

2020 Technology Trends

What is Technology?

It is knowledge or a set of tools that helps make things easier or resolve problems.

Example: the pen is one of the first technologies that made it easier for humans write and remember their thoughts. It was later improved upon with the development of the printing press.

Later, typewriters were created, which made it faster for people to create their own documents by typing instead of writing.

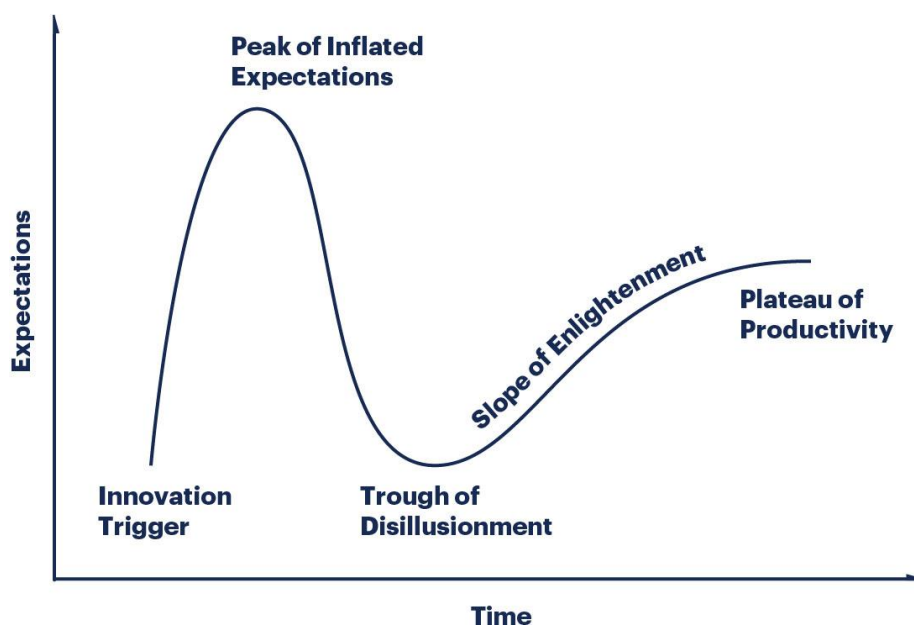
Finally, the computer was created, which over time has greatly improved on all previous technologies in the context of writing and the sharing of information.

What are the Technology Trends?

The industry-wide acceptance of a particular technology can be seen either as an opportunity or as a threat to an individual firm. Either way, the technology trend awareness skills serve as the most important asset. Ideal technology trend awareness skills would mean a person's ability to either correspond to the industry-wide technology adoption or surpass it.

Gartner Hype Cycle

Gartner Hype Cycle methodology gives you a view of how a technology or application will evolve over time



- **Innovation Trigger:** A potential technology breakthrough kicks things off. Early proof-of-concept stories and media interest trigger significant publicity. Often no usable products exist and commercial viability is unproven.
- **Peak of Inflated Expectations:** Early publicity produces a number of success stories — often accompanied by scores of failures. Some companies take action; many do not.
- **Trough of Disillusionment:** Interest wanes as experiments and implementations fail to deliver. Producers of the technology shake out or fail. Investments continue only if the surviving providers improve their products to the satisfaction of early adopters.
- **Slope of Enlightenment:** More instances of how the technology can benefit the enterprise start to crystallize and become more widely understood. Second- and third-generation products appear from technology providers. More enterprises fund pilots; conservative companies remain cautious.
- **Plateau of Productivity:** Mainstream adoption starts to take off. Criteria for assessing provider viability are more clearly defined. The technology's broad market applicability and relevance are clearly paying off

Egyptian startups with breakthrough technologies

- **Sensing and Mobility (Iot):** The company helps IoT vendors build Ethereum-connected IoT devices easier, enabling faster go-to-market
- **Augmented Reality :** Imagina Books is a series of Educational Augmented Reality books that blends between the classical book reading experience & Augmented Reality
- **Ai & Analytics:** BotCommander A Cairo-based startup that integrates AI Chatbots without a need for any technical knowledge.
- **Digital Transformation:** Selena offers an AI technology solution office assistance that helps businesses digitally employee in/out time tracking.



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