Kyle Nelson

GIMM 310

Anthony Ellertson

02/20/18

Augmented Reality Part One

1. It looks like King is expressing mainly the view of technology having a massive impact in widespread areas such as healthcare and mobile banking. Why is it that these advances in technology are taken for granted, whereas the newest game console is at the forefront of advertising. Why wouldn’t we advertise breakthroughs in technology in a broader sense?
2. In addition to Question #1, do you think a lack of new technologies and awareness in consumers is a concern? I am fairly technologically savvy and even I miss new releases or breakthroughs. Is technology consumerist education necessary?
3. King illustrates that businesses that fail to adopt technological change inevitably fail. Can you think of an example where this isn’t true? Interestingly King does not site any sources for this information, but I am inclined to agree with him. I am biased however as I work in technology all day.
4. King references four major technological areas of change. I didn’t understand every single one, but what the heck do you think he meant by embedded and distributed experiences?! I don’t think Virtual Reality is going to be as big as it was advertised and the IoT is described as being separate from these embedded experiences. What other experiences might King be talking about?
5. Artificial Intelligence has been seen as a scary technology usually compared to SkyNet. I personally see limited AI as world-changing in areas just like the author described, like healthcare and automation and manufacturing. What uses could a limited Artificial Intelligence have?

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Augmented Reality Part Two

1. In a world where IoT is a theme, would feedback from every device be overwhelming? How might current technology help us restrict some of the information (or filter) as it is interacted with in our environment?
2. At some point after the first iPhone was released., push notifications became a way for information to be presented to the user without them necessarily knowing they wanted or needed it. Currently this technology is imperfect as it sends me notifications I don’t want. When everys ingle advertiser or product that is built is meant to push information to your device, when is enough enough? What about the security concerns this represents?
3. At some point having an online presence becomes necessary when interacting with the modern generation. A friend without SnapChat is barely a friend at all! On a serious note, when I see a LinkedIn profile without a picture of the person I immediately discount their credentials. This will only serve to worsen according to King, who believes establishing an immediate digital identity will be necessary. Will this always be true?
4. Augmented Reality seems to mesh perfectly with the IoT’s. Walking in to a store and being provided with information that is relevant to your shopping experience will be the new “Unsubscribe” of email. At some point this pushing of information will restrict brand loyalty in consumers. What might be a good workaround for this?
5. As millenials, we have a responsibility to create these applications that will make or break brand loyalty, invest in a sustainable future, solve wartime disputes, and making a more connected world in general among other things. What type of ethic considerations need to be taken into account when created these new experiences in “the fast lane”?