



In 2008, I already knew (from my weak signals) that we were entering the war phase for computing infrastructure whereas 3d printing had a long time to go before it started to industrialise. I also suspected that both a relatively novel activity (e.g. 3d printing) and an industrialising activity (cloud) could appear at the same place on two different expectation curves — one for differential value and one for operational value (figure 232 above). So, let us look at that Gartner hype cycle again and highlight two components — cloud computing and 3d printing.

Figure 234 — Cloud computing and 3D printing.