

Connecting and cognifying nearly every thing, place, and service

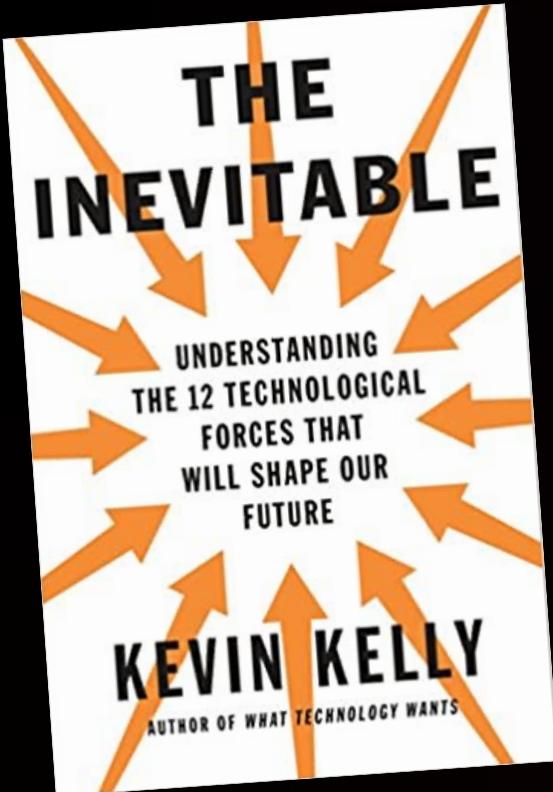
Jorge Fonseca (he/him)

Senior Solutions Architect
Amazon Web Services



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The book



2016

3 decades
since the birth
of the internet

tech forces that
will shape the
next 30 years

The forces

Cognifying

- Becoming
- Interacting
- Filtering

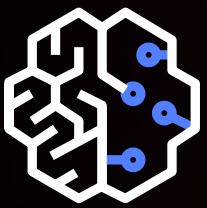
Screening

- Questioning
- Remixing
- Flowing

Sharing

- Tracking
- Accessing
- Beginning

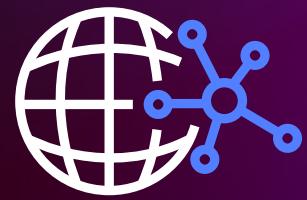
Agenda



Cognifying



Screening



Sharing

Why?

How?

Where?



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Cognifying

A.I. will cognify objects, making them intelligent

✓ smart things: lights, thermostats

⚠ most home appliances still dumb



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Becoming

All things will upgrade via internet

✓ software, 5.6B internet users (64%), Starlink, Kuiper

⚠ few things are connected (Wi-Fi, 2G/5G)



Cognifying 🧠

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Filtering

Screening 📱

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Sharing 🌐

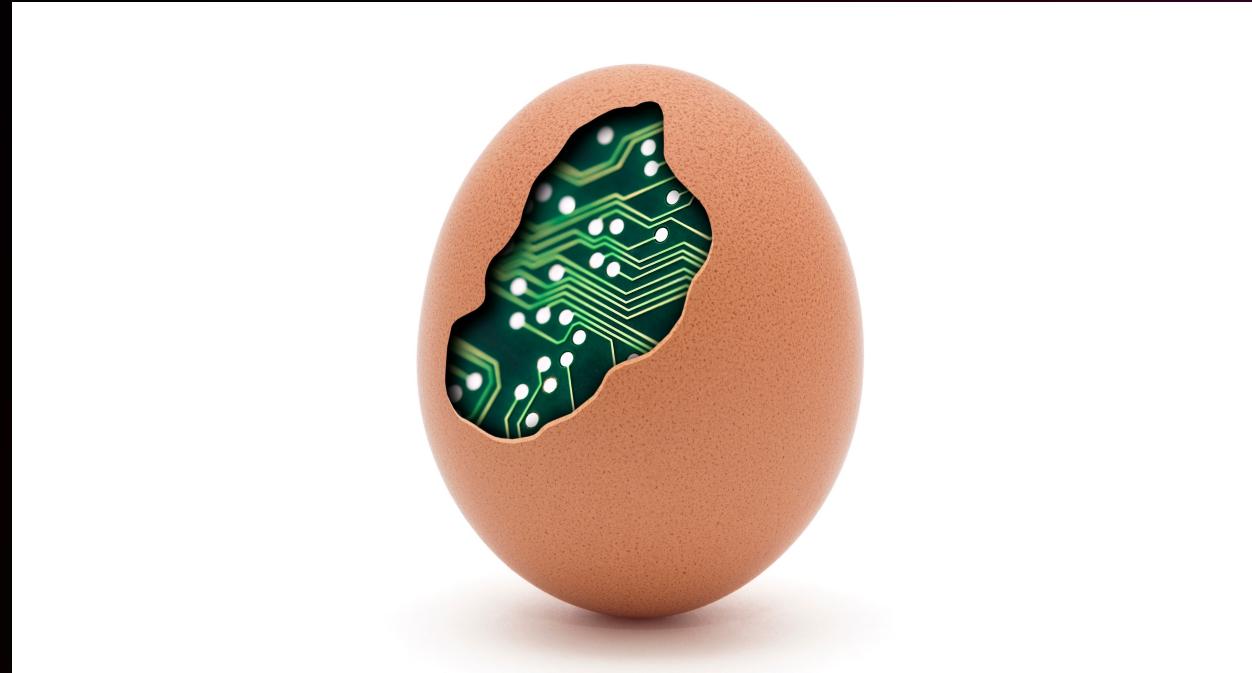
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Interacting

Anything not interactive will be considered broken

✓ tablets in cars dashboards, restaurants, stores

⚠ children touch things in museums as if tablets



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Filtering

We'll customize/personalize, anticipate experiences

- ✓ machine learning predictions: media, shopping
- ⚠ average, not unique – guessing, not asking



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Screening

Screens will be in every object, adapting to users

- ✓ 6.8B smartphones, 86% of global population
- ⚠ hard/costly to build UX in X-small UI



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Questioning

Good questions +valuable than good answers

✓ generative AI, search engines

⚠ most UI interactions are fixed command buttons



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Remixing

We'll combine primitive parts into new data flows

✓ app OS, cloud building blocks

⚠ tax return forms, service registration/onboarding



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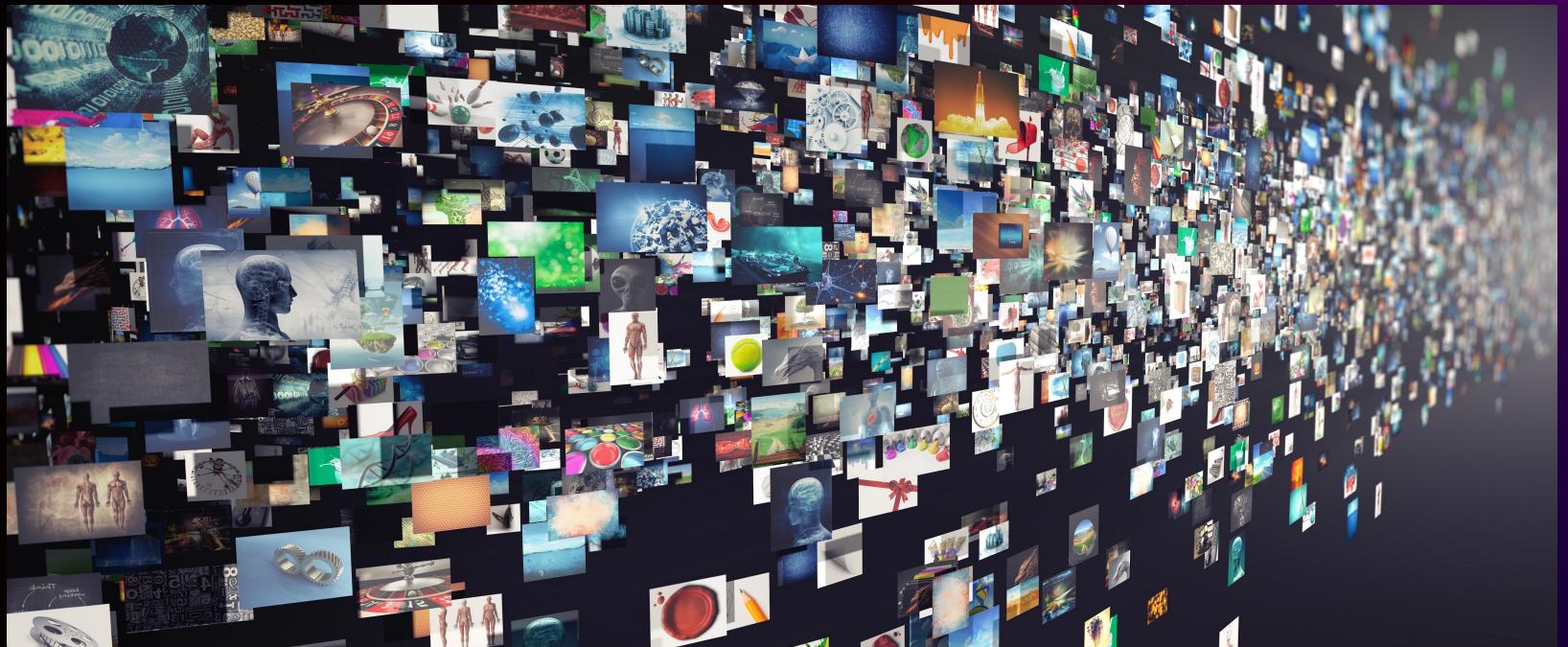
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Flowing

We'll depend on unstoppable streams

- ✓ social networks, streaming, real-time banking
- ⚠ ad revenue driven, spam, right to be forgotten



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Sharing

We'll share everything

- ✓ social, work, videos, tap to pay
- ⚠ covid certificates



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Tracking

Every activity will be recorded, for user's benefit

fit band, navigation apps, loyalty cards, city cameras

 data silos



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Accessing

We'll use when needed, instead of owning

- ✓ video/music streaming, cloud compute
- ⚠ drivers' identity fraud, racial biases, religious choices



Cognifying

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Beginning

We'll connect all humans and machines globally

✓ internet

⚠ ambient computing, metaverse



About me



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About me

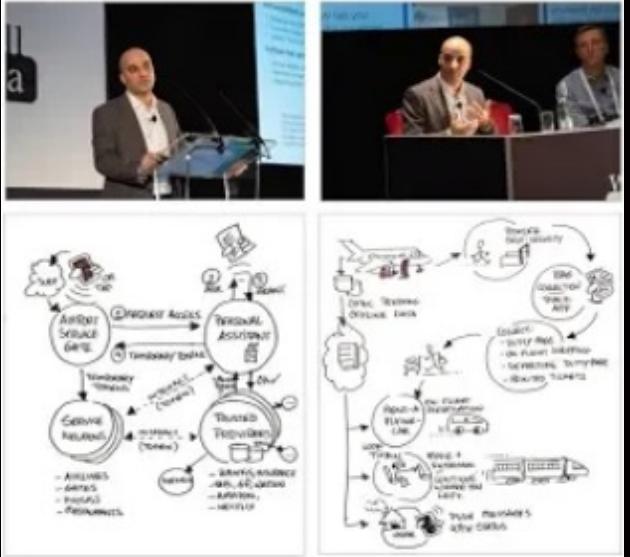


Jorge Fonseca (he/him)

Senior Solutions Architect
Amazon Web Services

 [linkedin.com/in/jorgefonseca](https://www.linkedin.com/in/jorgefonseca)

About the past



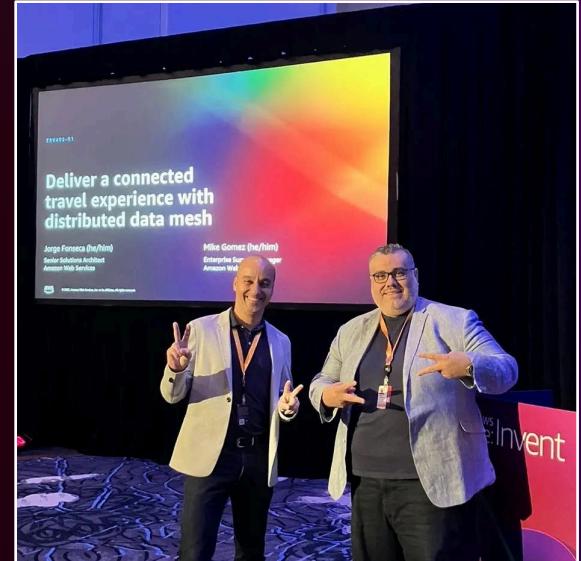
2018 @ London, UK
Enterprise Cloud Comp. conf.

The future of
customer experience in
commercial aviation



2022 @ Manama, Bahrain
World Passenger Symposium

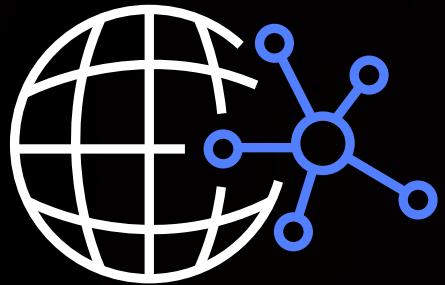
IATA Digital Think Tank
Trust me, know my needs
W3C DIDs, VCs, DIDcomm



2022 @ Las Vegas, USA
AWS re:Invent

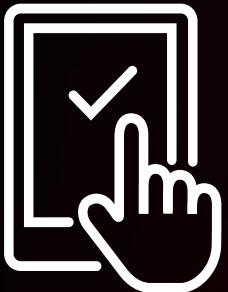
Deliver a connected
travel experience with
distributed data mesh

About the future



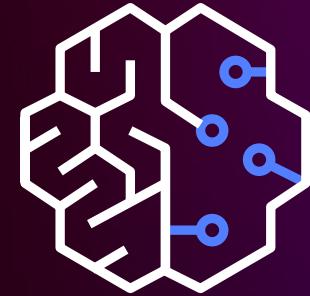
Share with trust

Domain trust framework
Decentralized backbone



Remix user screens

UI primitive parts
Session dialogs



Cognify everything

One tap to connect
One tap interactions

END OF PREVIEW

This was the first part of a 3-part presentation. The second part covers the architectures that describe the framework, and the third part dives into the API definitions that will allow the audience to create new applications or adapt existing ones to integrate the ecosystem.