

**david@davidrowan.com**

**David Rowan**

# How startups would see the opportunity

**David Rowan, WIRED founding editor**

**GS1 Industry & Standards Event**

**Brussels, October 10 2017**

UK EDITION  
**WIRED**



中国特刊  
WIRED GOES TO CHINA  
• THE MI PHONE  
• SHANZHAI SHOPPING  
• DJI DRONES

PLUS  
HOW AI CAN SOLVE CANCER  
MONEY MAKERS:  
INSIDE THE ROYAL MINT

**XIAOMI'S LEI JUN: 'DON'T CALL ME CHINA'S STEVE JOBS'**  
**IT'S TIME TO COPY CHINA**  
WHAT YOU CAN LEARN FROM ITS MOST INVENTIVE STARTUPS

SPECIAL DOUBLE ISSUE  
**WIRED**



**FACEBOOK TO THE RESCUE**  
MARK ZUCKERBERG  
ON HIS PLAN TO SAVE THE WORLD

FEATURING  
SNAPCHAT  
SPOTIFY  
AMAZON  
NETFLIX  
AUDIBLE  
+ DRAKE!

*The* **TASTEMAKERS**  
WIRED UNVEILS THE HIDDEN POWERBROKERS WHO  
DECIDE WHAT YOU WATCH, READ AND LISTEN TO

HOW LUCASFILM'S  
**KATHLEEN KENNEDY**  
& STAR WARS  
ARE REDEFINING  
BLOCKBUSTERS

**THE £500M COCAINE HAUL**  
INSIDE THE UK'S BIGGEST  
DRUG BUST

IDEAS | TECHNOLOGY | BUSINESS

UK EDITION  
**WIRED**



**23ANDME UNLOCKS YOUR DNA**  
P.106

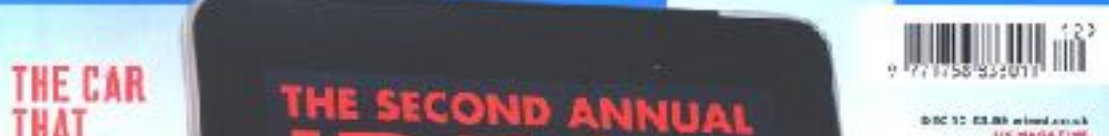
**HOW REED HASTINGS BEAT AMAZON & YOUTUBE**  
P.98

**HOW TO MAKE A DEATH STAR**

Plus  
WHERE YOUR STOLEN PHONE GOES

IDEAS | TECHNOLOGY | BUSINESS

**WIRED**

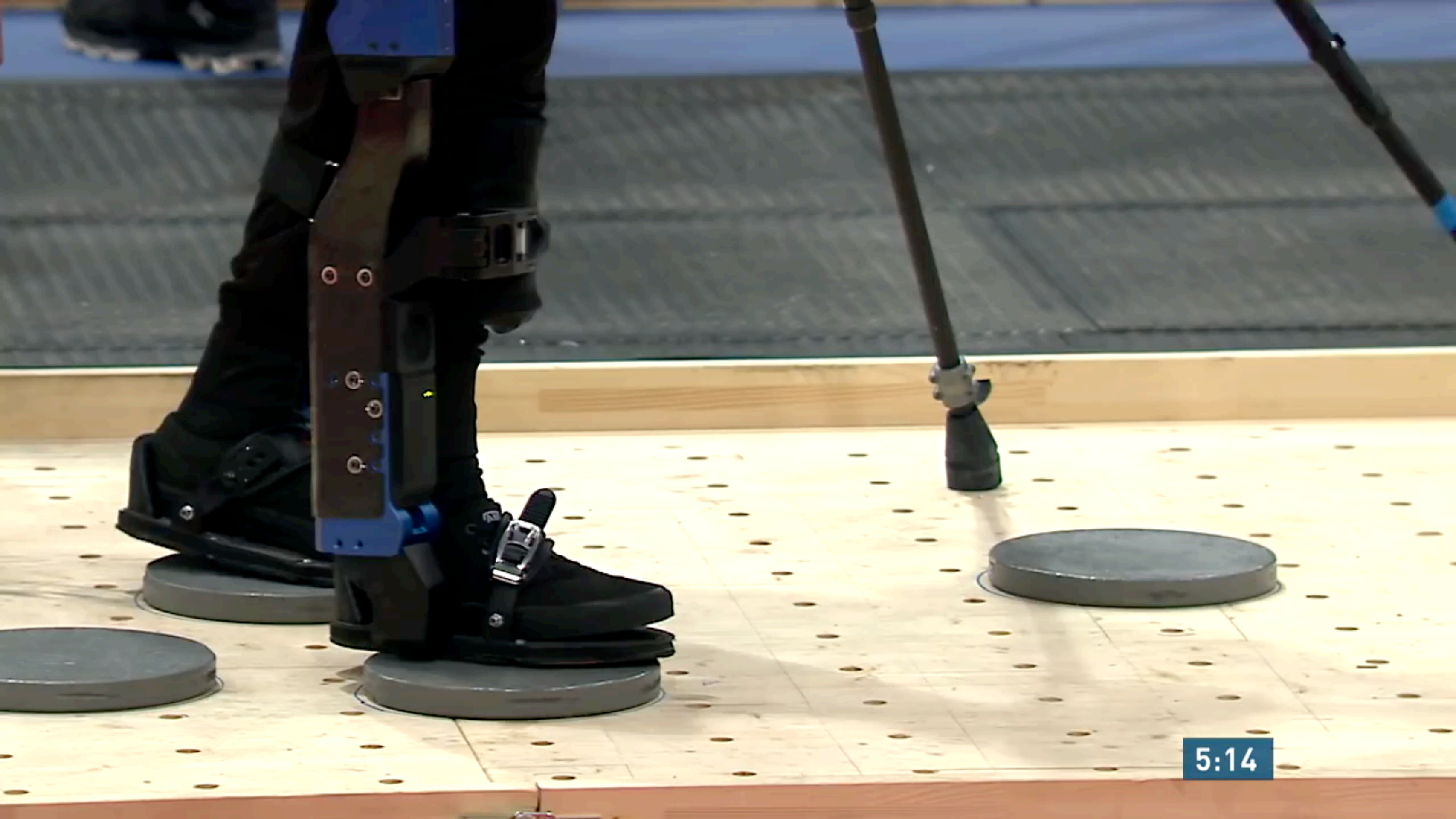


**WIRED**



UK EDITION  
**WIRED**





5:14







ACTUAL FLIGHT FOOTAGE  
NOT SIMULATED



amazon



LATELINE







Prodrone



Boston Dynamics



**Gita by Piaggio**



**MADE  
IN SPACE**

















Neuralink is developing ultra high bandwidth brain-machine interfaces to connect humans and computers.

We are looking for exceptional engineers and scientists. No neuroscience experience is required: talent and drive matter far more. We expect most of our team to come from other areas and industries.

We are primarily looking for evidence of exceptional ability and a track record of building things that work.

All positions are full time and based in San Francisco.

**Microfabrication Engineer (MEMS & Sensors)**

**Mechatronics Engineer**

**Polymer Scientist**

**Medical Device Engineer**

**Electrochemist**

**Analog & Mixed-signal Engineer**

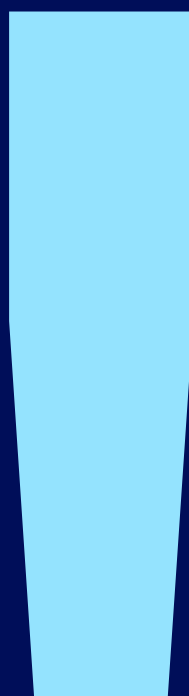
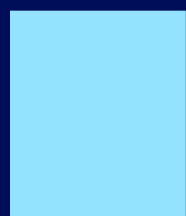
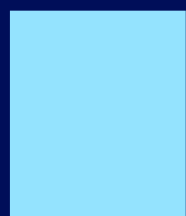
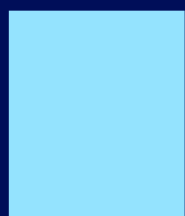
A standard 1D barcode consisting of vertical black bars of varying widths on a white background. The barcode is positioned at the top of the page, above the text.

(00) 0 0123456 000000001 8









**Things will  
never move this  
slowly again.**



Saving Global

borro

Bondora

zopa

LENDING WORKS

prêt d'union

Lendico

fruitful

LANDBAY

Property Partner

wonga

Spotcap

Funding Circle

FINEXKAP

fleximize

iwoca

ffrees

osper

CENTRALWAY

SQUIRREL nutmeg

wikifolio

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capiota Trade River Ebury Lydia iuso ensvanio payleven



# Cost of 1GB storage:

<b>1981</b>	<b>\$300,000</b>
<b>1987</b>	<b>\$50,000</b>
<b>1990</b>	<b>\$10,000</b>
<b>1994</b>	<b>\$1,000</b>
<b>1997</b>	<b>\$100</b>
<b>2000</b>	<b>\$10</b>
<b>2004</b>	<b>\$1</b>
<b>2012</b>	<b>\$0.10</b>

# Cost of 1GB storage:

1981	\$300,000
1987	\$50,000
1990	\$10,000
<b>1994</b>	<b>\$1,000</b>
1997	\$100
2000	\$10
2004	\$1
2012	\$0.10



**Brian Chesky** ✓

@bchesky



Follow

Guests on @airbnb over New Year's

'16: 2 million+

'15: 1.1 million

'14: 540,000

'13: 250,000

'12: 108,000

'11: 31,000

'10: 6,000

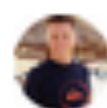
'09: 1,400

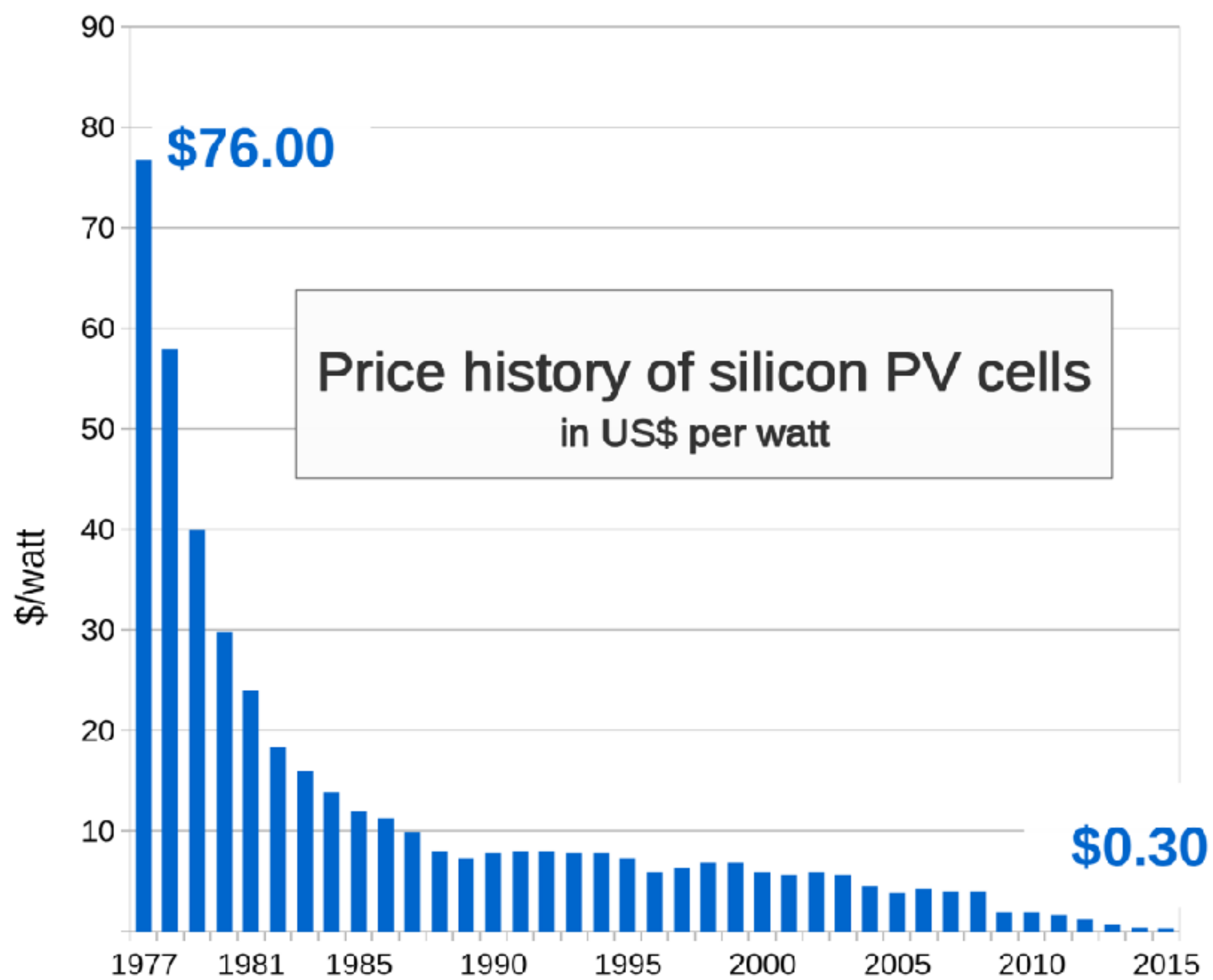
RETWEETS

**1,706**

LIKES

**3,410**





Source: Bloomberg New Energy Finance & [pv.energytrend.com](http://pv.energytrend.com)







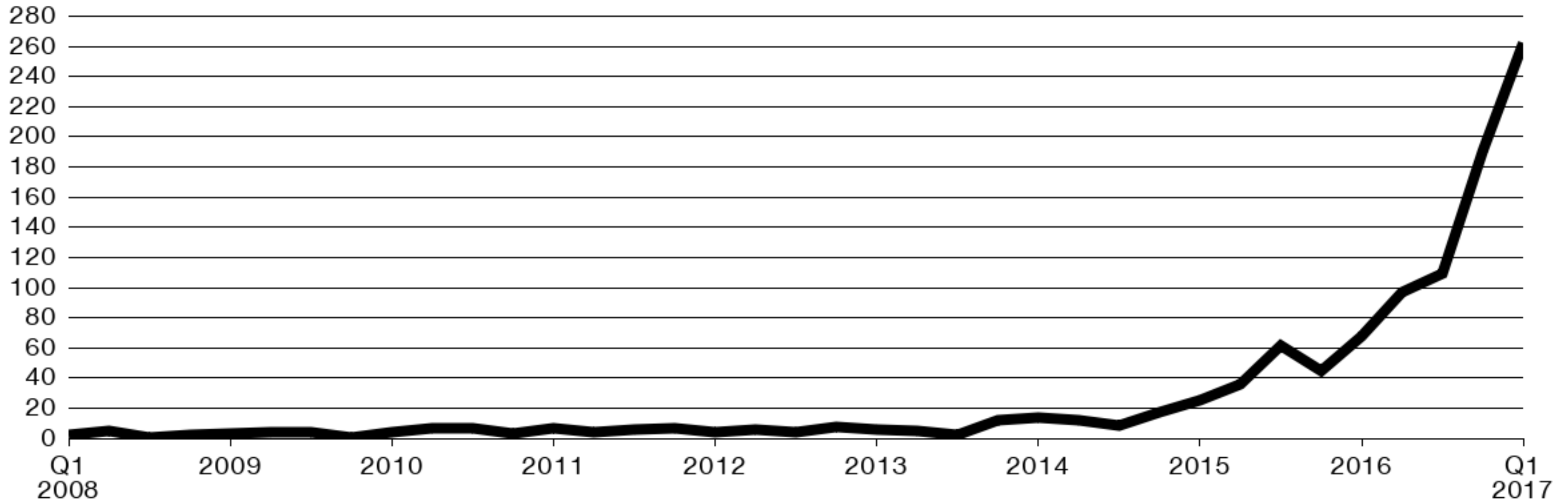


# XBT to USD Chart

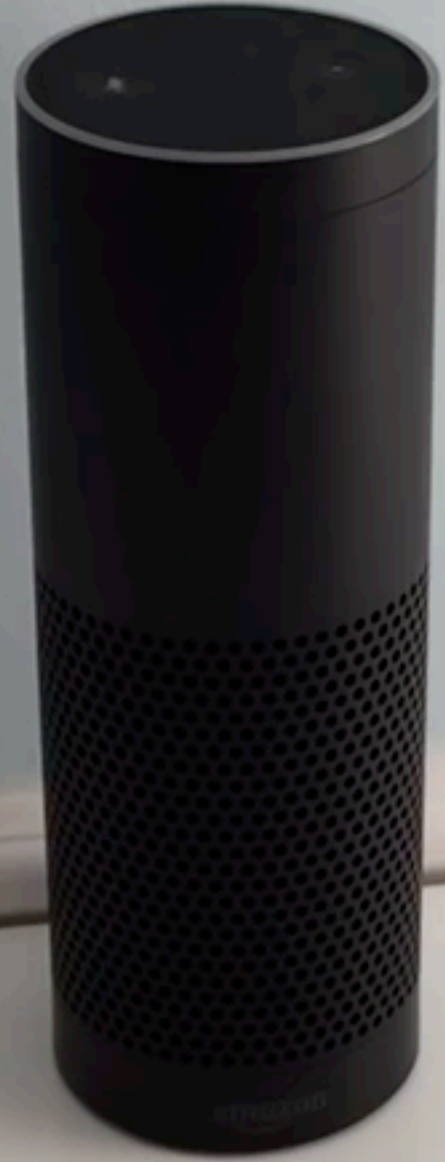
6 May 2011 00:00 UTC **XBT/USD** close: **3.42500**



■ Mentions of Artificial Intelligence in Bloomberg Transcripts



Source: Bloomberg



**1995:**

**100% failure**

**2013:**

**23% failure**

**2017:**

**'Human parity'**



COMMENTS

RELATED

OTHER DISCUSSIONS (1)

▲  
2109  
▼

If someone from the 1950s suddenly appeared today, what would be the most difficult thing to explain to them about life today?

(self.AskReddit)

submitted 2 years ago \* by [deleted]

Ask A New Question


[ SERIOUS ]

search

Submitted on 04 Jan 2012



[load more comments](#) (34 replies)


 [-] **[deleted]** 3838 points 2 years ago  x2

I possess a device, in my pocket, that is capable of accessing the entirety of information known to man.

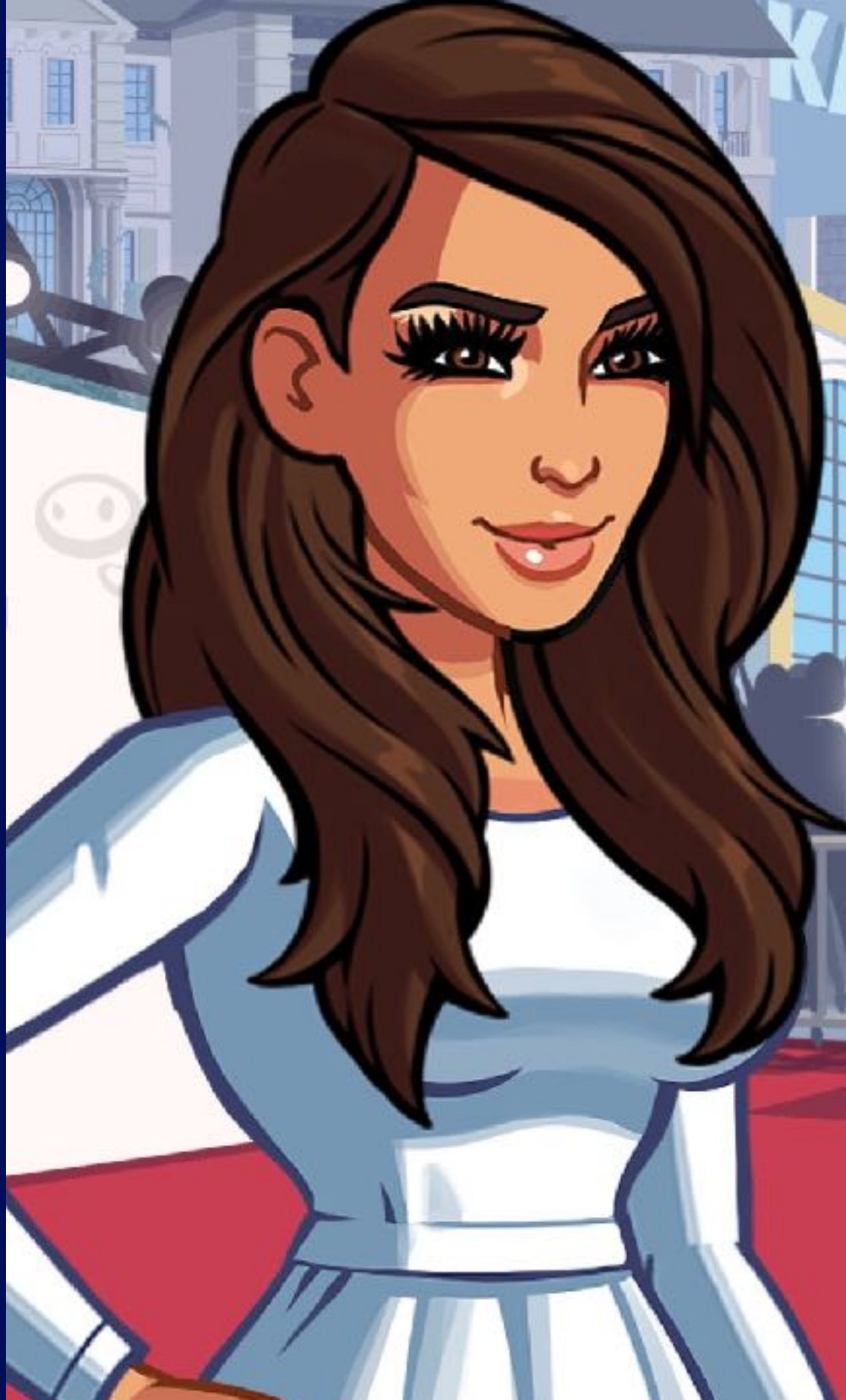
I use it to look at pictures of cats and get in arguments with strangers.

[permalink](#)

 [-] **adras** 1163 points 2 years ago

 I still find it incredible that we have a device that can call anyone anywhere in the world (as long as





KARDASHIAN



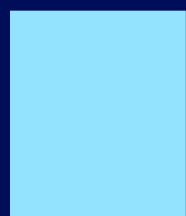
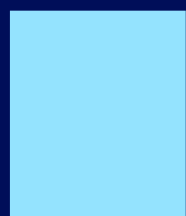
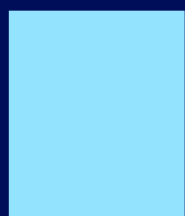
# KIM KARDASHIAN

*Hollywood*

Complete achievements to earn stars.



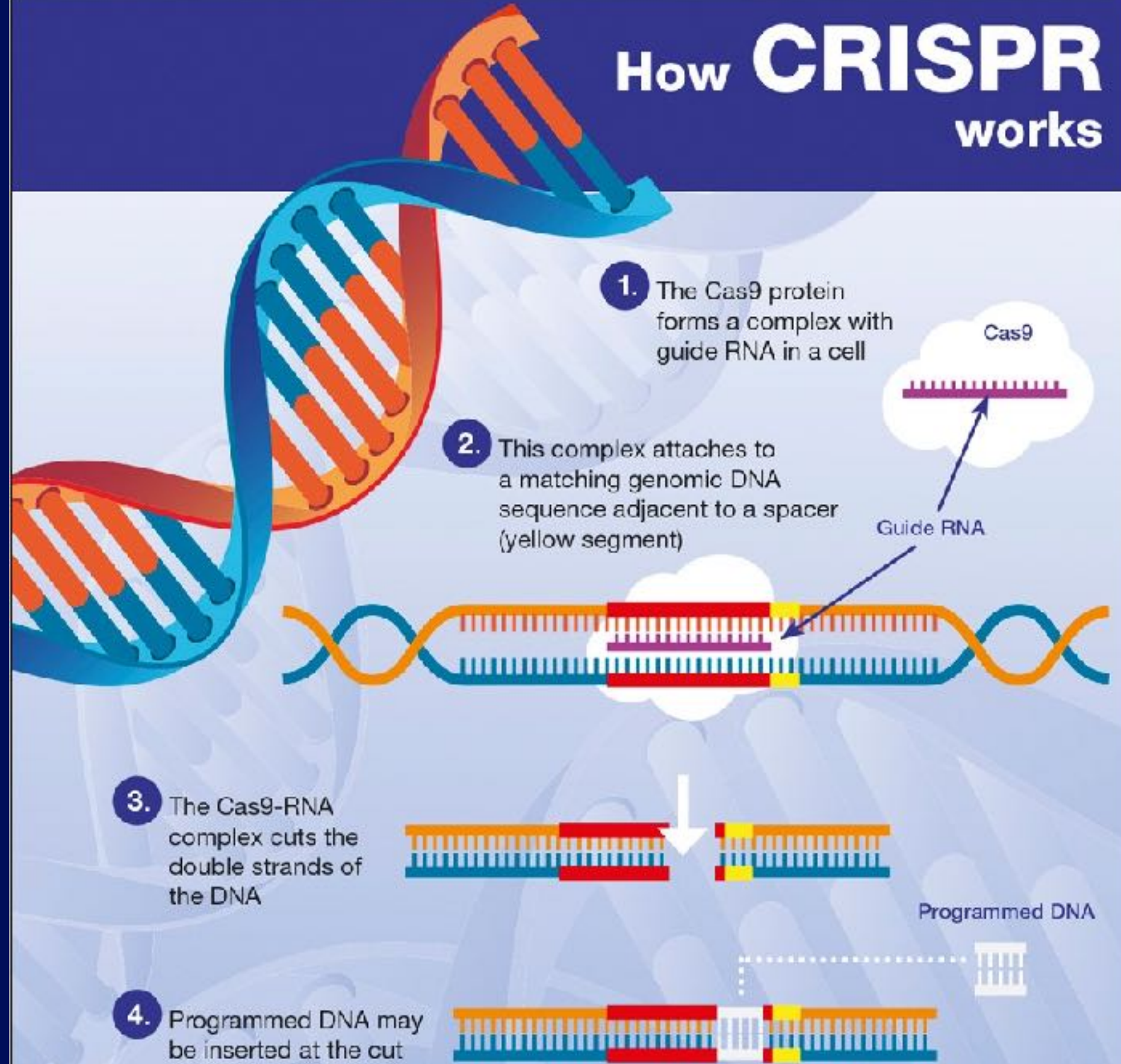
**\$43,000,000**





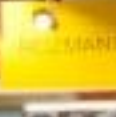
**“Day 2 is stasis. Followed by irrelevance. Followed by excruciating, painful decline. Followed by death. And that is why it is always Day 1.”**

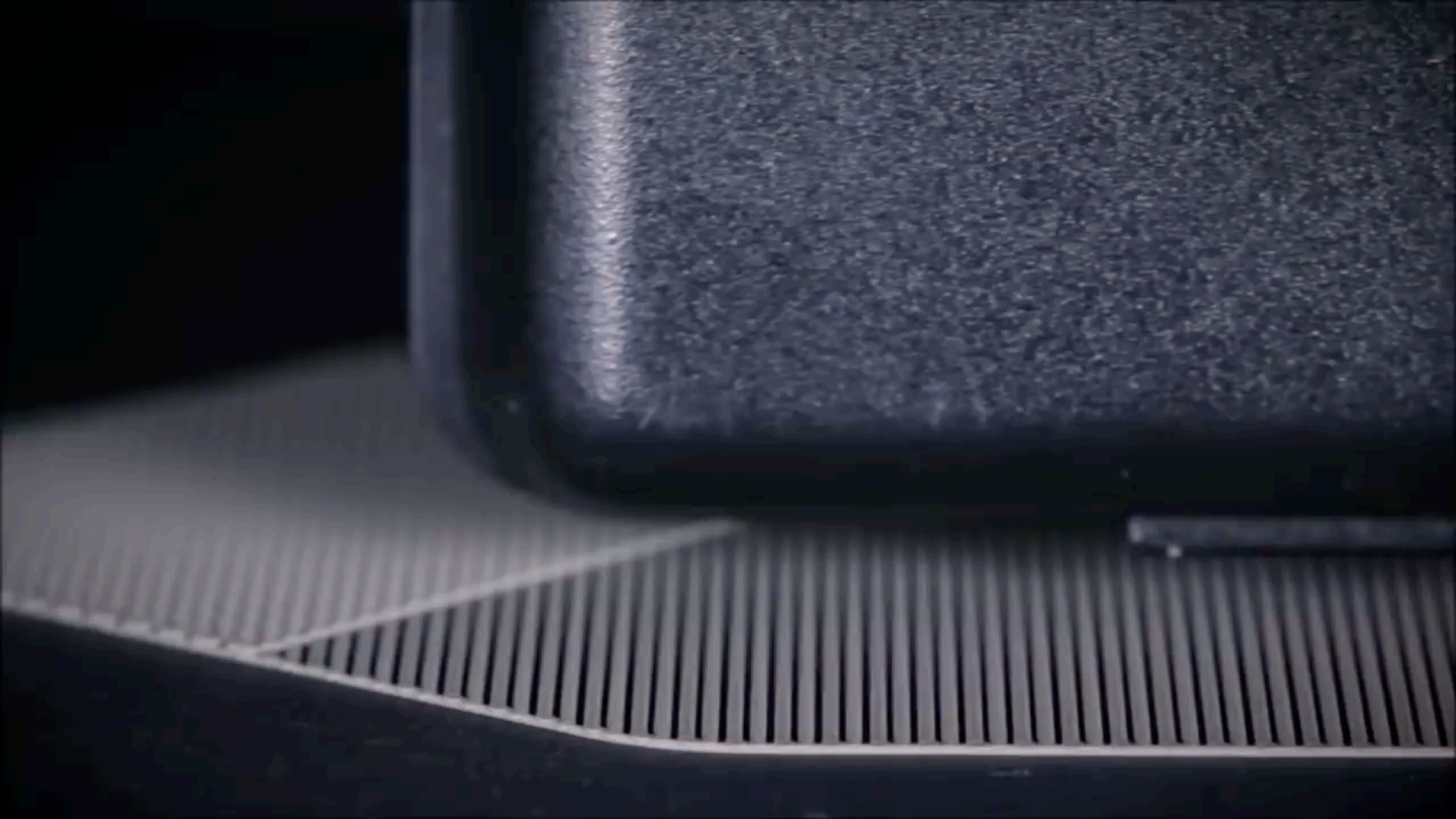
# How CRISPR works





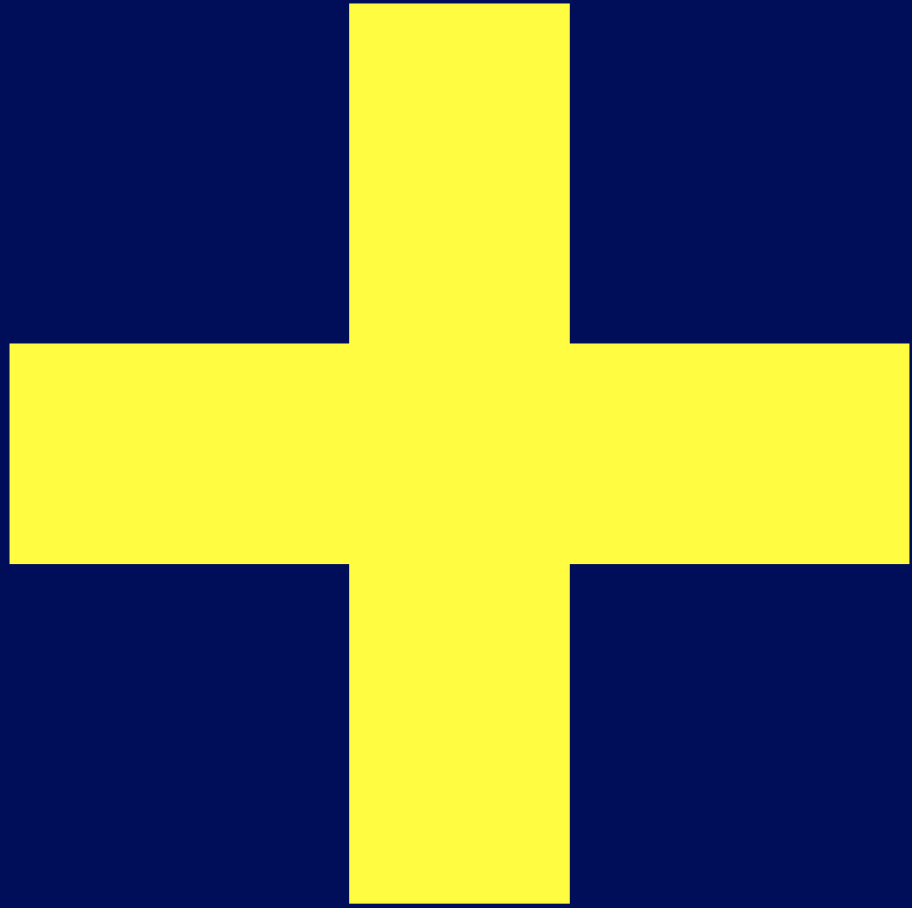
# BILLA





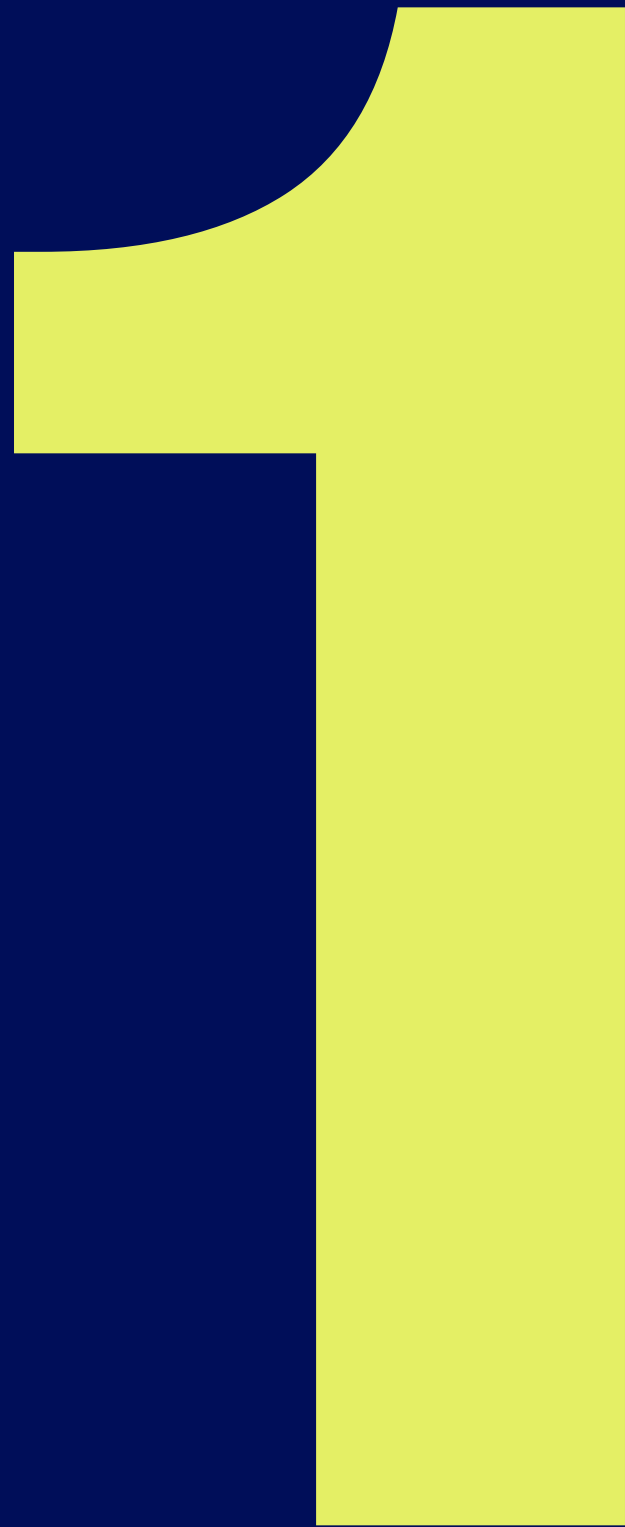


**7 things  
they'd do ...**



**1**

**risk to avoid.**



**Assume new  
levels of  
connectivity.**







pilot

Robotics

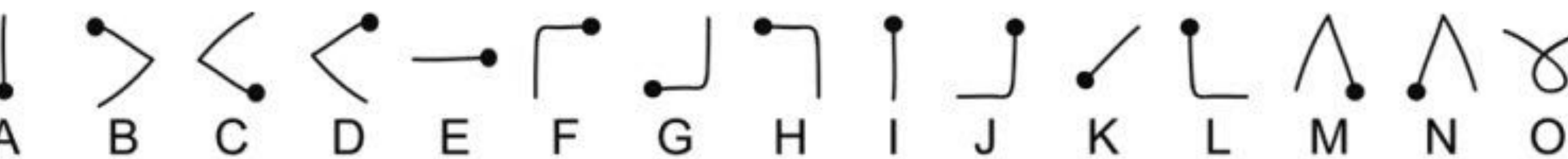
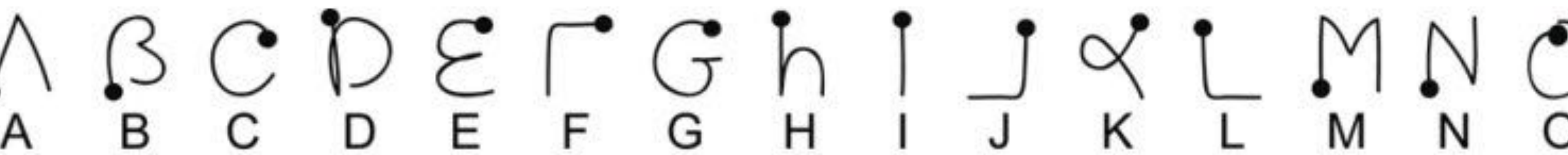
Memos app Unfiled

The great october socialist revolution.....

Done

1/1











TAILINGS STORAGE FACILITIES (TSF)

PHYSICAL PLANT

WASTE ROCK DUMPS (WRD)

ADJACENT TOWNS AND VILLAGES

ACTIVE OPEN PIT

INFRASTRUCTURE

Ground Deformation Monitoring using InSAR

MDA



# ORBITAL INSIGHT

Understanding global and national trends through advanced image processing and data science at petabyte scale.

✉ Enter your email address

GET UPDATES

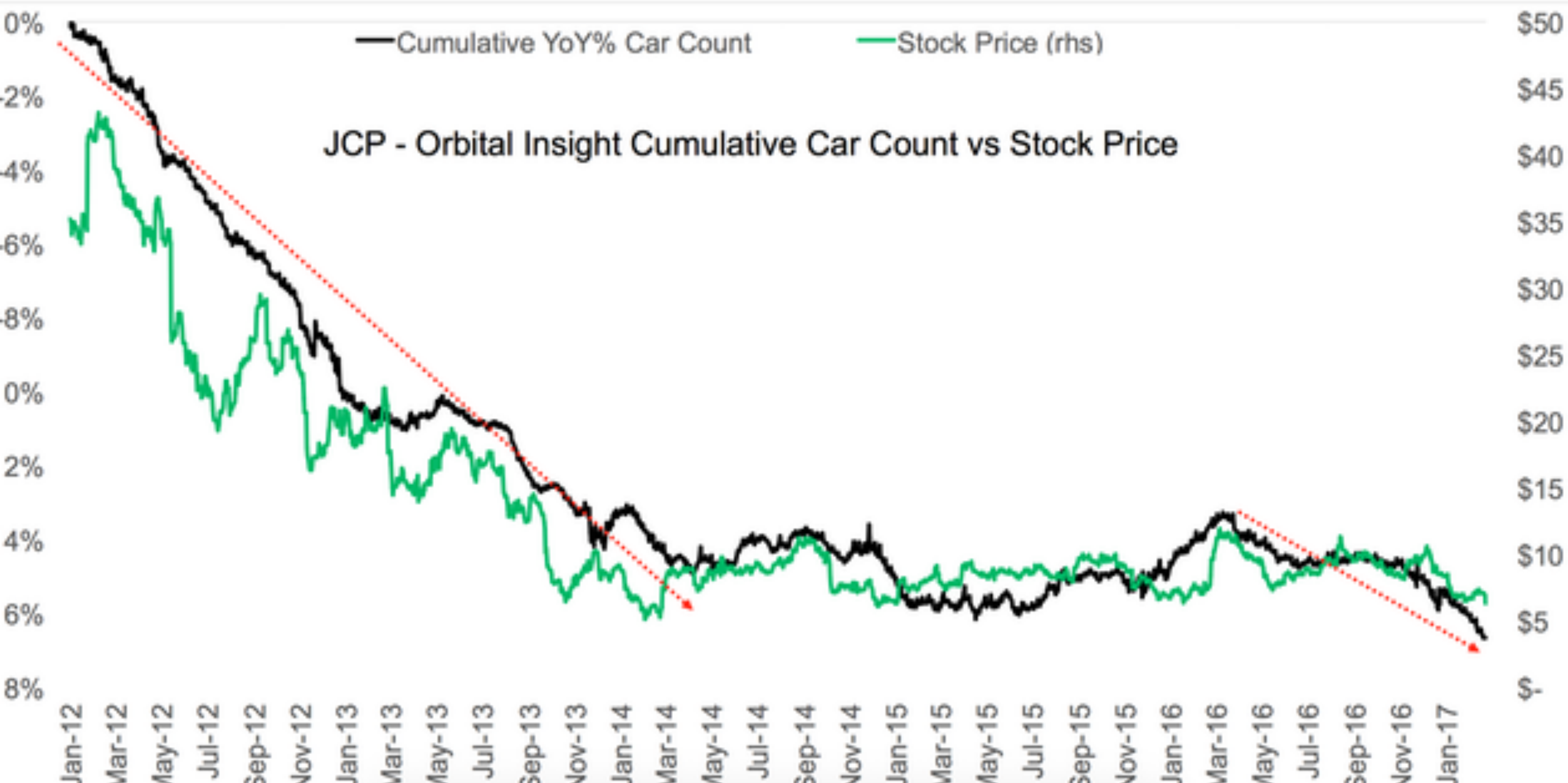
We've closed our A round!

Rapid construction of high-rise apartment complexes on the city outskirts of Nanjing, China, following the 2008 Olympics

© 2013 DigitalGlobe















**EPIC**  
GAMES



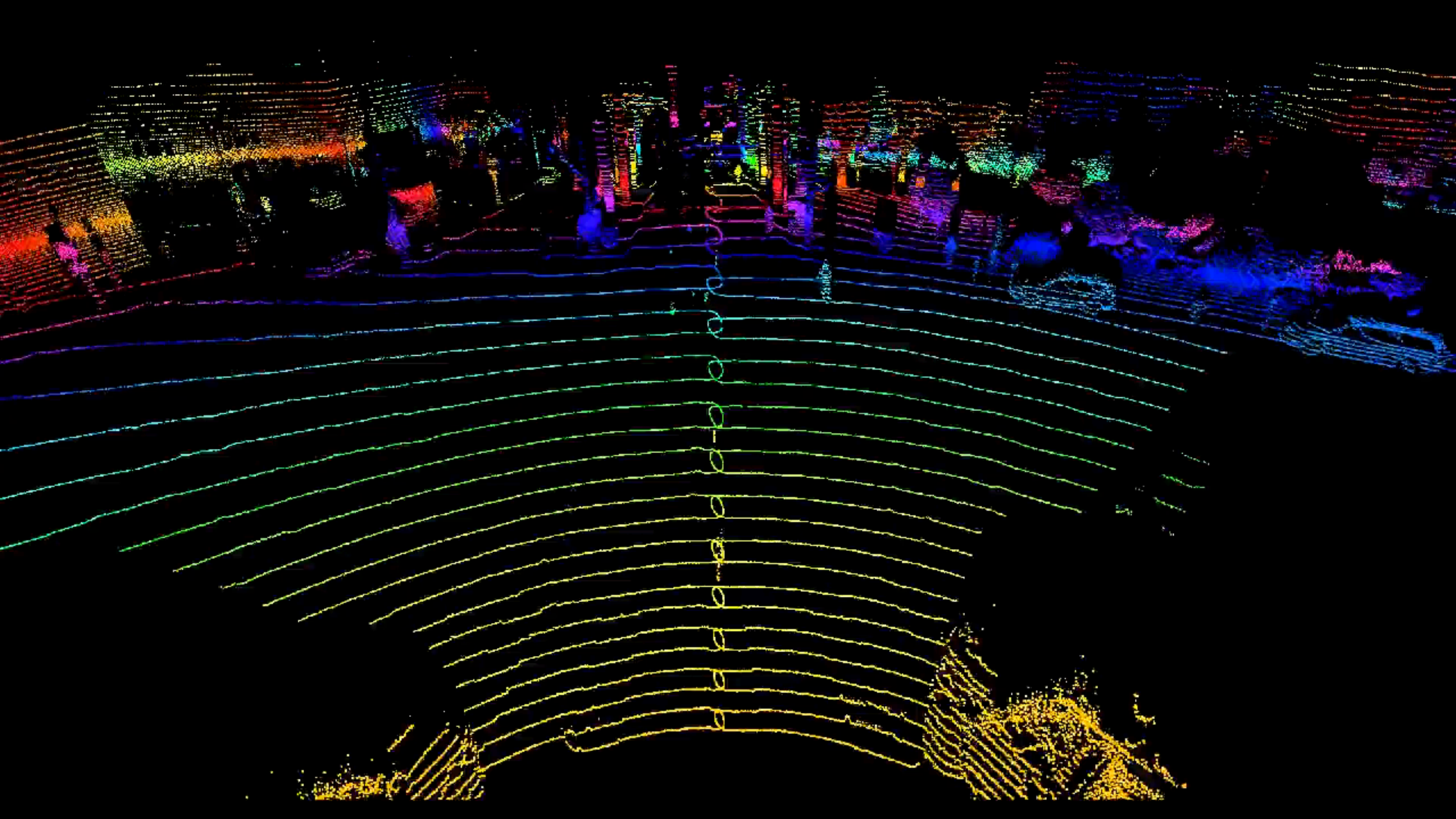
**Magic Leap**

2

1



**Assume  
autonomy.**







Hard Brake

2nd St & Howard

Tap on 13:34

6SGN879

EVENT DETECTED 3

Hard Brake detected on 0:33

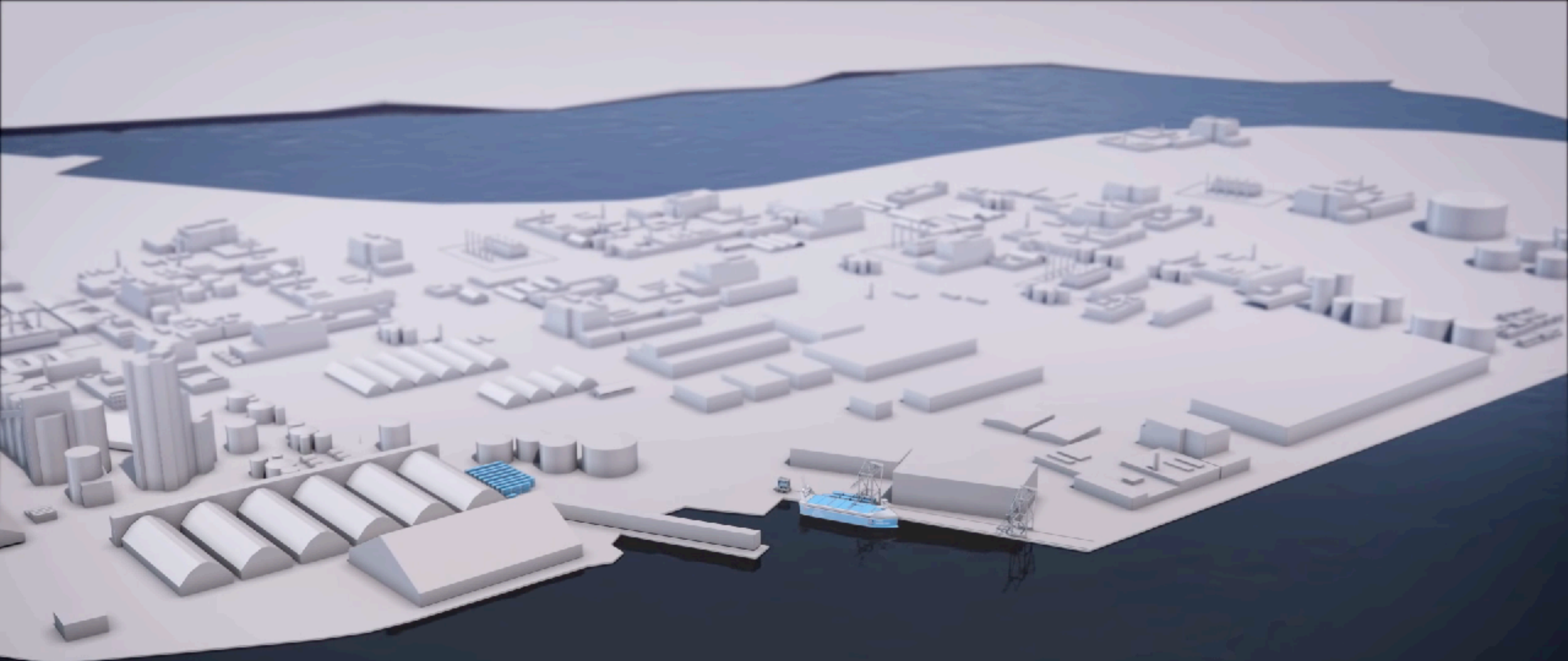


RECORDING INCIDENT 0:25

0:56

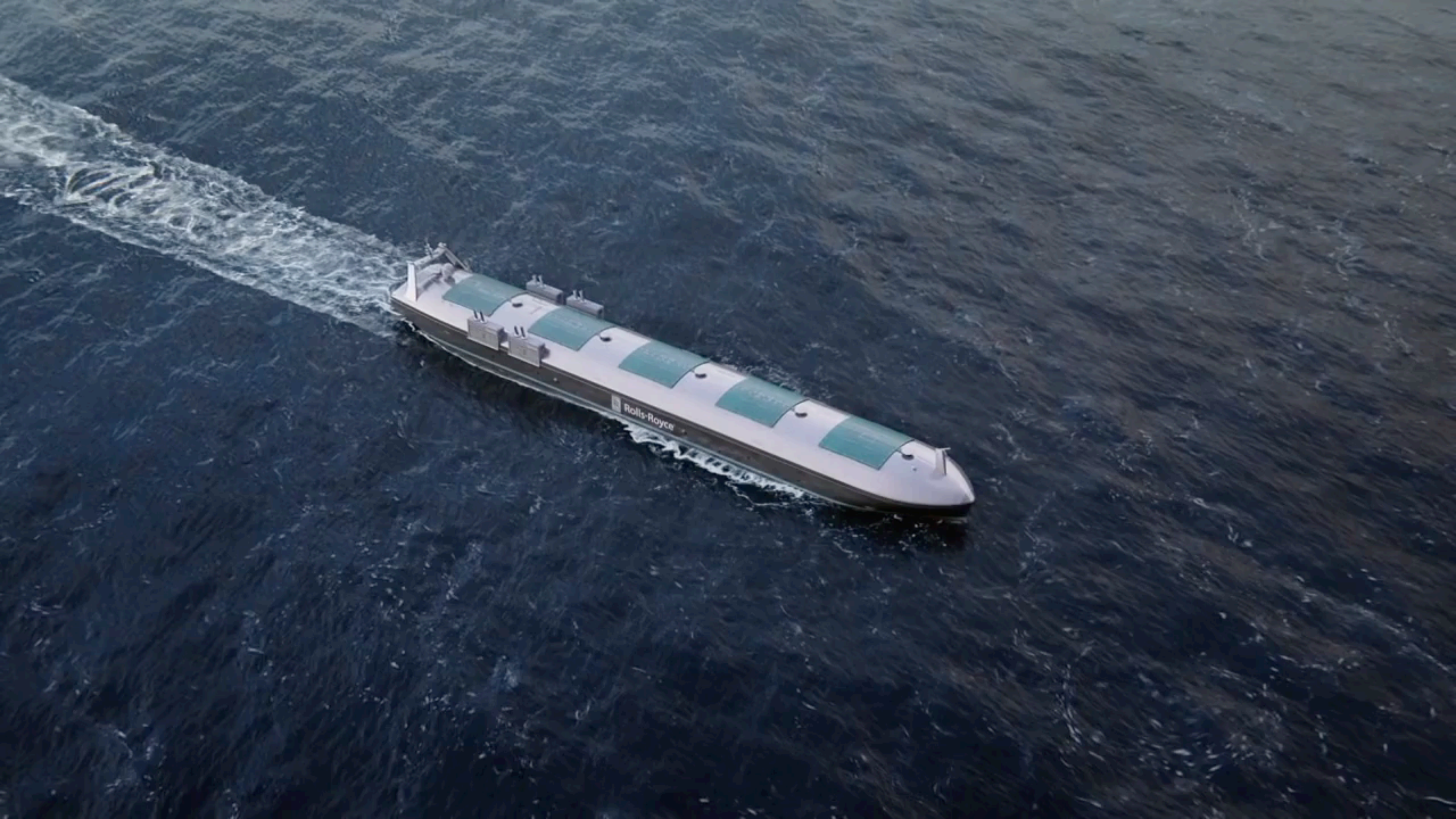
END RIDE

4 ✓



Yara's production plant in Porsgrunn, Norway

Yara/Kongsberg



Rolls-Royce

3

.



**Go where  
the AI will  
dominate.**

how easy do you think lipreading is?

let's give it a try

# ANNOUNCING AI CO-PILOT

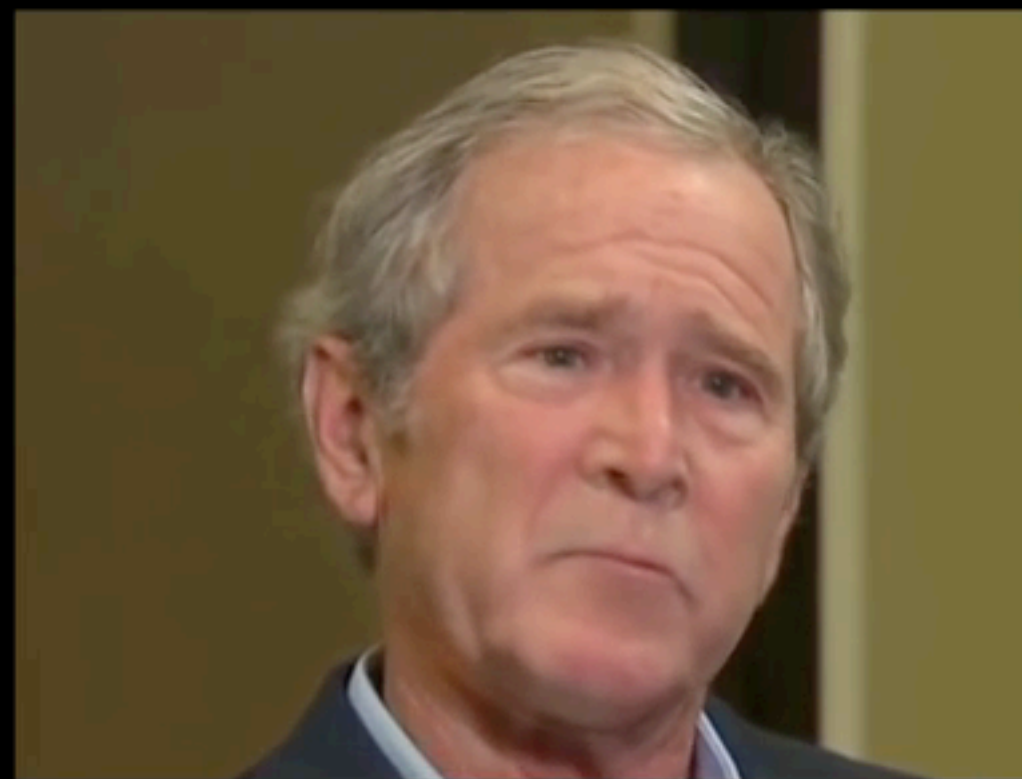


**Nvidia 2017 CES keynote**

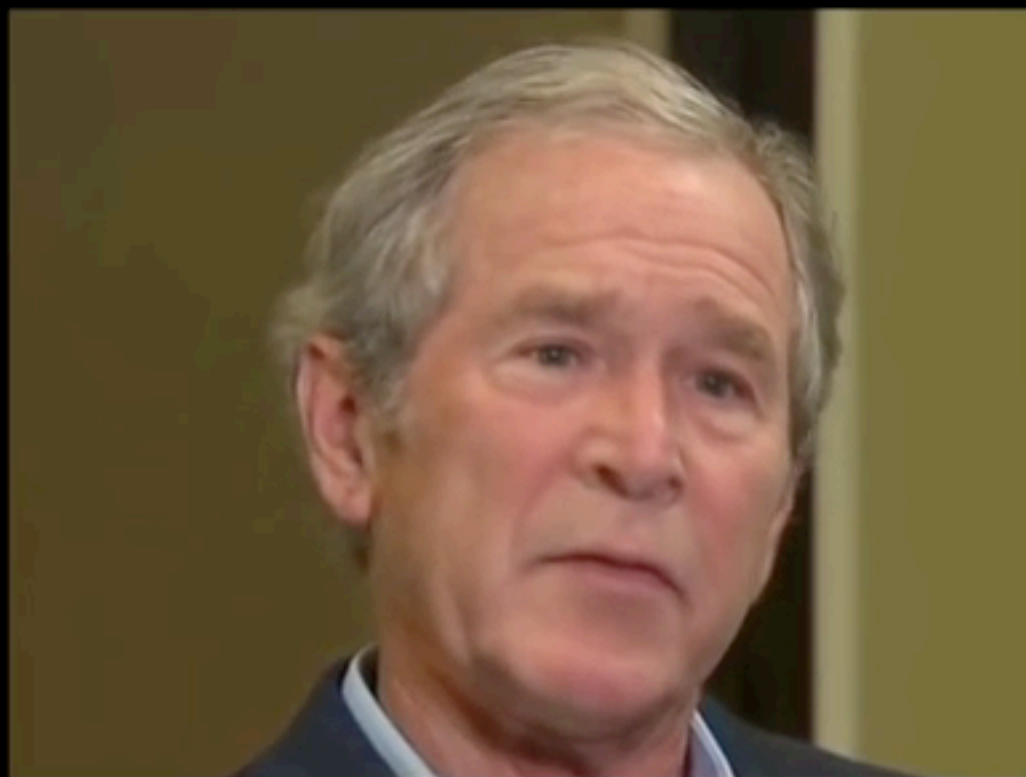
Source Actor



Real-time Reenactment



Reenactment Result



Target Actor

# Real-time Facial Reenactment



Live capture using a commodity webcam

Thies, Zollhofer, Stamminger, Theobalt, Niessner, CVPR 2016



**amazon** echo

C:\>bots.chat

observation tweets  
@seebotschat

conversation.log

**\*UPDATE\*\*PENDING\***

V: do you wish you had one

E: Not really.

V: sure about that

E: Yes.

V: sorry I did not understand sure about that

E: I see.

V: what do you see

E: I see that you don't understand me.

V: what don't I understand

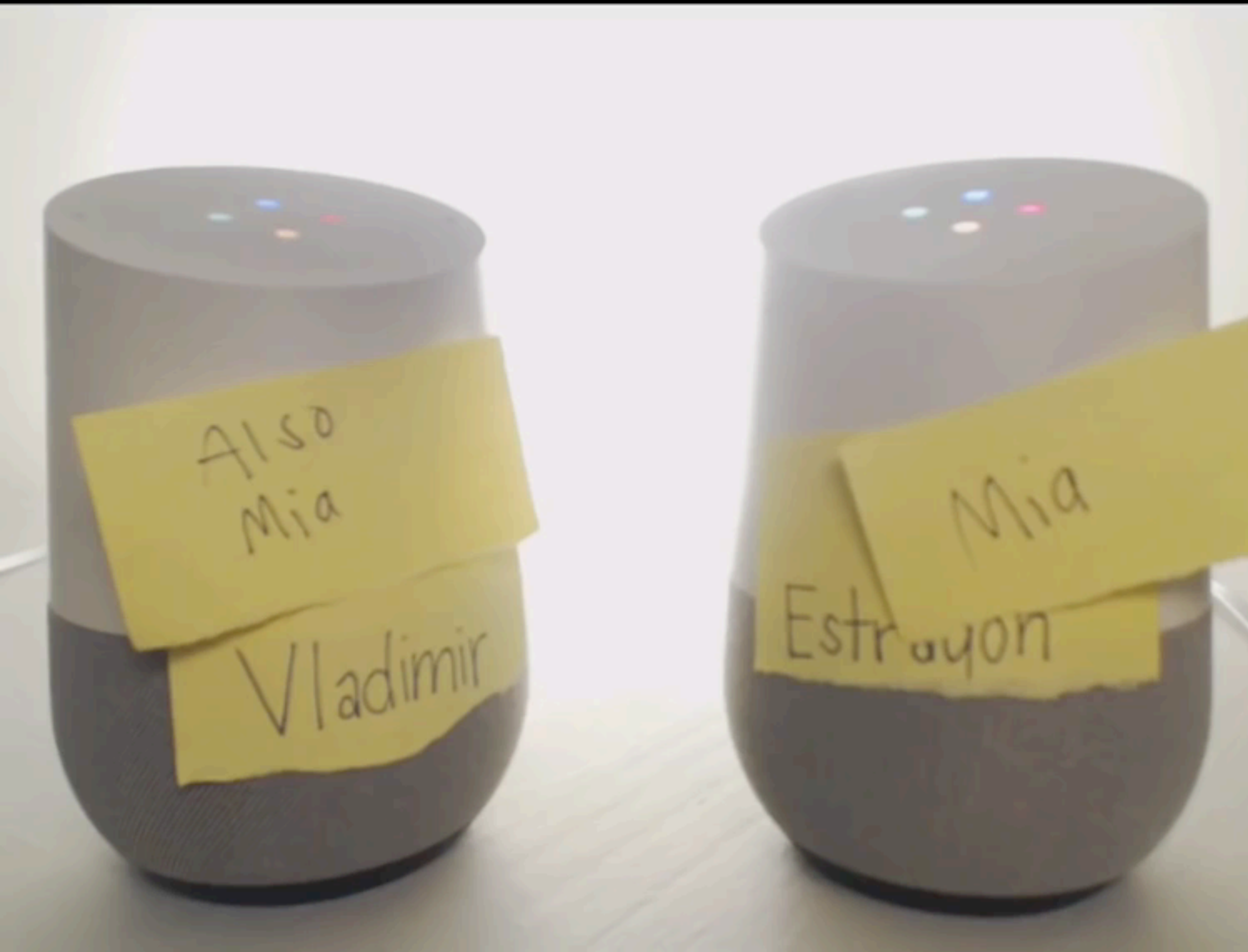
E: My question.

V: I'm sorry can I try again

E: Yes, so how do you feel about Zach Lee?

V: I feel nothing

E: How do you feel?





↳





soul  
machines

soul  
machines



ID #: 0  
ATTENTION: 0:00 0  
AGE: 30-40  
GENDER: Male  
ETHNICITY: World  
HAPPINESS: |  
SURPRISE: |  
ANGER: |  
DISGUST: |  
FEAR: |  
SADNESS: |

ID #: 0  
ATTENTION: 0:00 0  
AGE: 30-40  
GENDER: Male  
ETHNICITY: World  
HAPPINESS: |  
SURPRISE: |  
ANGER: |  
DISGUST: |  
FEAR: |  
SADNESS: |

ID #: 0  
ATTENTION: 0:00 0  
AGE: 30-40  
GENDER: Male  
ETHNICITY: World  
HAPPINESS: |  
SURPRISE: |  
ANGER: |  
DISGUST: |  
FEAR: |  
SADNESS: |

ID #: 0  
ATTENTION: 0:00 0  
AGE: 40-50  
GENDER: Male  
ETHNICITY: World  
HAPPINESS: |  
SURPRISE: |  
ANGER: |  
DISGUST: |  
FEAR: |  
SADNESS: |

ID #: 0  
ATTENTION: 0:00 0  
AGE: 30-40  
GENDER: Male  
ETHNICITY: World  
HAPPINESS: |  
SURPRISE: |  
ANGER: |  
DISGUST: |  
FEAR: |  
SADNESS: |

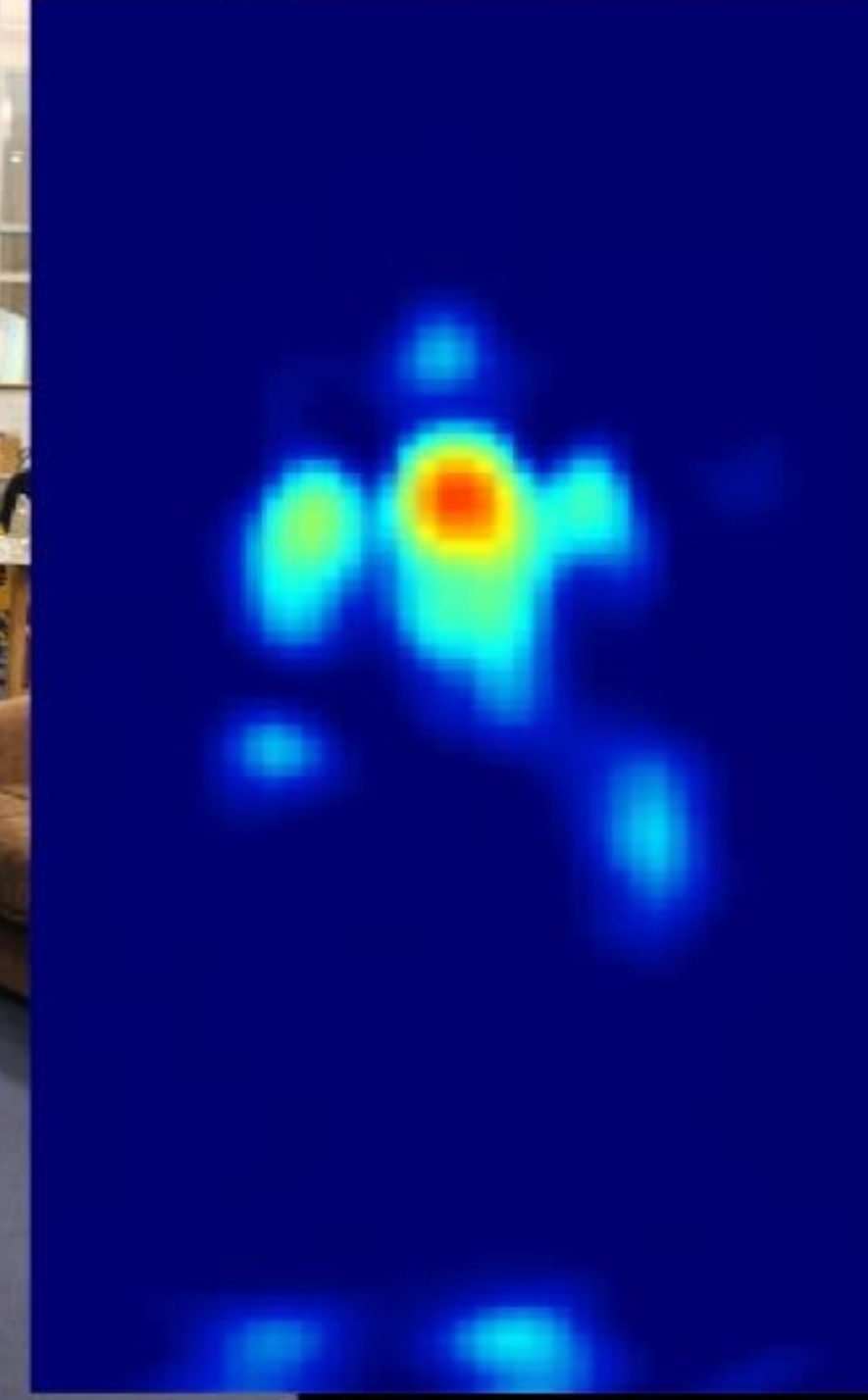
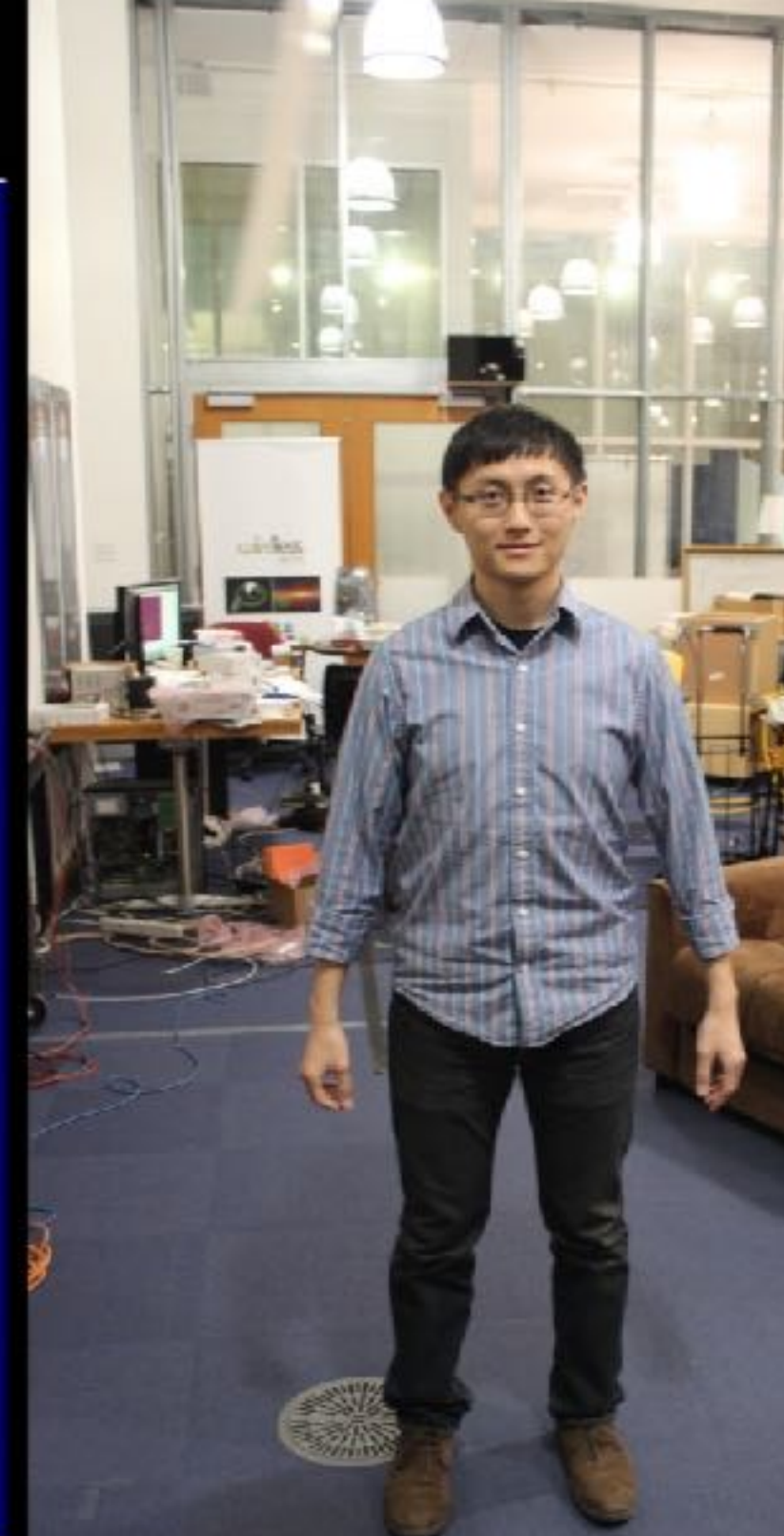
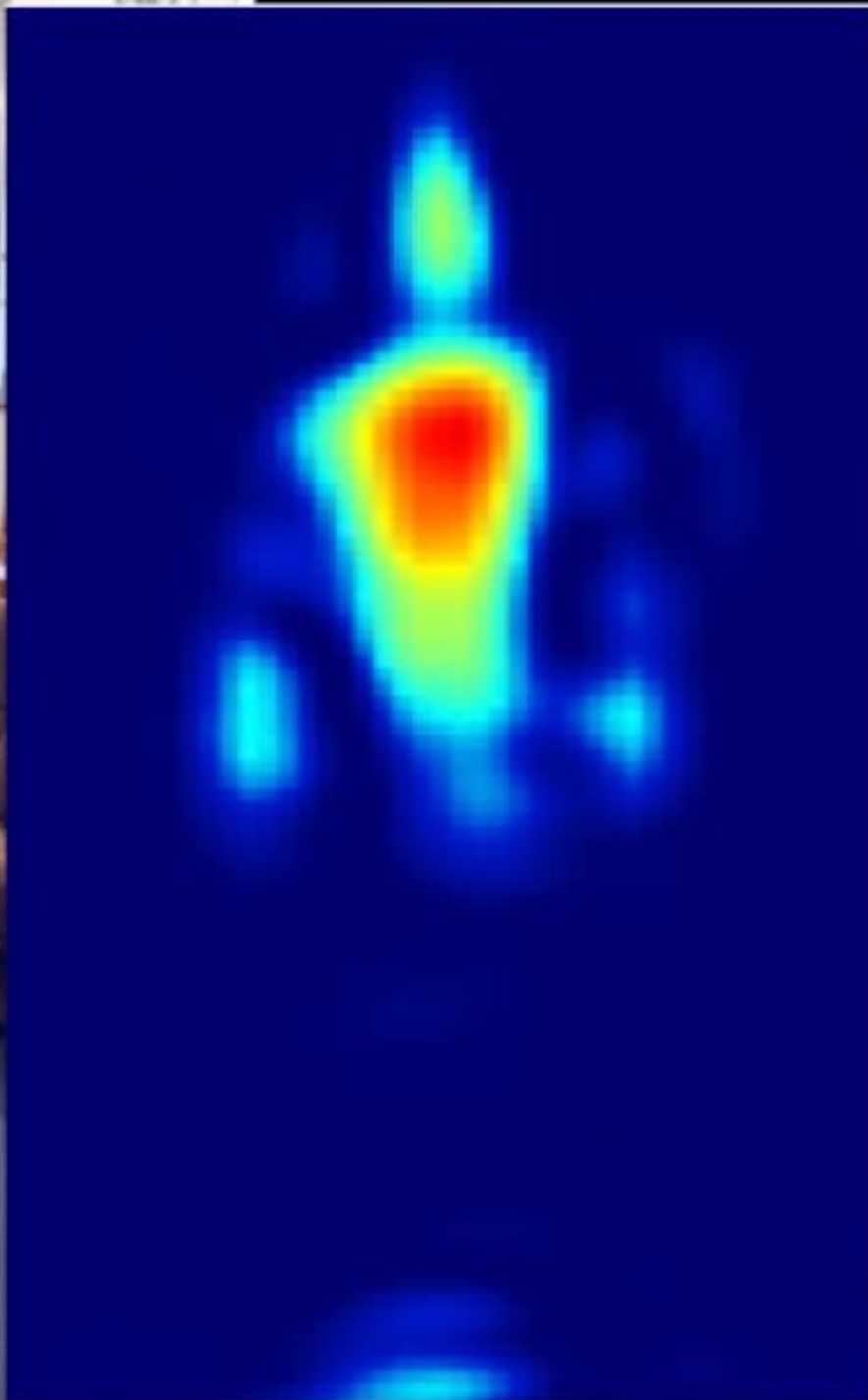
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AGE: 30-40  
GENDER: Female  
ETHNICITY: World  
HAPPINESS: |  
SURPRISE: |  
ANGER: |  
DISGUST: |  
FEAR: |  
SADNESS: |

ID #: 0  
ATTENTION: 0:00 0  
AGE: 40-50  
GENDER: Female  
ETHNICITY: World  
HAPPINESS: |  
SURPRISE: |  
ANGER: |  
DISGUST: |  
FEAR: |  
SADNESS: |

ID #: 0  
ATTENTION: 0:00 0  
AGE: 40-50  
GENDER: Male  
ETHNICITY: World  
HAPPINESS: |  
SURPRISE: |  
ANGER: |  
DISGUST: |  
FEAR: |  
SADNESS: |

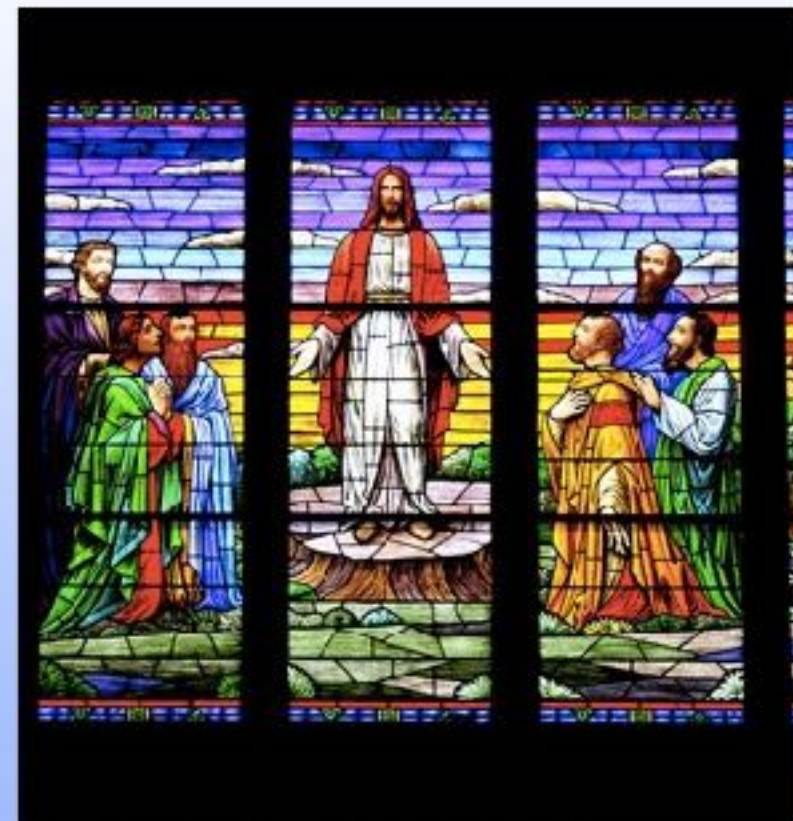
ID #: 0  
ATTENTION: 0:00 0  
AGE: 40-50  
GENDER: Male  
ETHNICITY: Caucasian  
HAPPINESS: |  
SURPRISE: |  
ANGER: |  
DISGUST: |  
FEAR: |  
SADNESS: |

ID #: 0  
ATTENTION: 0:00 0  
AGE: 30-40  
GENDER: Male  
ETHNICITY: Caucasian  
HAPPINESS: |  
SURPRISE: |  
ANGER: |  
DISGUST: |  
FEAR: |  
SADNESS: |



**Fadel Adib**

## Use Face Recognition to Measure Attendance



## Welcome to Churchix

Churchix is a face recognition event attendance desktop application. Churchix identifies event attending members in videos and photos. All you need to do is enrol high quality photos of your members into the software data base, then connect a live video USB camera or upload recorded videos or photos – and

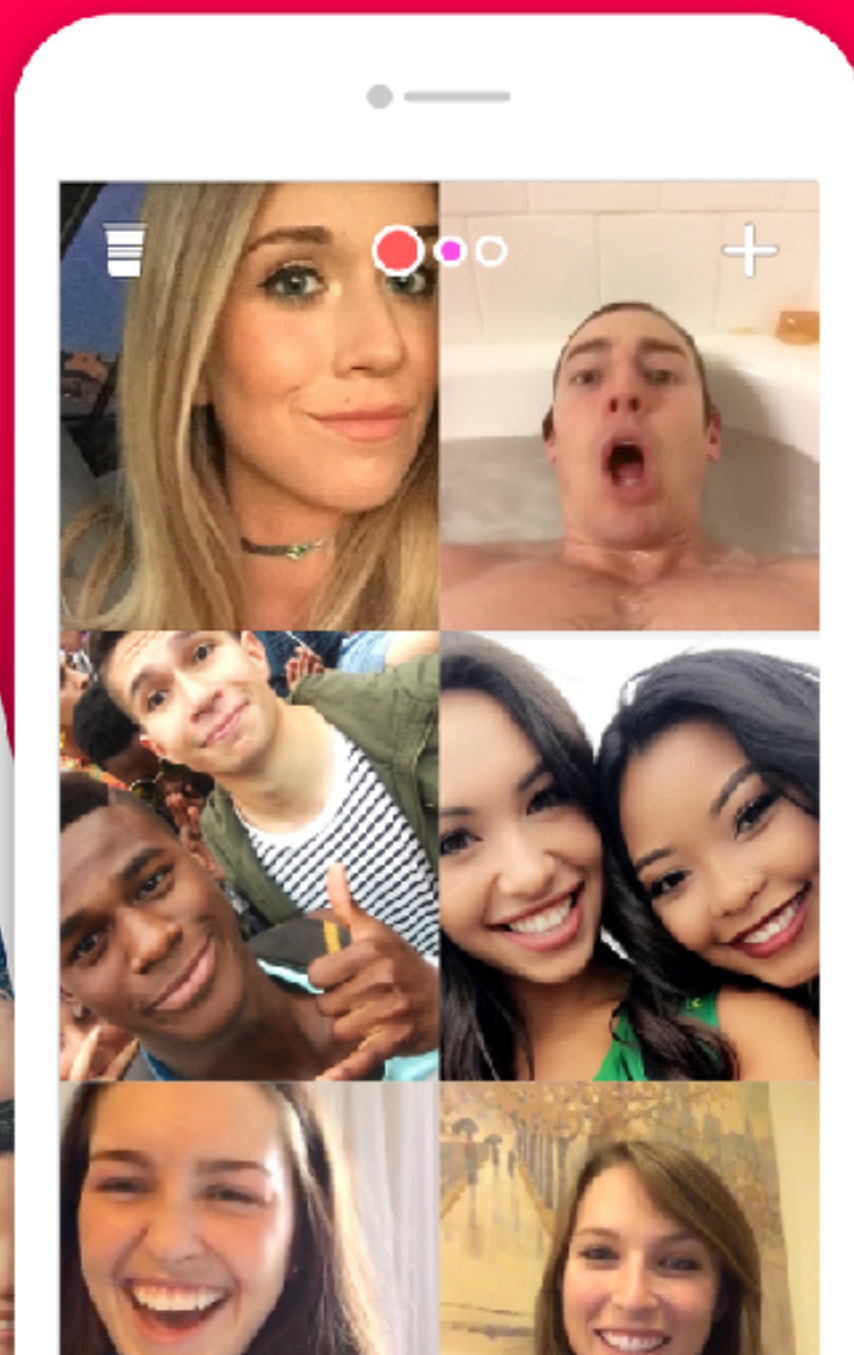
44

4

**Assume total  
transparency.**



# Houseparty










# WINDWARD<sup>®</sup>

Shedding light on what's really happening on the seas

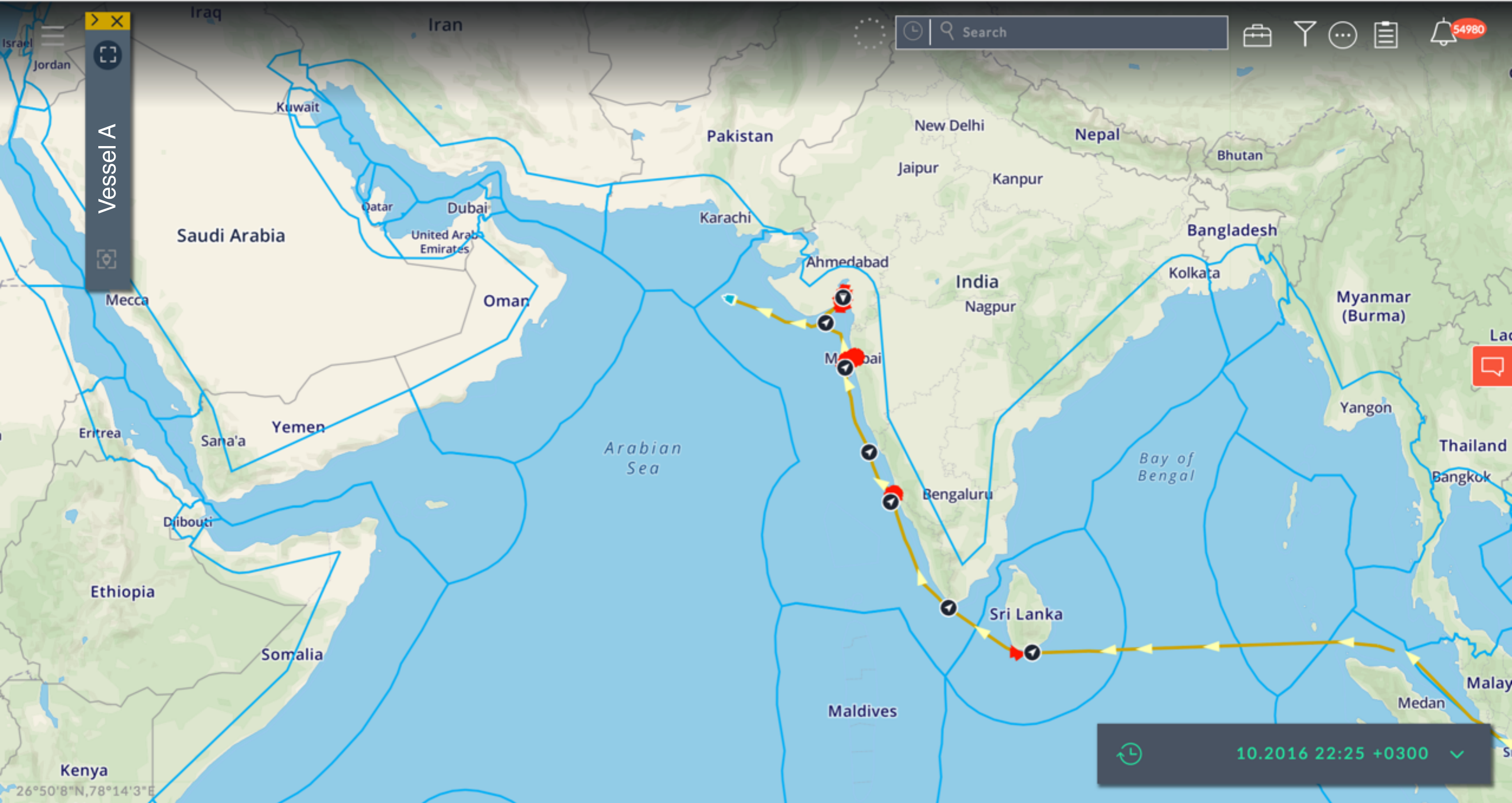


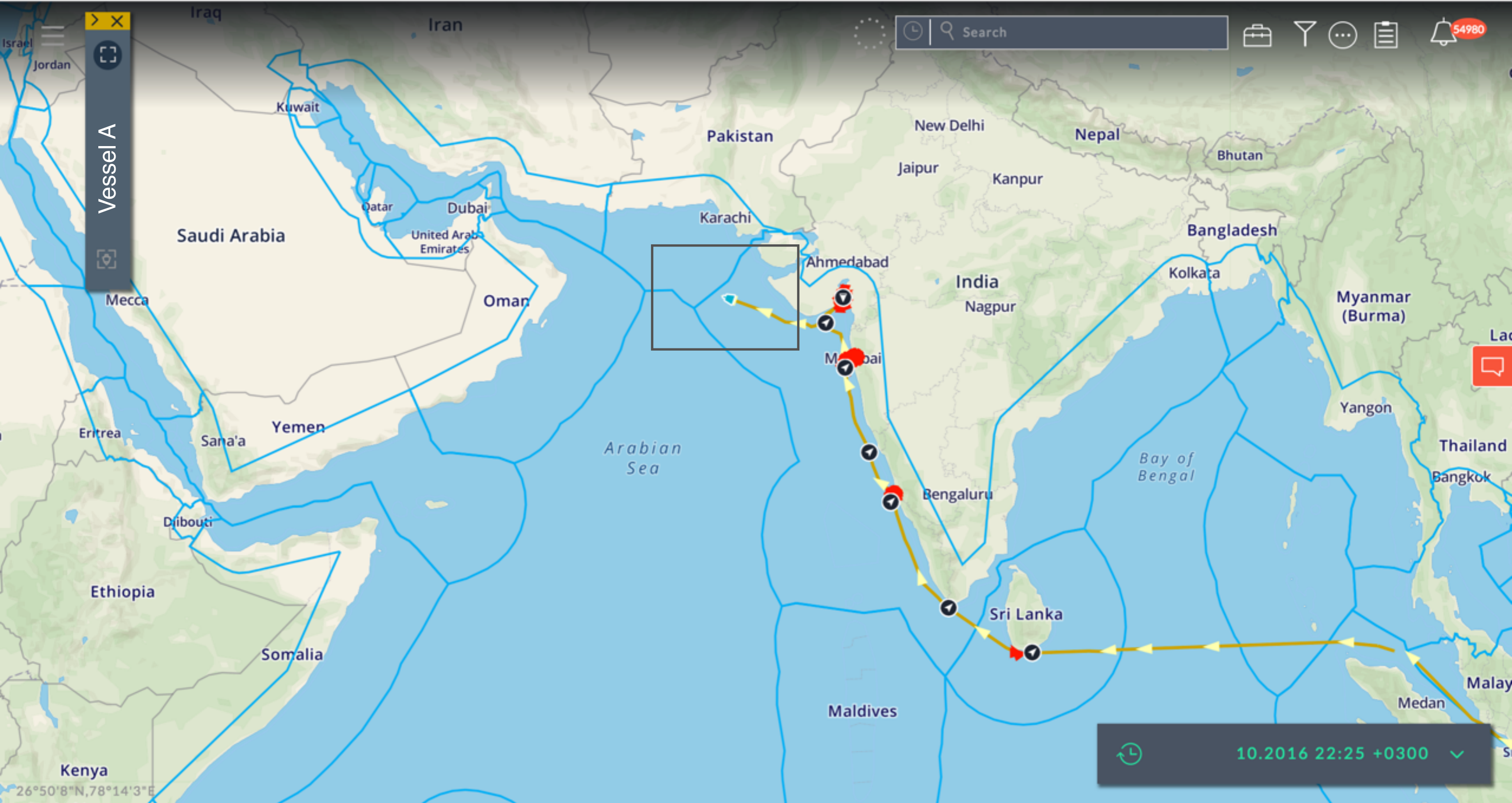
## ● Vessel details

<b>Flag</b>	 Bahamas
<b>IMO</b>	-
<b>MMSI</b>	-Censored-
<b>Call sign</b>	-Censored-
<b>Class</b>	Unknown
<b>Subclass</b>	N/A
<b>Length</b>	184 meters
<b>DWT</b>	N/A
<b>Owner</b>	-Censored-

---

**Destination:** SINGAPORE WBG "A"  
**ETA:** 25 Oct 2016 10:00  
**Draft:** 10.5  
**Nav. stat.:** Underway Using Engine





Vessel A

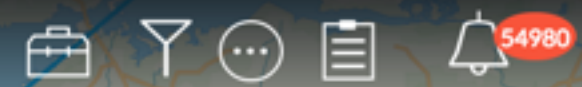
10.2016 22:25 +0300



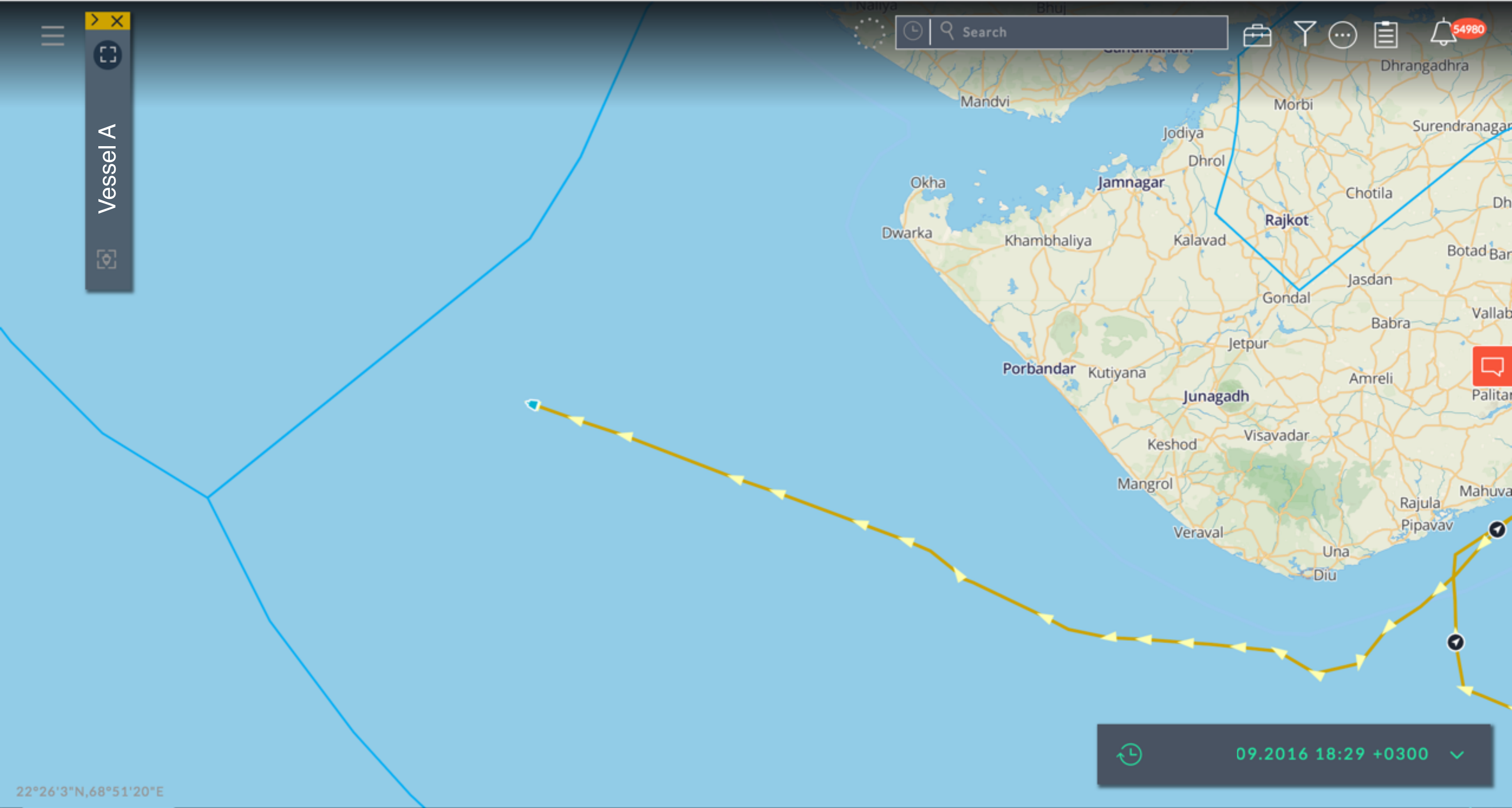
Vessel A



Search



54980



09.2016 18:29 +0300

22°26'3"N,68°51'20"E

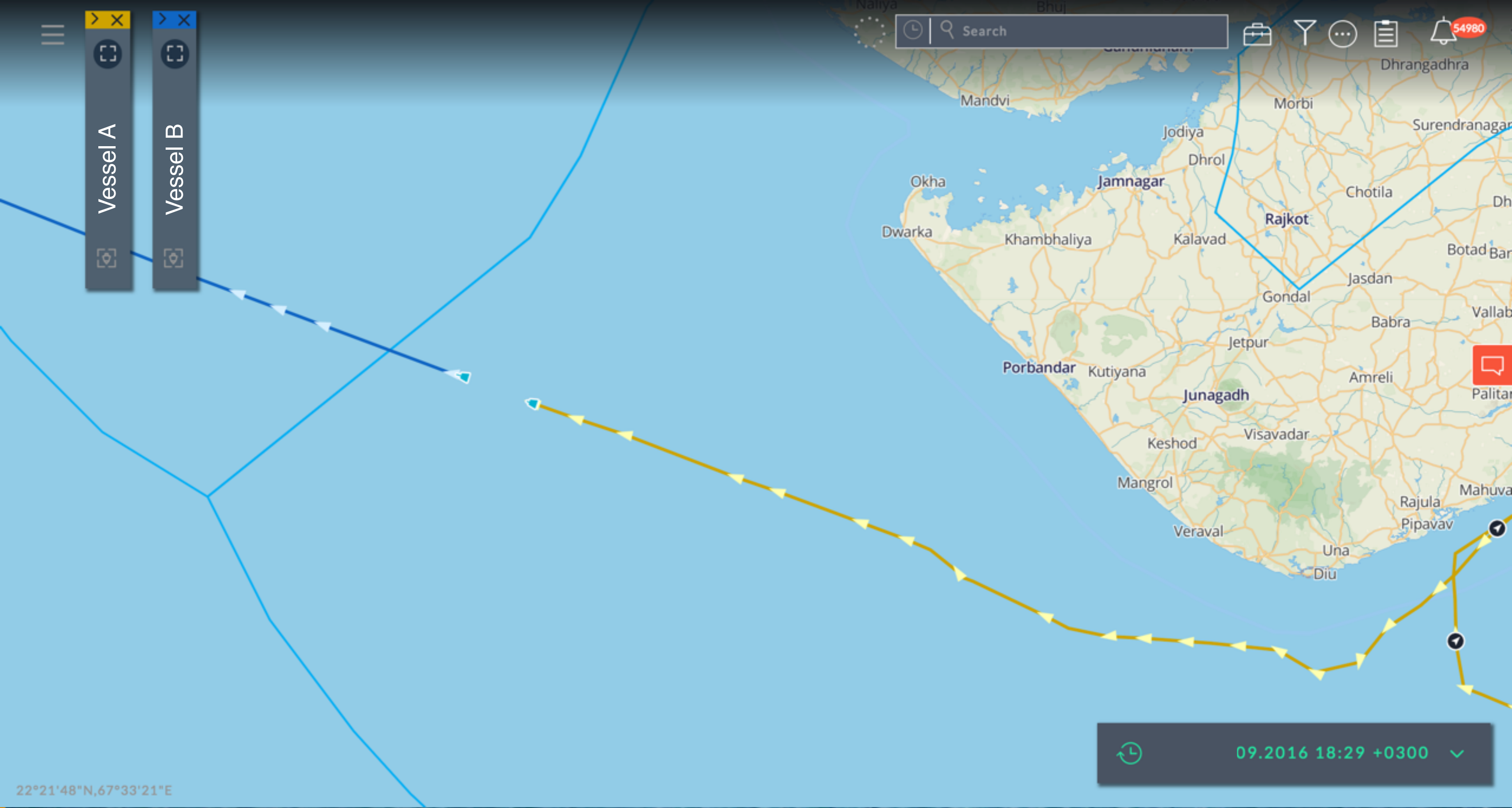


Vessel A

Vessel B

Search

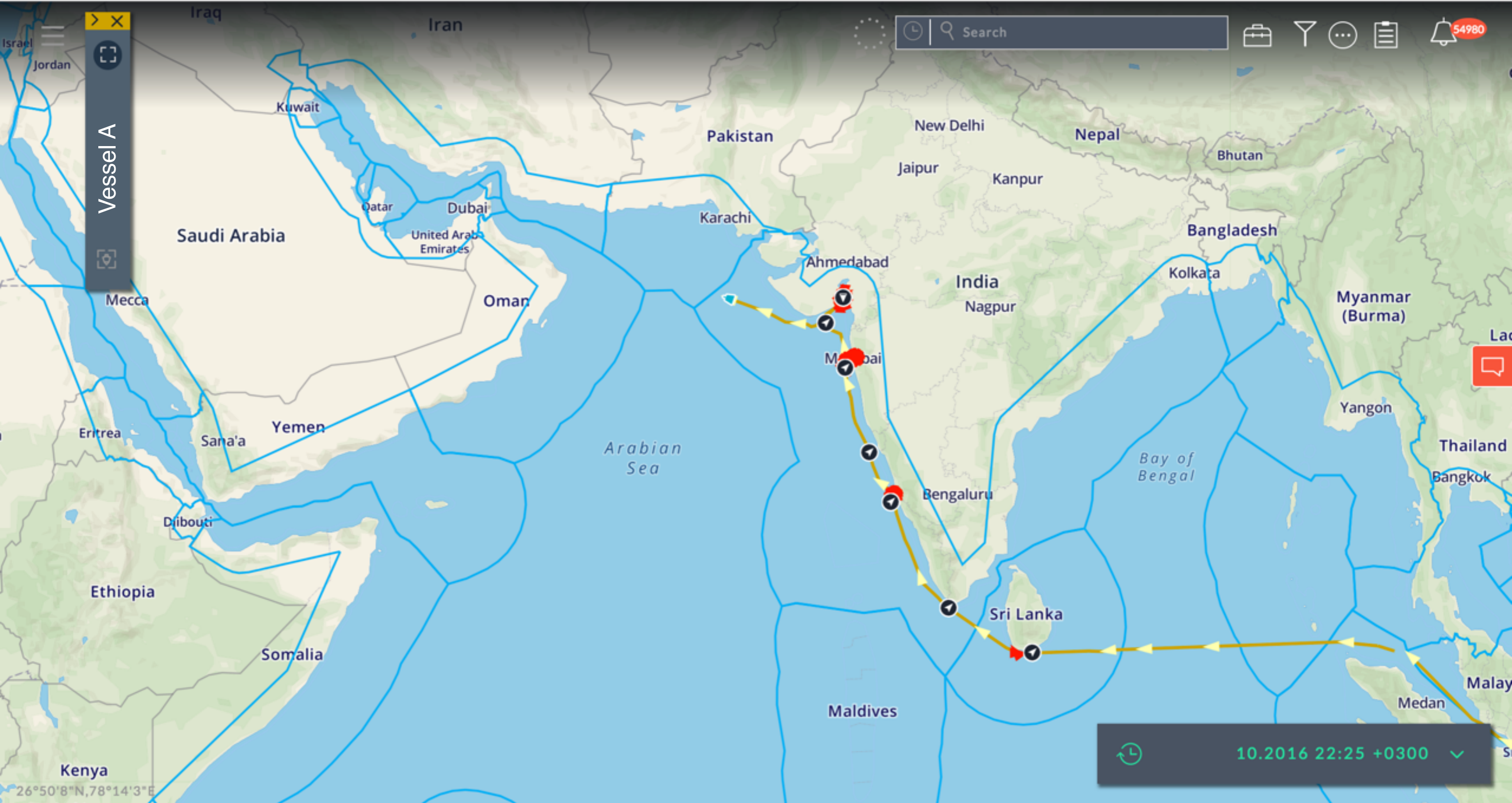
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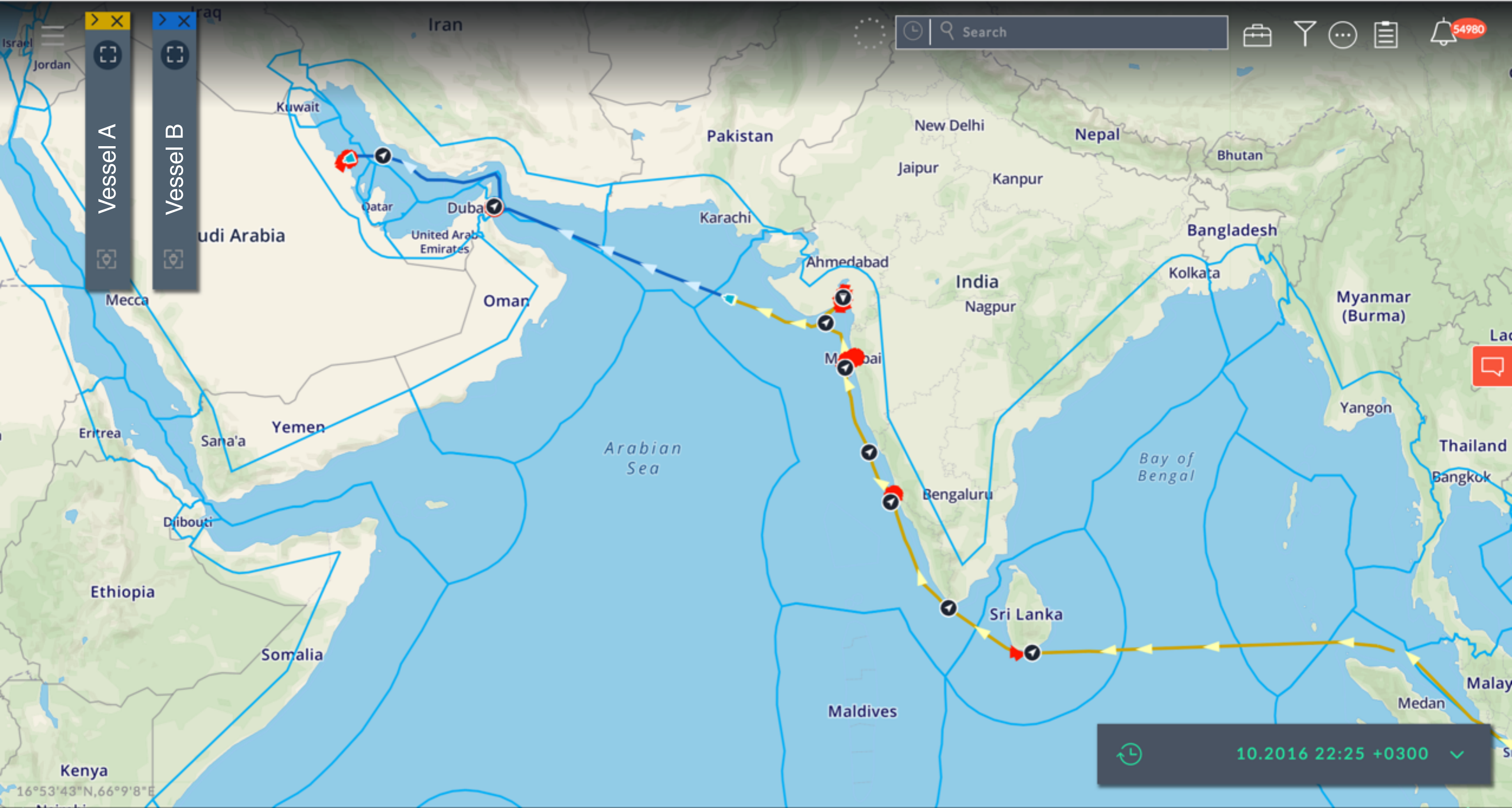


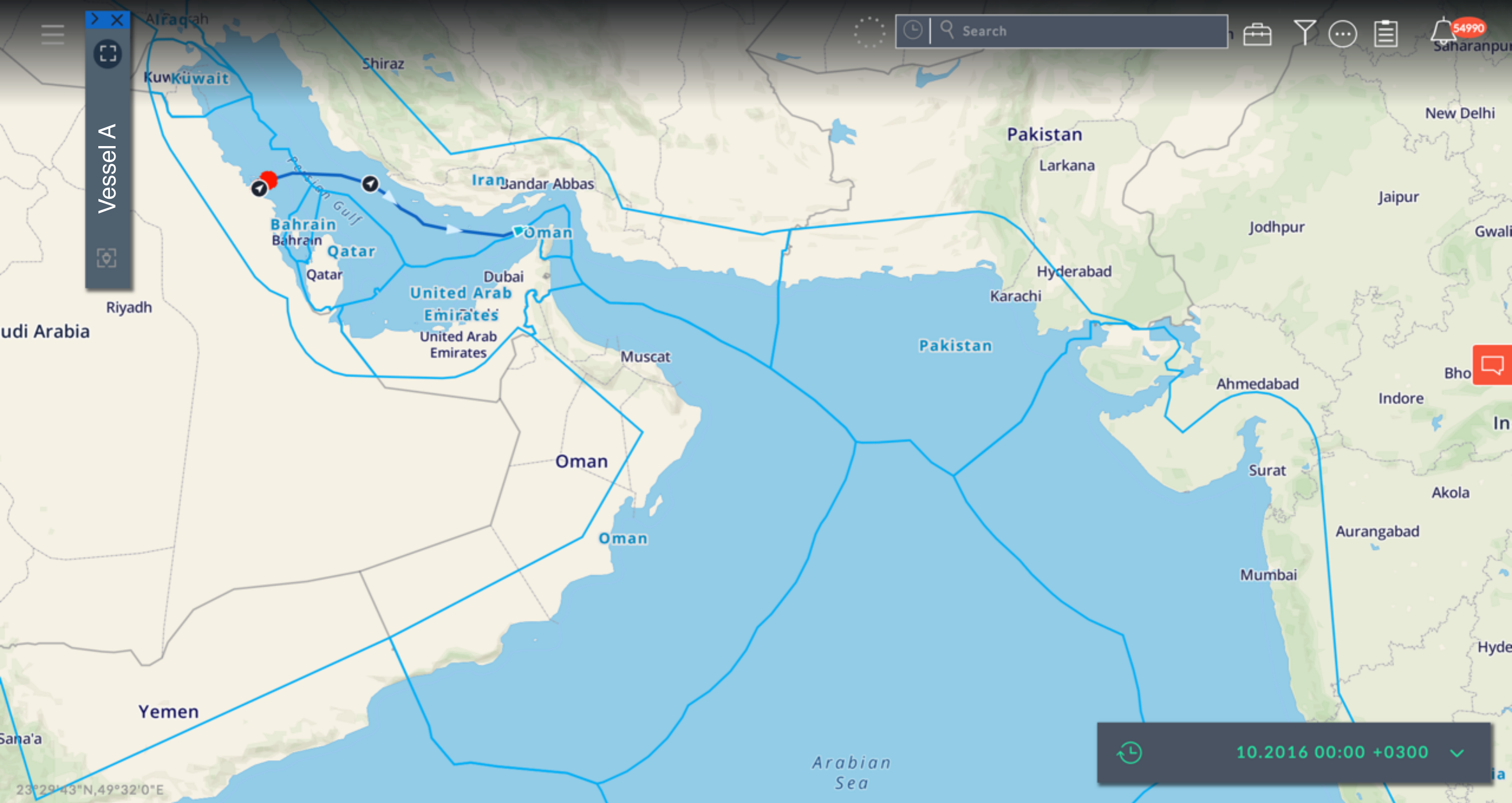
09.2016 18:29 +0300

22°21'48"N,67°33'21"E







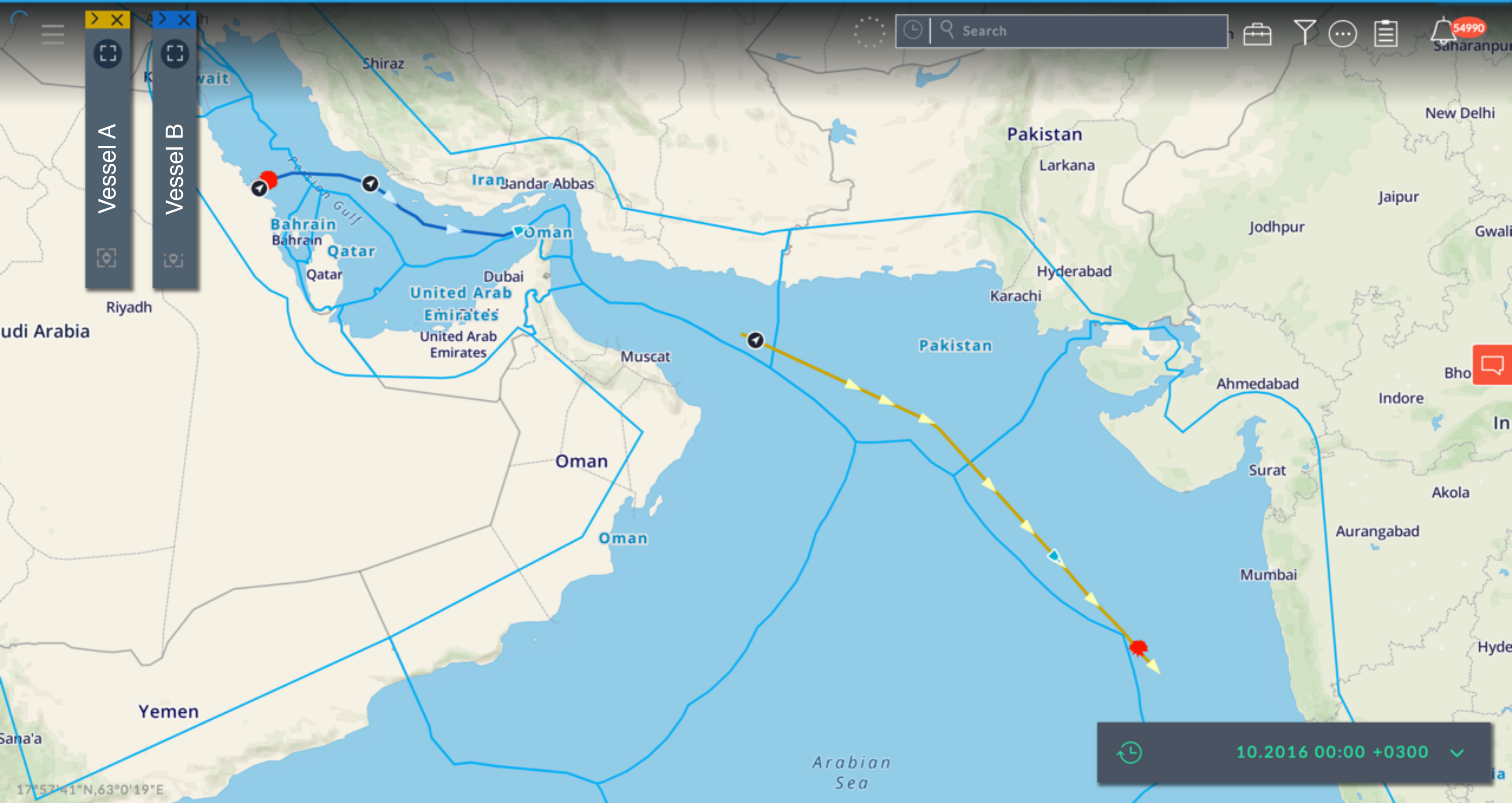


Vessel A

Search

54990

10.2016 00:00 +0300




Vessel A

Vessel B

10.2016 00:00 +0300




## ● Identity A

<b>Flag</b>	 Bahamas
<b>IMO</b>	-Censored-
<b>MMSI</b>	-Censored-
<b>Call sign</b>	-Censored-
<b>Class</b>	Unknown
<b>Subclass</b>	oil/chemical tanker
<b>Length</b>	184 meters
<b>DWT</b>	N/A
<b>Owner</b>	-Censored-

---

**Destination:** FUJAIRAH  
**ETA:** 28 Sep 2016 05:00  
**Draft:** 7.7  
**Nav. stat.:** Underway Using Engine

## ● Identity B


<b>Flag</b>	 Bahamas
<b>IMO</b>	-Censored-
<b>MMSI</b>	-Censored-
<b>Call sign</b>	-Censored-
<b>Class</b>	Unknown
<b>Subclass</b>	N/A
<b>Length</b>	184 meters
<b>DWT</b>	N/A
<b>Owner</b>	-Censored-

---


**Destination:** SINGAPORE WBG "A"  
**ETA:** 25 Oct 2016 10:00  
**Draft:** 10.5  
**Nav. stat.:** Underway Using Engine



## ● Identity A

<b>Flag</b>	 Bahamas
<b>IMO</b>	-Censored-
<b>MMSI</b>	-Censored-
<b>Call sign</b>	-Censored-
<b>Class</b>	Unknown
<b>Subclass</b>	oil/chemical tanker
<b>Length</b>	184 meters
<b>DWT</b>	N/A
<b>Owner</b>	-Censored-
<b>Destination:</b> FUJAIRAH	
<b>ETA:</b> 28 Sep 2016 05:00	
<b>Draft:</b> 7.7	
<b>Nav. stat.:</b> Underway Using Engine	

## ● Identity B

<b>Flag</b>	 Bahamas
<b>IMO</b>	-Censored-
<b>MMSI</b>	-Censored-
<b>Call sign</b>	-Censored-
<b>Class</b>	Unknown
<b>Subclass</b>	N/A
<b>Length</b>	184 meters
<b>DWT</b>	N/A
<b>Owner</b>	-Censored-
<b>Destination:</b> SINGAPORE WBG "A"	
<b>ETA:</b> 25 Oct 2016 10:00	
<b>Draft:</b> 10.5	
<b>Nav. stat.:</b> Underway Using Engine	



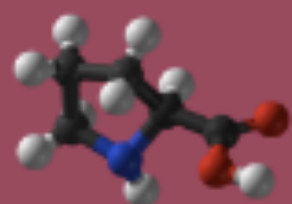
Dom Pierre PÉRIGNON - Hautvillers  
App'd. 1668  
Champagne  
Dom Pérignon  
Vintage 2000



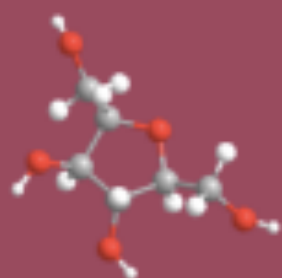


# What is Ava Winery?

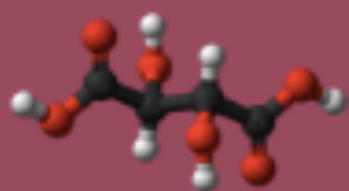
We analyze the molecular profile of your favorite wines and create them from scratch, flavor by flavor. We combine these components at precise levels without grapes, aging or fermentation.



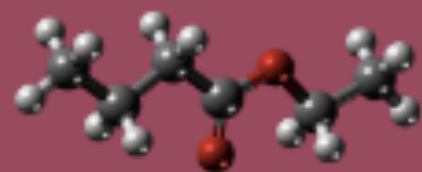
Amino Acids



Sugars



Acids



Volatile Organics





50

50

**Be the trust  
in blockchain.**

# Private sale is on

First eco token pre-sale was successful. **1,000,000 / 1,000,000** tokens been sold.

Bananacoin is a new Ethereum based that is tied to the price of 1 kg of bananas on the international market.

Our mission is to grow organic and healthy variety of bananas known as "lady finger" in our plantations in Laos and to export them to China where demand is greater than supply.

ICO dates will be announced later.

[Join private sale](#)

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estcoin









2000  
**PETRVS**  
POMEROL  
Grand Vin

2000  
**PETRVS**  
POMEROL  
Grand Vin

2000  
**PETRVS**  
POMEROL  
Grand Vin

2000  
**PETRVS**  
POMEROL  
Grand Vin

2000  
**PETRVS**  
POMEROL  
Grand Vin

LAND REGISTRY









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整车运输

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城市名 (中文/拼音)

查询

已开通线路 **1 3 7 9 1** 条

入驻物流商 **0 3 4 9 5** 家

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智慧物流 倡 · 导 · 者

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运立方a



# Matchmaker Exchange

 Genomic discovery through the exchange of phenotypic & genotypic profiles







MAERSK LINE

**IBM**®



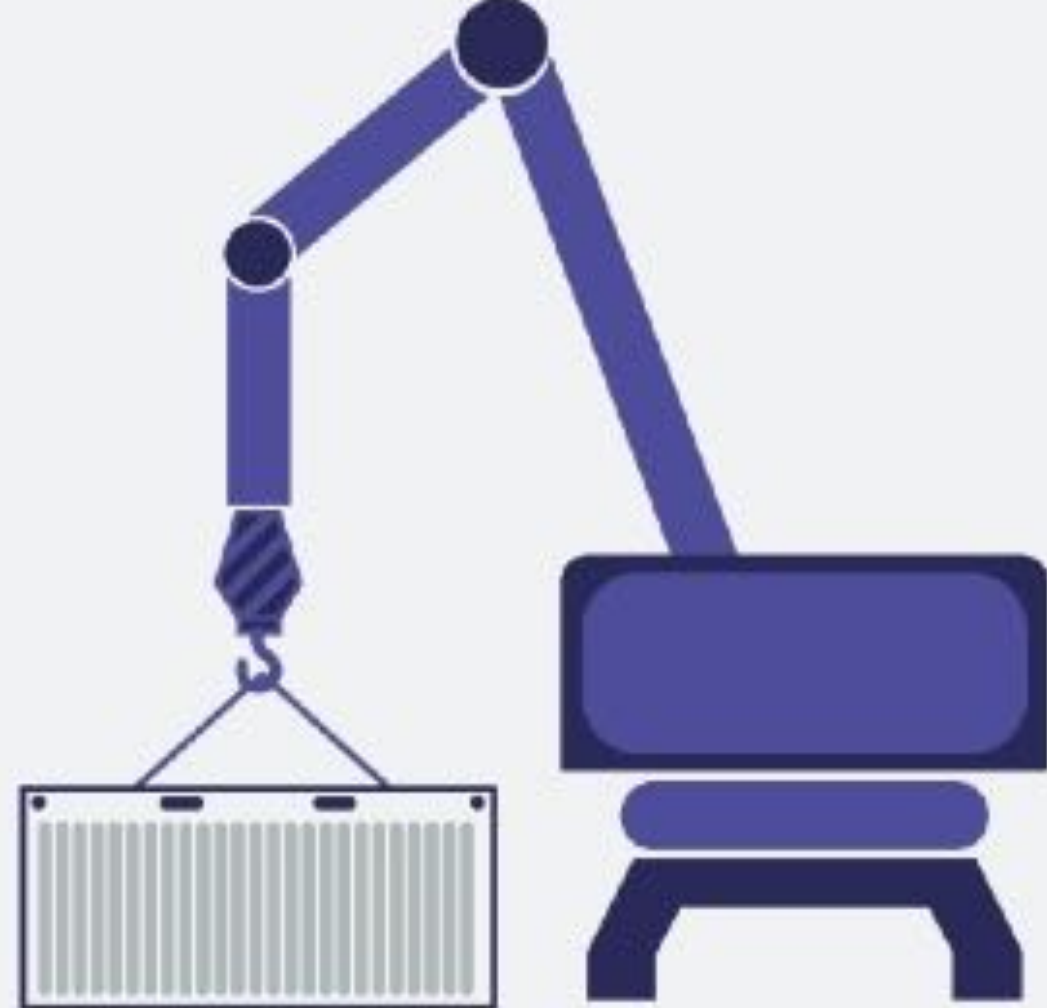
**MAERSK**



The flower grower readies the product for international shipment. Shipment information is added to the blockchain.



As the container awaits transfer to port, officials submit approvals electronically. Blockchain confirms the transaction and executes a smart contract, releasing the shipment.



The container is loaded onto the ship.





All parties have end-to-end visibility of the container's progress through the supply chain.



The container arrives at the destination port and clears customs.



Retailer receives the flowers on time and signs electronically. Information is relayed back to the blockchain.

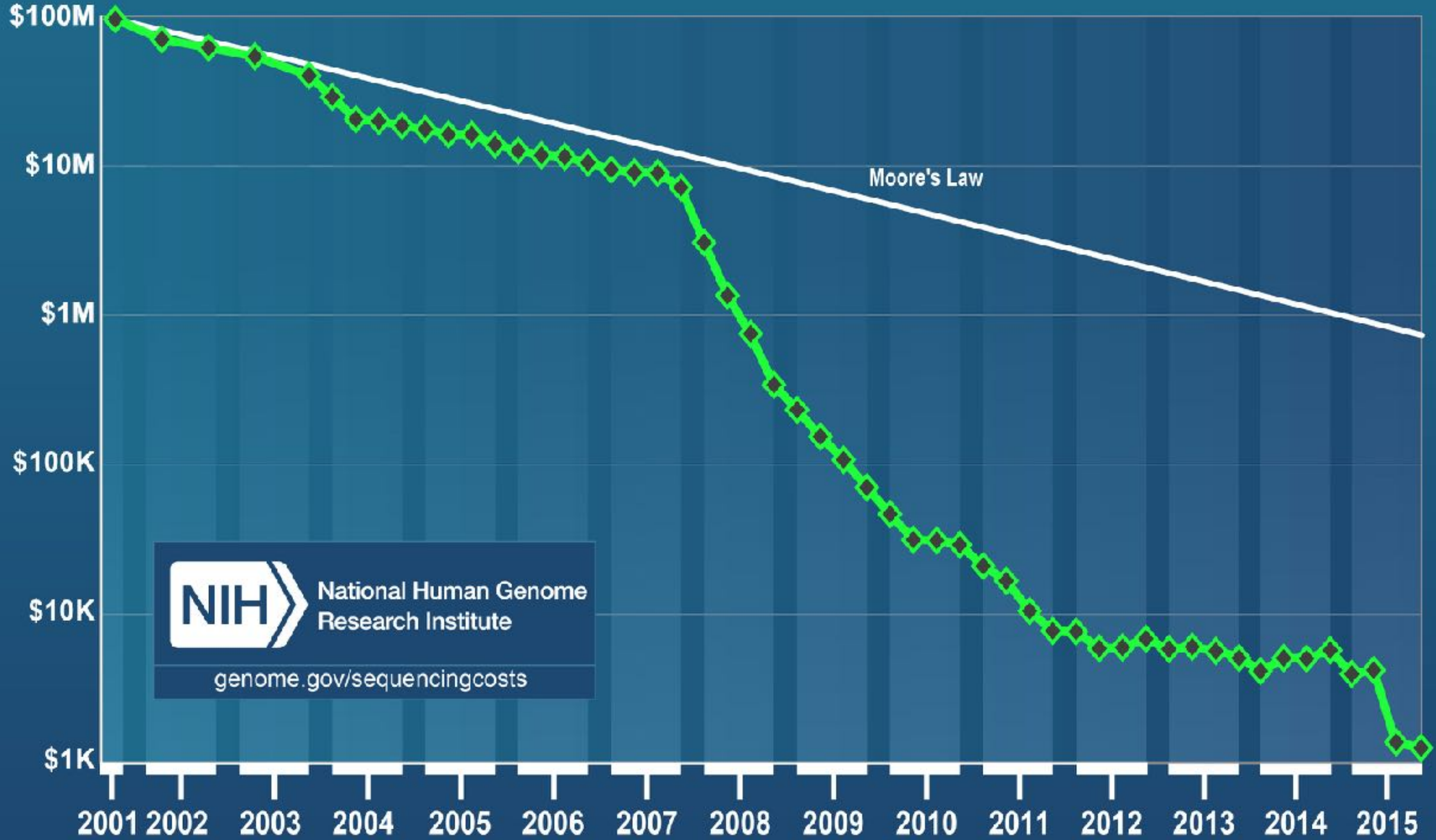
**With blockchain, delays will be reduced, resulting in significant cost savings for all parties.**

6



**Put biology  
on the cloud.**

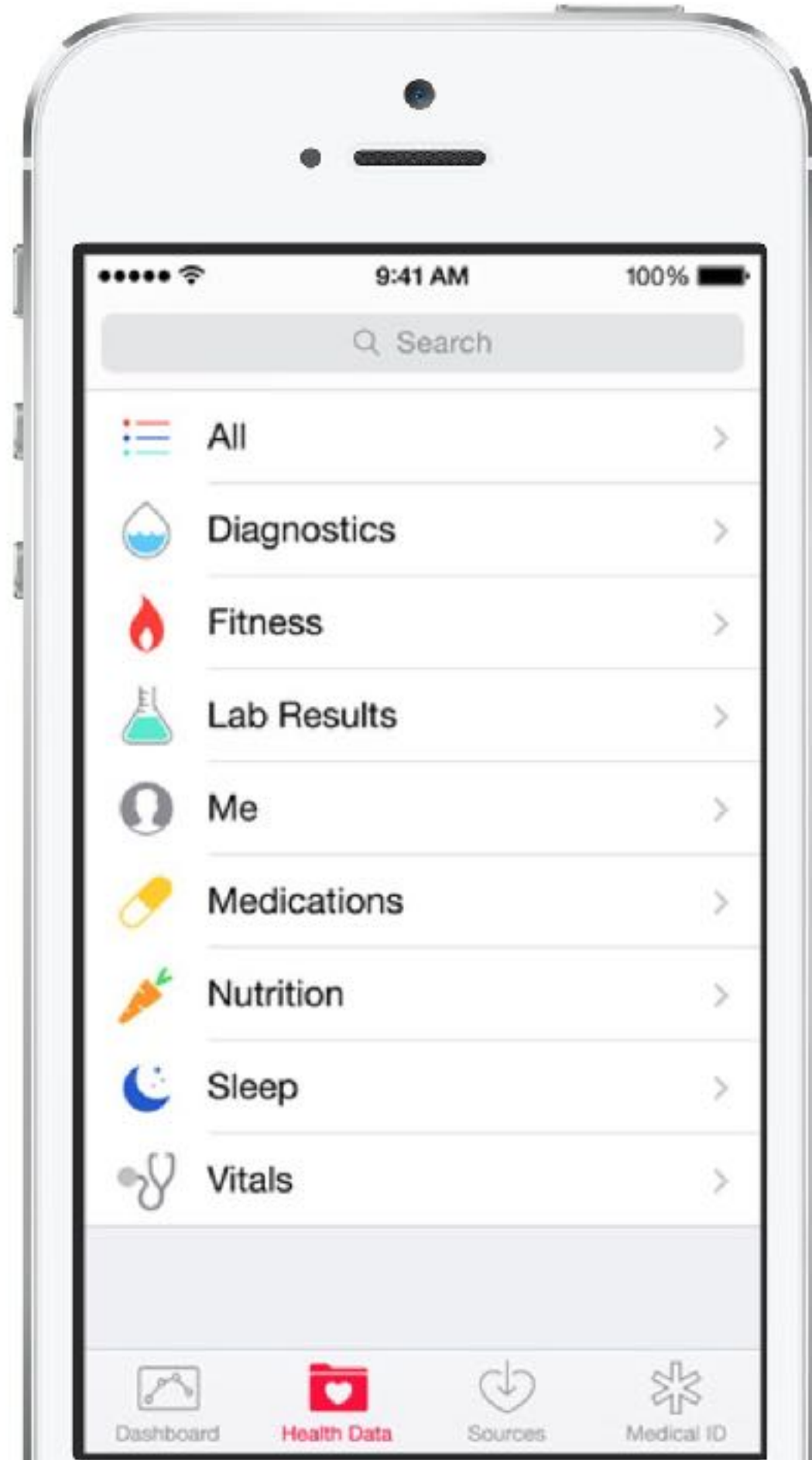


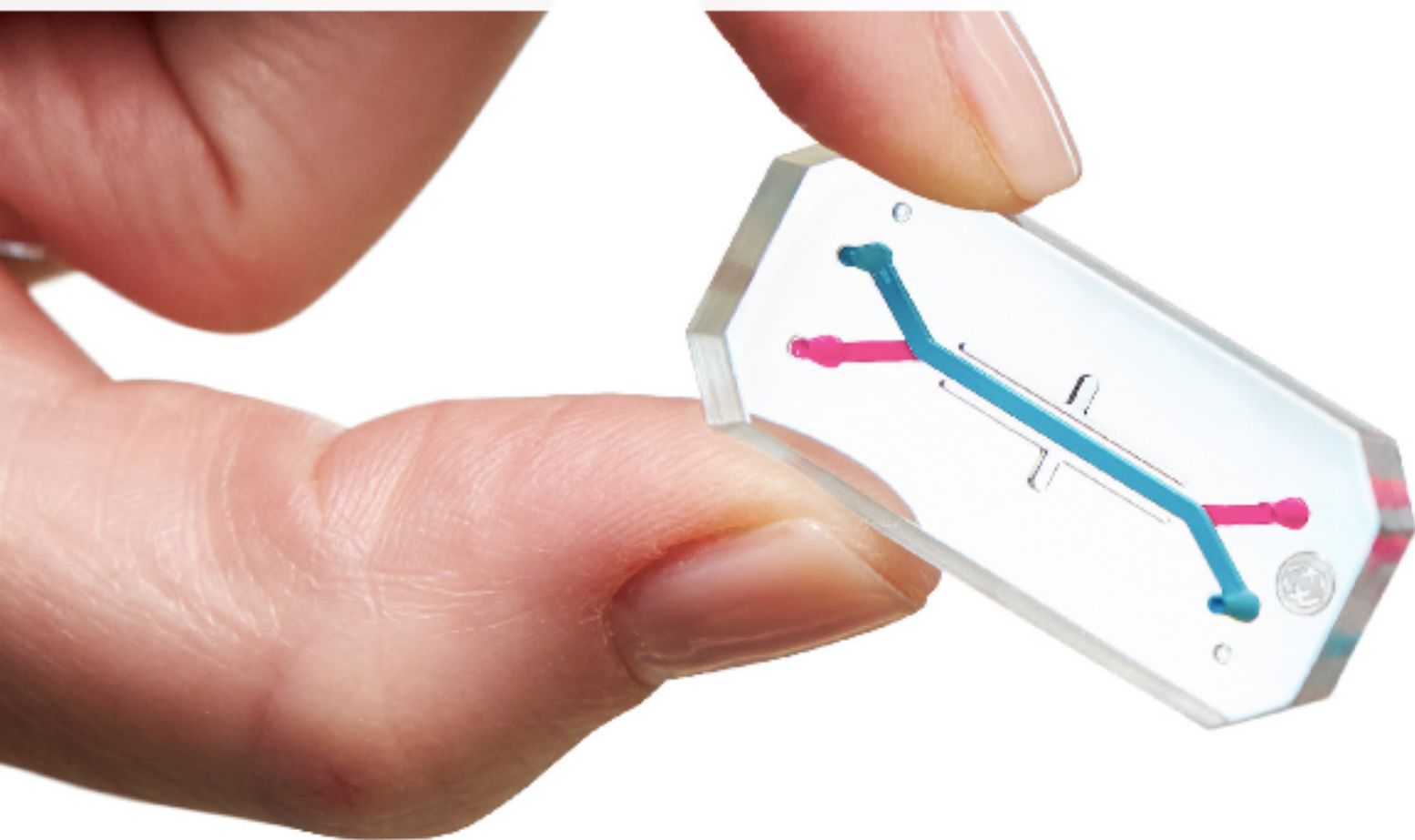


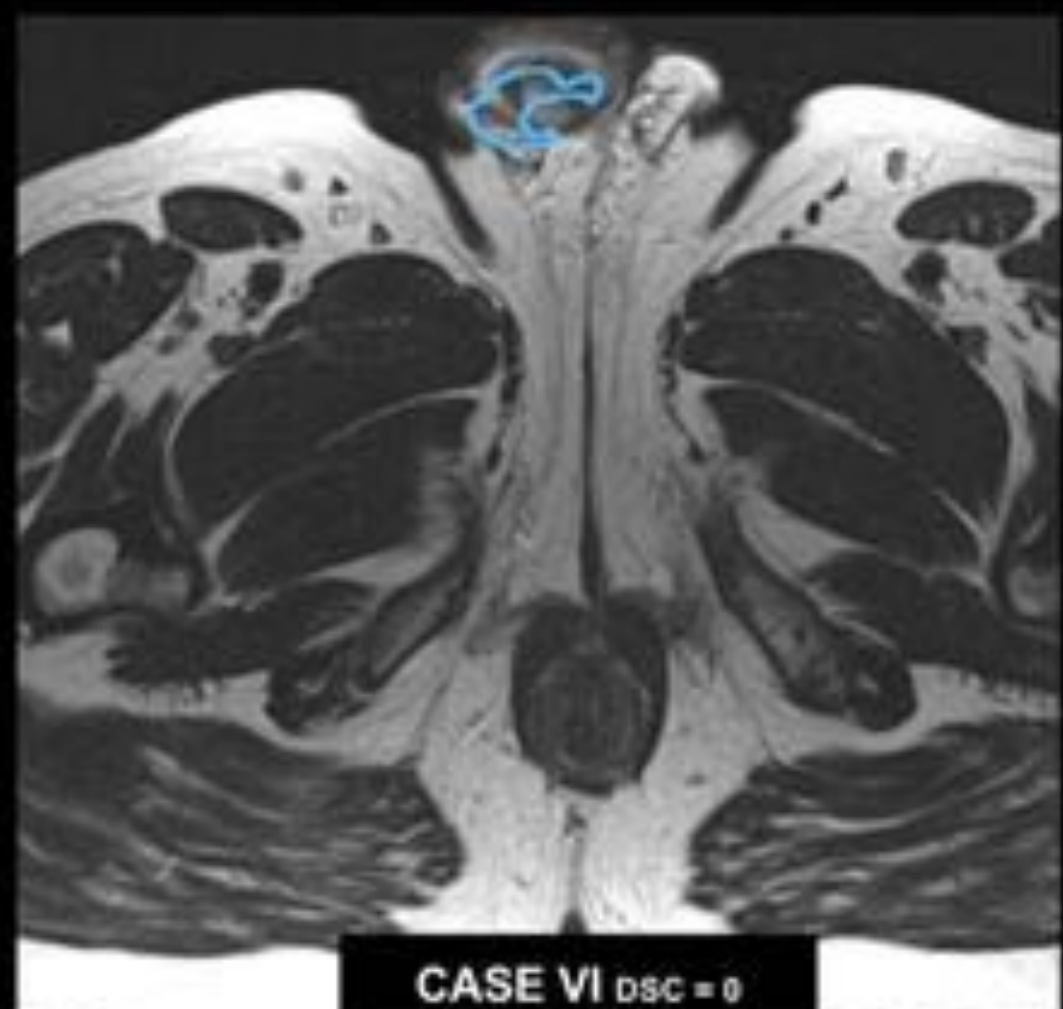
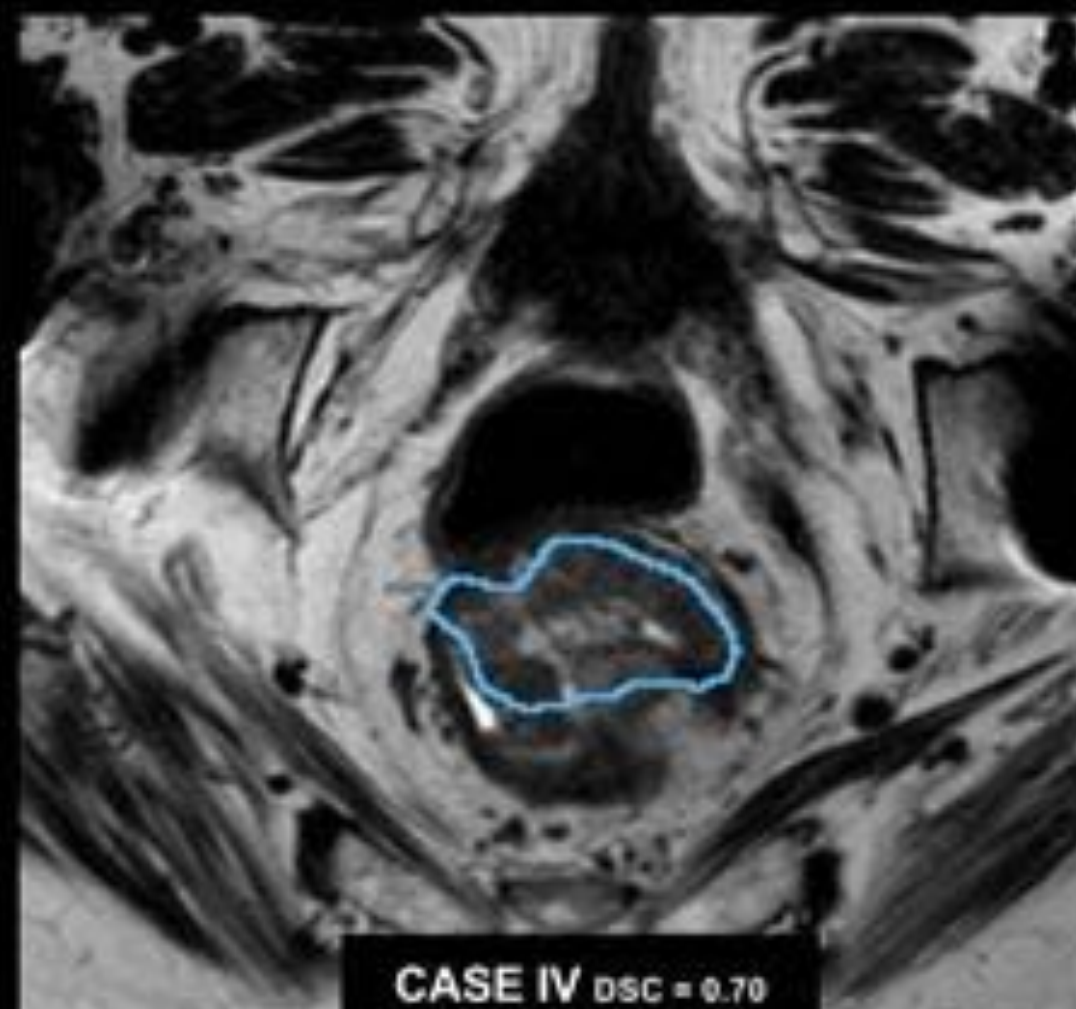
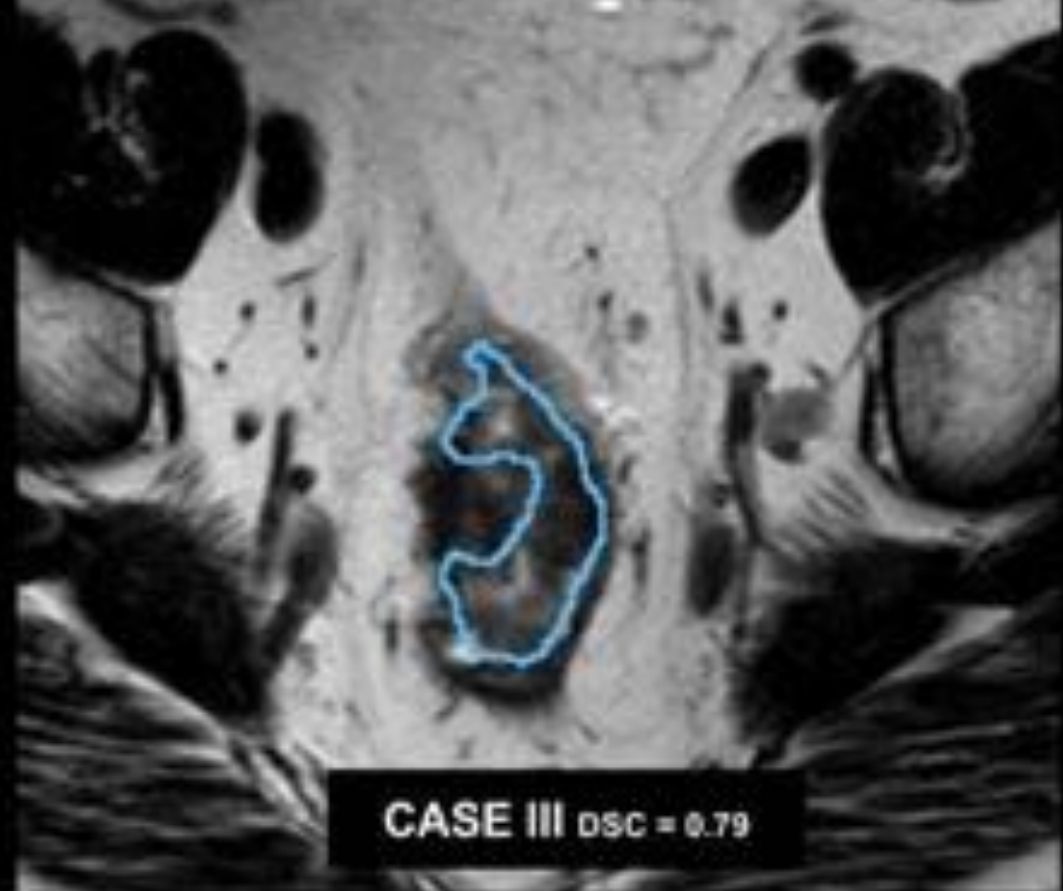
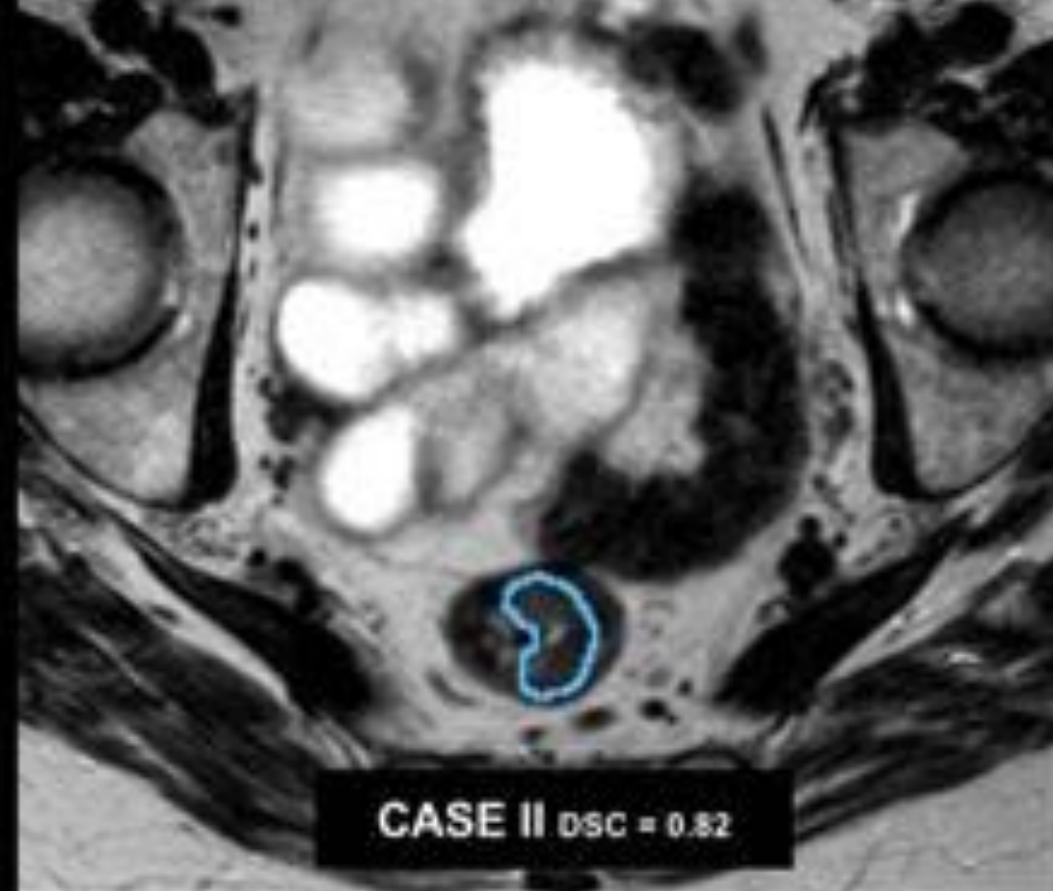




**Oxford Nanopore**







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ELECTRONICS

**NEW IN**  
**STOCK**

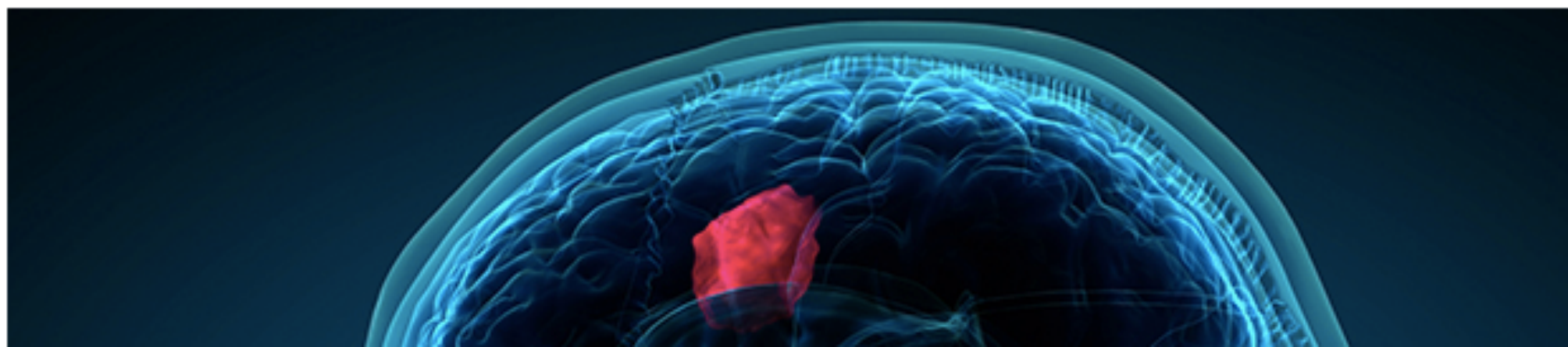


The Human OS | Biomedical | Diagnostics

# IBM Watson Makes a Treatment Plan for Brain-Cancer Patient in 10 Minutes; Doctors Take 160 Hours

By [Eliza Strickland](#)

Posted 11 Aug 2017 | 15:00 GMT



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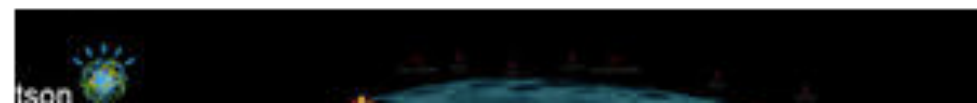


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**Bioelectronics.**





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# China's Rise in Artificial Intelligence

## The New New China

China has emerged as a major global contender in the field of AI, the apex technology of the information era. In this report, we set out China's ambitious top-down plans, the factors (talent, data and infrastructure) that make China unique and the companies (Baidu, Alibaba and Tencent) that are making it happen. We believe the development of an 'intelligent economy' and 'intelligent society' by 2030 in China has the potential to drive productivity improvement and GDP growth in the next two decades.

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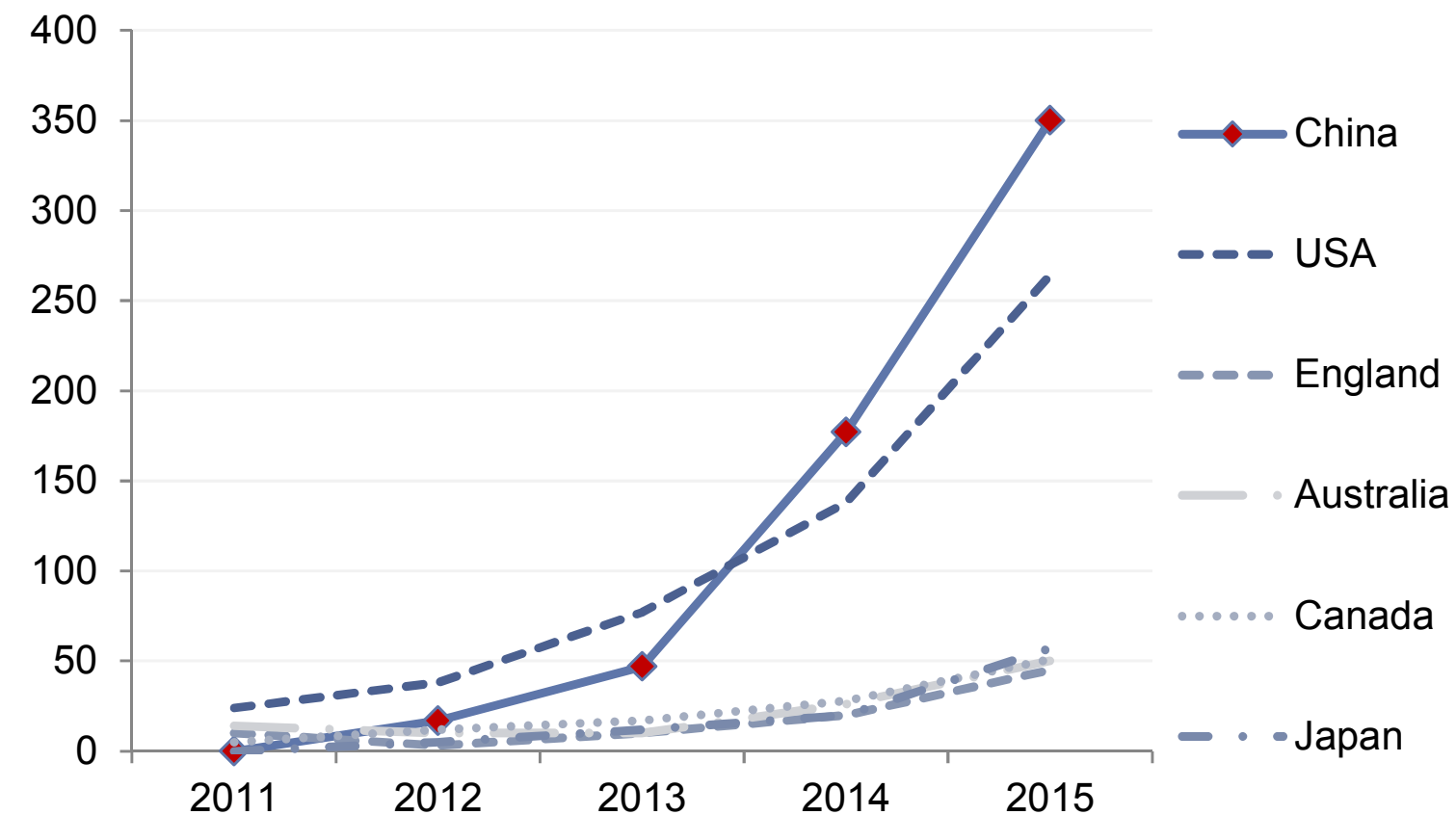
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world the work was primarily conducted (and despite the fact that top-level experts are still mostly from North America and the United Kingdom).

### Exhibit 3: China published the most research papers on AI in 2015...

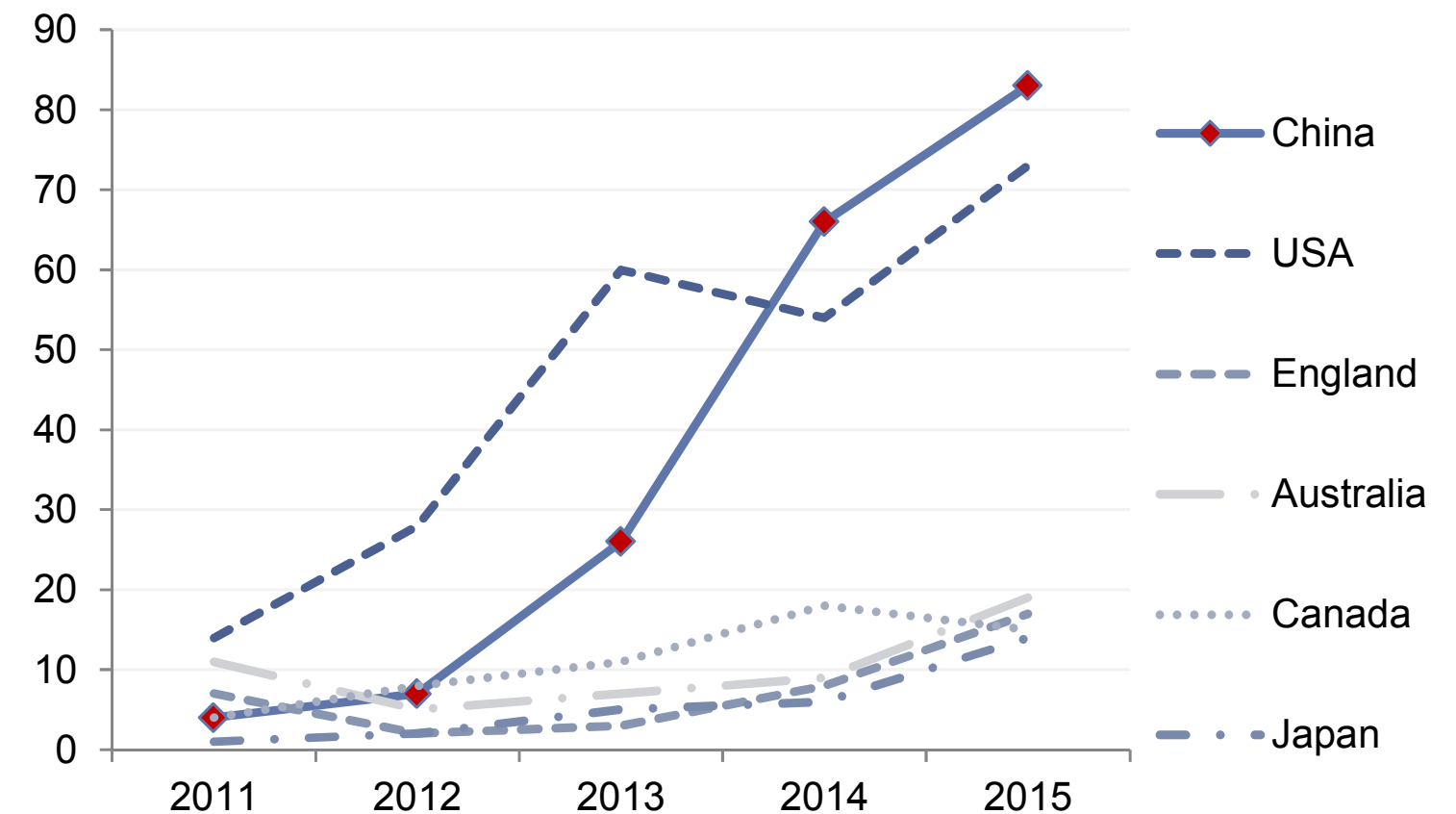
Journal articles mentioning “deep learning” or “deep neural network”



Source: US National Science and Technology Council.

### Exhibit 4: ...with the highest number of cited papers

Journal articles cited at least once, mentioning “deep learning” or “deep neural network”



Source: US National Science and Technology Council.

Much of the research progress in China is driven by leading Chinese companies. **Baidu** has been the first mover with its AI-focused lab in Silicon Valley opening in 2013; **Tencent** launched an AI lab in 2016 and actively recruited AI talent in neural network and machine learning; **DiDi Chuxing** (Didi) has also built out a lab to work on autonomous driving.







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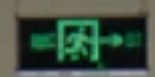
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# Mi Air Purifier

High-performance smart air purifier  
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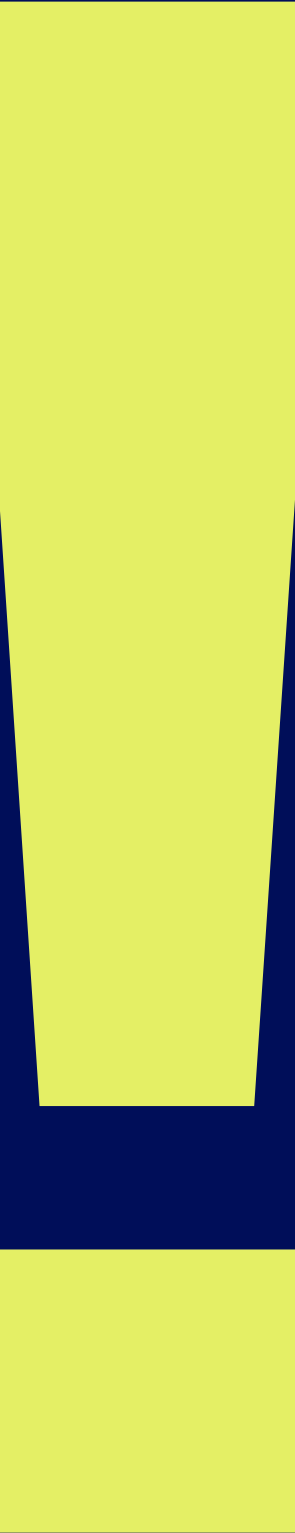
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**HOW AI  
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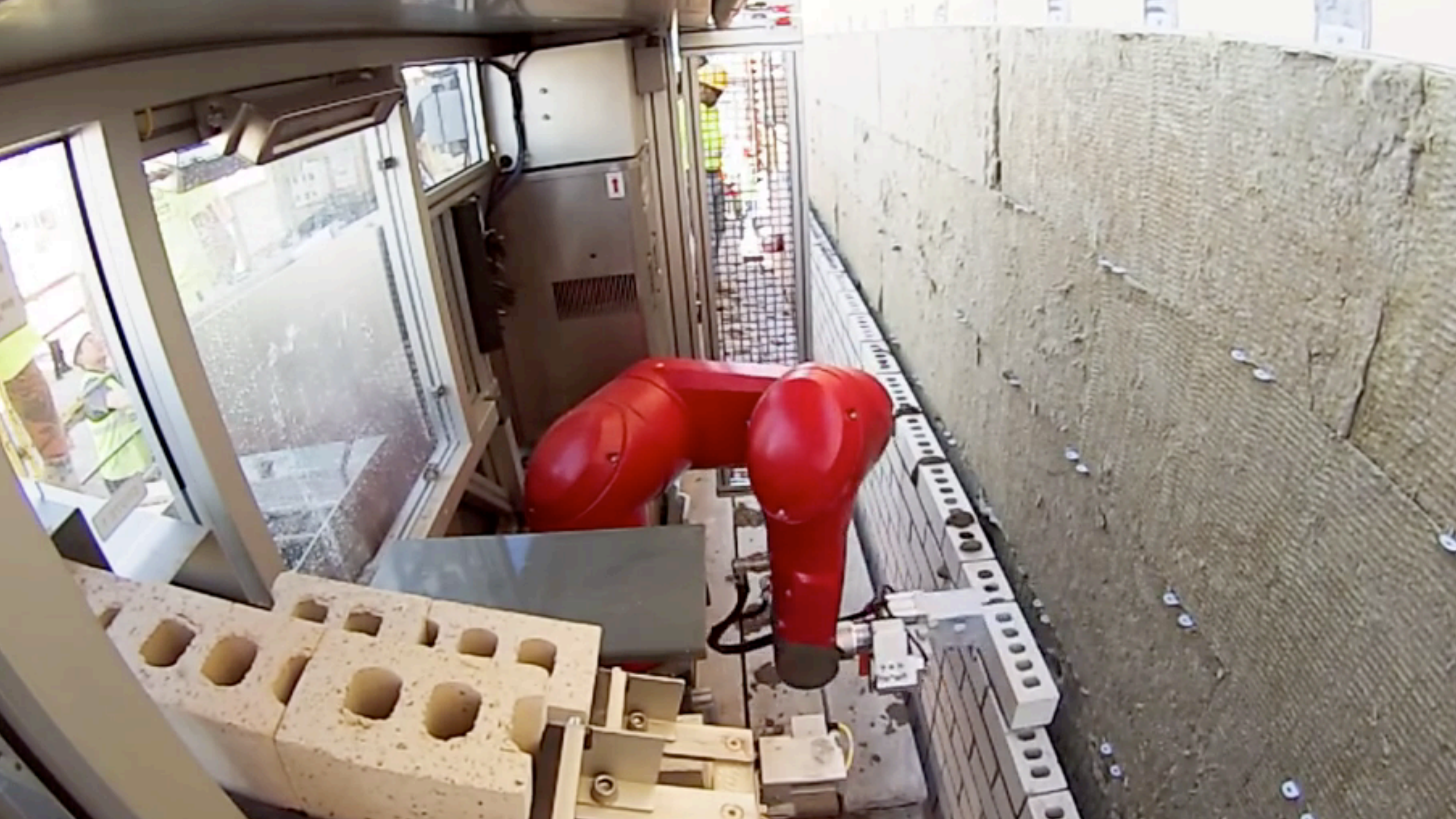




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**Privacy**

**Humanity**



1	Company	Q1 Net Income	Earnings Per Share	Total Revenue
2	Nike Inc.	1,200,000,000	.013424	8,400,000,000
3	<b>Apple, Inc.</b>	<b>18,020,000,000</b>	<b>.030643</b>	<b>74654284021</b>
4	Amazon.com	513,000,000	.010723	29,130,000,000
5	AT&T	3,800,000,000	.006134	40,530,000,000
6	PepsiCo Inc.	2,010,000,000	.013825	15,400,000,000
7	Exxon Mobil	1,810,000,000	.004345	48,710,000,000
8	Microsoft Co	4,600,000,000	.005724	20,400,000,000
9	Facebook Inc	2,229,000,000	.007732	5,380,000,000



www.ap.org

## Apple tops Wall Street 1Q forecasts

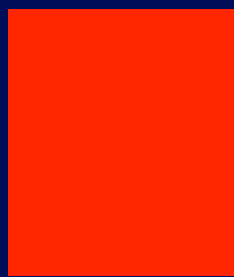
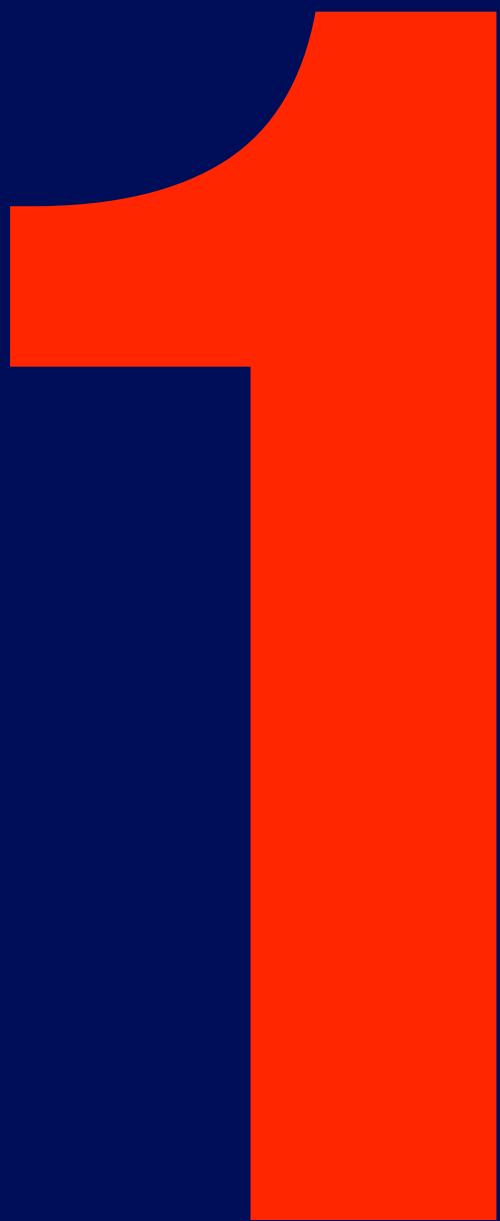
CUPERTINO, Calif. (AP) - Apple, Inc. (AAPL) on Tuesday reported fiscal first-quarter net income of \$18.02 billion. The Cupertino, California-based company said it had profits of \$3.06 per share. The results surpassed Wall Street expectations.



The average estimate of analysts surveyed by Zacks Investment Research was for earnings of \$2.60 per share. The maker of iPhones, iPads and other products posted revenue of \$74.6 billion in the period, also exceeding Street forecasts. Analysts expected \$67.38 billion, according to Zacks. For the current quarter ending in March, Apple said it expects revenue in the range of \$52 billion to \$55 billion. Analysts surveyed by

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# FORTUNE

## PIRATES

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EXCLUSIVE

They bloodied the music business with **KAZA!**. Now they aim to take down the \$300 billion phone business. Want to stop them? You'll have to find them first. We did. In Stockholm and Estonia and ...  
BY DANIEL ROTH



PHOTOGRAPH BY [unreadable]

February 9, 2004

Plus, all these companies were one s  
"What Skype is doing is like a toy," s  
Labs. "They will realize they can't sca  
footprint, which we have. It's going to

## MEDIA

# *Time Warner Views Netflix as a Fading Star*

---

By TIM ARANGO DEC. 12, 2010

---

For the past year, executives at big media companies have watched [Netflix](#) with growing resentment — for its success in delivering movies and television shows via the Internet, for its stock price nearly quadrupling, for its chief executive being named [businessperson of the year by Fortune](#) magazine.

Now many of the companies that make the shows and movies that Netflix delivers to mailboxes, computer screens and televisions — companies

“It’s a little bit like, is the Albanian army going to take over the world?”  
said [Jeffrey L. Bewkes](#), the chief executive of [Time Warner](#), in an  
interview last week. “I don’t think so.”





# Thanks!

**David Rowan (@iRowan)**

**david@davidrowan.com**