

components with more industrialised technology. The map assumes a timeframe of the early to mid 2000s, obviously these components have evolved since then. The play of combining industrialised components to expand into the adjacent unexplored with some new higher order activity is a high-risk stepping stone. You don't know what you'll find nor where it could lead next. It might be the next best thing since sliced bread but the past is littered with failed concepts. The problem with figure 246 is we always look back from the perspective of today and highlight the path by which success was achieved. There were other ideas such as phones integrated with projectors, printers, firearms, umbrellas, clothing and even into a tooth that have all been, gone and quickly forgotten.

*Figure 246 — Combination Plays*

