

Future Firsts: Technology Forces Shaping the Future Workplace



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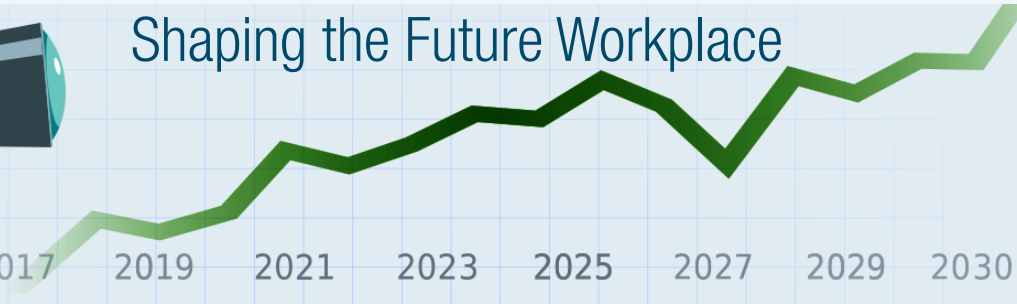
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AUGMENTED REALITY

Augmented reality (AR) devices, whether visual, aural or multi-sensory, offer us a new kind of customisable reality.

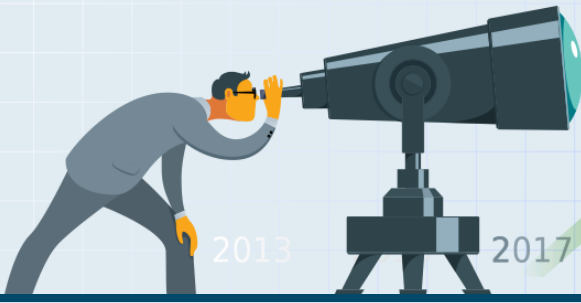
Reality is what we perceive with our senses, it is what we observe, process and live through. Technology has already forever altered how we experience reality, but new augmented technology will give control to the consumer and allow individuals to alter what they see, hear and even feel. Reality can be overlaid, edited and filtered, and digital objects will gain a presence in the physical world.



The next generation of augmentation technologies turn reality into a spectrum, where virtual adjustments can be dialled up or down. Consumers will be able to switch between full-blown immersion into another world, to using inconspicuous tech which simply enhances their reality. The future promises mixed reality, where consumers can interact with digital objects in physical spaces. Consumers will come to depend on augmented tech to enrich reality and additional AR functionality is likely to be added to the next generation of smart devices which consumers are already accustomed to owning and using, averting the need to invest in expensive and unfamiliar hardware.

When digital objects become truly tangible, the value placed on digital and physical objects will be redefined. There will be new demands for human interfaces with the digital world and the emphasis will be on interacting with digital things in the same way we interact with real objects. This will fundamentally transform the nature of communication – and every sector will be impacted by the fluidity with which talent and skills can be instantly available across borders.

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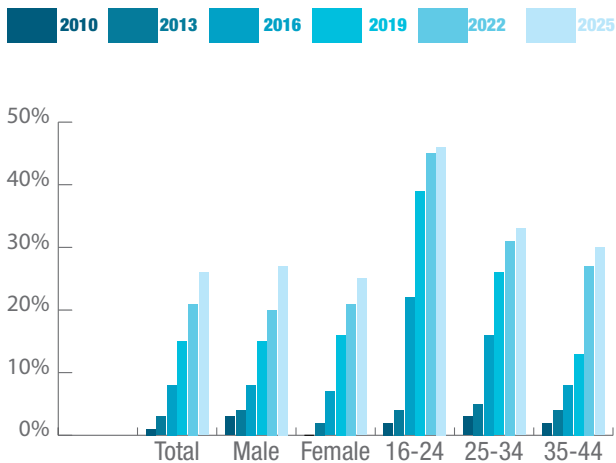


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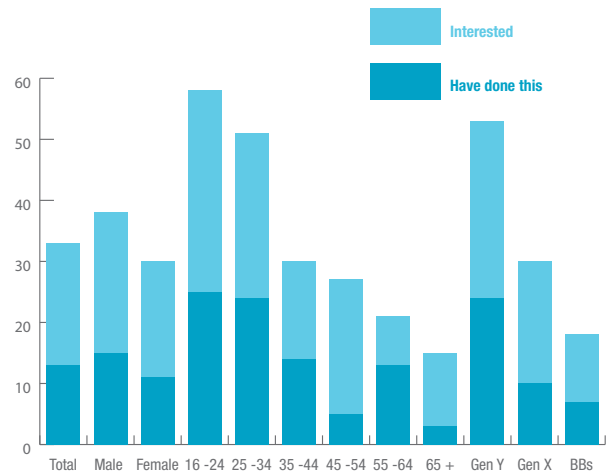
AUGMENTED REALITY

The use of augmented reality software or hardware remains fairly low in 2018 but interest in its potential applications is very high. Experts foresee these technologies impacting our daily life in a wide variety of ways and it seems that the UK is ready to adapt and adopt AR into their working lives. Apps and wearables which utilise AR are set to become a part of our working lives.

Using AR apps: trend and forecast

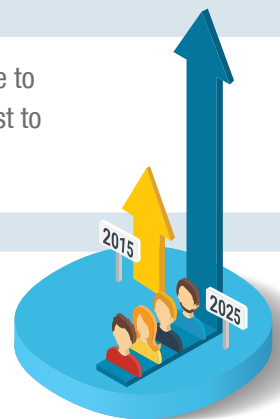


Smart headphones: uptake and interest



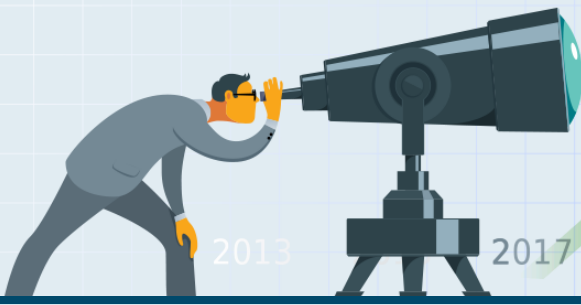
AR app usage is currently fairly low, at 8% in the UK in 2016. However, it is forecast that it will rise to 27% by 2025 and adoption will be especially high among 16-24 year olds, with up to 50% forecast to be using AR apps by 2025.

Interest among UK adults in earphones capable of instantly translating what was said in another language was high with 53% expressing interest. Almost three quarters of 16-24 year olds surveyed replied positively.



42% of UK adults would be interested in a service which used augmented reality to show them what a product would look like in their home. Again 16-24 year olds were the most open to this tech, with 60% interested.

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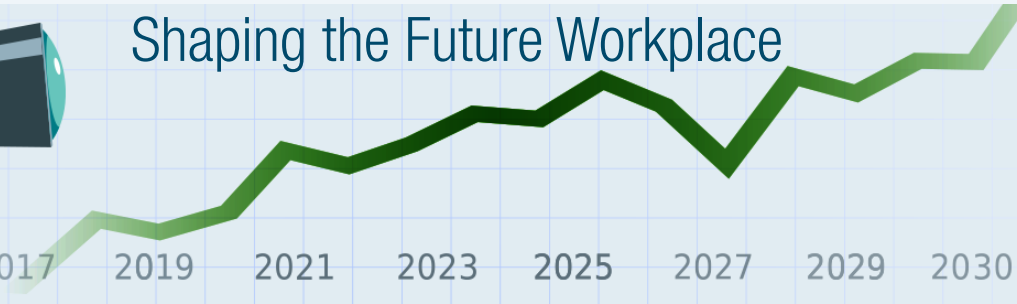
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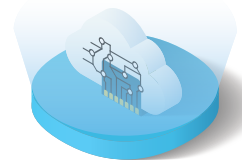
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INNOVATORS IN AUGMENTED REALITY

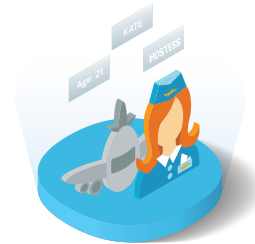
Democratisation of AR

One of the clearest recent examples of how ubiquitous and accessible AR is becoming is the ARKit platform which enables users to develop apps that utilise augmented reality technology. Announced in August 2017, the software development suite from Apple assists in the creation of AR apps for iOS devices. This hails a new era of development and skill sets for the existing job market to conquer.



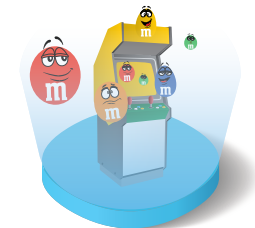
A digital you

Owners of the new iPhone X can use 'animojis': customised animated emojis that use the device's FaceID functionality to track the user's facial movements. With the growth of this technology, there are new ways to communicate using a digital version of yourself and your physical expression in real time.



Arcades

In 2017 M&Ms launched a new flavour of their sweets by turning New York's Times Square into an AR gaming experience. By using the Blippar app, users could gain access to the 'Arcade' which turned the Square's famous billboards into digital games. The use of AR by brands and advertisers has wide implications on advertising space and personalisation and may well become an integral part of the marketer's toolbox.



Super Soldiers

The United States Army is giving its soldiers improved situational awareness with the use of AR technology. Appropriately branded 'Tactical Augmented Reality' (TAR) the tech tracks the position of each soldier as well as their comrades. The eyepiece is connected wirelessly to a tablet the soldiers carry on their waist and connects to an optical sight mounted on their weapon. Looking through the sight they are able to pinpoint an enemy and even see info such as distance to target and thermal signals.



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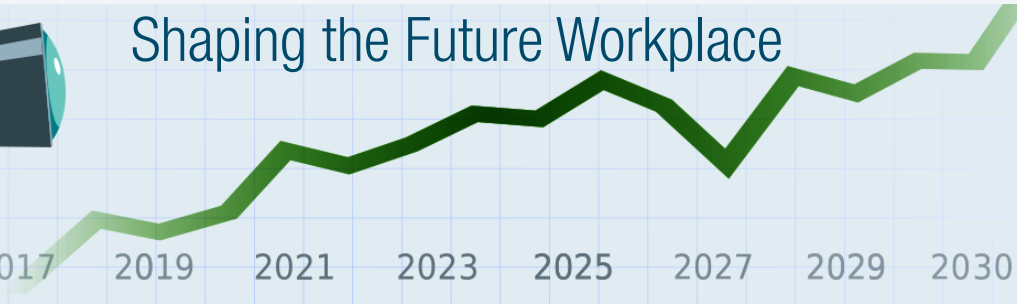
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KEY IMPLICATIONS FOR THE FUTURE WORKFORCE

Location-independent talent

The rise of Customised Reality will usher in a job market that is exponentially dependent. Talent will be able to operate on different sides of the world and collaborate in a richer way and share information in new experiential ways.

Ways of working re-imagined

Unprecedented digital collaboration and the gamification of work will be enabled by augmented reality technology. Previous ways of working need to be revised and refreshed, with new skills needed to keep teams productive and communicative in a mixed-reality landscape.

Trust remains foundational

The more technology we wear, implant or ingest the more of our information will be questions raised about how this information is stored and processed and to what ends. Organisations that encourage, and even mandate the uptake of these types of technologies must tread carefully. Individuals are already highly attuned to the sensitivity of their personal information and will require robust guarantees about the security of any further information they are willing to give up.

New skills required

The advent of commercially viable AR means that developers that can leverage AR and depth sensor technology will be in high demand. Integration with AI tools will also impact the skills necessary to engage with Customised Reality, with smart algorithms dictating what you see when.

Thriving visual culture

The importance of visual culture will also thrive in an augmented reality context. With searchable images and shippable videos, the job market will welcome those well versed in the visual arts.

