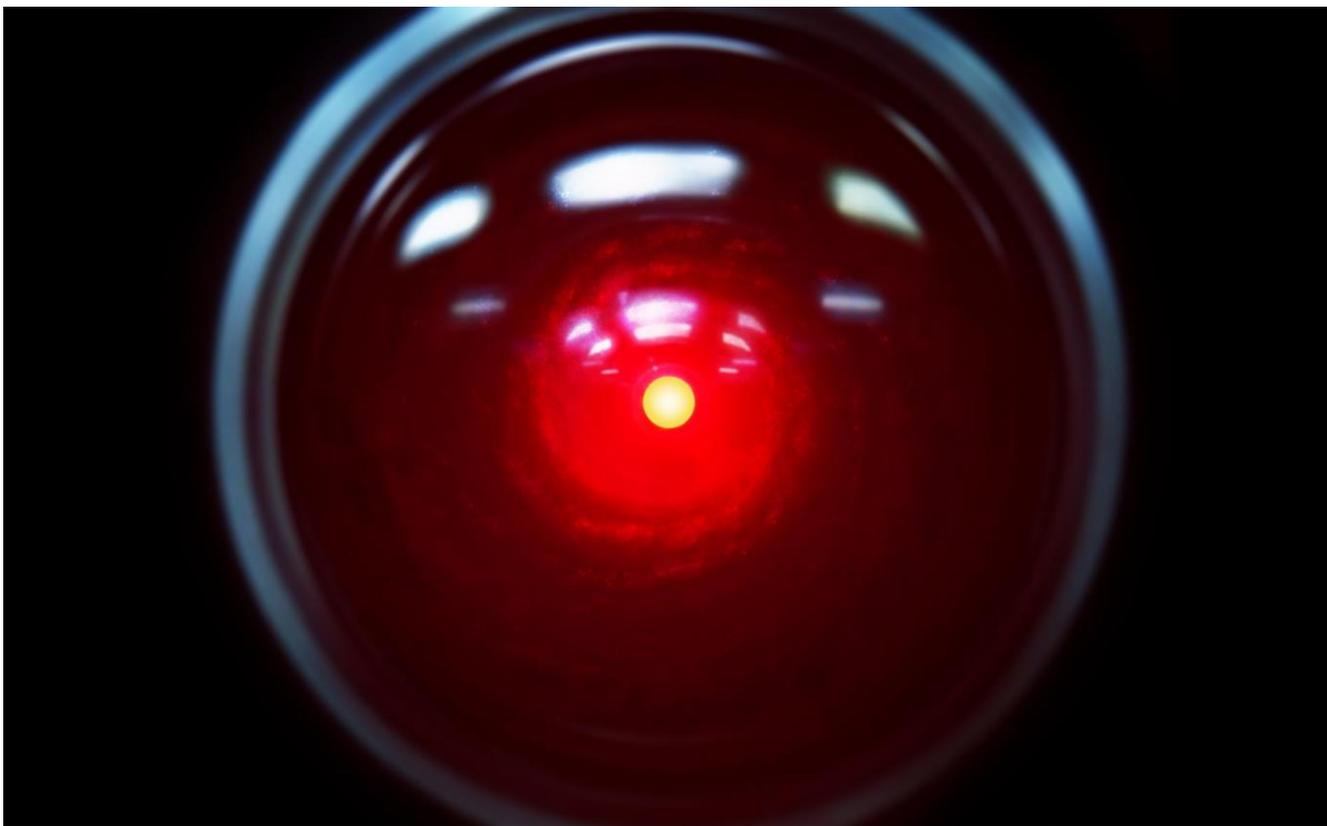
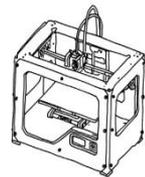


**THE SMART LIGHTING SYSTEMS WILL
ALLOW US TO REDUCE THE COST OF
ELECTRICITY BY 90%.**

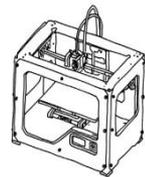




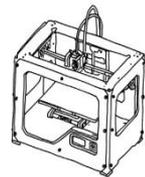
**HOW MANY BILLIONS WILL GO TO THE
LIGHTING BUSINESS?**



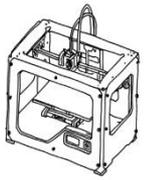
BIG DATA AND ARTIFICIAL INTELLIGENCE



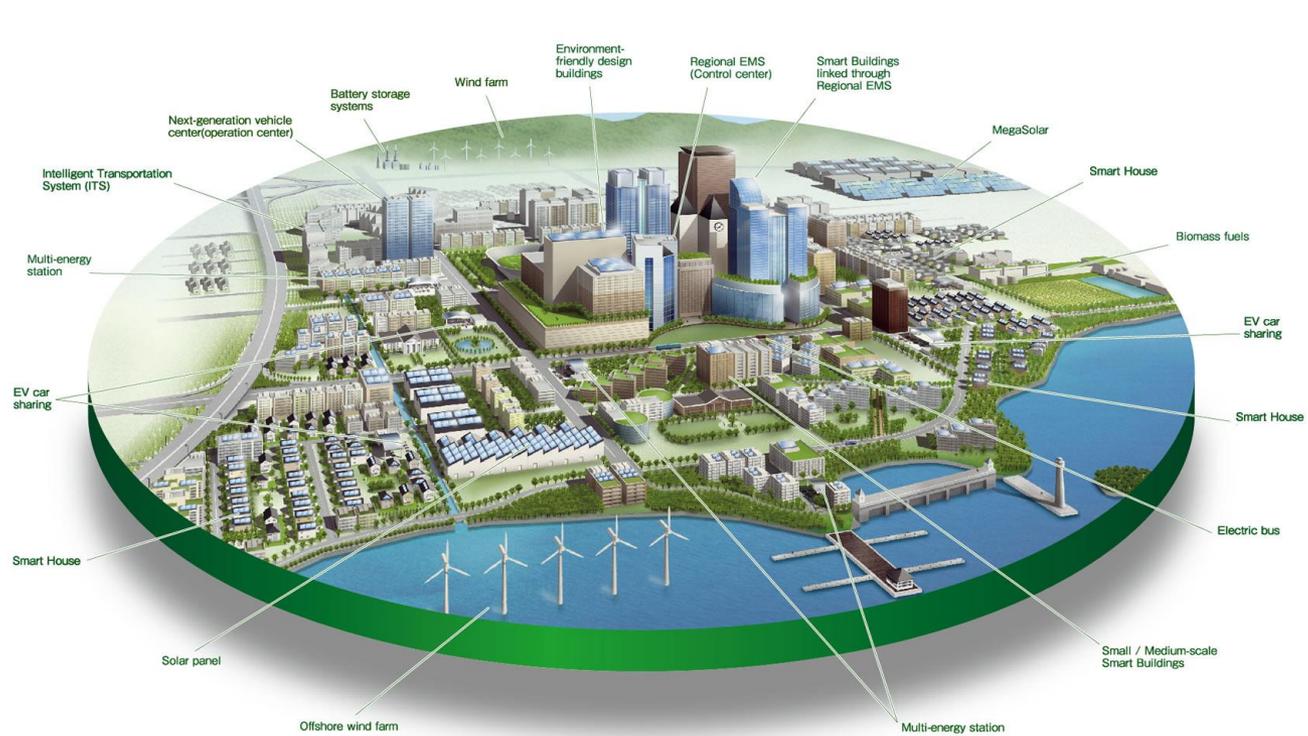
GERMANY RECOGNIZES THAT THEY USED A SECRET WEAPON TO WIN...



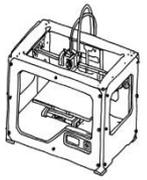
**IT WAS CALCULATED THAT BETWEEN
88.000 AND 139.000 PEOPLE DIED
BECAUSE OF VIOXX...**



LOS ANGELES' POLICE: LIST OF 400 FUTURE CRIMINALS (MINORITY REPORT)



**MOVING TO SMART LED NETWORKS
REPRESENTS A HUGE OPPORTUNITY FOR
OUR GOVERNMENTS**



**MORE THAN 1,4 TRILLION USD BY 2020,
THREE TIMES THE GLOBAL MARKET
SIZE IN 2013.**



**THE AMOUNT OF SMART LIGHTING UNITS
WILL INCREASE FROM 46 MILLION UNITS IN
2015 TO 2.540 MILLION UNITS BY 2020.**



AUGMENTED REALITY



HOW MANY OF YOU HAVE WATCHED TERMINATOR? IT WAS SHOT IN 1984



**IN 2008 IT WAS SELECTED BY THE LIBRARY
OF THE US CONGRESS TO BE PRESERVED
IN THE NATIONAL FILM REGISTRY:
CULTURALLY SIGNIFICANT.**



THE COMBAT PILOTS HAD TO MONITOR ENEMIES' MOVEMENTS AND THE CONTROL PANEL AT THE SAME TIME.



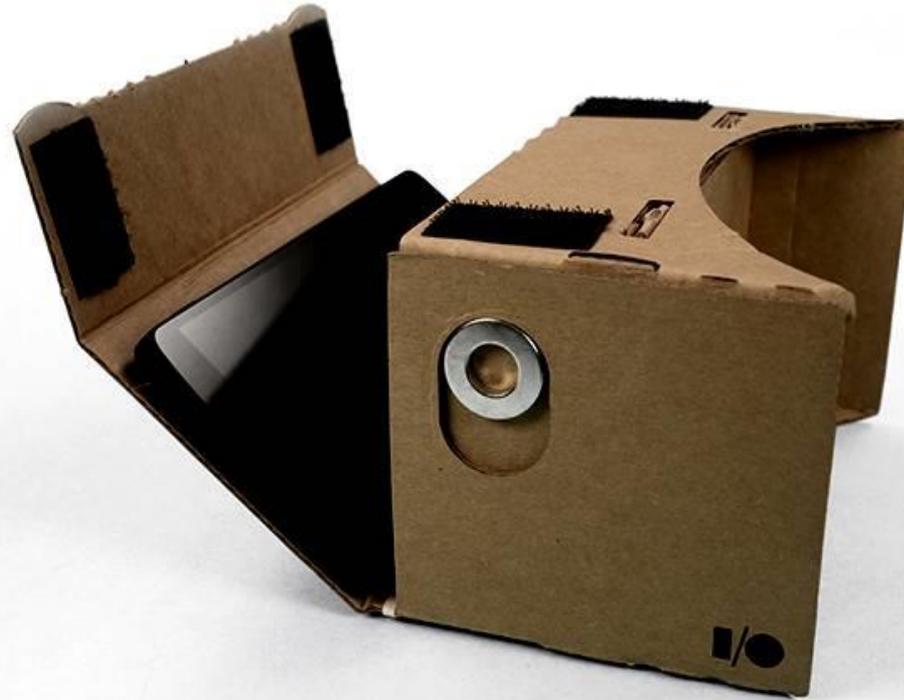
**LATER, SCIENTISTS INVENTED
THE HEAD MOUNTED DISPLAY.**



**A MULTIFOCAL FUNCTIONALITY THAT
ALLOWS THE BRAIN TO FOCUS SHORT AND
LONG DISTANCES AT THE SAME TIME.**



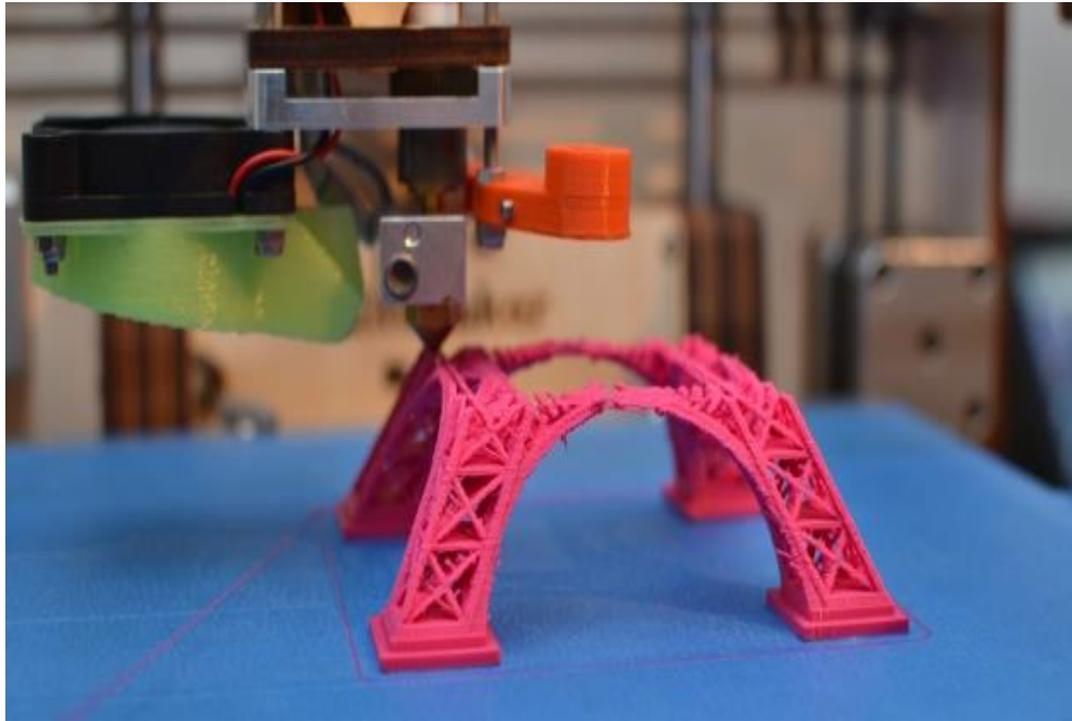
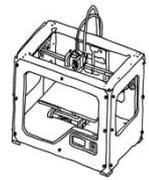
SENSORY FICTION: PROGRAMMED TO HELP YOU FEEL THE EMOTIONS OF THE PROTAGONIST OF THE BOOK



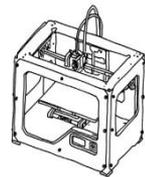
**YOU COULD BUY SOME HIGH QUALITY
CARDBOARD GOOGLE GLASSES FOR 14 USD**

AUGMENTED REALITY WILL MAKE MORE THAN 150 BILLION DOLLARS IN 2020, 30 TIMES MORE THAN THE BUSINESS IN 2016

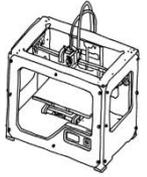




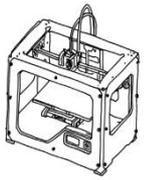
**3D PRINTING PRINTS LAYER BY LAYER
INSTEAD OF PRINTING DROP BY DROP...**



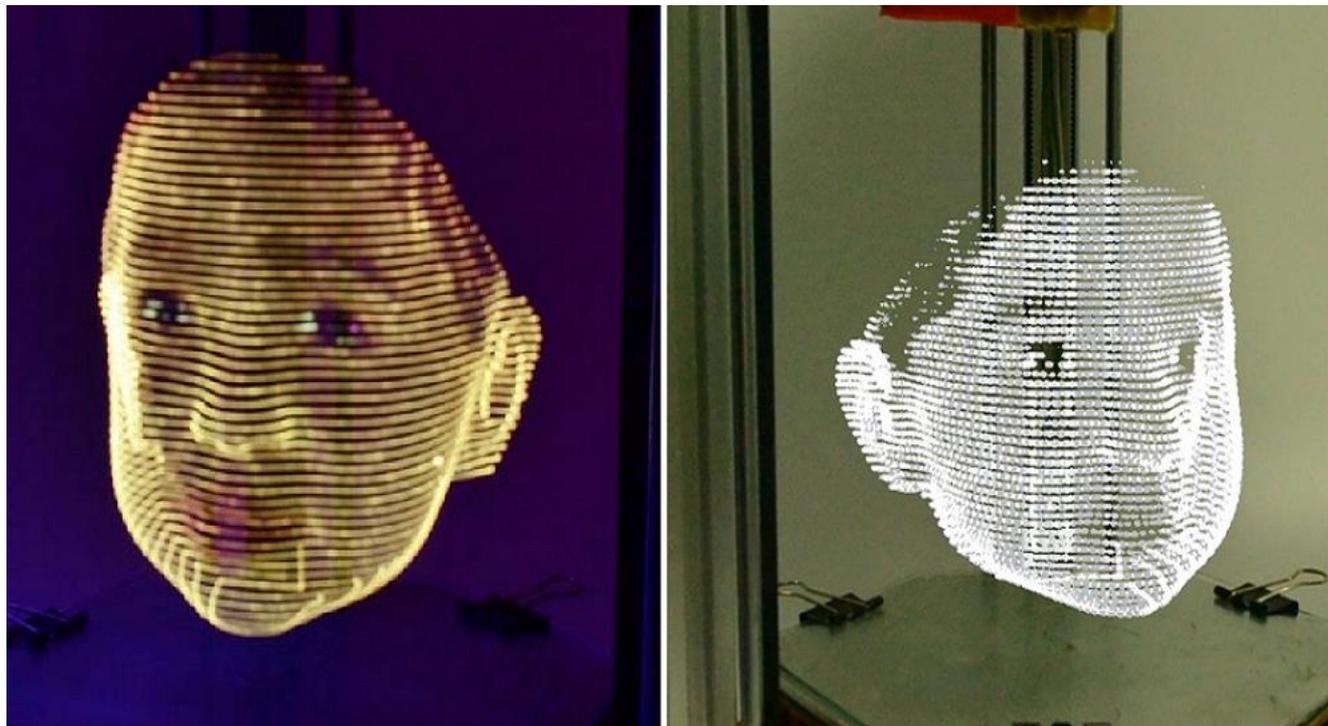
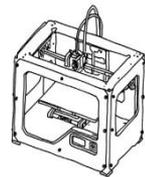
THE FUSED DEPOSITION MODELING TECHNOLOGY WAS CREATED IN 1988 BY SCOTT CRUMP AND HIS WIFE LISA.



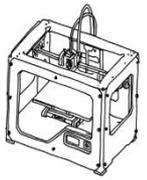
**98% OF HEARING AIDS HAVE BEEN
DEVELOPED USING THIS TECHNOLOGY.**



**¡THE STRATI! IT ONLY NEEDED 49 PIECES,
WHILE A TRADITIONAL CAR HAS
BETWEEN 5.000 AND 6.000.**



THE 3D PRINTING BUSINESS VOLUME WILL INCREASE FROM 1.6 BILLION DOLLARS TO 13.4 BILLION IN 2018.



**THE STEREOLITHOGRAPHY:
TECHNIQUE THAT GROUPS THE CHEMICAL
COMPOUNDS OF A MILD RESIN **USING A
LIGHTING SYSTEM...****

3D PRINTING BUSINESS VOLUME WILL INCREASE FROM 1.6 BILLION DOLLARS TO 13.4 BILLION IN 2018.

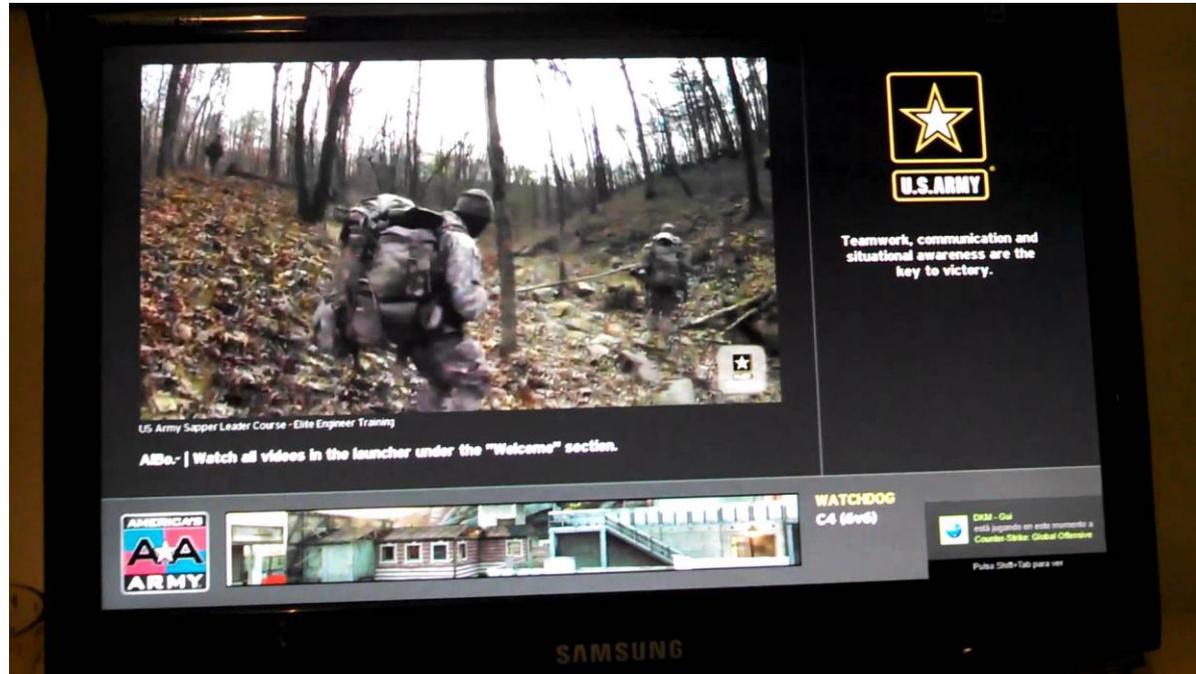




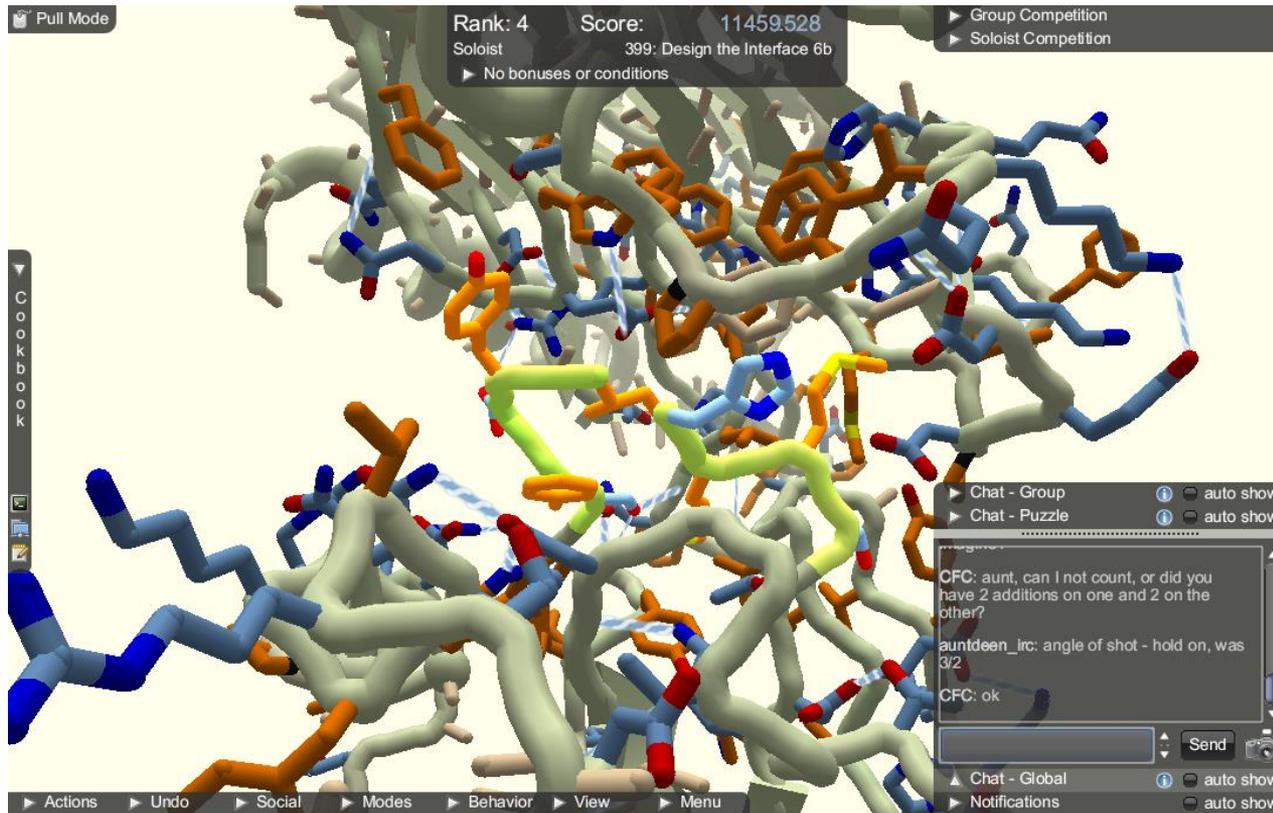
IN 2000, THE AMERICA'S ARMY HAD A TERRIBLE PROBLEM: NO ONE WANTED TO JOIN THE ARMY...



IN 2002 THEY LAUNCHED AMERICAN'S ARMY, AN ONLINE MULTI-PLAYER COMBAT SIMULATOR TO ATTRACT RECRUITS.



IN 2005 THE GAME HAD BEEN DOWNLOADED BY 6 MILLION PEOPLE AND 40% OF RECRUITS CONFESSED HAVING PLAYED IT A LOT...



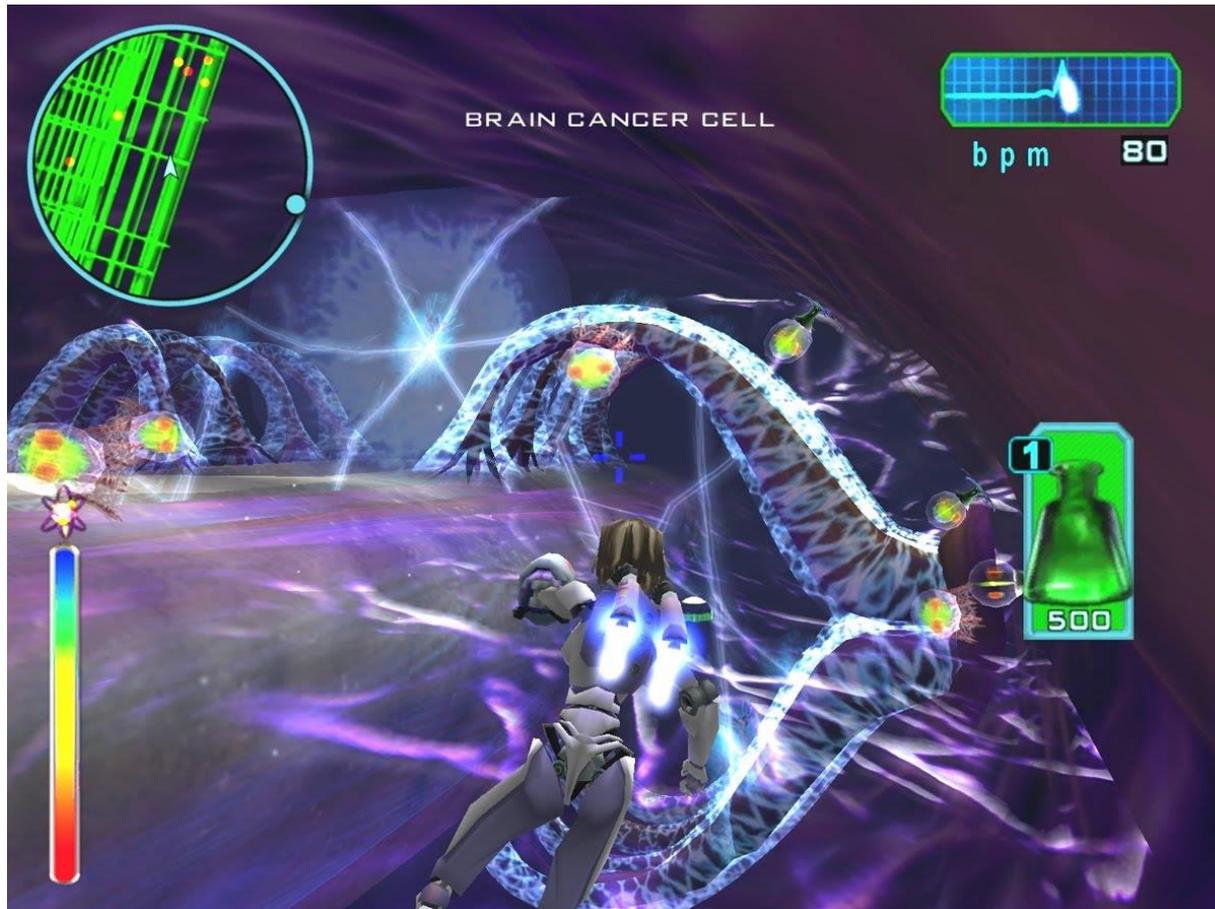
**SCIENTISTS TRIED FOR 15 YEARS TO
DECIPHER THE STRUCTURE OF THE
PROTEASE ENZYME.**



AFTER 40.000 PEOPLE COLLABORATED, THE PROBLEM WAS SOLVED IN THREE WEEKS.



ROXXIE IS A NANOROBOT IN CHARGE OF KILLING BAD CELLS USING HER WEAPON: CHEMO.



**THE SELF-EFFICACY OF SURVIVAL WAS
THREE TIMES HIGHER.**



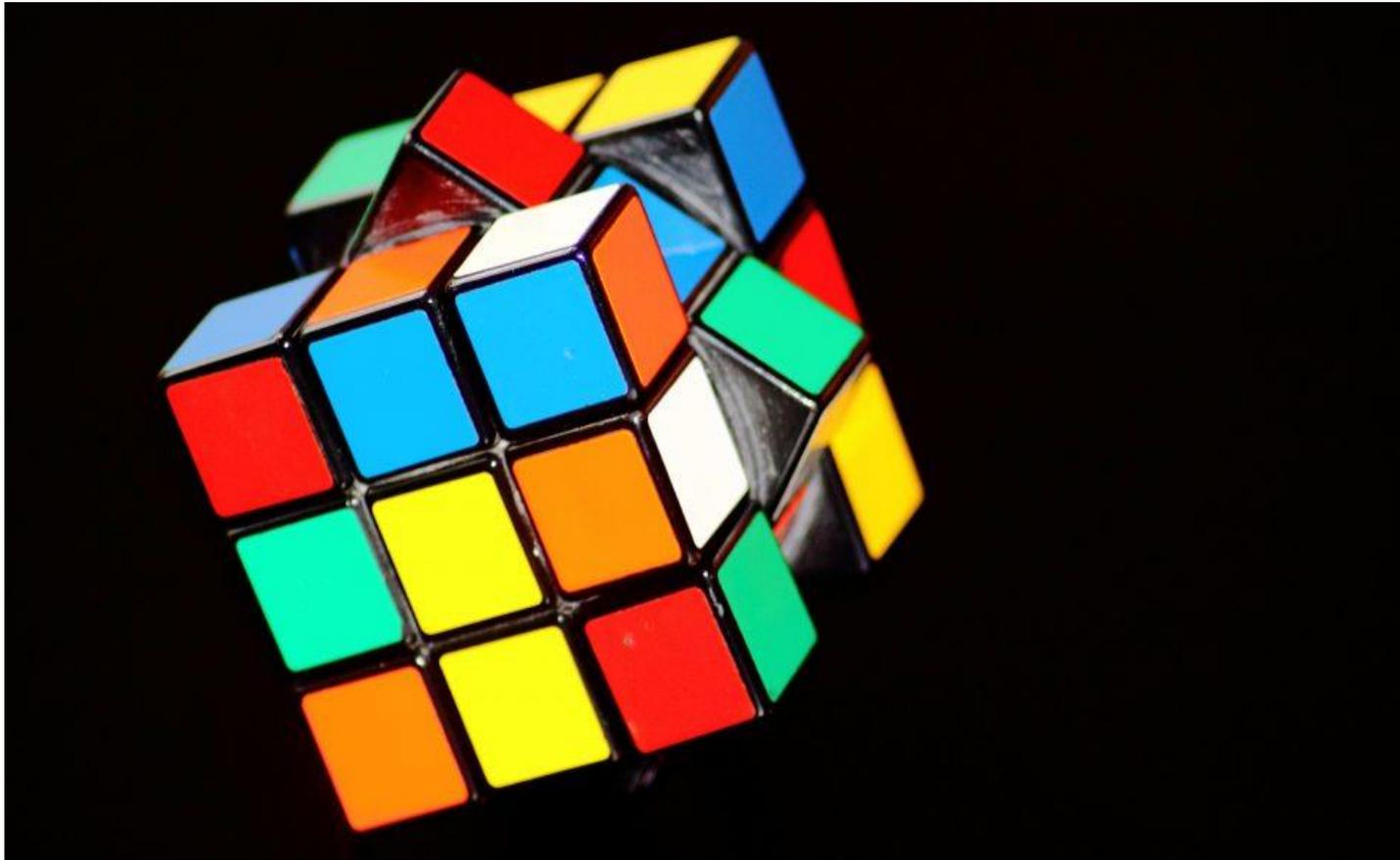
**A GAME TO ASK THE CHINESE PEOPLE
HOW THE CAR OF THEIR DREAMS WAS.**



33 MILLION VISITS AND 139.000 IDEAS.



**A CAR THAT CHANGES THE EXTERNAL
COLOUR ACCORDING TO THE PLAYED MUSIC.
IT WAS A BEETLE **WRAPPED IN LEDS.****



2.8 BILLION DOLLARS IN 2016, NUMBER THAT WILL INCREASE TO 10.2 BILLION DOLLARS BY 2020.



factor 2



**DID YOU WAKE UP FEELING ALL
FIRED UP TODAY?**

find Your PaSSion

**PASSION EXPLAINS 35% OF OUR SUCCESS
IN ANY ACTIVITY OR PROJECT WE DECIDE
TO START...**



**KEEP
CALM
AND
FIND YOUR
PASSION**

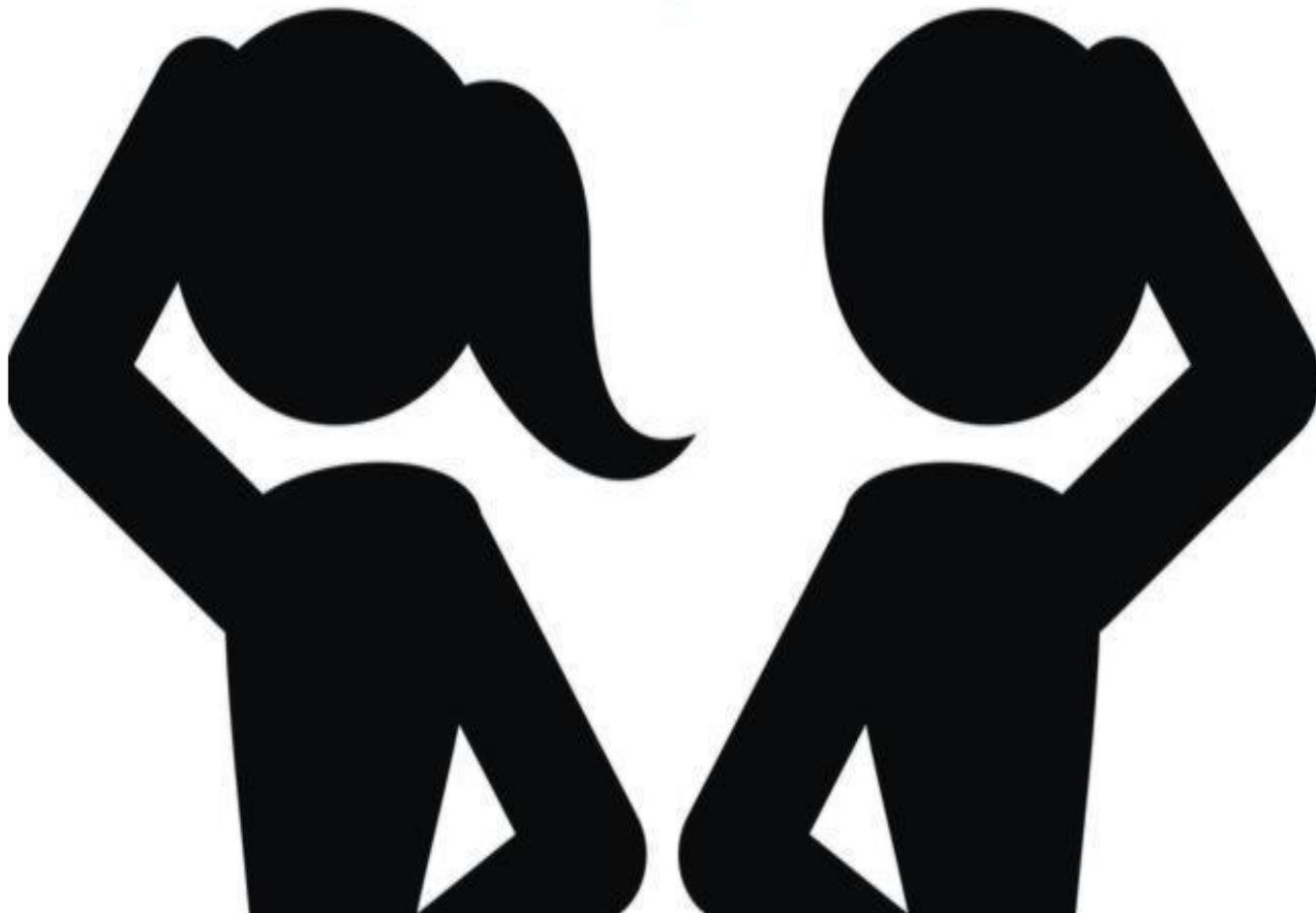
**HOWEVER, ONLY 15% OF THE POPULATION
WAKES UP FEELING THAT PASSION**



MANAGE YOUR FEAR WITH INTELLIGENCE.



HOW TO MAKE THE MOST OF YOUR MIND?





THE ANSWER IS MEN WITH A HIGH FEMININE SIDE, WHICH MEANS THEY KNOW HOW TO CONNECT WITH THEIR EMOTIONS



THE ANSWER IS ALSO WOMEN WITH A HIGH MASCULINE SIDE, WHICH MEANS THEY DON'T SET ANY LIMITS FOR THEMSELVES.



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