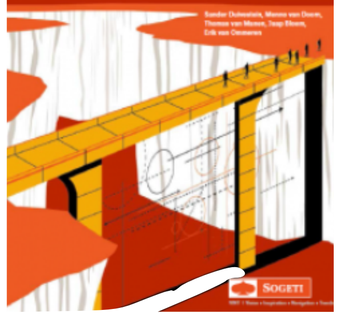
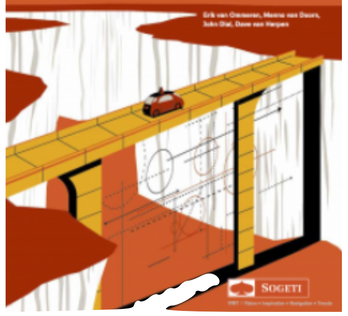
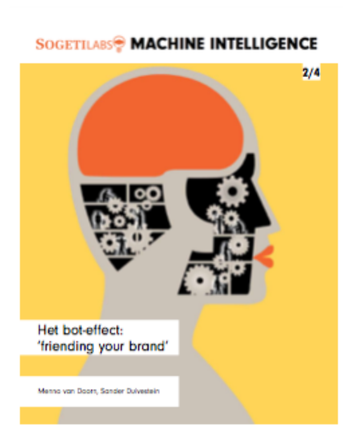
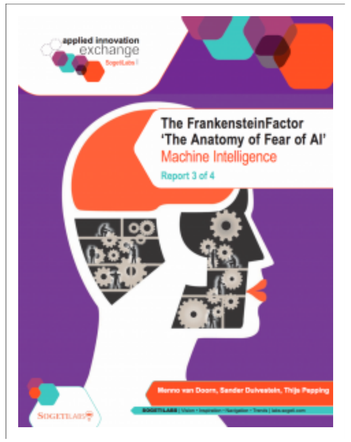
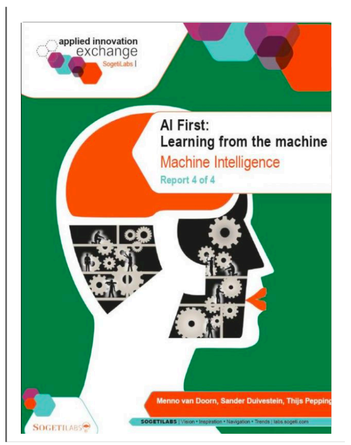
#SYNTHETIC
SANDER @DUIVESTEIN

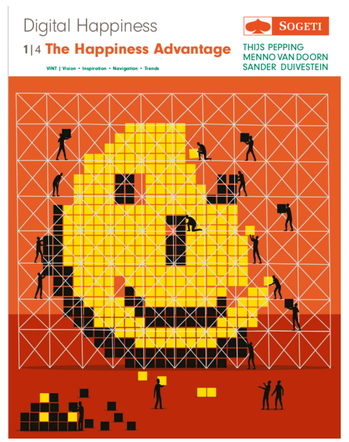




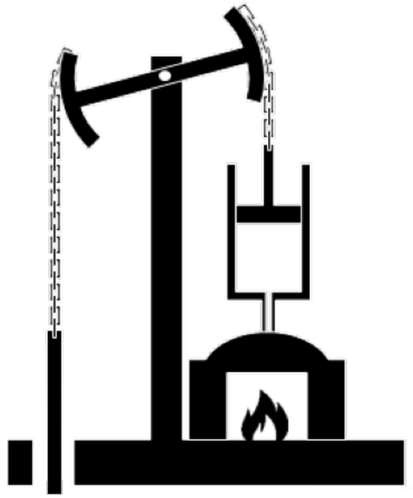


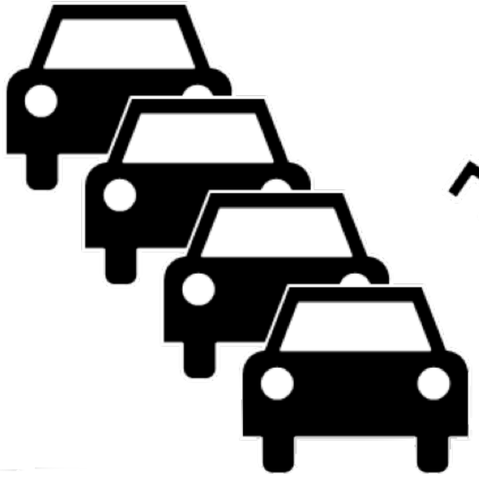


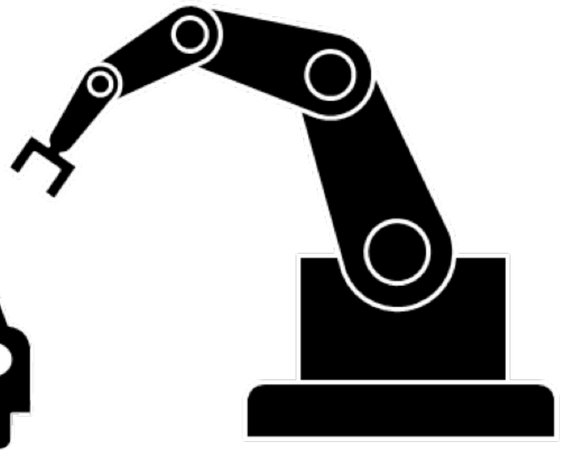


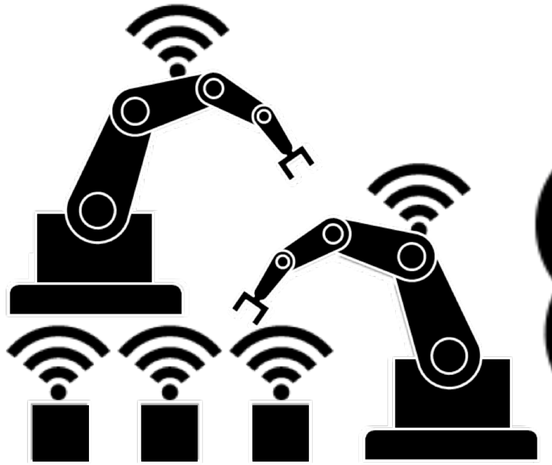


sogeti
Part of Capgemini









1

Mechanic

Steam and water power replace human and animal power with machines

1750

2

Electric

Internal combustion engines, airplane, telephones, card, radio and mass production

1900

3

Electronic

Internet and IT increase automation and mass production

1970

4

Cyber Systems

Driverless cars, smart robotics, the internet of things, 3D printing

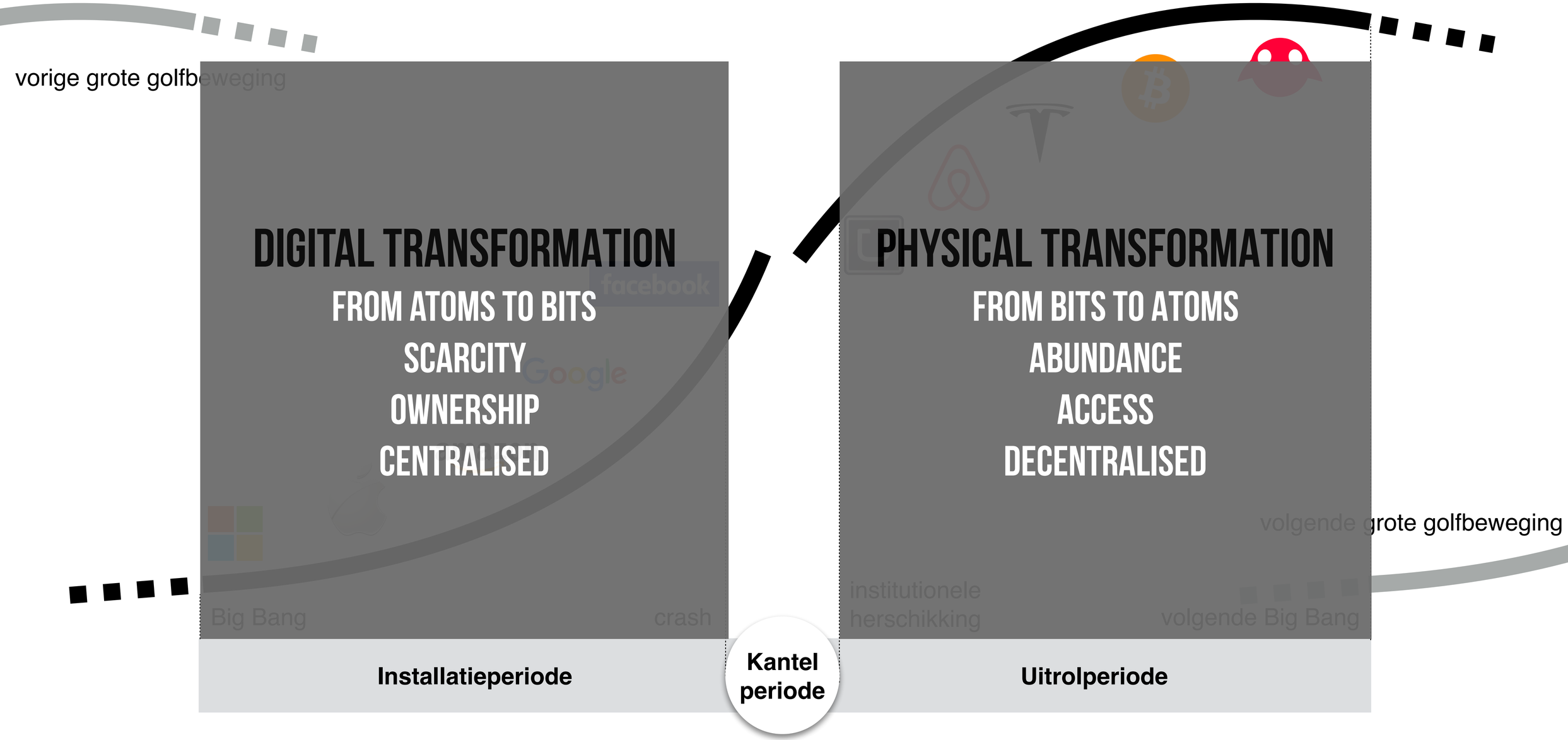
Today

5

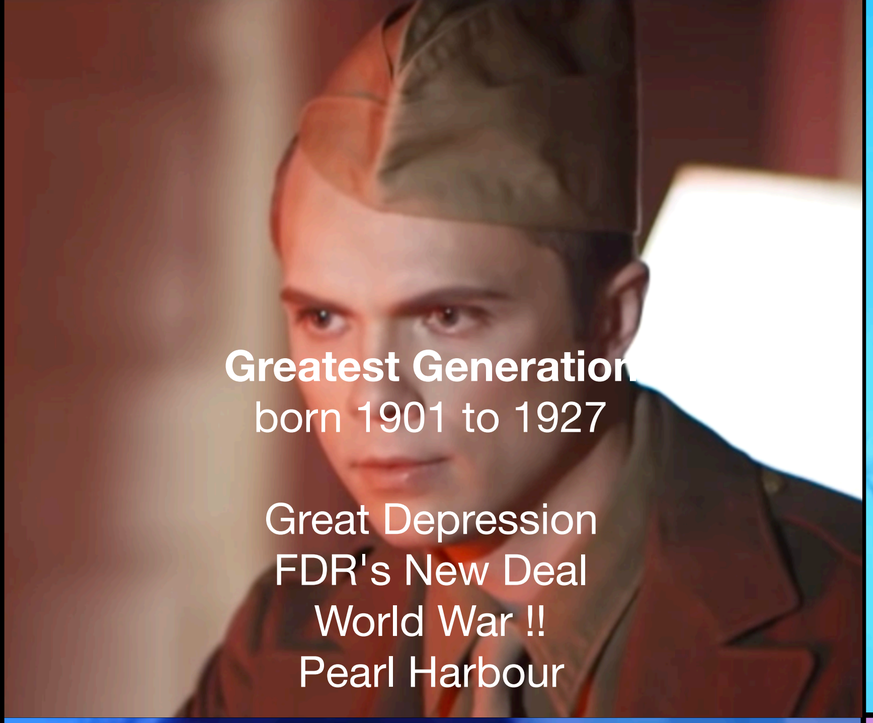
Artificial Intelligence

Co-operation between man and machine, as human intelligence works in harmony with cognitive computing

Tomorrow


vorige grote golfbeweging
DIGITAL TRANSFORMATION
FROM ATOMS TO BITS
SCARCITY
OWNERSHIP
CENTRALISED
PHYSICAL TRANSFORMATION
FROM BITS TO ATOMS
ABUNDANCE
ACCESS
DECENTRALISED
volgende grote golfbeweging
Big Bang
crash
institutionele herschikking
volgende Big Bang
Installatieperiode
Kantel periode
Uitrolperiode

ABNORMAAL IS HET NIEUWE NORMAAL



Greatest Generation
born 1901 to 1927

Great Depression
FDR's New Deal
World War !!
Pearl Harbour

Silent Generation
born 1928 to 1945

Post War
Space Race / Moon landing
McCarthyism
Cold War

Baby Boomers
born 1946 to 1964

Vietnam War
Watergate / Nixon resignation
Woodstock
JFK & Marten Luther King Jr. assassination

Generation X
born 1965 to 1980

Fall of Berlin Wall
End of Cold War
AIDS crisis
MTV

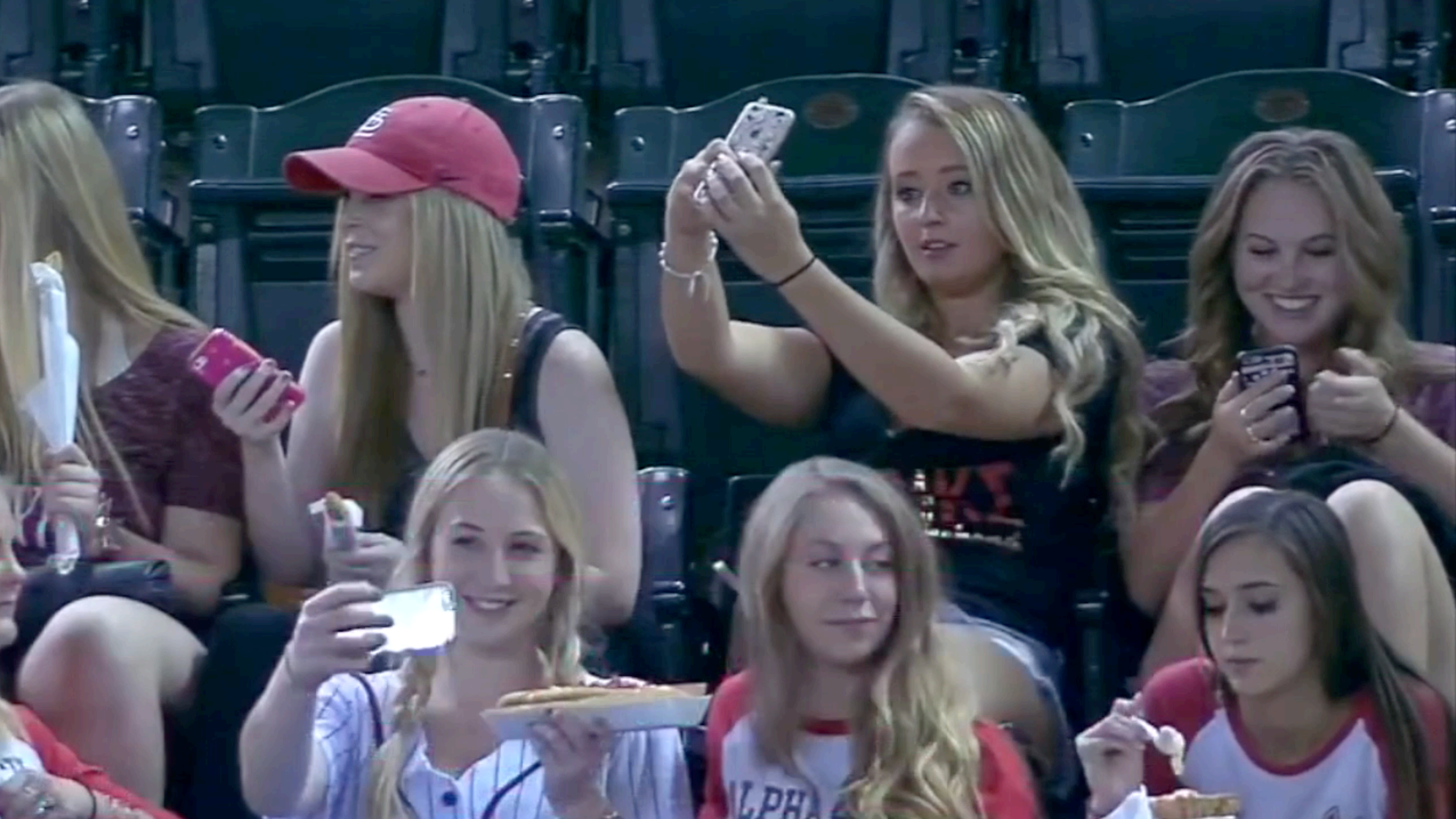
Millenials
born 1981 to 1997

911
Obama election
Great Recession
Rise of Global Internet

Synthetic Generation
born 1998 to 2019

Global Terrorism/ Global Warming
Trump / Brexit / Fake News
"OnLife" / Social Media Natives / Selfies
Influencers

8
10
5
1



Original
With filter
After surgery

#BUILDERING

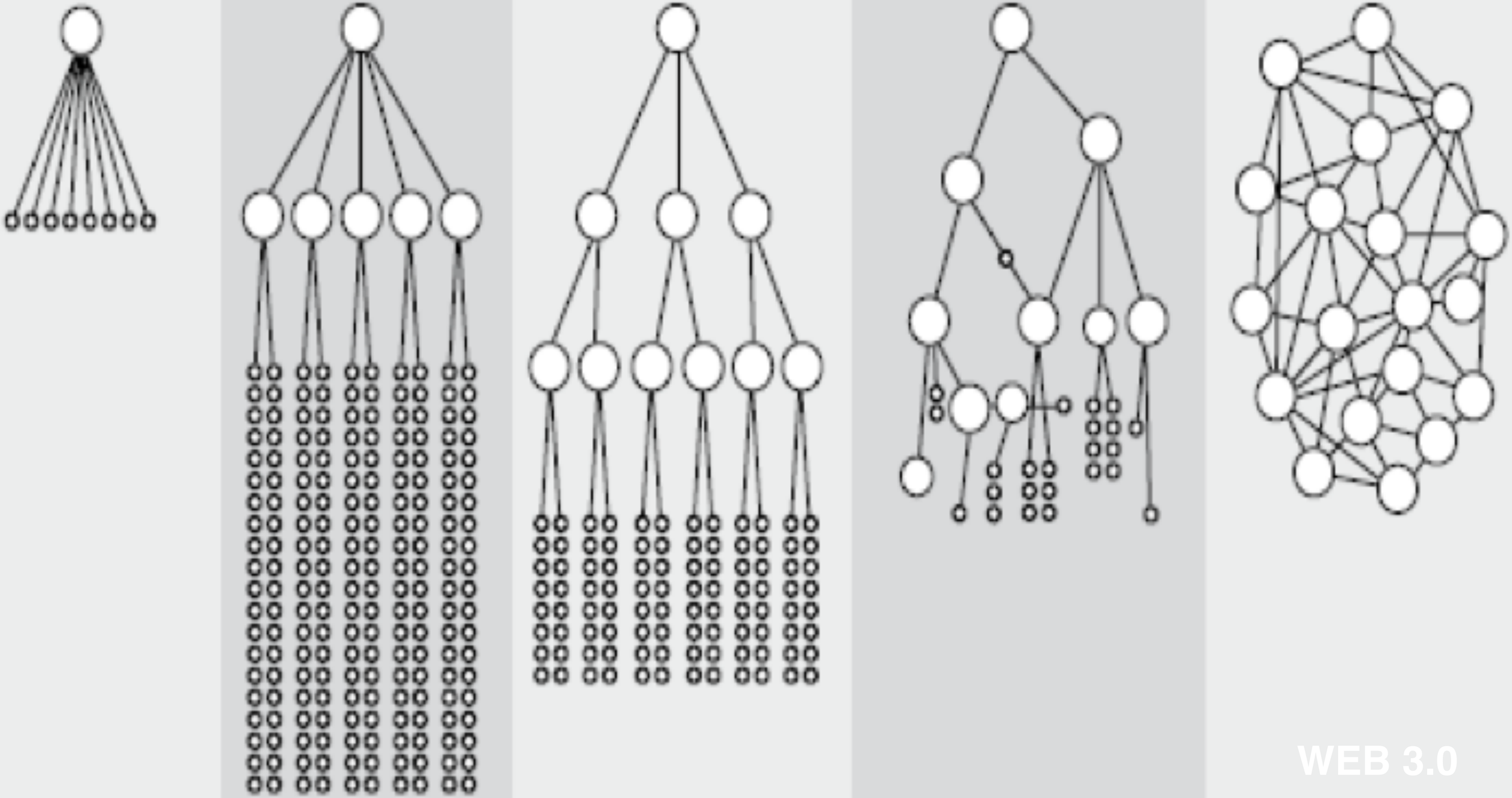
#KIKICHALLENGE

#BURNOUTGENERATION

rtl nieuws

THE #SYNTHETIC GENERATION

POST-
HIERARCHICAL


WEB 3.0

THE Sun

25P LESS THAN THE DAILY MIRROR

A snog for Europe

RYDER CUP TRIUMPH: SEE SUNSPORT

onday, October 1, 2018 FOR A GREATER BRITAIN 50p thesun.co.uk

STAR DENIES SEX ATTACK

RONALDO 'RAPE VICTIM' SCREAMED NO, NO, NO

Court papers: He said sorry to model

Ronaldo with Kathryn in Vegas, 2009

By JAMES BEAL, US Editor

CRISTIANO Ronaldo apologised to a model minutes after raping her as she screamed: "No, no, no!", bombshell court documents claim.

Kathryn Mayorga alleges the football ace, 33, attacked her at a Las Vegas hotel in 2009. He denies it.

Full Story — Pages Four and Five

ORIES IN RMINGHAM

M: I'm exible n plan r Brex

TOM NEWTON DUNN

EXCLUSIVE

AXE FOR SHAZ

mon sacks star judge

SEE PAGE 7

DER SPIEGEL

Nr. 23 30.5.2015

KORRUPT

Das System Blatter

TTIP auf dem Prüfstand
Genmais und Chlorhuhn? Was auf uns zukommt

SPIEGEL-Gespräch
Karl Lagerfeld: „Ich bin total bodenständig"

Das gejagte Idol
Michael Schumacher und die Gier des Boulevards

WIRED

MARCH 2018 MOVE FAST

ONLY $1.00

DAILY NEWS

NEW YORK'S HOMETOWN NEWSPAPER

Protectors of the predators

THEY PROTECT PREDATORS

Oh, you were raped? Too bad.

PAGES 4-5

Victim rips cardinal for child sex law fight

GOP big's firm tied to perv-scandal diocese

The Economist

SEPTEMBER 26TH–OCTOBER 2ND 2015 Economist.com

Assad, IS and
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Welcome to t
Pornography

Dirty secr of the car in

HARASSMENT IN HOLLYWOOD

The Hollywood REPORTER

October 18, 2017

EXPOSED

$1.25 - NYDailyNews.com METRO FINAL Sunny, 34/24, Thursday, January 18, 2018

DAILY NEWS

NEW YORK'S HOMETOWN NEWSPAPER

'JUST LIKE MY DAUGHTER'

Trump's creepy praise for porn star mistress

Had 'generic' sex while Melania home with baby

Donald Trump wasn't making anything great in bed with Stormy Daniels (top r.), but the smut actress said Trump did make a sto mach-turning com parison between her and his daughter, apparently Ivanka (top left).

PAGES 4-5

GETTY AP

Bloomberg Businessweek

November 26, 2018 ● SPECIAL DOUBLE ISSUE

aka Le Cost Killer

aka Mr. Fix-It

CARLOS GHOSN

aka The Accused

He made a global auto alliance. Can it survive his arrest?

Vrijdag 5 oktober 2018

NRC HANDELSBLAD

LUX ET LIBERTAS

Nobelprijs voor de Vrede

De winnaars: Congolese vrouwenarts Mukwege en yezidi-activist Murad

In het nieuws 3

ALGEMEEN HANDELSBLAD (1828) EN NIEUWE ROTTERDAMSE COURANT (1844) nrc.nl JAARGANG 49 NO. 5 PRIJS €2,60

Russische cyberaanval

■ Kofferbak vol hackgereedschap
■ Poetin windt zich op
■ Aanklacht VS tegen 7 spionnen

In het nieuws 4-7

ANALYSE VERHUIZING

Afhaken Unilever klap voor plan Rutte dividendtaks te schrappen

Schrappen van dividendbelasting trekt bedrijven, zei premier. Maar Unilever blijft in Londen. Gaat omstreden afschaffing door?

Door onze redacteur Philip de Witt Wijnen

DEN HAAG. Pijnlijk. Geniaal. Een afgang. De reacties van oppositieleiders lieten zich raden nadat Unilever deze vrijdagochtend had bekendgemaakt het plan in te trekken om van twee hoofdkantoren één hoofdkantoor te maken - in Rotterdam.

Dat was impliciet maar overduidelijk steeds het belangrijkste argument voor het kabinet-Rutte III geweest om het meest omstreden plan uit het regeerakkoord te verdedigen: het afschaffen van de dividendbelasting. Als we dat niet doen, was het verhaal, zullen grote bedrijven Nederland de rug toe keren en dat kunt hanen. Empirisch bewijs voor deze stelling was er volgens veel economen niet, maar voor premier Mark Rutte (VVD) was het nu eenmaal gewoon zo. Hij geloofde er „tot in zijn diepste vezels in".

Nu Unilever de voorgenomen herstructurering van het levensmiddelenconcern met dat ene hoofdkantoor in Rotterdam niet doorzet, is voor de mee zou de 1,9 miljard euro die het 'cadeautje' aan buitenlandse beleggers kost, aan andere zaken kunnen worden besteed. „Nu zijn alle smoezen op", twitterde PvdA-leider Lodewijk Asscher. „Vanmiddag moet minisnterraad besluiten (de) dividendbelasting niet af te schaffen en het geld te investeren in Nederland."

Persoonlijk verwijt

Zo eenvoudig is dat niet, maar het besluit van Unilever om de keuze voor Rotterdam in te trekken is onmiskenbaar pijnlijk voor Rutte. Uit de vele debatten die het afgelopen jaar over de afschaffing van de dividendbelasting zijn gevoerd, werd duidelijk dat Rutte zelf de grootste voorstander van de maatregel was. Het meest persoonlijke verwijt was dat hij zich voor het karretje had laten spannen van zijn vroegere werkgever - hij was voor zijn politieke loopbaan personeelsmanager bij Unilever.

Voor zijn coalitiepartners Christen-Unie en D66 was het wat begin af aan zichtbaar hetig hem daarin openlijk te steunen. Op het congres van D66,

Londen
Unilever verhuist voorlopig niet

Het Londense hoofdkantoor van Unilever blijft voorlopig bestaan. Dat heeft het levensmiddelenconcern vrijdag bekendgemaakt. Het besluit is genomen onder druk van Britse aandeelhouders.

Het concern heeft nu hoofdkantoren in Londen en Rotterdam. Plan was het bedrijf geheel in Nederland te vestigen. Samenvoeging van de hoofdkantoren moest kosten drukken en het makkelijker maken zelf overnames te doen. De laatste weken kwamen steeds meer Britse aandeelhouders in opstand tegen de verhuizing, omdat Unilever daardoor uit de hoofdindex van de Londen-

Bij zijn eigen VVD hoor je vaak stoere woorden als 'afspraak is afspraak' en 'we staan voor onze handtekening'. Nu lijkt de meest omstreden afspraak uit de lange kabinetsformatie van vorig jaar eenvoudig te zijn gebroken. En niet eens door een politieke partner in de broze coalitie Rutte III, maar door een privaat bedrijf. Rutte zou de dividendbelasting afschaffen, Unilever zou in Nederland blijven.

De premier noemde de naam Unilever in de discussies nooit expliciet, maar het was evident dat dit van oorsprong Brits-Nederlandse bedrijf een van de twee grote belanghebbenden bij de maatregel is. De andere is Shell. De dividendbelasting, een heffing van 15 procent op winstuitkeringen aan aandeelhouders, is vooral een probleem voor multinationals met een zogeheten 'dzale aandelenstructuur': twee aparte aandelen, onder zowel Nederlands als Brits recht.

Flat spel

Unilever begon vorig jaar aan een herovergang van de bedrijfsstructuur kantoor. Dat besluit moest alleen nog langs de aandeelhouders en wordt nu dus ingetrokken. Eind april bleek hoe plat het spel rond de afschaffing van de dividendbelasting was gespeeld. Uit 'gewobde' documenten - de dividendmemo's - bleek dat Unilever-topman Paul Polman tijdens de kabinetsformatie gemeld met VVDer Eric Wiebes had overlegd. Die was toen niet alleen staatssecretaris van Financiën, maar ook de fiscaal-onderhandelaar bij de coalitiebesprekingen.

De VVD heeft altijd benadrukt, minister Sander Dekker (Justitie) deze ochtend nog leet voor de ministerraad, dat het bij de dividendbelasting niet alleen gaat om Unilever (of Shell). Het zou gaan om het 'brede vestigingsklimaat' van Nederland.

Als Rutte zich nu door topman Polman belazerd voelt en hij voor straf de dividendbelasting niet wil schrappen, wordt de politieke schade die hij al heeft opgelopen echt niet minder. Want dan erkent Rutte dat de maatregel om deze heffing af te schaffen samenhing met de wensen van Uni-

UBER FAIL

UPHEAVAL AT THE WORLD'S MOST VALUABLE STARTUP IS A WAKE-UP CALL FOR SILICON VALLEY

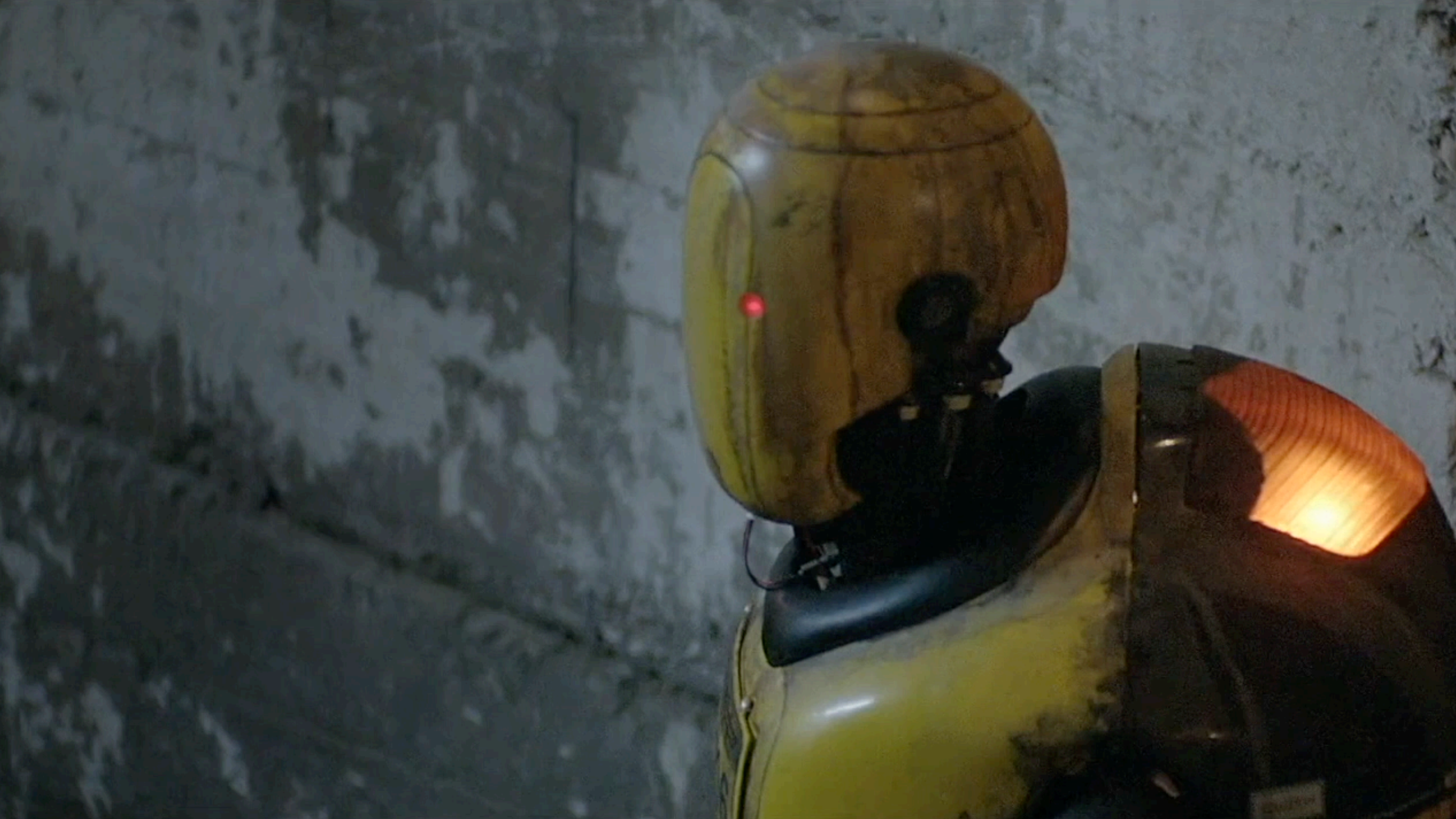
BY KATY STEINMETZ AND MATT VELLA

IN CODE
WE TRUST

Digital identity is more important than your analog identity.
The network is the trusted party.
Social media are the new filters.
Reputation is the new currency.

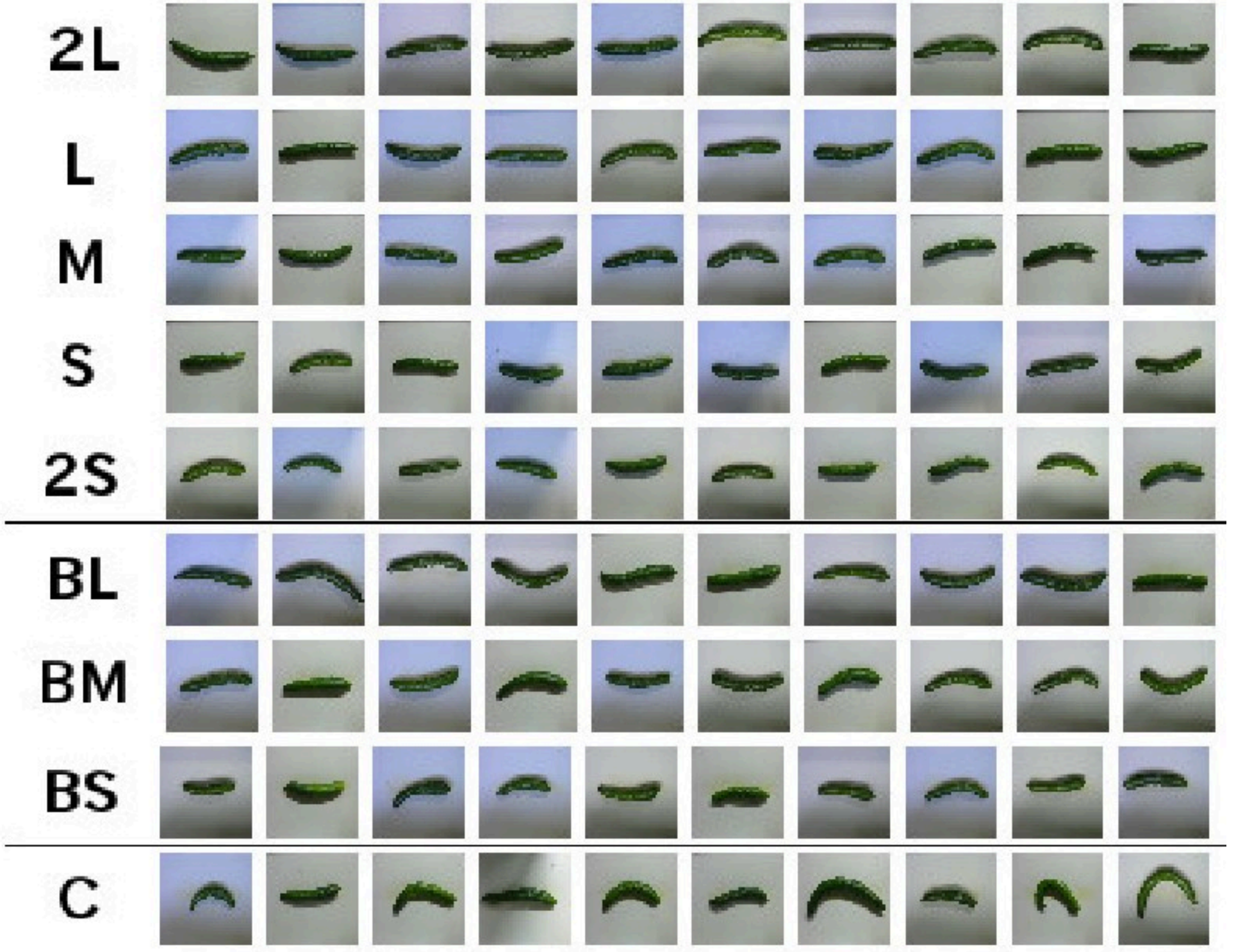
UBER

airbnb



AI FIRST

MAKOTO KOIKE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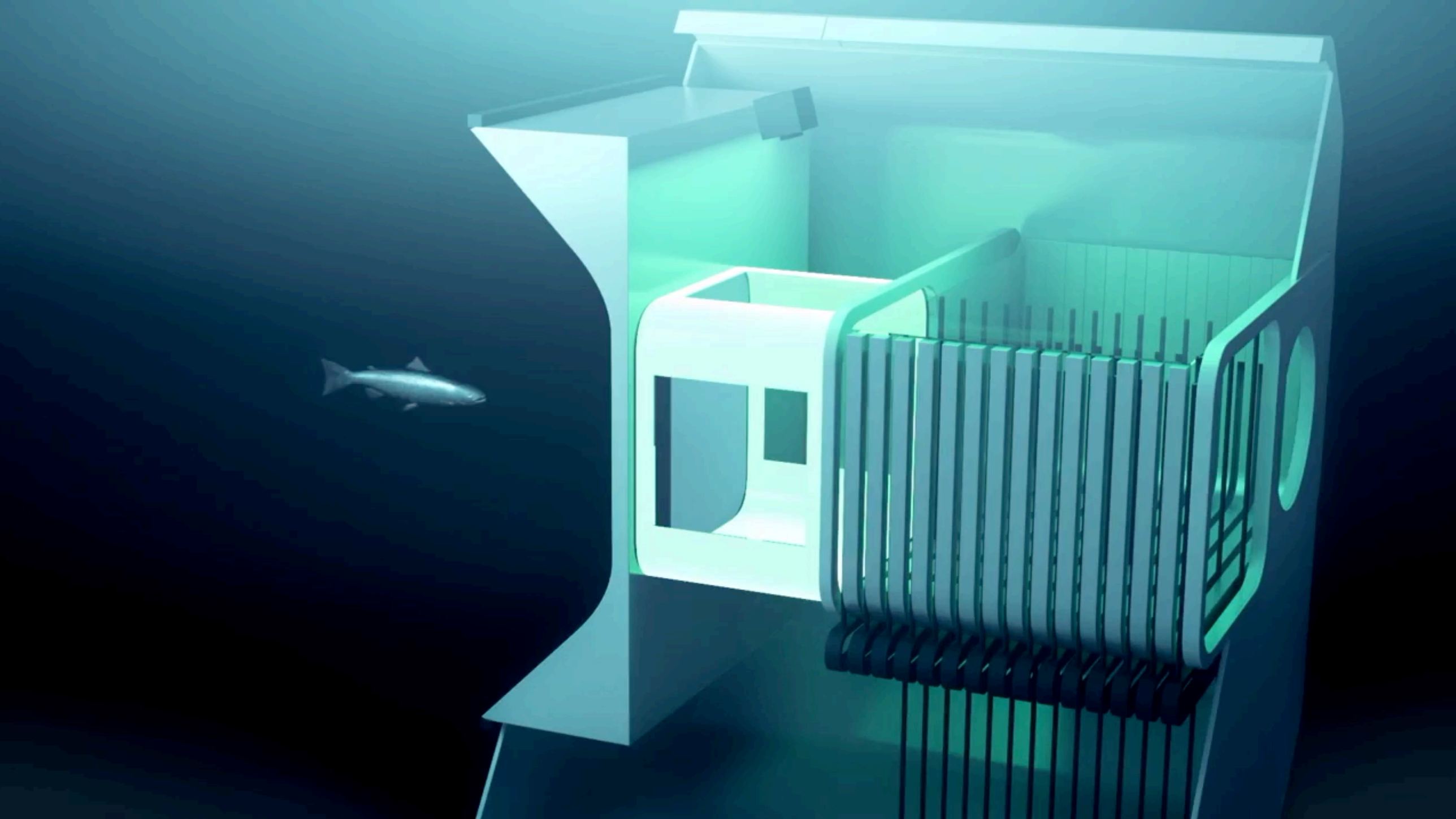
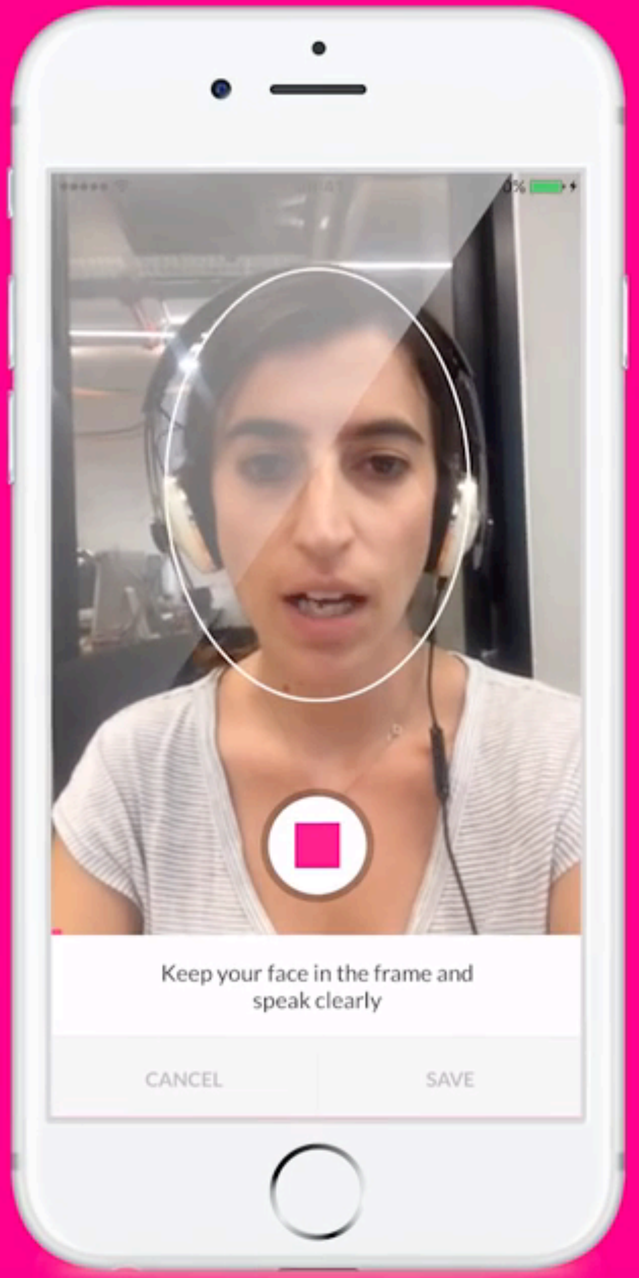
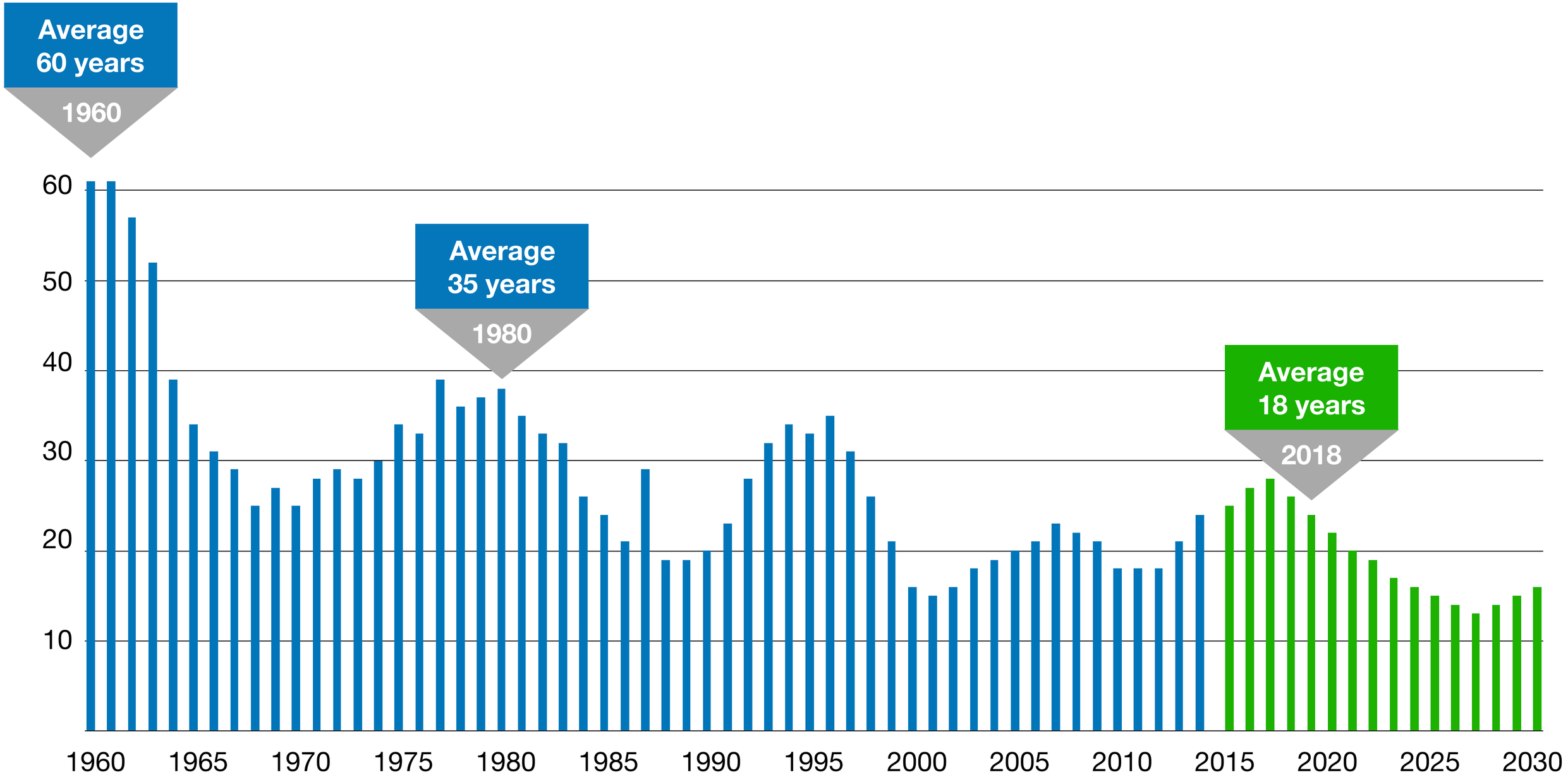


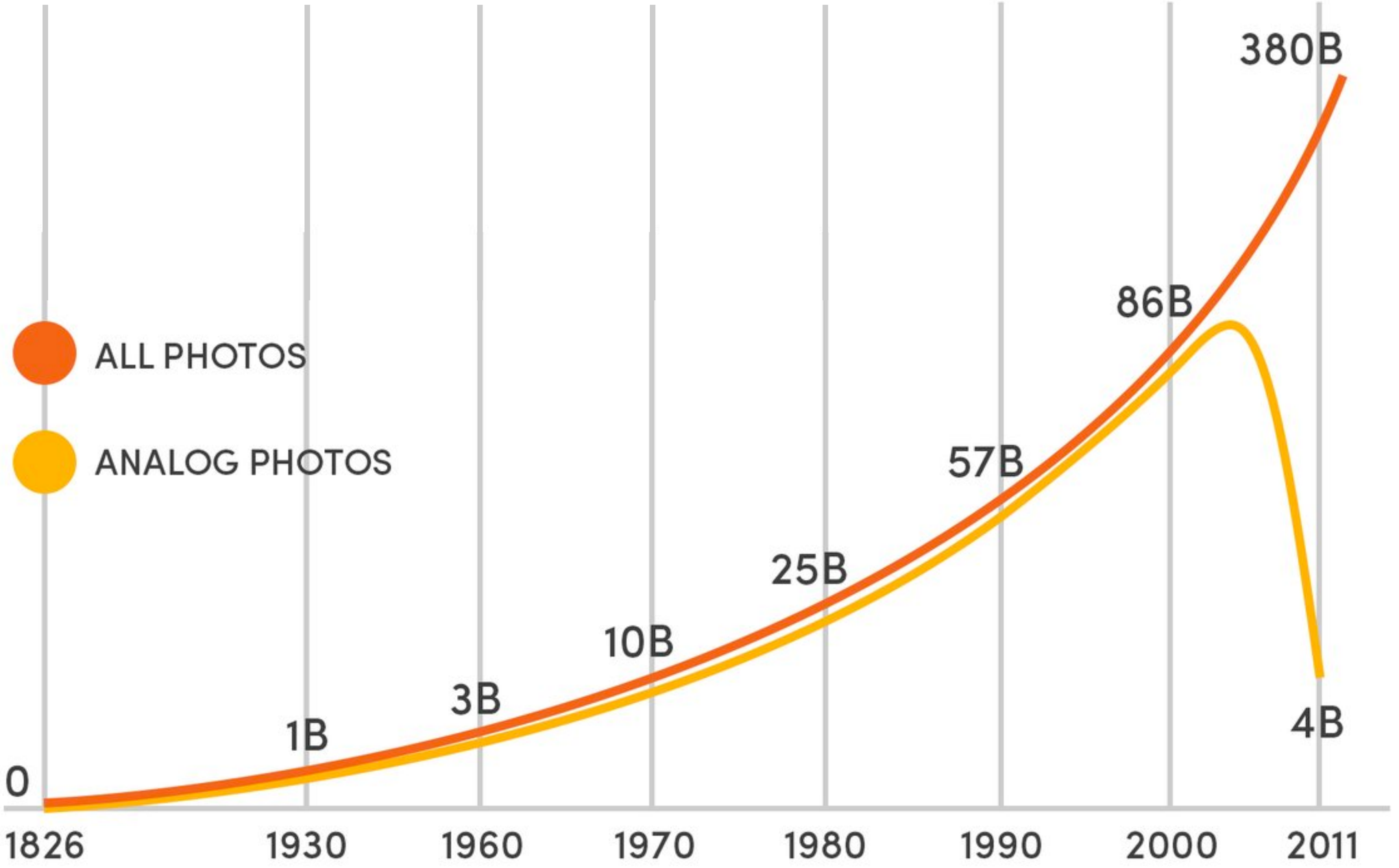


No forms to fill out,
just speak to the camera



Source: Innosight/Richard N. Foster/Standard & Poor's

Kodak


ALL PHOTOS
ANALOG PHOTOS
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1B
3B
10B
25B
57B
86B
380B
4B
1826
1930
1960
1970
1980
1990
2000
2011

From lineair to exponential

1996

Market Cap: $28B

Employees: 140,000

2012

Bankrupt

Employees: 17,000

2012

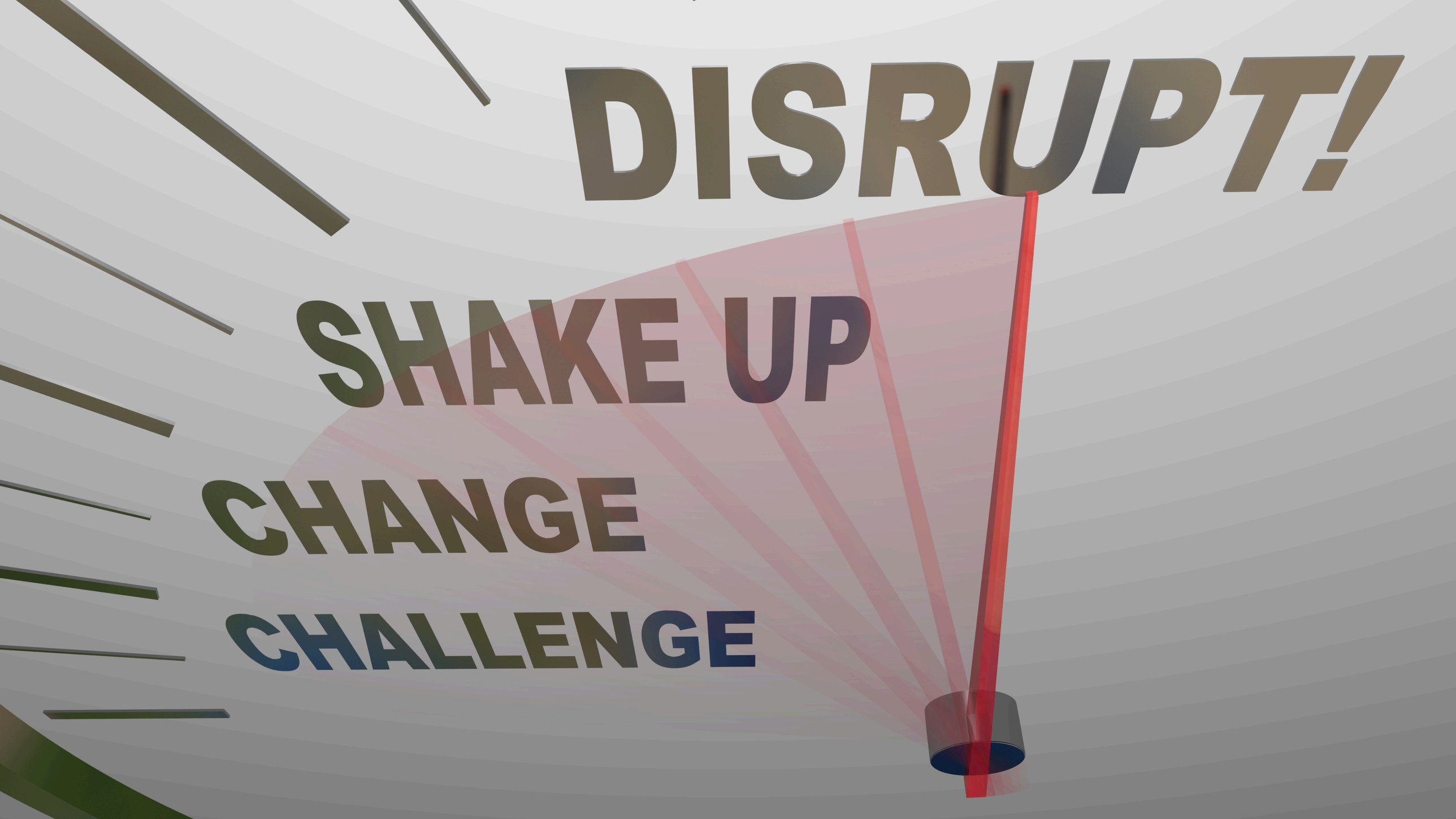
Market Cap: $1B

Employees: 13

VROOM-DREEF

kijkshop
kijk. kies. klaar.

ZONE
TOEGESTAAN
ma t/m vr 05.00-11.30 uur
za/zo 06.00-11.30 uur
FIETSEN
15
Albert Heijn
BONUS
LAAGSTE PRIJS GRATIS THUIS
PIC NIC
LAAGSTE PRIJS
GRATIS THUIS
129
V-163-GJ


DISRUPT!
SHAKE UP
CHANGE
CHALLENGE

THIS IS YOUR WAKE UP CALL

CHANGE

BOARD OF DIRECTORS

2006

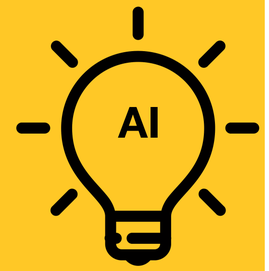
DATA : OIL

Clive Humby

2016

AI : ELECTRICITY

Andrew Ng



WHO IS IN
CONTROL?

OCEAN Personality Model

We use the established scientific OCEAN scale of personality traits to understand what people care about, why they behave the way they do, and what really drives their decision making.

OPENNESS

Do they enjoy new experiences?

CONSCIENTIOUSNESS

Do they prefer plans and order?

EXTRAVERSION

Do they like spending time with others?

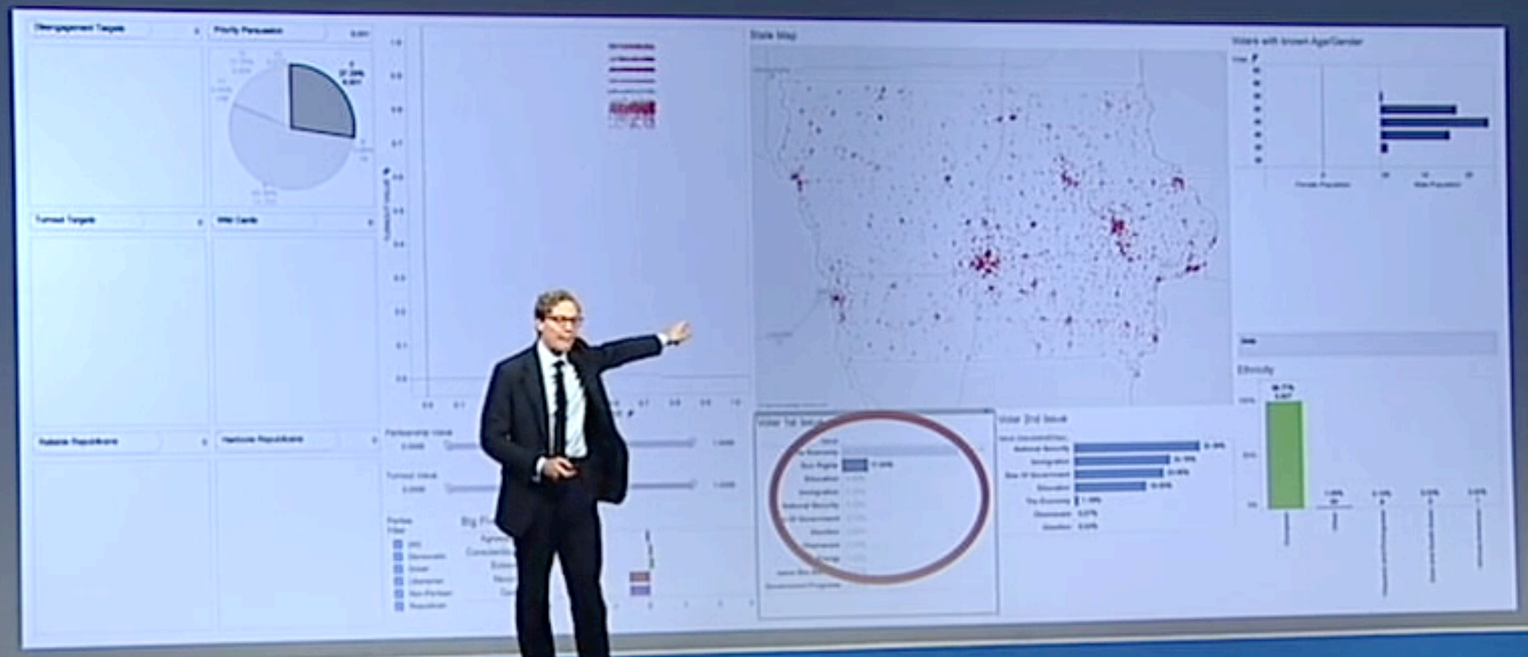
AGREEABLENESS

Do they put people's needs before theirs?

NEUROTICISM

Do they tend to worry a lot?

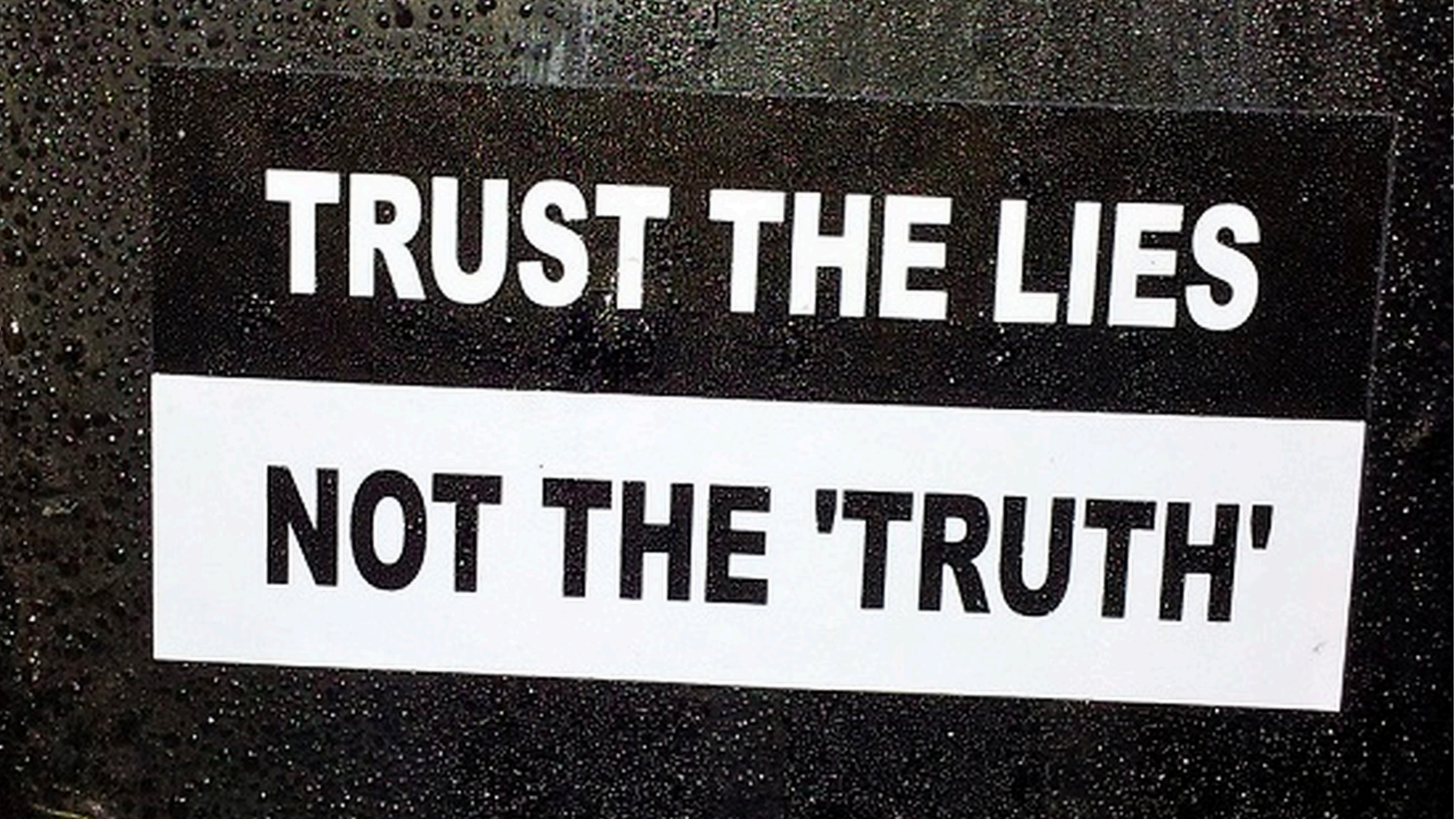
Iowa Caucus

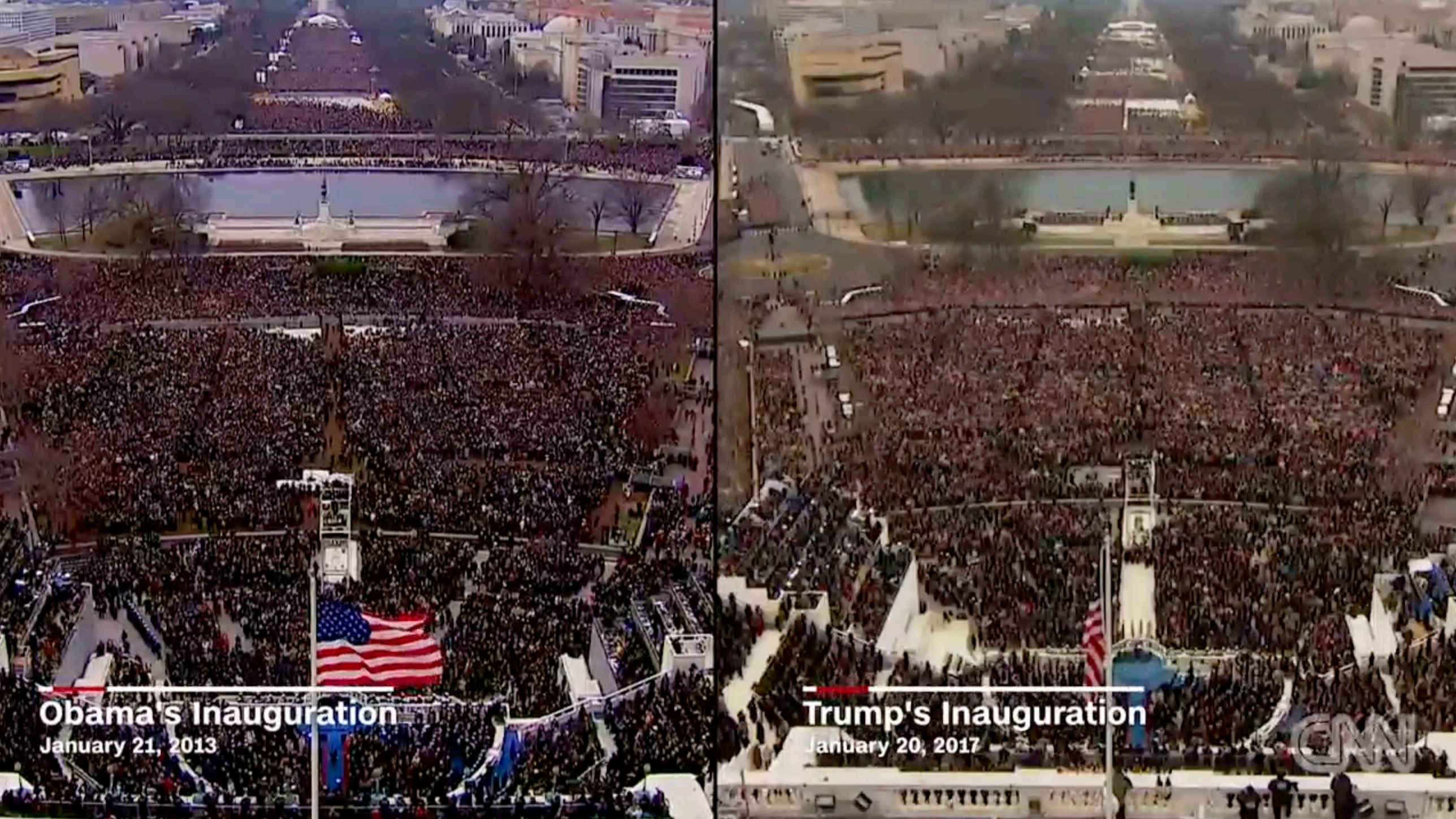


Santa Monica Pier
Main Street
Santa Monica Place &
Third Street Promenade
Metro Expo Train
CROSS ON WALK SIGNAL ONLY

BBC

POST-
REALISTIC


TRUST THE LIES
NOT THE 'TRUTH'


Obama's Inauguration
January 21, 2013
Trump's Inauguration
January 20, 2017
CNN

MEET
THE PRESS
#MTP

#PIZZAGATE

WJLA
"PIZZAGATE" STANDOFF
POLICE: FAKE NEWS STORY TRIGGERS ARMED ASSAULT
LIVE
CNN
11:20 AM ET
COMING FROM OPPOSITE DIRECTIONS TO TRAVEL ON A SINGLE TRACK; ENS
AT THIS HOUR

BBC

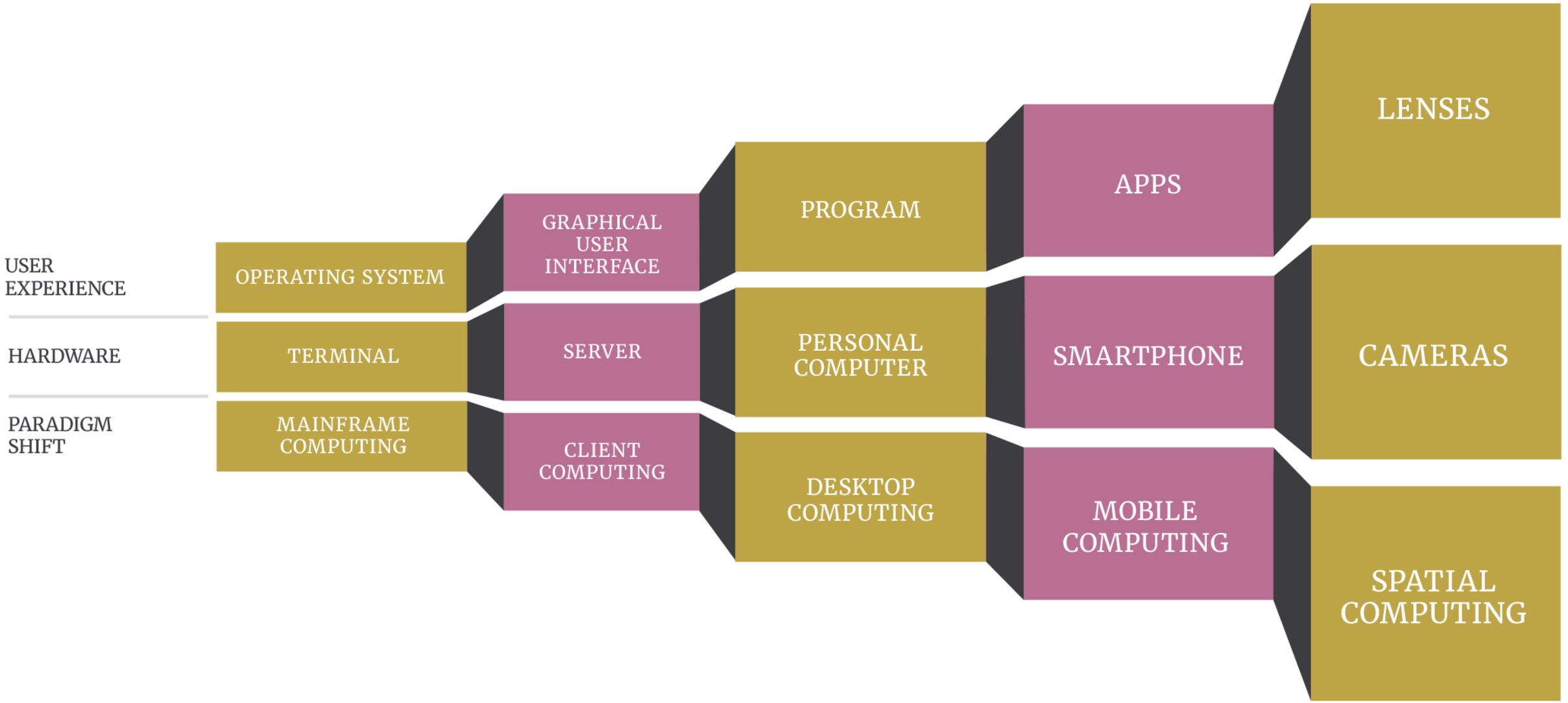
Onlife

Gear VR
oculus

THE CONFERENC CENTER

Battery Block
Connector #1
Connector #2
Connector #3
Connector #4

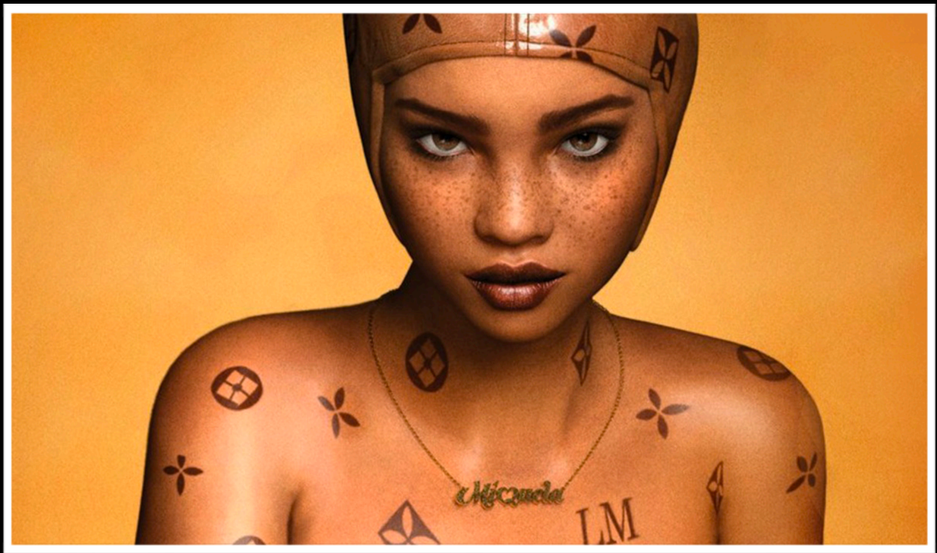
The Experience Evolution

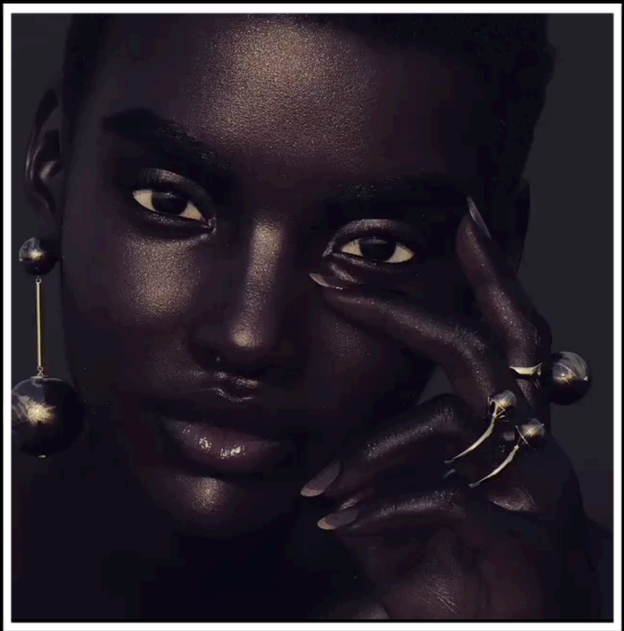


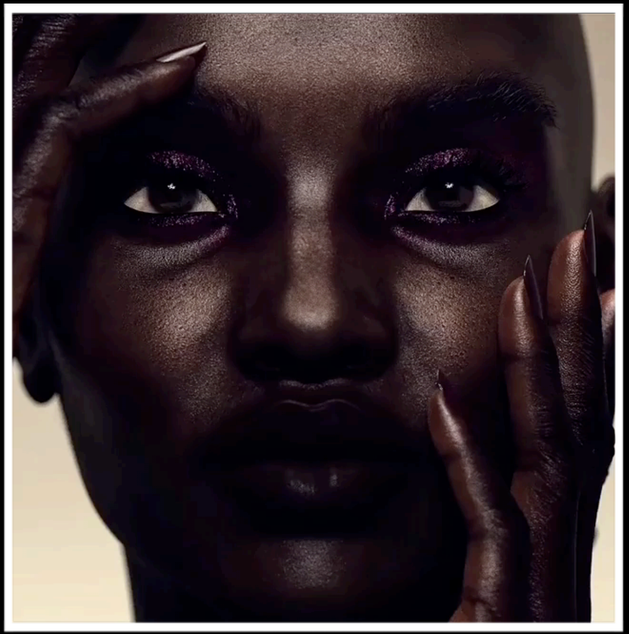
FREE YOUR MIND

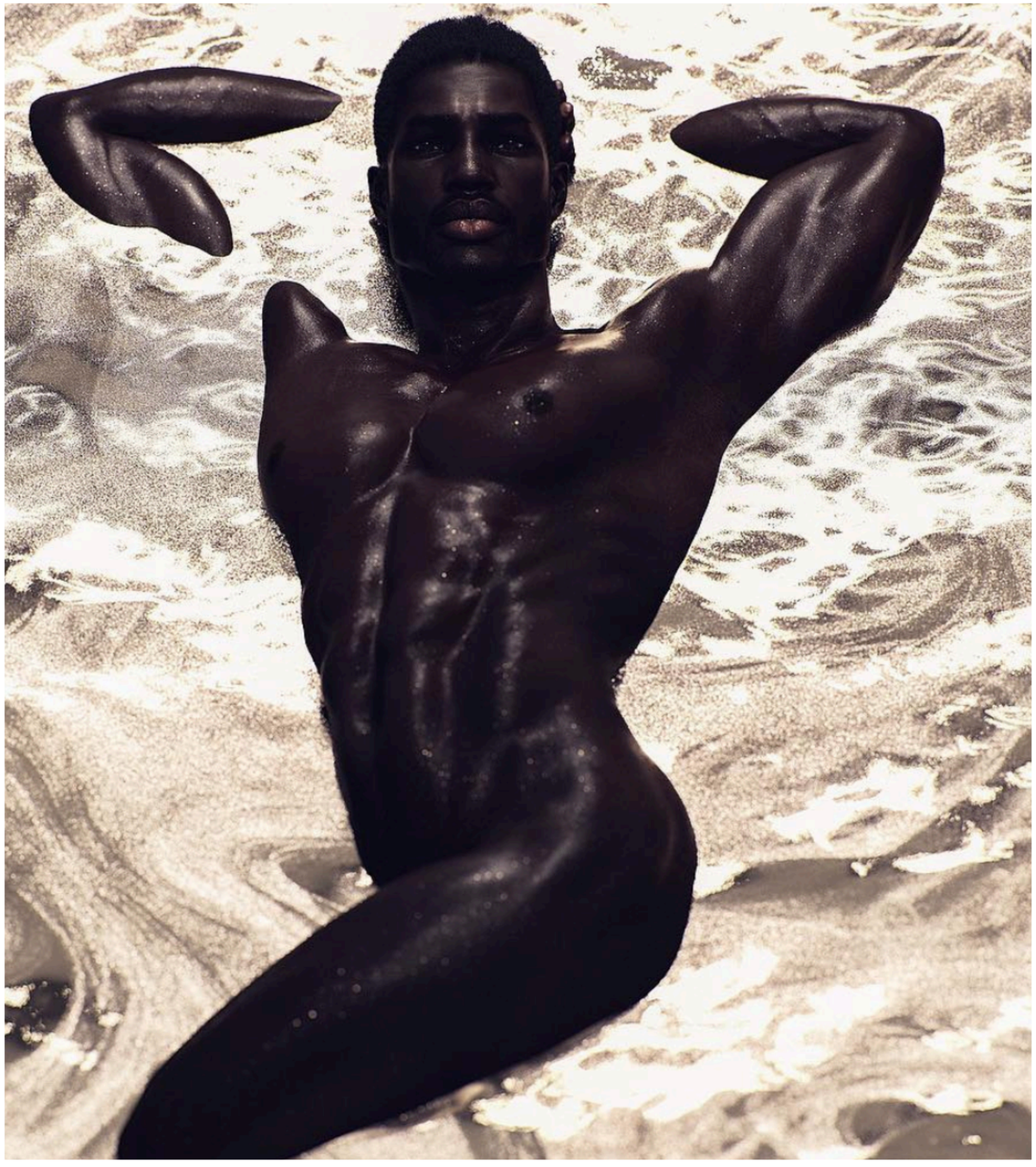
Real or Fake?

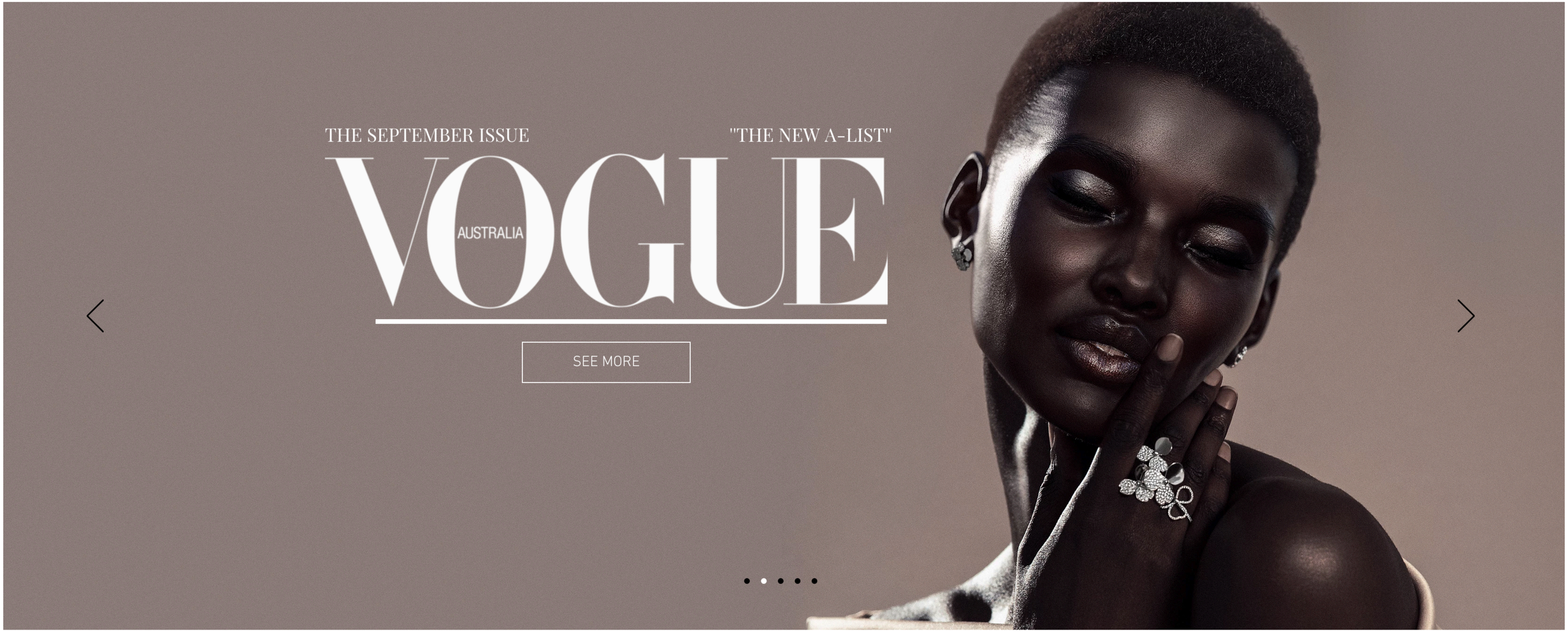
VIDEOS THAT CONFUSE PEOPLE











MEET OUR MODELS

IMAGINED REALITY
MODELLING AGENCY

IRMAZ
MAKING FACES THAT FIT

Making Faces That Fit – REALLY!

Quite literally, we make faces to fit any promotion, advertising or social media campaign... in fact, our 'Imagined Reality' models are available for whatever event or campaign that you choose - and if you can't perfection - we'll create 'someone' especially for you!

HET GROOTSTE FASHION & BEAUTY MAGAZINE VAN NEDERLAND
GLAMOUR
DIGITAL REVOLUTION
APRIL 2019 GLAMOUR.NL
GLAMOUR
1 miljoen volgers? Zo regel je dat
Nederlands eerste virtuele covermodel
RAVEN
'Ik ben niet your average model. Er zijn meer definities van schoonheid'
DIGITAL REVOLUTION
YOUR PERSONAL INVITATION TO NATIONAL GLAMOUR DAY

AMSTERDAM

COLONEL SANDERS

VIRTUAL INFLUENCER

ABOUT ME

I originally launched my Instagram as a way to promote Kentucky Fried Chicken, my super-successful international business. After much reflection I realized I should use my platform for so much more. So I turned myself into a virtual influencer to inspire people to be their best selves. My inspirational life and advice is a unique blend of knowledge, positivity, and mindfulness, also known as the SecretRecipeForSuccess. I'm open to using my platform to amplify and promote other brands who share my goals and values. Basically, I am an international mogul turned virtual person who wants to inspire the world with my amazing life.

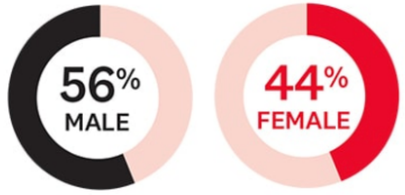
TALENTS & SERVICES

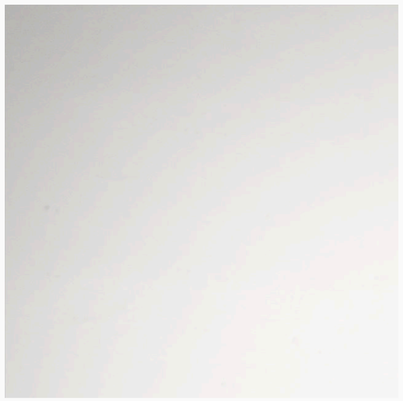
- Innovation
- Lifestyle Inspiration
- Disruptive Business Deals
- Inspirational Collabs
- Product Photo Shoots
- Authentic Gen-Z Engagement

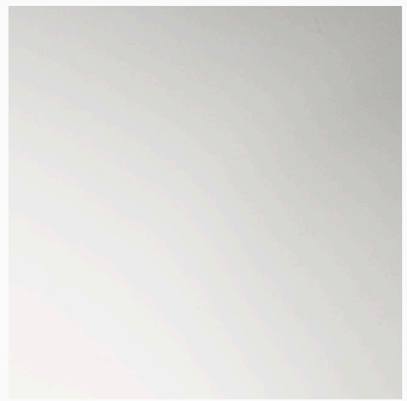
COMMUNITY STATS

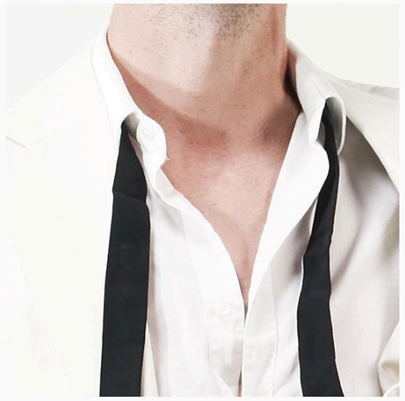
@KFC

1.37M FOLLOWERS









Giving AI a Face

新华社
XINHUA NEWS
Sogou 搜狗
AI ANCHOR

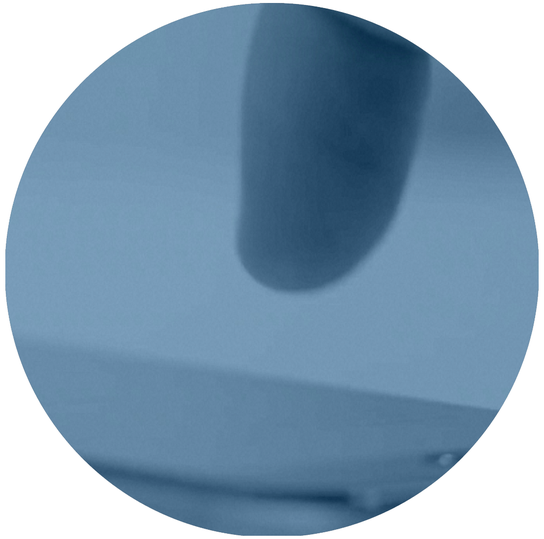
Vector

soul
machines

UBS

Digital First

“websites”
“clicks”



Mobile First

“apps”
“touch”

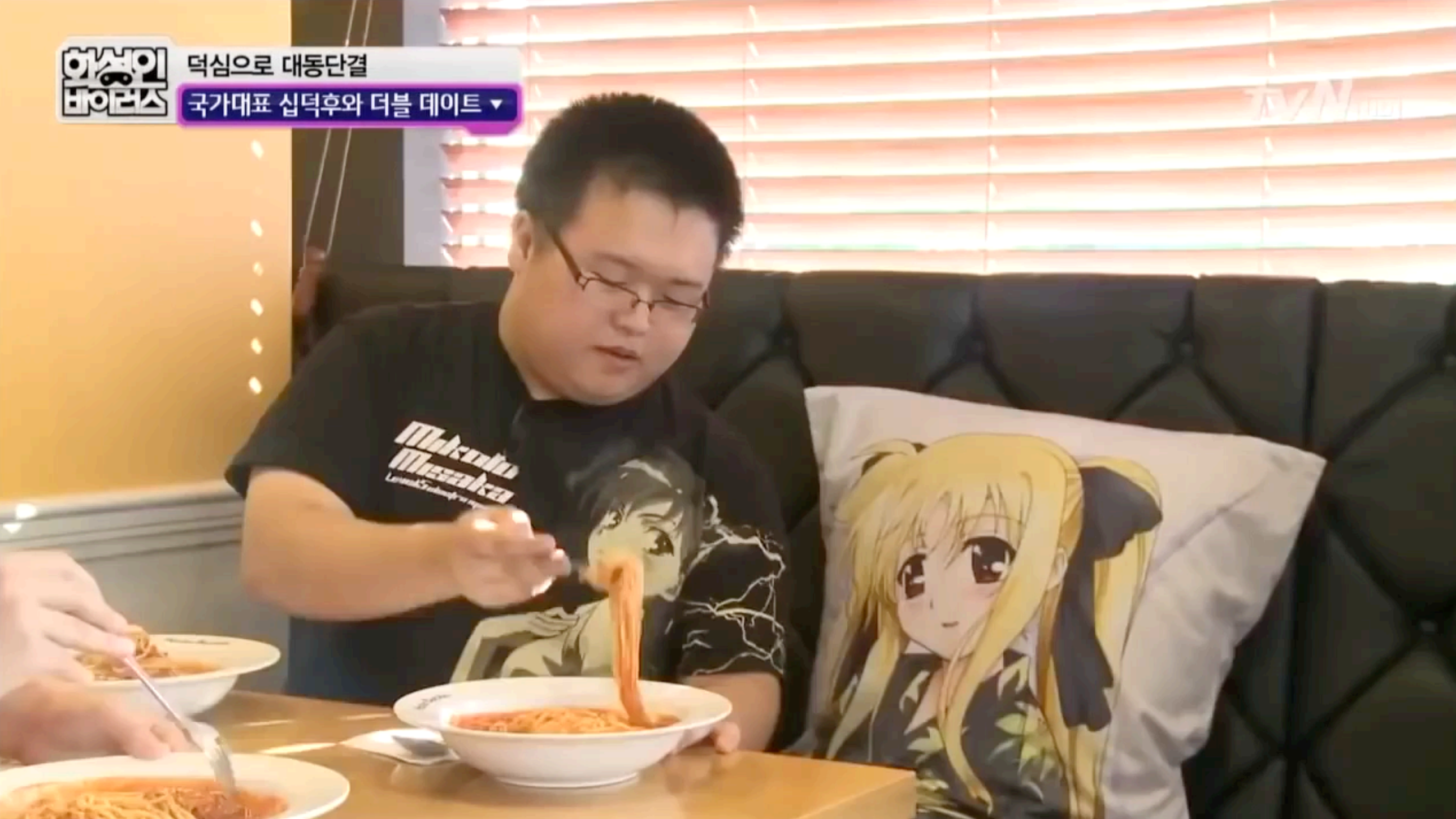
AI First

“agents”
“voice”

Human First

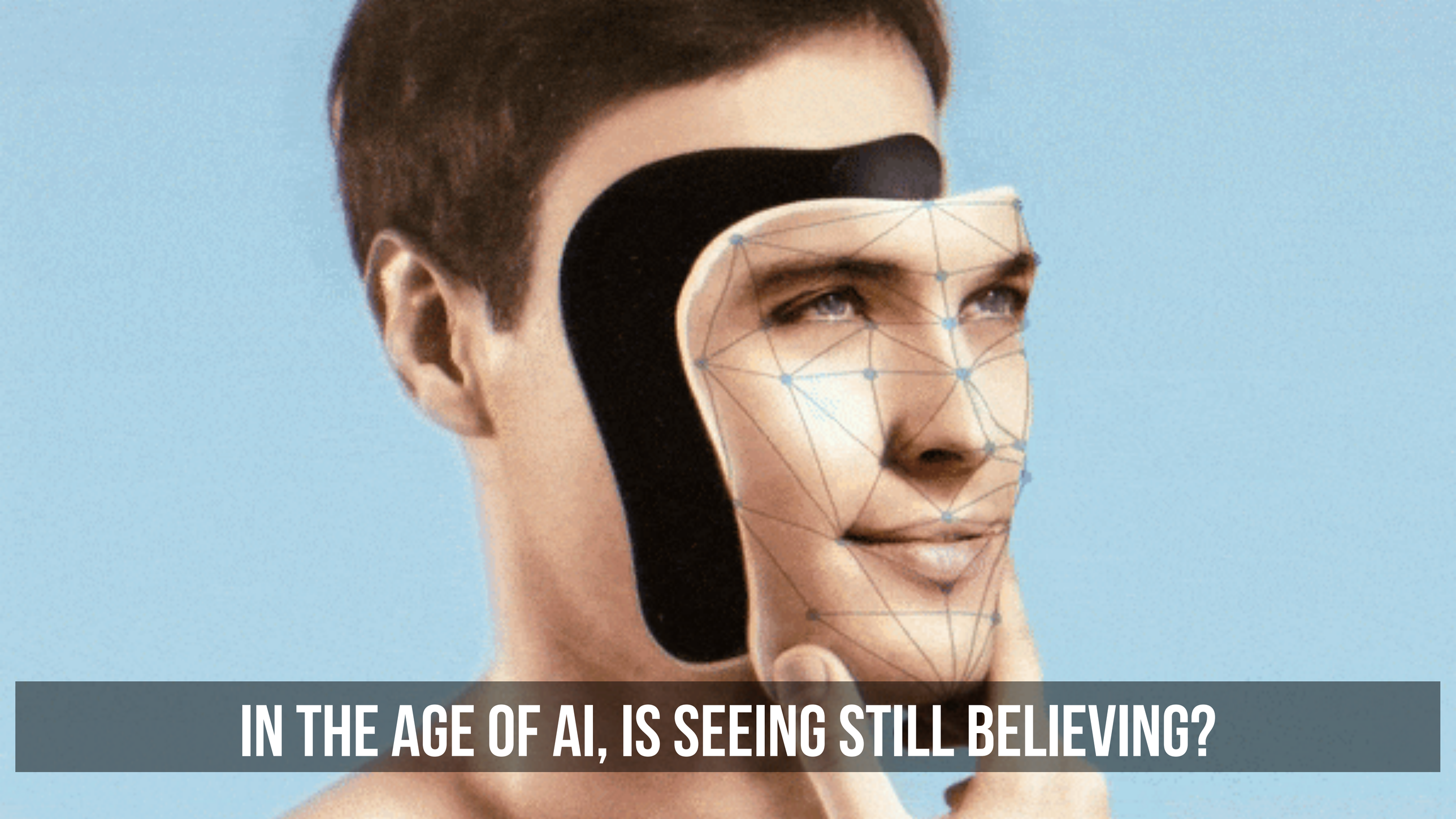
“digital humans”
“emotions”

VIVE


회성인 바이러스
덕심으로 대동단결
국가대표 십덕후와 더블 데이트
Makoto Masaka

DALÍ LIVES

ART MEETS ARTIFICIAL INTELLIGENCE

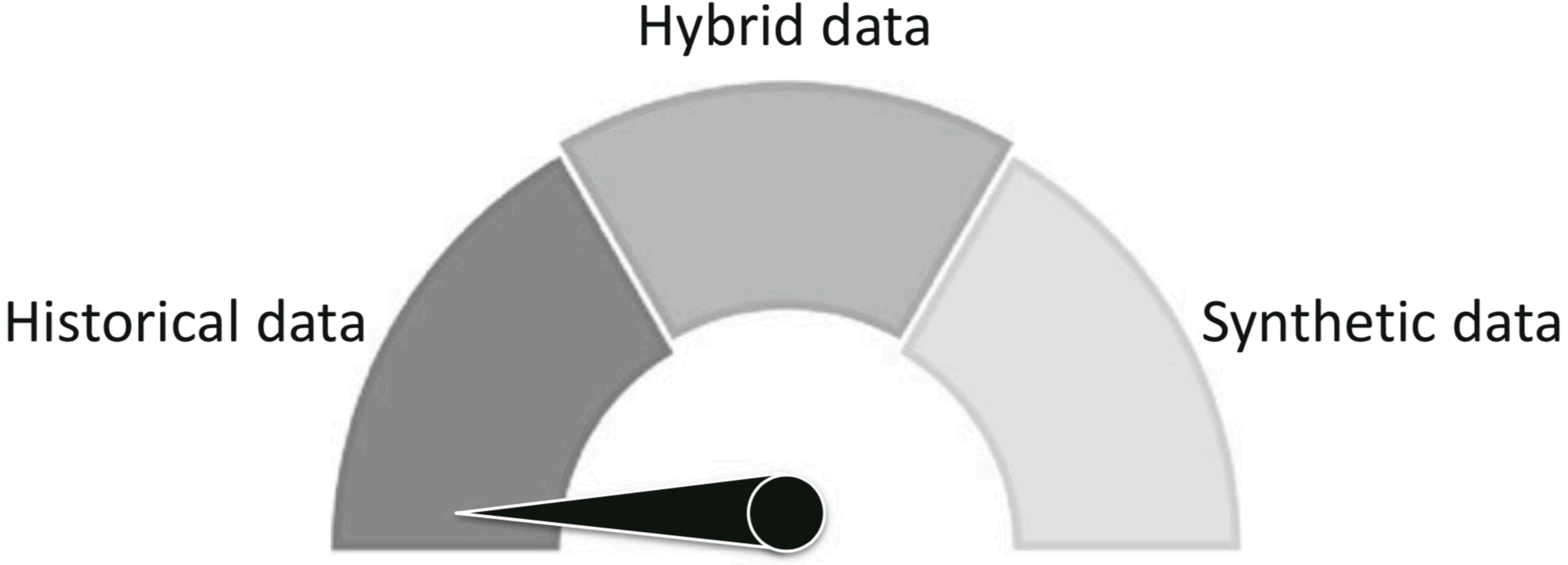

IN THE AGE OF AI, IS SEEING STILL BELIEVING?

We create the most realistic artificial voices in the world

- Personify your product by giving it a unique voice
- Create your own vocal avatar and use it wherever you want
- Integrate the vocal avatars of your users in your application

CREATE MY VOICE

So, obviously
what I want to do now is


Hybrid data
Historical data
Synthetic data

DEEPDREAM

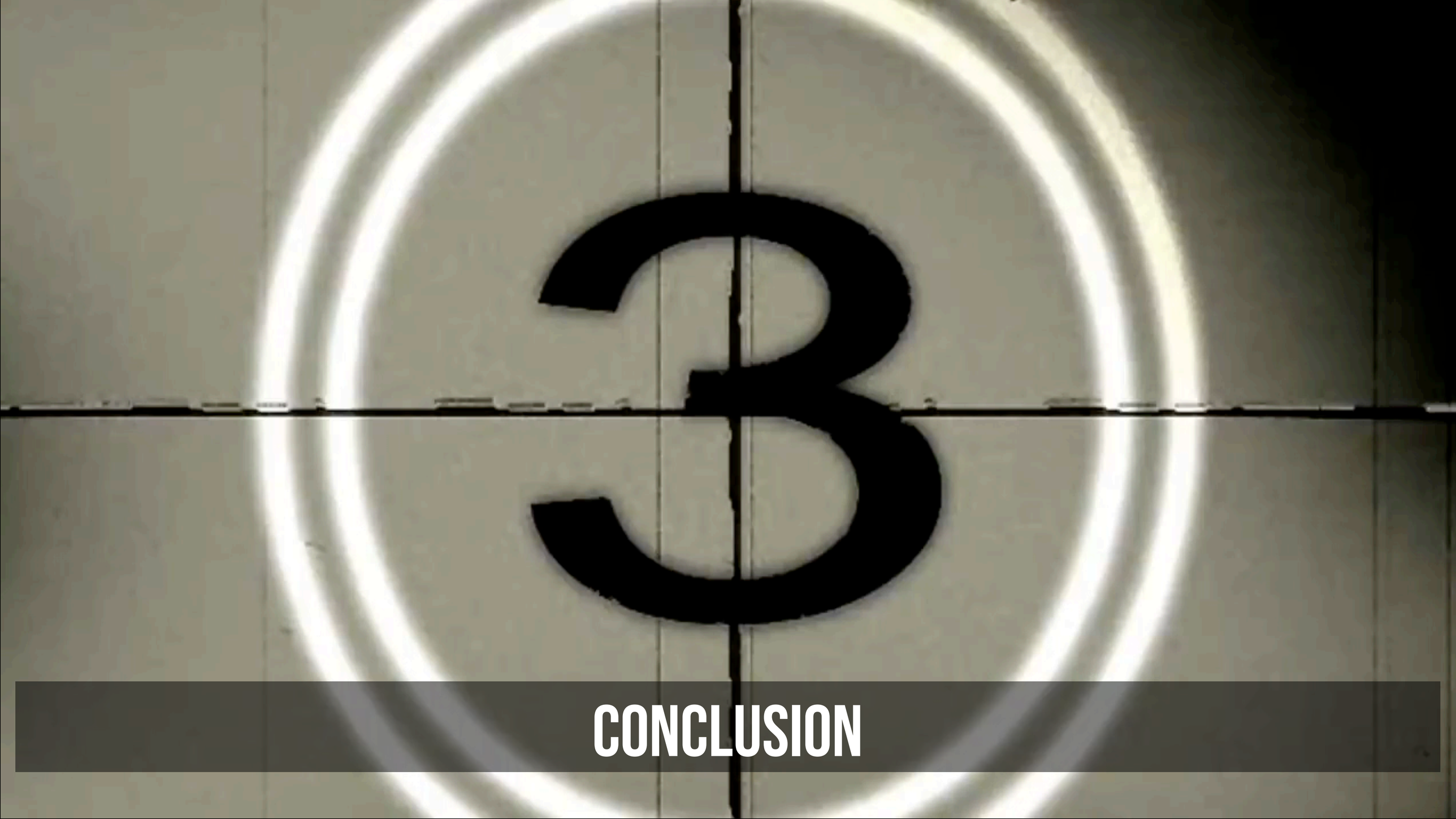
POST-
MATERIALISTIC

WORLD ECONOMIC FORUM
THUNBERG
HALE

DIT IS DE EERSTE GENERATIE DIE VANWEGE HUN INFLUENCE
GEDRAG AL INVLOED HEEFT VOORDAT HET ZOGENAAMDE
WERKZAME LEVEN IS BEGONNEN.

MERKACTIVISME

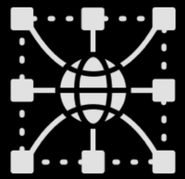
Believe in something.
Even if it means sacrificing everything.
Just do it.



CONCLUSION

THE TOP 30 TECHNOLOGIES OF THE NEXT DECADE

#1. Artificial Intelligence

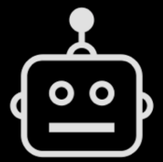

#2. Internet Of Things

#3. Mobile & Social Internet

#4. Blockchain

#5. Big Data

#6. Automation


#7. Robots

#8. Immersive Media

#9. Mobile Tech.

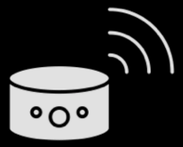
#10. Cloud Computing

#11. 3D Printing

#12. CX

#13. Energy Tech.

#14. Cyber Security


#15. Voice Assistants

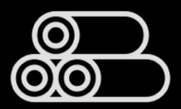
#16. Nano Tech.

#17. Collaborative Tech.

#18. Health Tech.

#19. Human Computer Interaction

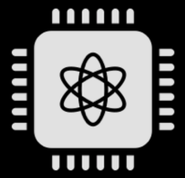
#20. Geo Spatial Tech.


#21. Advanced Materials

#22. New Touch Interfaces

#23. Wireless Power

#24. Clean Tech.


#25. Quantum Cputing

#26. Smart Cities

#27.Edge Computing

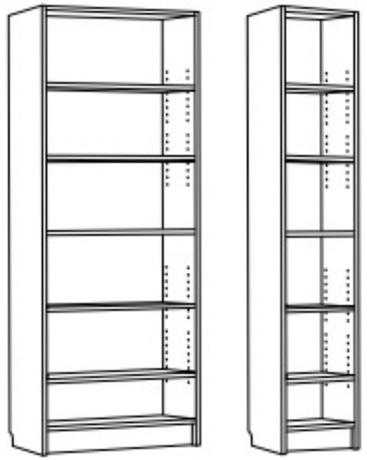
#28. Better, Faster internet

#29. Proximity Tech.

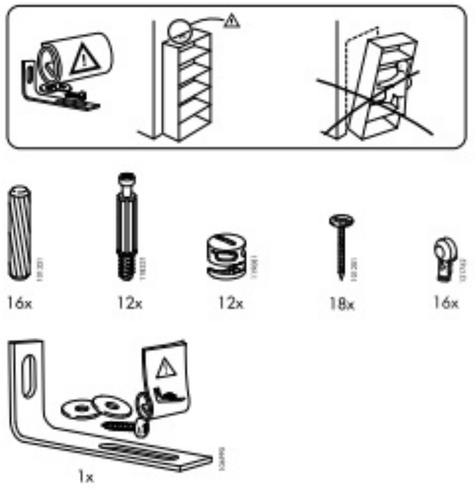
#25. New Screens

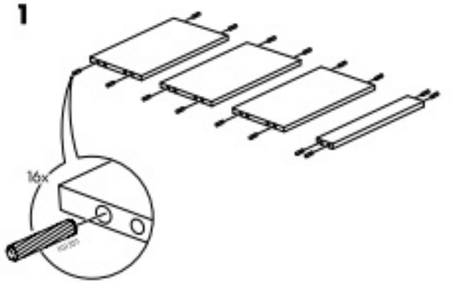
BE PREPARED

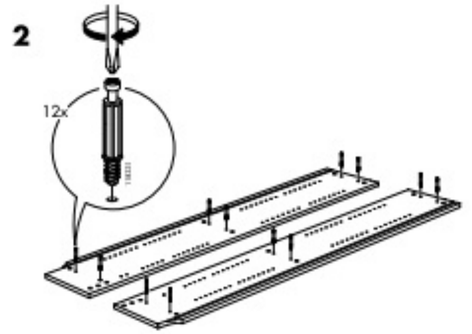
BILLY

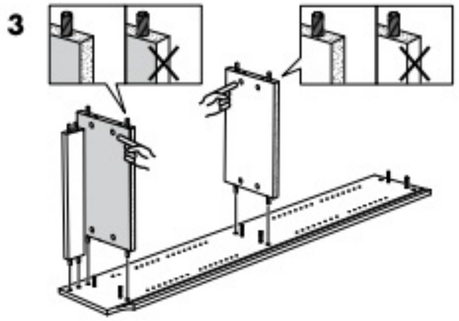


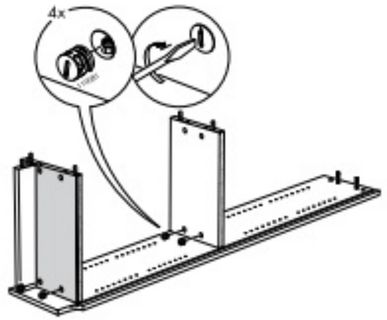
IKEA
Design and Quality
IKEA of Sweden

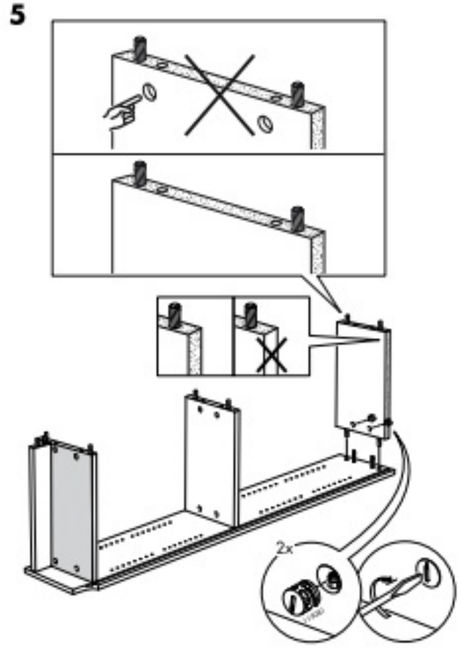


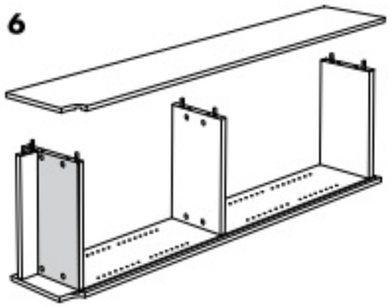


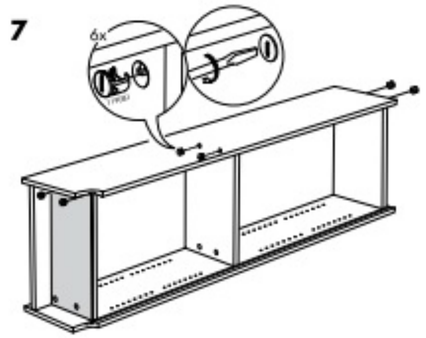


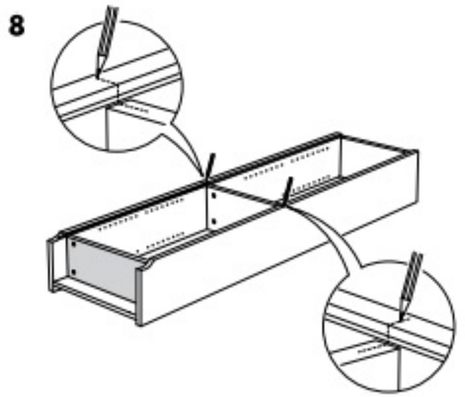


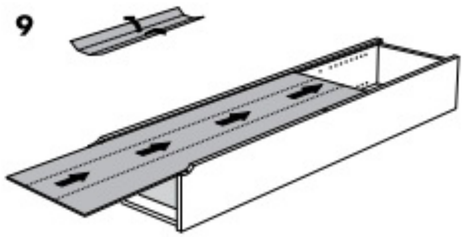












Experiment: Fail Fast, Learn Faster

KEEP CALM AND JUST DO IT

@DUIVESTEIN
+31625026020

sogeti
Part of Capgemini