

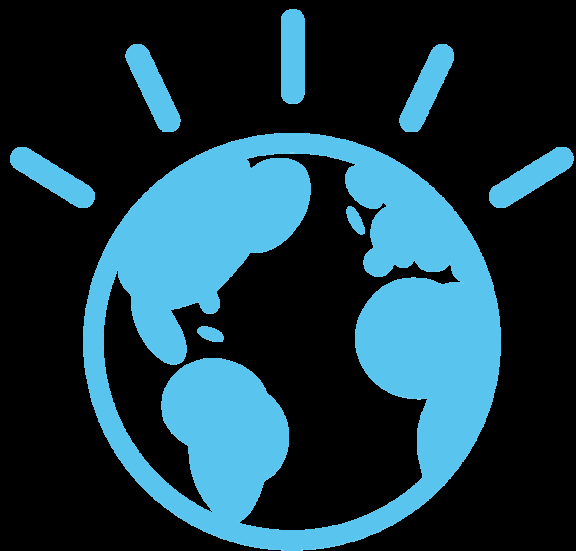


# Building a Smarter Planet

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## Something Meaningful is Happening



The world is  
**SMALLER.**

Global access to content, content repurposing in other geographies, ...

The world is  
**FLATTER.**

Less hierarchies, lower industry entry barriers, nice content suppliers, ....

The world is about to get a whole lot  
**SMARTER.**

Youngsters and cool kids, access to new technologies, ...



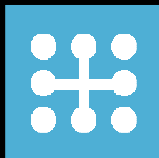
**THINK**

# Infusion of Intelligence into the Way the World Works



Our world is becoming  
**INSTRUMENTED.**

new mobile devices, new content  
players, new content formats, ...



Our world is becoming  
**INTERCONNECTED.**

new communication networks, new  
content consolidation platforms, new  
social network platforms, ....



All things are becoming  
**INTELLIGENT.**

Intelligent content distribution, user  
defined content selection, content  
feeds, ...

## The Digital and Physical Infrastructures of the World are Converging

Computational power is being put into things we wouldn't recognize as computers.

Indeed, almost anything -- any person, any object, any process or any service, for any organization, large or small -- can become digitally aware and networked.

## The World is Getting Smarter

**BECAUSE  
IT CAN.**

Content can be repurposed,  
network are available, users  
have new devices, ...

**BECAUSE  
IT MUST.**

User demand content any-  
time any-where, content  
niche gain marketshare,  
new players enter the  
market, ...

**BECAUSE  
WE WANT  
IT TO.**

Become Smart !

# The World is Getting Smarter ... Because We Want It to



Smart traffic systems



Intelligent oil field technologies



Smart food systems



Smart healthcare



Smart energy grids



Smart retail



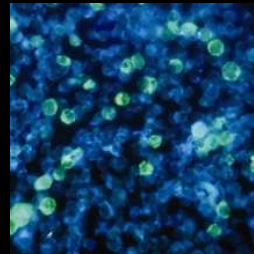
Smart water management



Smart supply chains



Smart Media



Smart weather



Smart regions



Smart cities



## Building a Smarter Planet

The world will continue to become smaller, flatter and smarter.

We are moving into the age of the globally integrated and intelligent economy, society and planet.

**The question is, what will we do with that?**



Step up, educate and take control





