Georgia Tech Overview

• World-class research university whose mission is to educate leaders for our technological driven world. Established in 1885.

• Nationally ranked and globally recognized for research excellence. Among top 10 public universities and top 5 engineering schools in the United States.

• 20,000 students; 30% in graduate studies.

• Applied research arm in operation for 76 years (GT Research Institute); 1450 employees; 700 full-time researchers.
FutureMedia℠ transforms the way Content is Created, Distributed, and Consumed
The Evolution of Content and the disruptions that fueled (or will fuel) change

Source: Georgia Institute of Technology, FutureMedia℠ 2009
We are in a perfect storm...

The Great Recession

Fundamental change in how people communicate

Convergence of communication, information, and media

Changing customer expectations
Social Media Revolution
Socialnomics 2011

http://www.youtube.com/watch?v=QzZyUaQvpdc
Change is happening in 6 big ways...
• Data Overload
• True Personalization
• Content Integrity
• Multimedia Assumed
• Mixed Reality
• Collaboration

Source Georgia Tech FutureMedia Outlook 2010
http://www.nxtbook.com/nxtbooks/georgiatech/futuremediatest10/#/1/OnePage
Meaning Will Mean Everything

What will take the guesswork out of what our customers want now and in the future?

Massive Data Analytics

Advanced Search & Discovery

Data Visualization
People will customize their lives

Less is more

Marketing will shift from exposure to customer engagement.

True Personalization
Service according to consumer design...

Unique Digital Graph

Individually Tailored Services
People will go to trusted and credible sources

Pervasive devices like mobile phones have evolved into mini computers, making them even more vulnerable to security threats from multiple gateways of entry.

- Leverage existing digital communities
- Become the media channel customers choose
- Plug into media channels customers already trust
Content will move with customers

By 2013, 91% of web traffic will be video - Tellabs

In 2011 the worldwide smartphone market is expected to grow 49.2%. More than 450 million smartphones are expected to be shipped in 2011, compared to 303.4 million in 2010 - IDC

Smart devices are expected to more than double to over 5 billion by 2014 - Intel
Service Space by Design

*Peachtree Corridor
Cyber & Physical Worlds Intersect

Mixed Reality

Customer engagement through interactive environments

*ARGON Augmented Reality Browser
Harness the Power of Many

Collaboration

How do we make our jobs easier and more effective?

Source customers to find out what they want and how they want it.
How do we move from exposure to individual customer engagement?

Traditional Audience Research
- Demographics
- Impressions
- Platform-specific
- Usage/Segmentation
- Estimate

Emerging Consumer Insight Focused Model
- Behaviors, Interests
- Engagement, Actions
- Campaign-centric
- Purchase Funnel
- Census

Source: Booz and Company, 2009
Customer expectations are changing...

- Flexibility
- Transparency
- Immediacy

Will you?
Reinvent the future with us...

Connecting universities, students, industry leaders, entrepreneurs and venture capitalists to create synergy, new perspectives and previously unimagined success stories is the 24/7 goal of FutureMedia at Georgia Tech.

Visit us at www.futuremediaglobal.com