

# BACK TO THE FUTURE



SMART INFRASTRUCTURE  
SMARTER COMMUNITIES



Hello!

I'M ASHLEIGH WEEDEN

I care about communities.  
I bet you do, too.

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WE DON'T HAVE TO ASK OURSELVES  
"CAN" WE DO IT ANYMORE. WE HAVE  
TO ASK OURSELVES "WHAT."  
*What do we want do?*

Brian David Johnson

Futurist and Director, Future Casting and Experience Research

Intel Corporation



Roads? Where we're going, we don't need...  
*roads.*



IF YOU'RE GONNA BUILD A TIME  
MACHINE INTO A CAR, WHY  
NOT DO IT WITH SOME *style?*

*Doc Brown*  
*Back to the Future*



# TWO PROJECTS, ONE *smart* GOAL

SWIFT  
*(Infrastructure)*

CONNECTED COUNTY  
*(Intelligent community)*

HOLISTIC  
ADAPTABLE  
SCALABLE

=

*community value*



DON'T WORRY. AS LONG AS YOU HIT  
THAT WIRE WITH THE CONNECTING  
HOOK AT PRECISELY 88 MILES PER  
HOUR, THE INSTANT THE LIGHTNING  
STRIKES THE TOWER...  
*everything will be fine!*

Doc Brown, Back to the Future



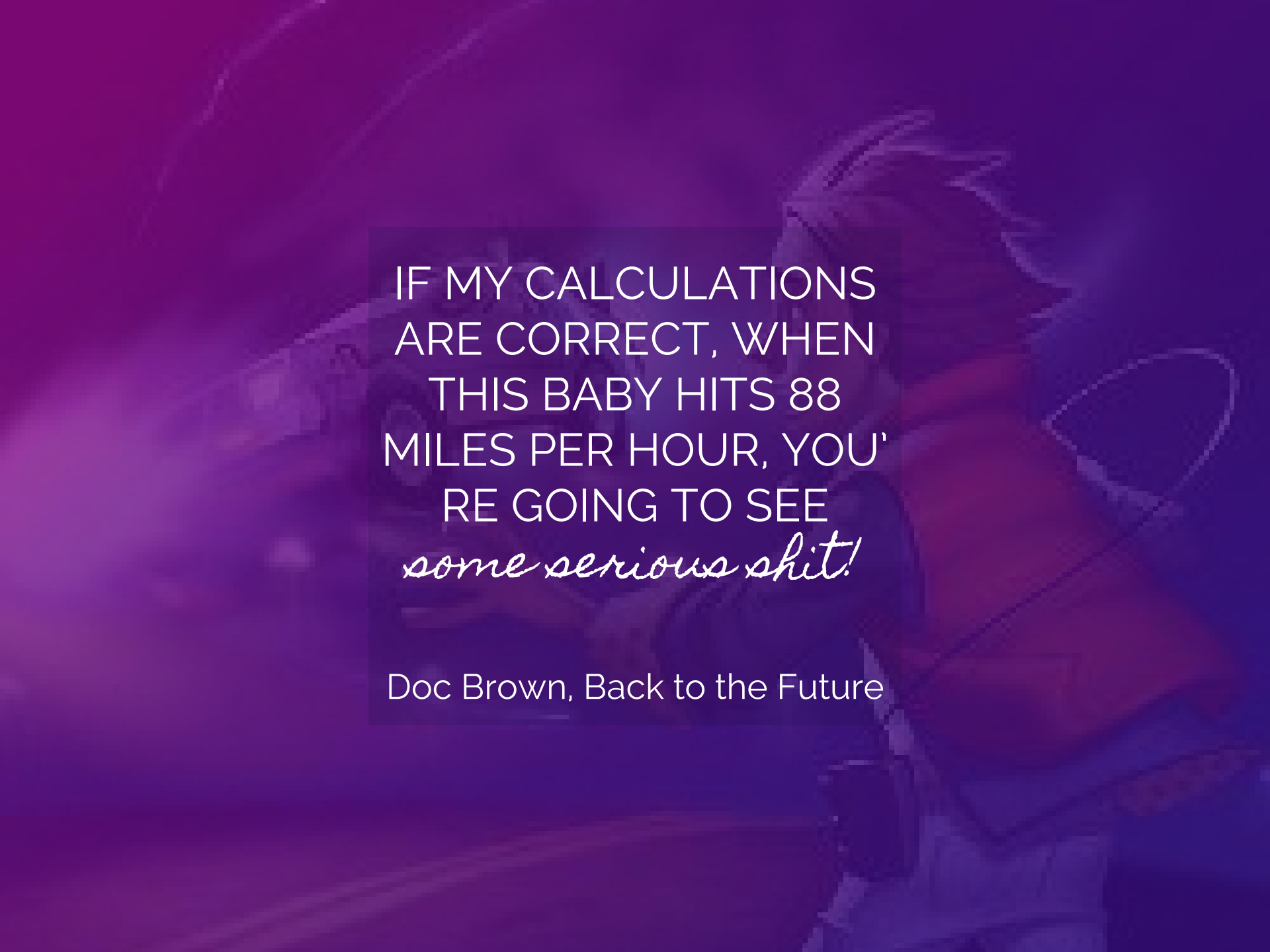
## MORE THAN JUST CONDUIT: *building smart communities*

- ▶ Building the infrastructure only gets you halfway there...
- ▶ ... If people don't know what to do with it, it's just glass in the ground or bits of plastic attached to poles

Wolves change rivers.

Infrastructure changes communities.





IF MY CALCULATIONS  
ARE CORRECT, WHEN  
THIS BABY HITS 88  
MILES PER HOUR, YOU'  
RE GOING TO SEE  
*some serious shit!*

Doc Brown, Back to the Future

 *imagine* THE WORLD IN 2020

**global population will hit 9 billion**

70% will live in  
*cities*

**50 billion smart objects**

5.5 objects for  
*every person*

**450 billion online business  
interactions every day**

85% customer  
interactions won't  
involve a *human*

**90% of technology spending  
outside of IT budget**

cloud-based  
applications  
*replace* 15%  
IT spending

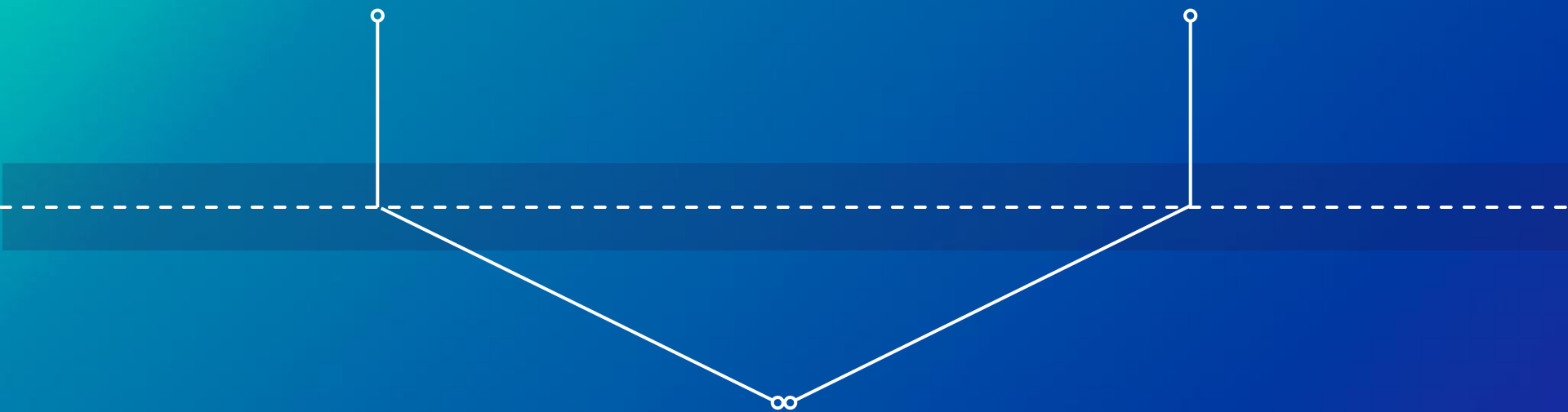


# USING SMART *infrastructure* TO BUILD SMART *communities*

DATA

INFORMATION

KNOWLEDGE





YOUR FUTURE IS  
WHATEVER YOU MAKE IT,  
*so make it a good one.*

Doc Brown, Back to the Future



thanks!

LET'S TALK...

You can find me at:

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