MiniTrends 2012

A Conference on Translating Emerging Trends into Business Opportunities

October 17-18, 2012
Omni Austin Hotel Downtown
Austin, Texas, U.S.A

Hosted by

TECHNOLOGY FUTURES INC.

Watch For Trends Ahead

Evaluating an Identified MiniTrend

Lawrence K. Vanston, Ph.D.

President

Technology Futures, Inc.

(512) 258-8898

www.minitrends.com & www.tfi.com

lvanston@tfi.com

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MiniTrends 2012 Oct. 17-18, Austin, TX

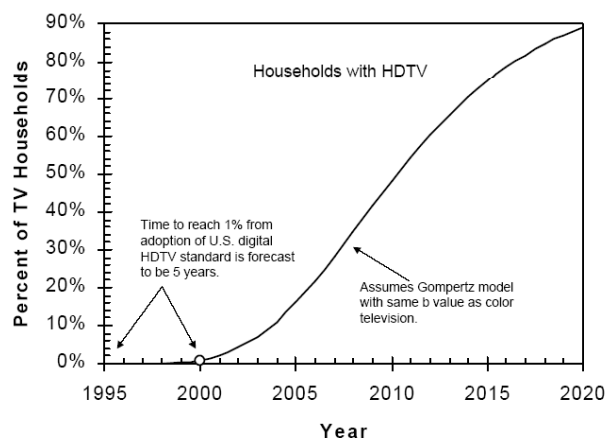**TECHNOLOGY FUTURES INC.**

Evaluation of Market Potential

1. Will the technology be adopted?

2. How big is the potential market?

3. When will it be commercially available?

4. How fast will it penetrate the market?

U.S. HDTV Households (1995 TFI Forecast)

Lawrence K. Vanston, Curt Rogers, and Ray L. Hodges, *Advanced Video Services—Analysis and Forecasts For Terrestrial Service Providers*, Technology Futures, Inc., 1995, p. 106. This graphic appears in *Introduction to Technology Market Forecasting*, 1996, p.25.

Questions to Answer

- What are the drivers for adoption?
  - How strong are they?
- What are the constraints on adoption?
  - How strong are they? Can they be overcome?
- What is the balance of drivers and constraints?
  - Will this change?
- What are the important areas of uncertainty that need to be resolved?
  - How can these be addressed to everyone's satisfaction?

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Super Hi-Vision/ Ultra HDTV

- Sponsored by NHK
- 7680 x 4320 pixels
- 60 Frames / Sec
- Eqv to 16 HDTVs
- 24 Gb/s uncompressed
- 128 Mb/s compressed
- 4K already available (84" screen @ ~$25K)
- 8K Planned for homes 2020

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Hints for Evaluating Trends

- Avoid technology hypnosis and technology lethargy.
- Take a multi-disciplinary, open-minded view.
- Recognize inertia against innovation and change
- Electrons, fluids, and technologies follow the path of least resistance.

Typical Trend Forecasting Problems*

- [Traditional TV][3] is still growing!

- [Online Video][4] is growing [200%][2] a year!

- [Bandwidth][1] is increasing [300%][2] a year!

1. Substitute any performance measure
2. Substitute any large percentage
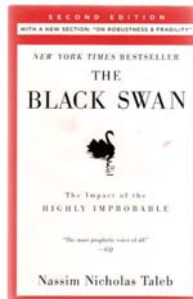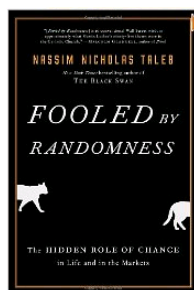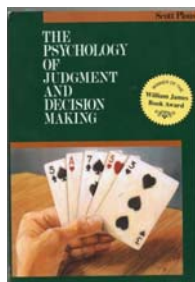3. Substitute any traditional technology
4. Substitute any new technology

*Antidote: Learn the basics of performance improvement and technology substitution (S-shaped curves).

Typical Expert Opinion Problems

- Expert Qualifications, Biases and Balance

- Cognitive and other psychological issues

- Reverse probabilities, Black swans and misunderstanding of probabilities/statistics

Common Sense Rules

- If it sounds too good to be true, it probably is

- What goes up might come down

- The 80/20 Rule

- Murphy's Law

- Occam's Razor

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