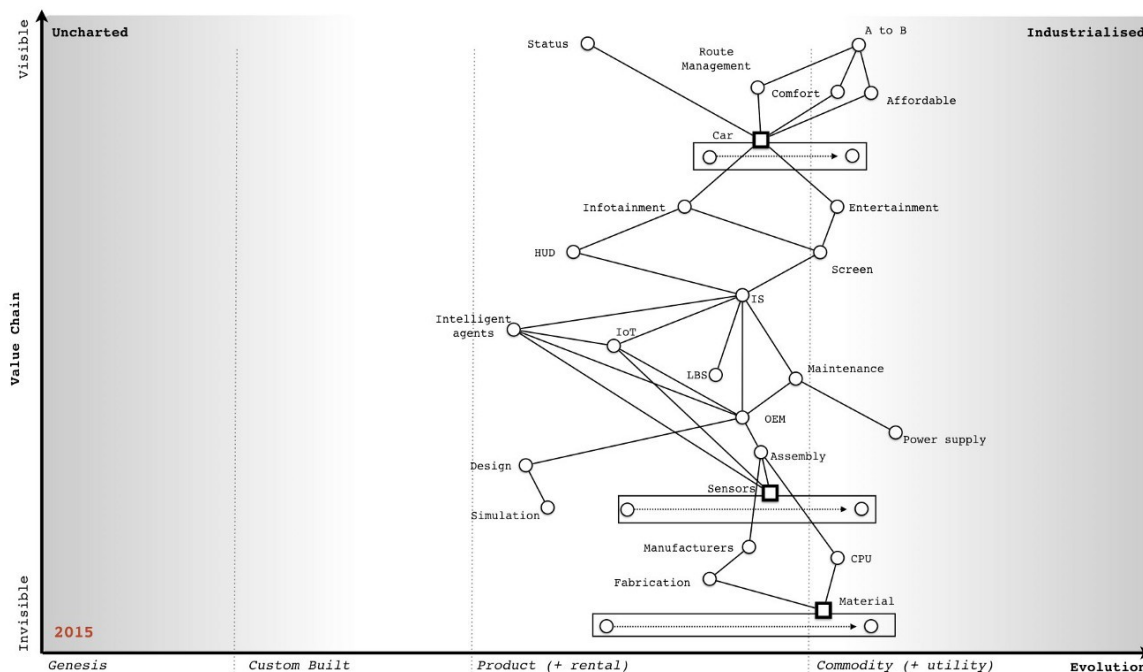


Figure 243 — The automotive industry



However, that is a map for today or more specifically for 2015 when it was written. What we can now do is roll the map forward into the future. What emerges is a picture of self-driving cars (i.e. intelligent agents in all cars), an immersive experience (the Heads Up and Screen have been combined) and the vehicle itself becoming more commodity like, even potentially more utility like.

Hence you can think of a world in 2025 where increasingly we don't own cars but pay for them on a utility basis. The cars are self-driving and increasingly immersive. The car that drives me to a meeting might have been the car that drives you to the theatre last night. However, using this map we can also see some other connections which we might not have considered before — see figure 244