

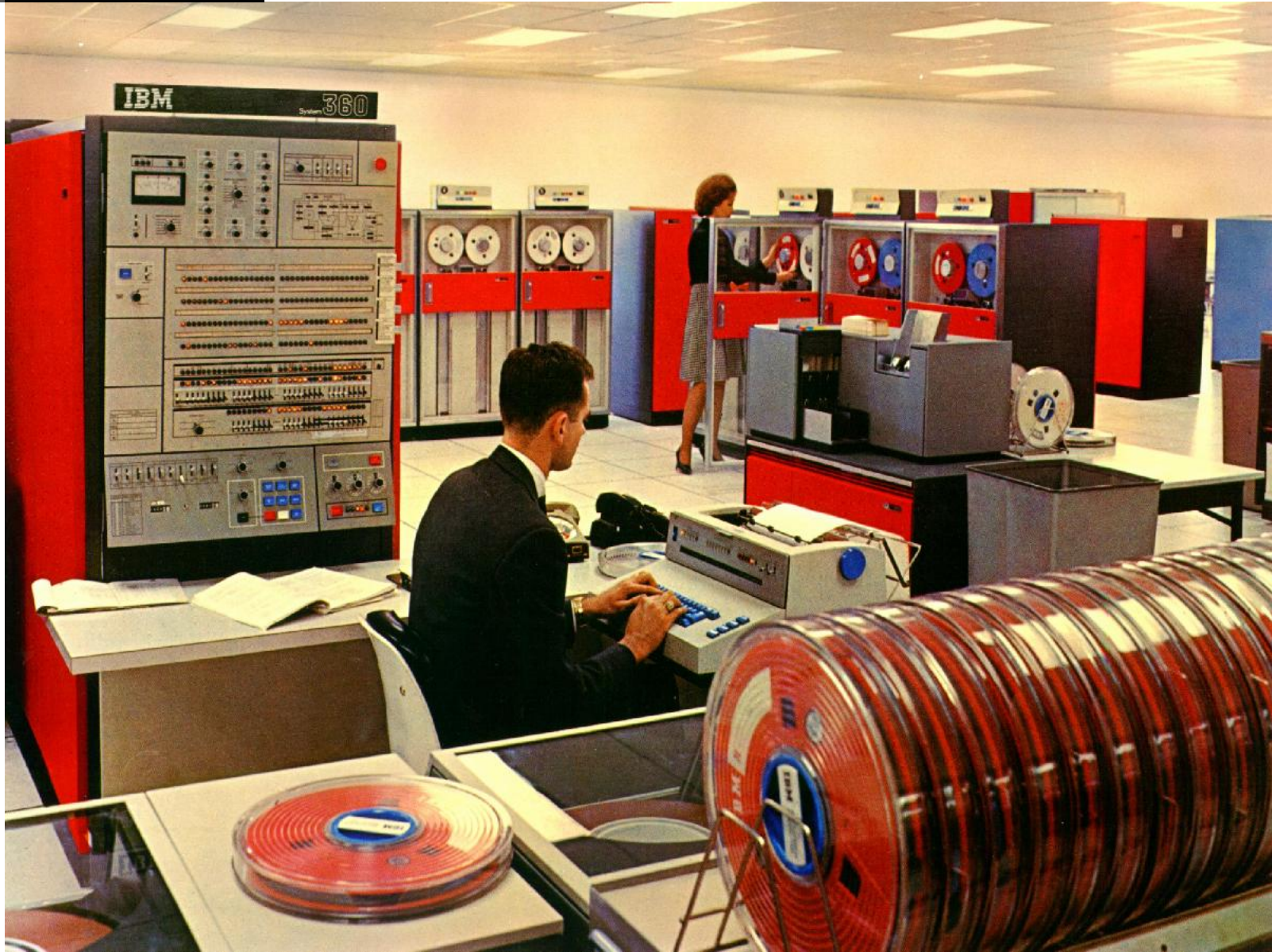
Ubiquitäre Informations- und Kommunikationstechnologie, Systemgrenzen und prospektiver Systemblick: Grenzen der Voraussehbarkeit und Gestaltung



BTU





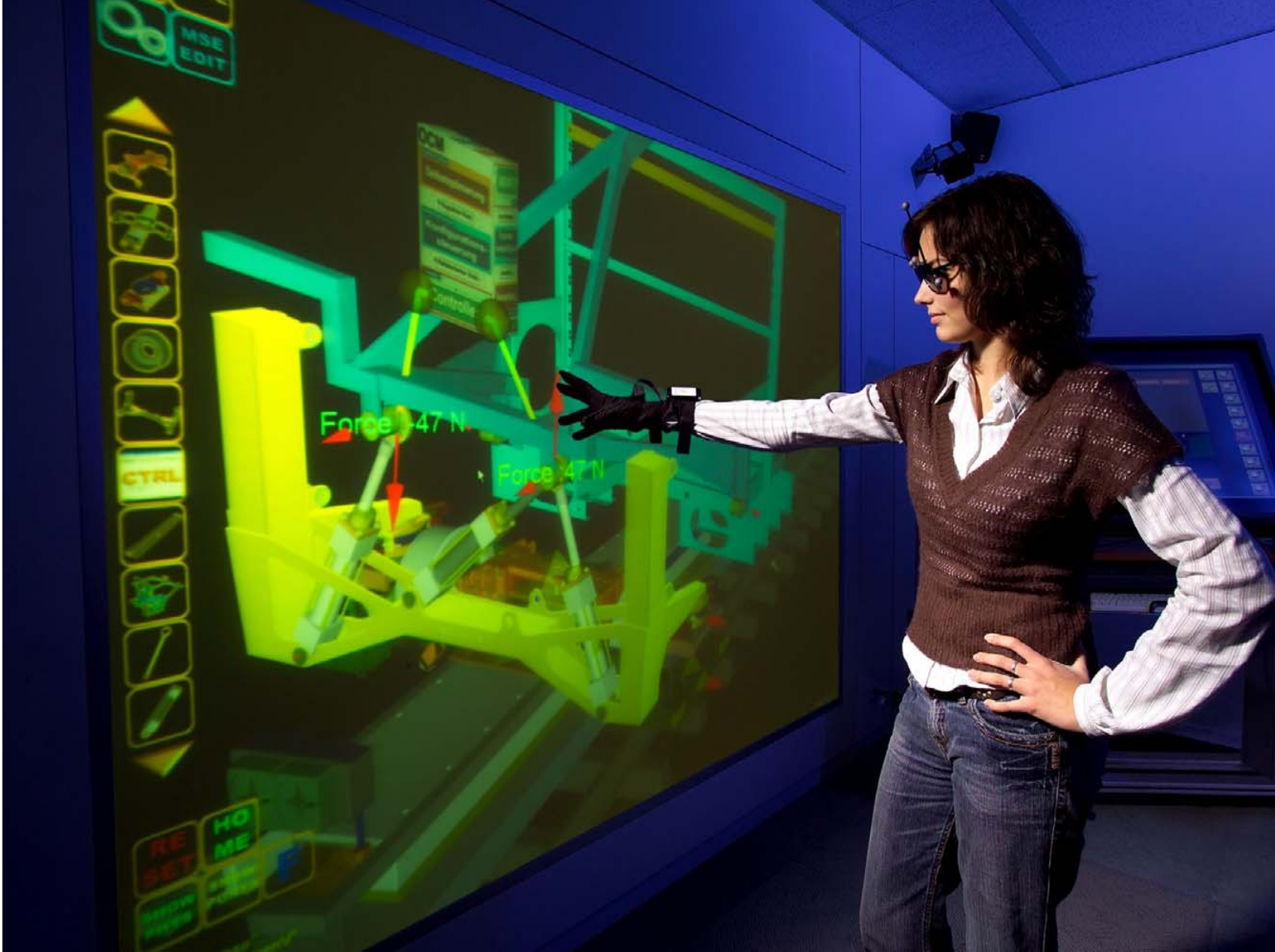






















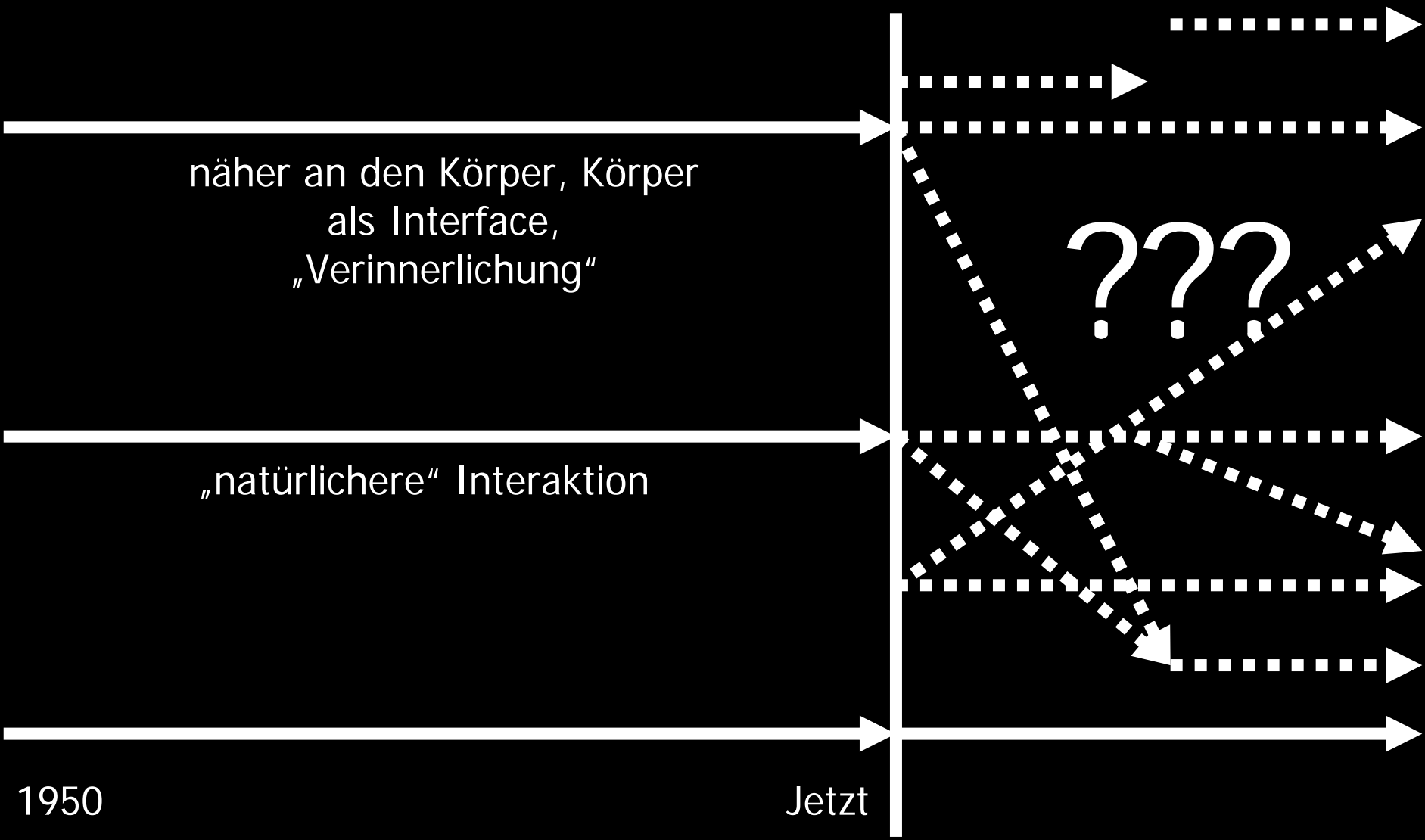
näher an den Körper, Körper
als Interface,
„Verinnerlichung“

„natürlichere“ Interaktion

1950

Jetzt

???



Technology Forecasting?

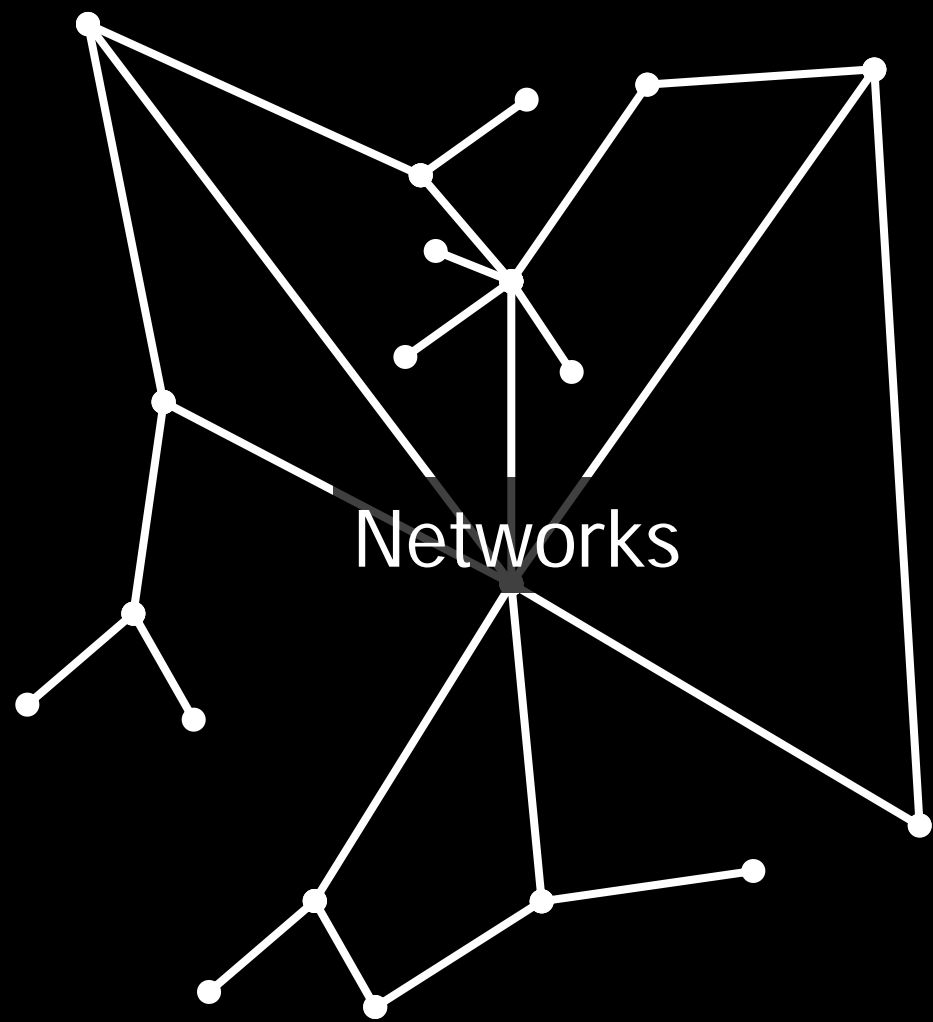
Technology Foresight?

Technology Assessment?

Nicht nur die üblichen Verdächtigen!

Unternehmen wie *Apple*, *Google* oder *Microsoft* bieten eine Plattform, kein fertiges Produkt.





Institutionalisiert und reguliert
Inkrementelle Innovationen
Sustaining Technologies

Unreguliert, vielleicht unregulierbar
Radikale Innovationen
Disruptive Innovationen

See the world
download the Layar Reality Browser

Download now!

cc: flickr.com/abeeeer

The image shows a smartphone screen displaying the Layar Reality Browser interface. The screen shows a map view of a city street with a green circular marker. Below the map, there are search results for 'Spotted Locals' and 'The Estate Theatre'. The background of the advertisement is a high-angle photograph of a busy city square with many people walking.

Beispiel: Augmented Reality Browser für Smartphones

WIKITUDE
WORLD BROWSER

Showcase: Wikitude World
Fincas Torrenueva

Discover the world around you with Wikitude World Browser.
The content comes from hundreds of different sources.

available for: iPhone Android symbian

The image shows a street scene with colorful wooden buildings. Several augmented reality markers are overlaid on the buildings, showing a red and white pattern. The Wikitude logo is in the top left, and a 'Showcase' box is in the top right. A banner at the bottom provides information about the browser and its availability on different platforms.

Layar is the world's leading Augmented Reality Platform on mobile. The Layar Reality Browser has more than 3 million users. The browser will come pre-installed on tens of millions of phones from leading handset manufacturers and carriers by the end of the year.

Over 1100 layers are published on the Layar Platform with over 3000 in development. These layers are developed by the global community of 5000 Layar publishers and producers, and by leading brands and agencies. Layar first launched in the Dutch market in June 2009, followed by a global launch in August 2009. The company is located in Amsterdam (The Netherlands), is VC funded and has 32 employees.

<http://site.layar.com/company/blog/layar-announces-layar-stream/>, zuletzt besucht am 23.11.2010.

The Layar

Reality Browser has more than 3 million users.

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June 2009,

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<http://site.layar.com/company/blog/layar-announces-layar-stream/>, zuletzt besucht am 23.11.2010.

- Extrem schnelle Verbreitung einer neuen Technologie.
- Größe des Unterstützernetzwerks entscheidend.
- Unterstützung hochgradig volatil.
- ➔ Prognosen der Entwicklung und der Marktakzeptanz problematisch.
- ➔ Regulierungsmaßnahmen schwierig – wen wo adressieren?



(a)
1980



(b)
Mid 1980s



(c)
Early 1990s



(d)
Mid 1990s



(e)
Late 1990s

... und dann nehme man noch: Cyberlogging, Augmented Reality, Mixed Reality, Computer Mediated Reality, Location Aware Services, ...



„Augmented Reality is identified as one of the top ten most disruptive new technologies for 2008-2012“ Gartner Research and is expected to be used by more than 30% of the mobile workforce by 2011 Gartner 2009“

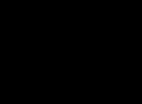
<http://www.wikitudo.org/>, zuletzt besucht am 11.11.2010.

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