

# Generation homo-zapiens

## Futurephile

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*Roberto Siagri, president and chief executive of Eurotech, a Milan-listed idea factory which creates miniature computers, predicts the future*

### How will IT change?

We will feel naked without our wearable devices. IT will become more and more organic and humans will get closer to technology.

### What will business IT look like in 2012?

It will be easier to set up companies; teams will be assembled very quickly on short contracts. Ideas and being connected – both in a Web 2.0 sense and in terms of knowing who to hire – will matter most. We'll see a shift from "know how" to "know where" to "know who".

### What will be new in public sector IT in 2012?

The only time people are not connected now is at school. The public sector has to work out how communications tools can be used in learning.

### How will individuals use IT in 2012?

We will be always connected. The new generation will be homo-zapiens, zapping through all kinds of content including IPTV and eBooks. But it will be hard to make money from this generation. We'll see a

shift from an economy based on ownership towards pay per use.

### What will business look like in 2020?

There will be more and more autonomous stuff. We have unmanned aircraft and we'll have autonomous cars. Robots will help us with difficult tasks.

### What about the public sector in 2020?

The public sector will be able to harness smarter technology to solve a lot of the problems related to bureaucracy, queuing and allocation of resources.

### How will IT be used by individuals in 2020?

We will have more spare time in 2020 due to better use of technology, greater efficiency and assistance from robots. We could use some of this time to help others and the planet. With better information, we will be able to use less energy, time and matter.

### What will happen to privacy?

We feel we are losing privacy now because we don't know what others know about us. If we know what people know about us and how the technology works, we will feel safer. We are living in this intermediate world where we don't know exactly what technology is tracking us.

### What will IT costs do?

Every two years costs halve. A supercomputer consuming 3 megawatts and costing €100m today

will cost €1,000-€2,000 in 2025. This will be a bargain for a one-petaflop computer capable of performing one million billion computations per second.

### How will we dream?

In 2020, there could be nanomachines we could inhale. We could have some that are absorbed into the brain. We could even use them to simulate things that aren't really happening. So we could have dreams to order.

### What's going to happen in Artificial Intelligence?

By 2025, machines will have passed the Turing Test (in which computers try to fool testers into thinking they are human).

### How much information are we going to store?

By 2050, we will be able to store everything you have read or spoken or seen in your life in something the size of a pomegranate seed – without using quantum mechanics. Using quantum mechanics, you could store all the information of all the people in the world in four pomegranate seeds.

### What will happen in 2050 and beyond?

Computers will be more powerful than a human brain and €1,000 will buy a computer with the computational power of 10bn people. However, the computer might decide it doesn't need people, except to use them as energy. So we will have to make friends with this computer.

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'In 2020, we could be inhaling nanomachines'  
– Roberto Siagri  
of Eurotech

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