Digitalisation
Version 2.0

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About me...
Technologist → Optimist!
"everything is related to everything else, but near things are more related than distant things."

Waldo R. Tobler, 1970
on the go
56% of searches have local intent

in-store
51% of searches have local intent
Geography is in my email ??

Ed Parsons to me

Geo is everywhere at Google even in email clients, allowing messages to be hidden to reappear when you need them.  
...

Get it!  What?  What do you mean?  Bad suggestions?
Mobile first..
Avoid the traffic..
Get me home!
Eat out..
Never Lost !
Meta trends..
Digitalisation v2 ?
Urban, not Suburban
Digital natives
Big data!
dis·in·ter·me·di·a·tion

/nən/ noun

reduction in the use of intermediaries between producers and consumers, for example by investing directly in the securities market rather than through a bank.

Translations, word origin, and more definitions
Horseless carriage thinking..
The where of everything...
Egocentric Scale
80% Indoors
Simultaneous Localization And Mapping
Wayfinding beacons
Being there...
A sense of place
Here come the machines!
Tensor Processing Unit
Project Sunroof
Every Roof
Every Pixel
Every Hour

Sun location
Light Intensity
Roof Angle
Shadows
Analysis complete. Your roof has:

- **1,830 hours of usable sunlight per year**
  Based on day-to-day analysis of weather patterns

- **1,425 sq feet available for solar panels**
  Based on 3D modeling of your roof and nearby trees

**$8,000 savings**
Estimated net savings for your roof with a 20-year lease
33%  
Improved location

90%  
Brazil Addresses

Avenue des Sapins
Being there, part II..
Virtual Reality
Network : Messukeskus
Mixed Reality
Augmented Reality
Final thoughts..
Thank you!

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