

DANIEL BURRUS'

TECHNO TRENDS

THE BIG IDEAS THAT ARE
CHANGING EVERYTHING

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How Technology Will Impact the Future of Travel

By Daniel Burrus, CEO of Burrus Research

In the next five to ten years, technology will give us many new ways to enjoy travel—from the planning phase to the actual trip. In fact, tomorrow's travel will look nothing like it does today, and the travel adventures anyone can go on will be limited only by our imagination. Here's a look at what you can expect:

- Semantic voice search technologies will revolutionize how people discover, discuss, and plan their travel. Semantic voice search is already working fairly well with Apple's Siri and Google's Voice search tools, and they will be much better in the near future thanks to the advances of the Three Digital Accelerators of processing power, digital storage, and digital bandwidth. Within the next five years most of our searching will be with voice to what I have called an ultra-intelligent electronic agent (an audio and/or visual version of Siri and the others).
- Ultra-intelligent electronic agents will also be your travel buddy. Think of this electronic travel buddy as your virtual concierge, trouble shooter, and travel guide. If you don't have your own ultra-intelligent electronic agent, you will be able to rent one as part of your travel package via the travel agent or company you're booking with. These travel buddies will help you with everything from securing movie, show, or park tickets at your destination to making restaurant reservations to hailing taxis to helping you if you get lost. You'll never again travel alone.

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Thirty volunteers then wore the bracelets for a month, after which the chemicals were removed by shaking them in a mix of solvents and testing them in a lab. The results showed that the wearers were exposed to nearly 50 different compounds including pesticides, flame retardants, and chemicals from pet flea applications as well as remnants from caffeine, nicotine, fragrances and other personal care products. In a separate test on roofers, the wristbands revealed exposure to twelve hydrocarbons on the EPA priority list.

The wristbands are now being used in other studies to determine the risks of exposure to chemicals. One involves pregnant women in New York City in which the results are being compared to results from portable air sampling units. The goal is to learn about the connection between birth defects and environmental toxins. Another will soon be underway in West Africa where researchers are studying the risks of pesticides and other agricultural chemicals on farmers.

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Amazon's Prime Phone

Amazon unveiled their new smartphone on stage this month in Seattle. The Fire Phone has one of the brightest screens available for better outdoor viewing and reading. It sports a 13-mixapixel camera with an f/2.0 five-element lens that has better low-light performance and optical image stabilization for sharper photos. It can shoot 1080p HD videos with unlimited



Cloud Drive storage (provided by Amazon) for all photos taken with the device.

Amazon is aiming for the Fire Phone to have a premium look and feel. They have equipped it with stereo speakers and Dolby Digital Sound, a 4,7" screen, and five front-facing camera lenses, four of which are infrared and in each corner of the screen to offer a dynamic 3D perspective.

The Fire Phone runs on Amazon's Fire OS, which is based on Android, but doesn't offer Google services. Instead, Amazon is offering Dynamic Perspective, Firefly Technology, Mayday and Prime to differentiate them from the competition. These services offer users a custom-designed sensor system that responds to how you hold, view and move your phone, the ability to instantly check the price of more than 70 million products and live tech support for no additional fee.

The phone will be available in a 32GB model for \$200 and a 64GB model for \$300 and is exclusive with AT&T as the service provider.

For information: www.Amazon.com

The Future of Travel

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- Virtual reality technologies will allow you to experience (see, hear, and even smell) your chosen destination months before you arrive. Within the next five years you will be using virtual reality technology to have 3D experiences of your favorite destinations as if you were there. But this won't reduce the need for travel; if anything, it'll make people want to experience the real thing. It will be a form of what is called "show-rooming" in retail outlets today—a way to find what you want and then plan a trip there knowing exactly what you will want to see and do.



- Airports will become an enjoyable part of the travel experience thanks to the use of biometrics, such as fingerprint reading and face recognition, to keep people moving and reduce the long lines. For example, you can already use your fingerprints as a pass to get through international security when you arrive back in the U.S., so in the future there is no reason why you could not do the same for boarding a plane once you're checked in. This will be an option that will save time and many will opt into this type of program.

- Social Travel with a social mobile media element will happen in a formal way within the next five

years. We currently have web sites that are like community marketplaces for people to list, discover, and book unique accommodations around the world. Technological advances will make this sort of peer-to-peer booking more seamless and user-friendly.

- Space tourism will take off ... literally. Currently, you can book a space flight for about \$250,000 USD, but you only get a few minutes in Low Earth Orbit space before you come back down. To go up and stay for a while and enjoy it will take some time—most likely closer to the ten year mark. But if you want to go there for a few minutes to see the Earth and experience weightlessness (and have bragging rights), that will happen on a mass scale very soon.

- Augmented adventure will become popular thanks to the use of Google Glass-style wearable technology to detect virtual reality and data apps embedded in the landscape, adding a new layer to a hike in the hills, and making getting lost a thing of the past.

- Finally, we'll see a future of man-made travel environments, from Qatar's Desert Park to conceptual architects such as Jean-Marie Massaud suggesting a new generation of slow travel luxury airships and dBox's zero-impact floating islands. Disneyland was the first to do this on a large-scale decades ago. We will see even more impressive examples happen around the world using many new and powerful tools.

Travel will certainly transform over the next few years. What changes are you already seeing? What are you most looking forward to?