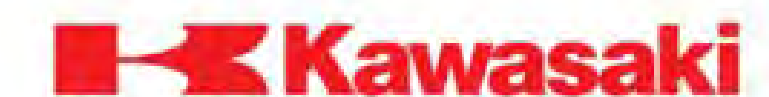
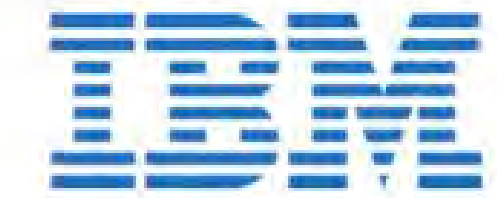


**THE FUTURE
OF LIFE:
ENGAGEMENT &
EXPERIENCE AT
HYPER SPEED**

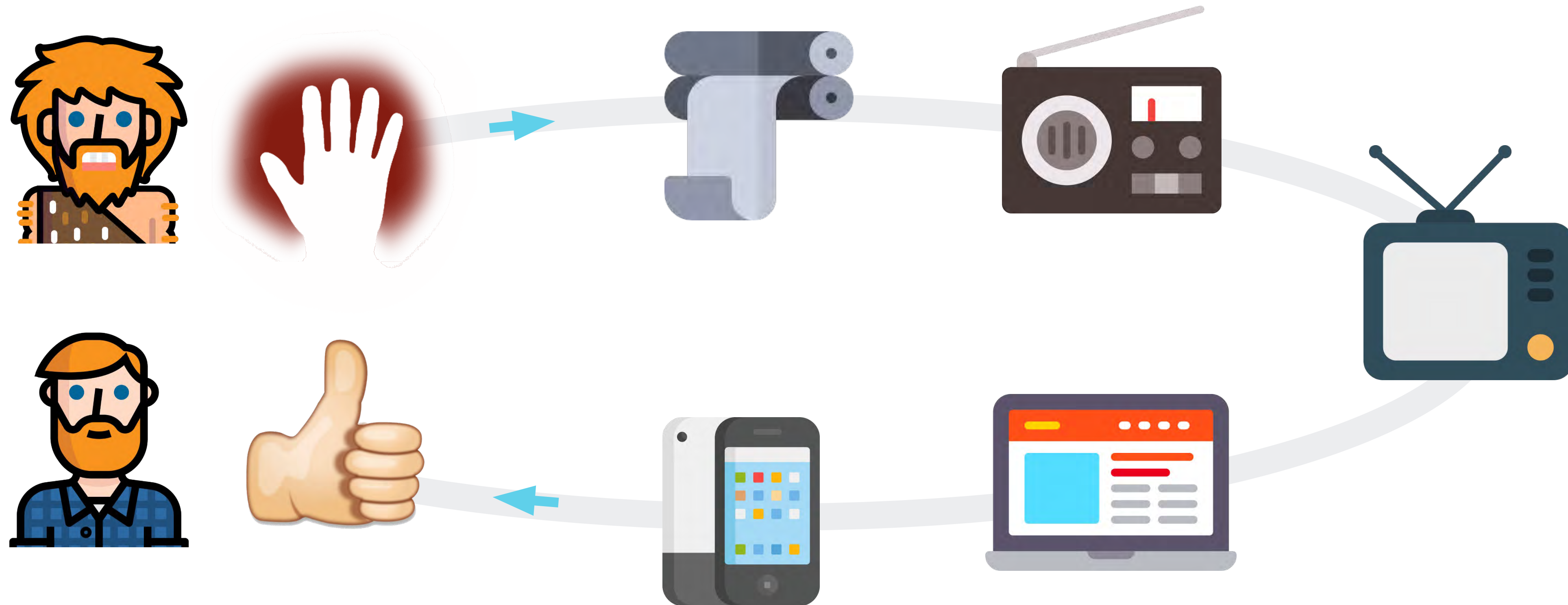
**THE FUTURE
OF LIFE:
ENGAGEMENT &
EXPERIENCE AT
HYPER SPEED**



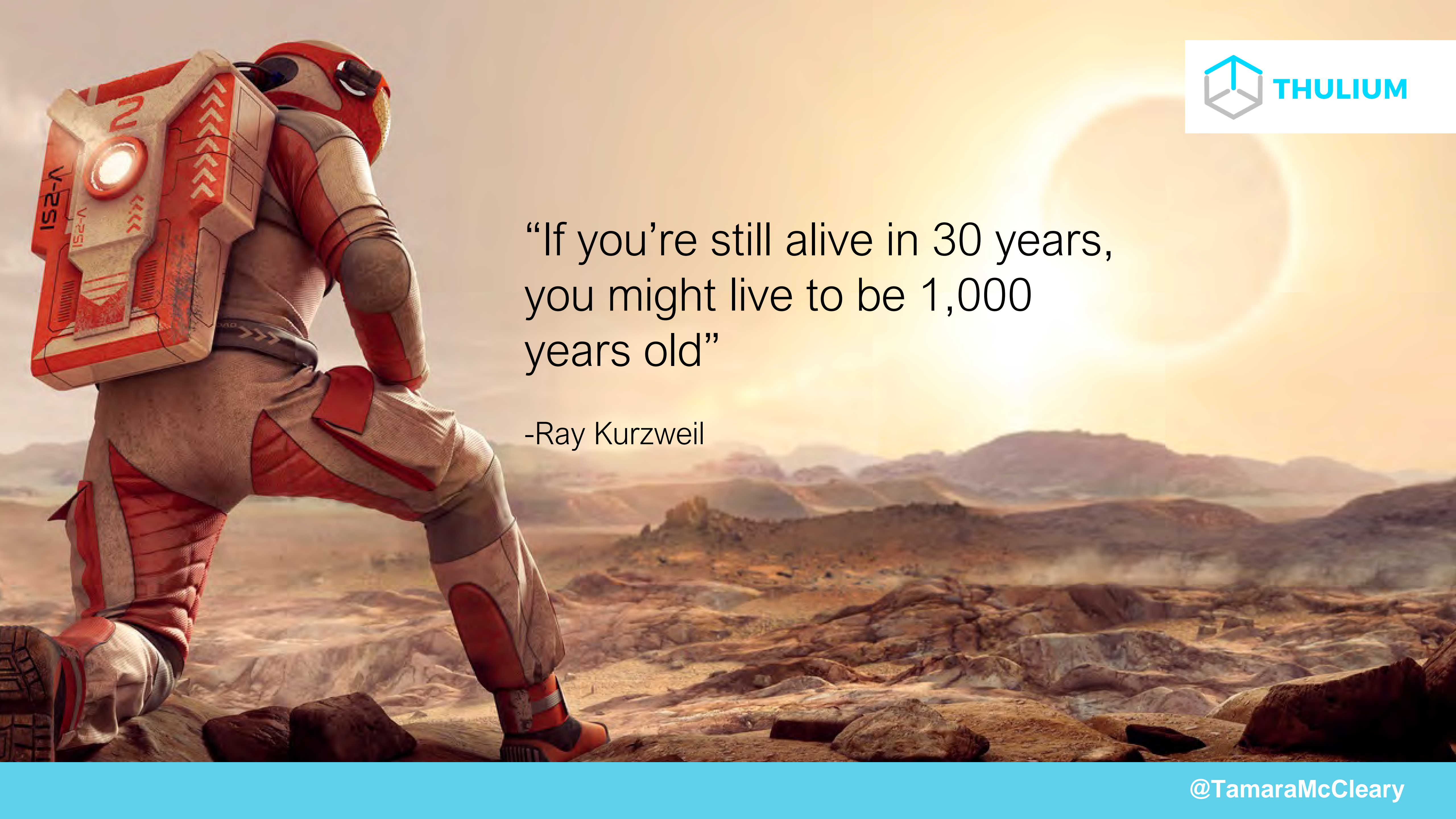
Who we've worked with



The Evolution of Communication

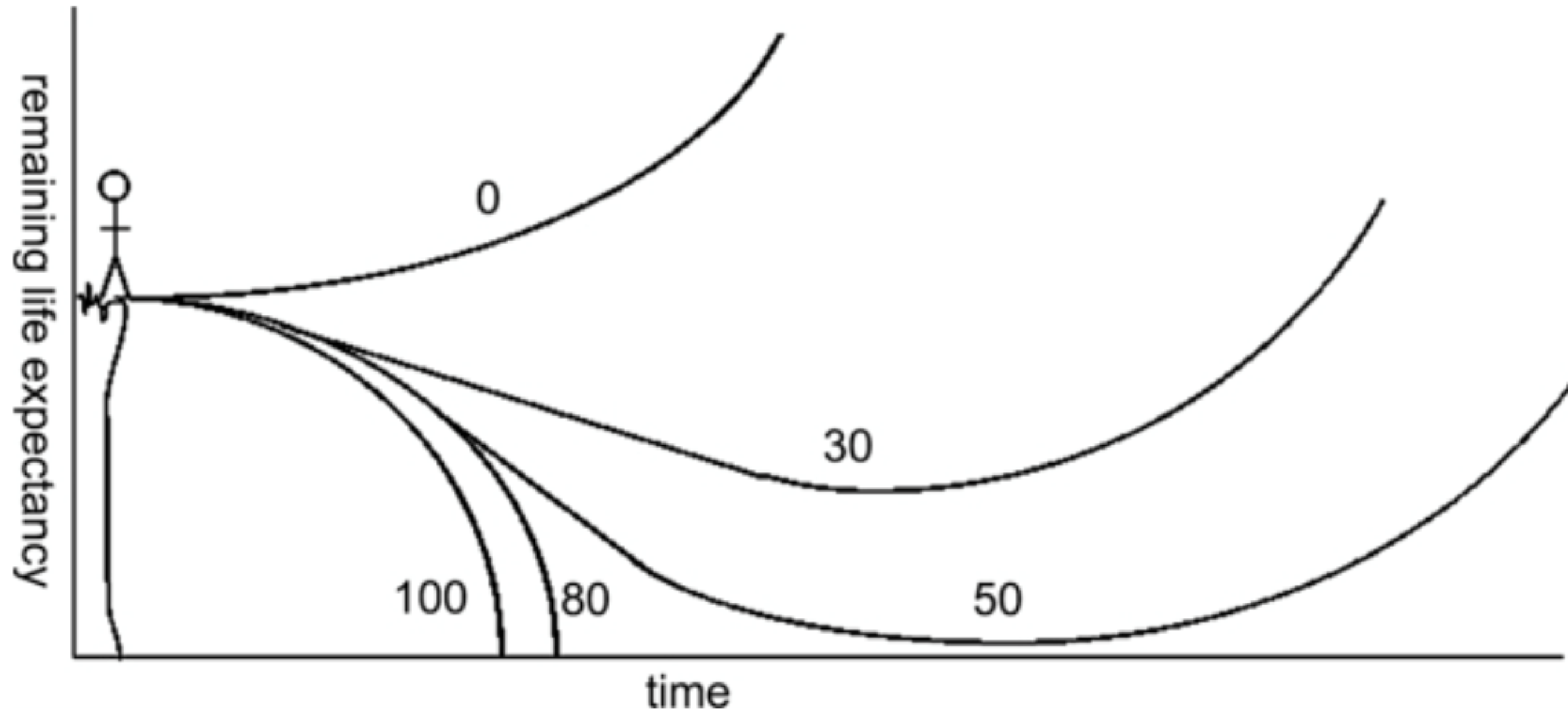




An astronaut in a red and white spacesuit with a large orange and white life-support backpack stands on a rocky, reddish-brown landscape under a bright, hazy sky. The backpack has 'IS2-V' and 'V-2S1' written on it. The astronaut is looking out over a vast, desolate horizon.

“If you’re still alive in 30 years,
you might live to be 1,000
years old”

-Ray Kurzweil



Via: Aubrey D. N. J de Grey



What does man's best friend really think?



"Neither RedBox nor Netflix are even on the radar screen in terms of competition."

– Jim Keyes, CEO Blockbuster in 2008

"It's kind of one more entrant into an already very busy space...
In terms of a sort of sea-changing for BlackBerry, I would think
that's overstating it."

– Jim Balsillie, co-CEO RIM

"An iPhone belongs in your pocket, not on the road."

– Oliver Blume, CEO Porsche

"Google's not a real company. It's a house of cards."

– Steve Ballmer, CEO Microsoft in 2005

"I think there is a world market for maybe 5 computers."

– Thomas Watson, CEO IBM in 1943

Technology



/ MarTech

/

/ A.I.

/

/ AR / VR

/ Mobile

/ Social

/

2011



2012



2014



2015



2016



2017



2018



2019



7,040

~150

~350

~1,000

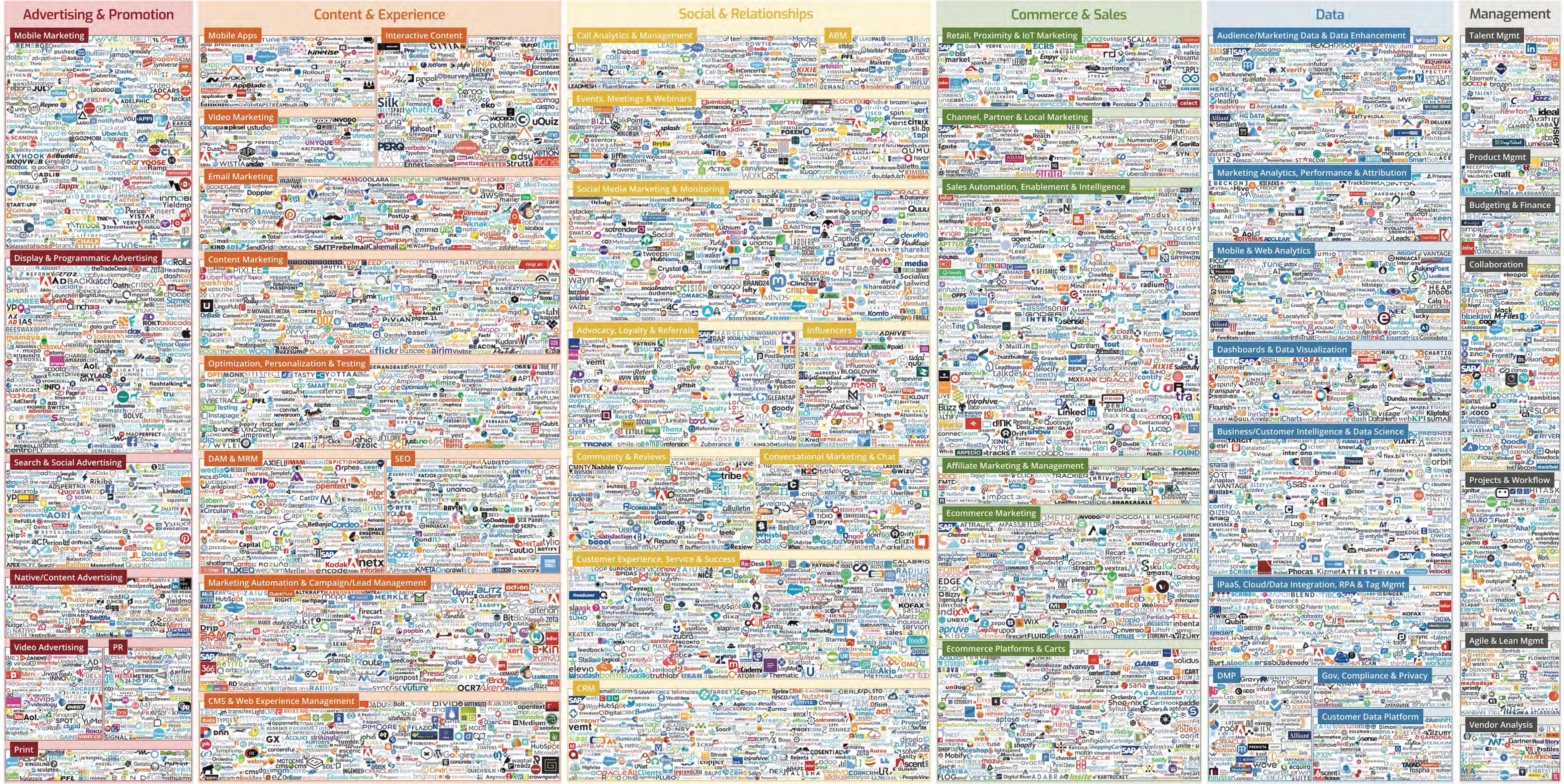
~2,000

~3,500

~5,000

~6,800

MarTech



History of AI



1950

The AI Vision: Computer Scientist, Alan Turing questions machine intelligence

1956-1993

The rise and fall of AI

1997

IBM's supercomputer, Deep Blue, defeats world chess champion Garry Kasparov

2011

Apple's virtual assistant, SIRI, makes her debut; IBM Watson wins Jeopardy

2014

Chatbot, Eugene, passes the Turing Test; Amazon's Alexa simplifies shopping

2017

Google's A.I. AlphaGo beats world champion Ke Jie in the board game, Go

2019-??

50s

60s

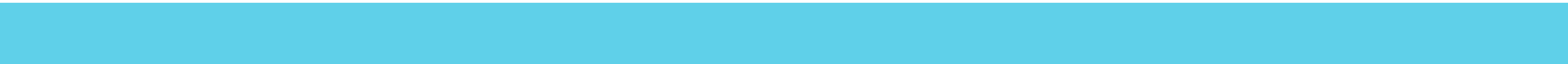
70s

80s

90s

00s

10s







“When I in dreams behold thy fairest shade
Whose shade in dreams doth wake the sleeping morn
The daytime shadow of my love betray’d
Lends hideous night to dreaming’s faded form”

“The most important advantage AI holds for marketers is smart content. For overwhelmed marketers, content that self-recognizes and self-regulates and enhances discovery and engagement may seem like a dream, but due to the ability of artificial intelligence and machine learning techniques, Make it easier for marketers.”

“Content marketers are familiar with content planning around information that is supposed to have more demand. Indeed, such guessed speculation is likely to be budgetary bleeding with little or no return. AI can guide marketers to create high value content by analyzing in real time and strengthening discoverable content using related keywords and schematics and building strategies.”

“O! how I faint when I of you do write,
Knowing a better spirit doth use your name,
And in the praise thereof spends all his might,
make me tongue-tied speaking of your fame.”

AR / VR



@TamaraMcCleary



THE FIRST NYTVR FILM

The Displaced

**This piece
of cardboard
will take you
halfway around
the world.**

Every day, we bring
the world to our readers.
Today, we bring our
readers to the world.

...the world to our readers. Today, we bring our readers to the world.



NOVEMBER 7TH

Waiting as the World Reacted





Mobile



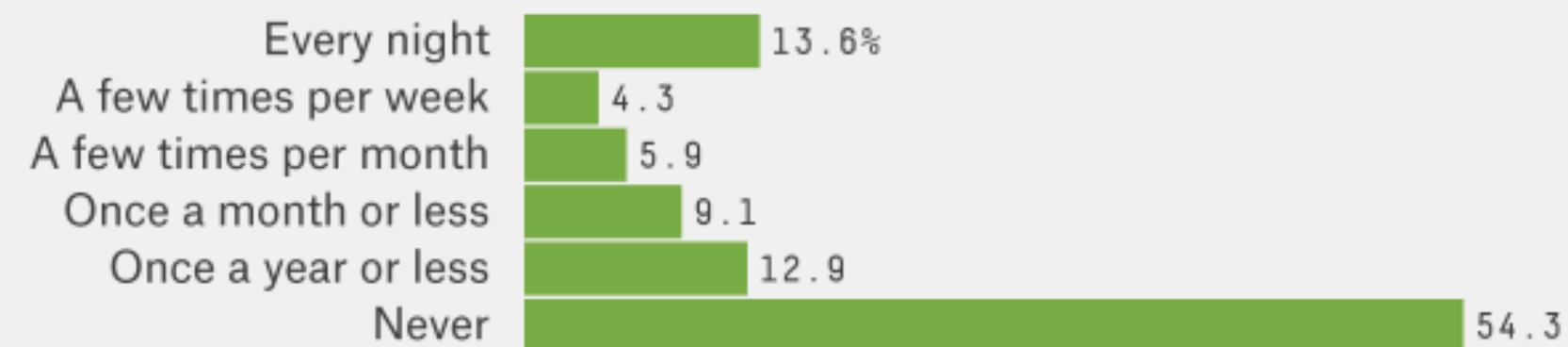
Culture Shift

Almost 65% of people sleep next to their mobile device. More than those who sleep next to their significant other.

Sleeping Apart

"When both you and your partner are at home, how often do you sleep in separate beds?"

SURVEY DATES	NO. OF RESPONDENTS
July 9-10, 2014	1,057

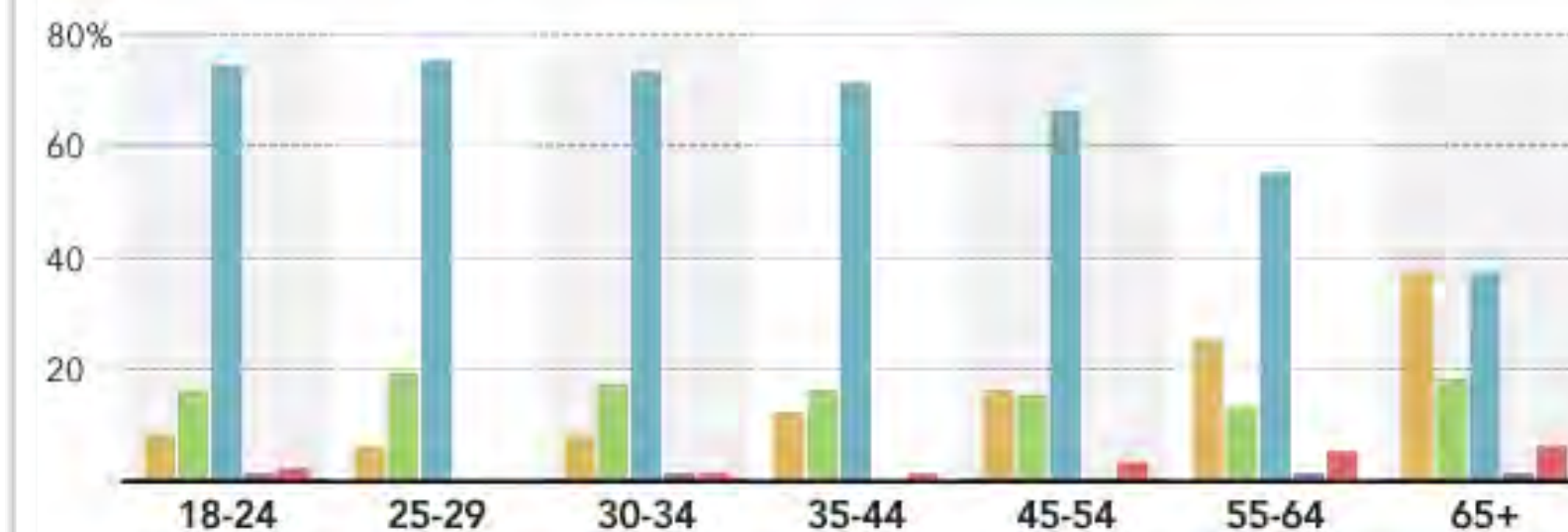
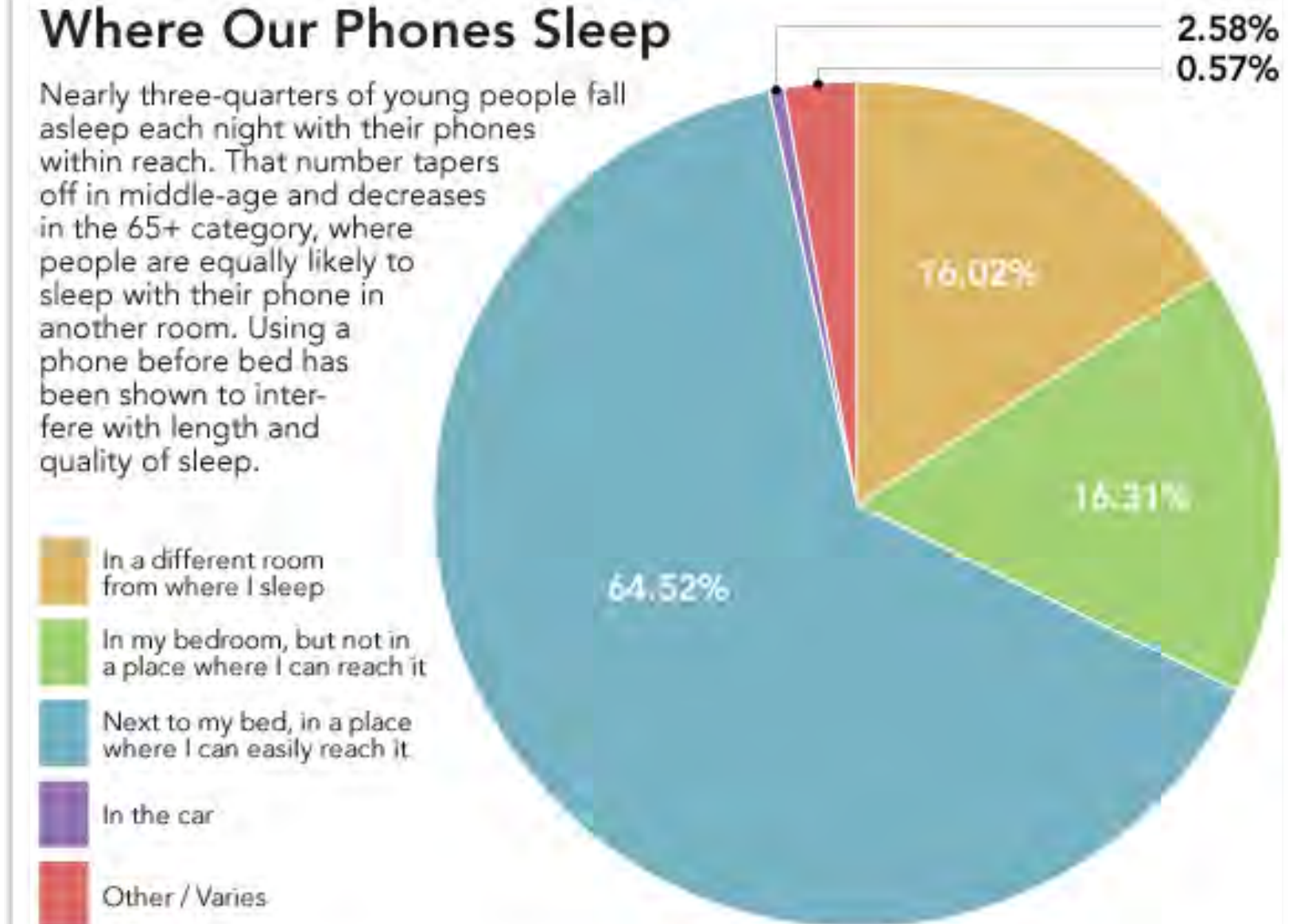


FIVETHIRTYEIGHT

SOURCE: SURVEYMONKEY AUDIENCE

Where Our Phones Sleep

Nearly three-quarters of young people fall asleep each night with their phones within reach. That number tapers off in middle-age and decreases in the 65+ category, where people are equally likely to sleep with their phone in another room. Using a phone before bed has been shown to interfere with length and quality of sleep.



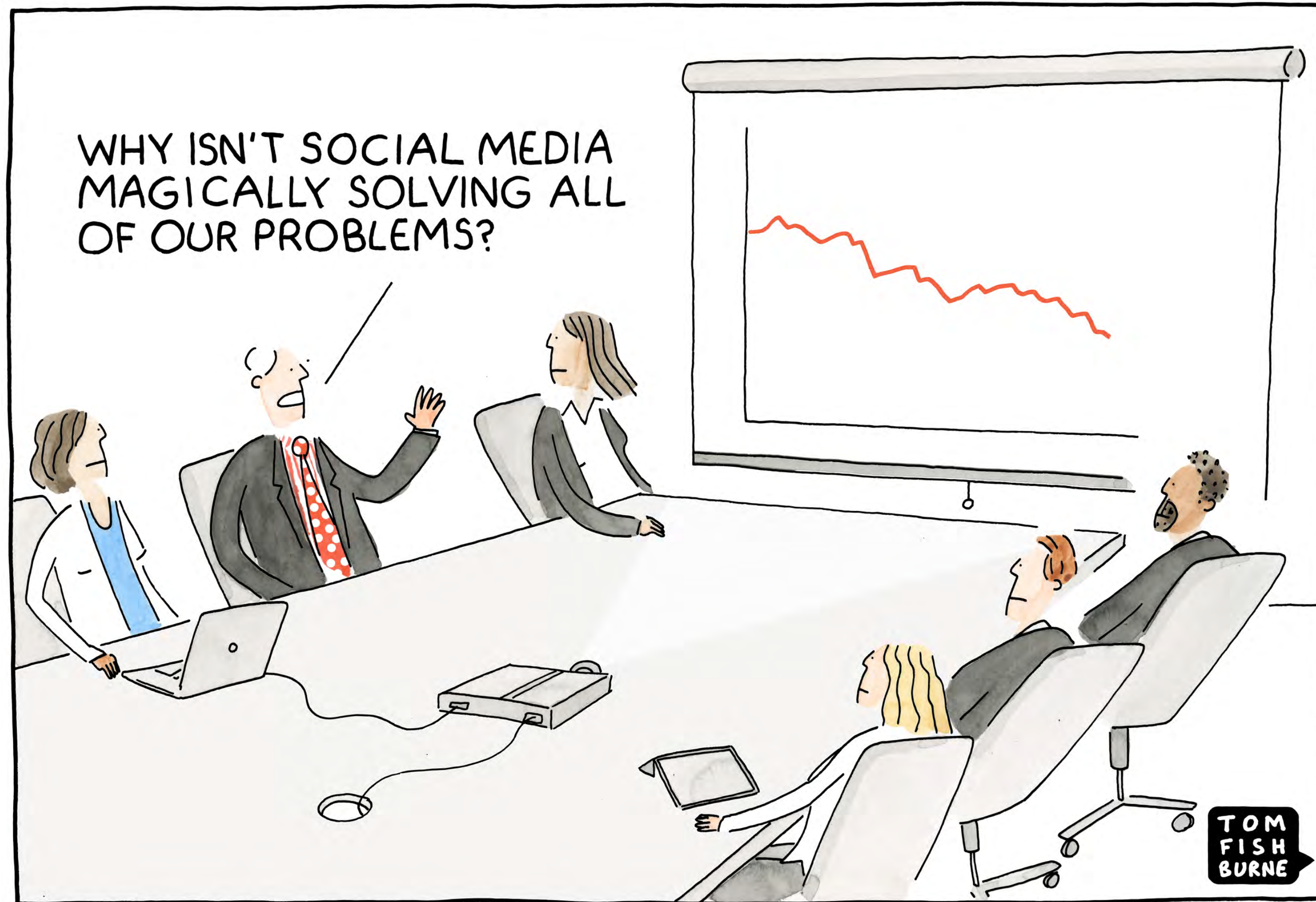
Source: Qualcomm; Time, via Statista

THE HUFFINGTON POST



Generation Z

85% use social media to learn about new products



© marketoonist.com



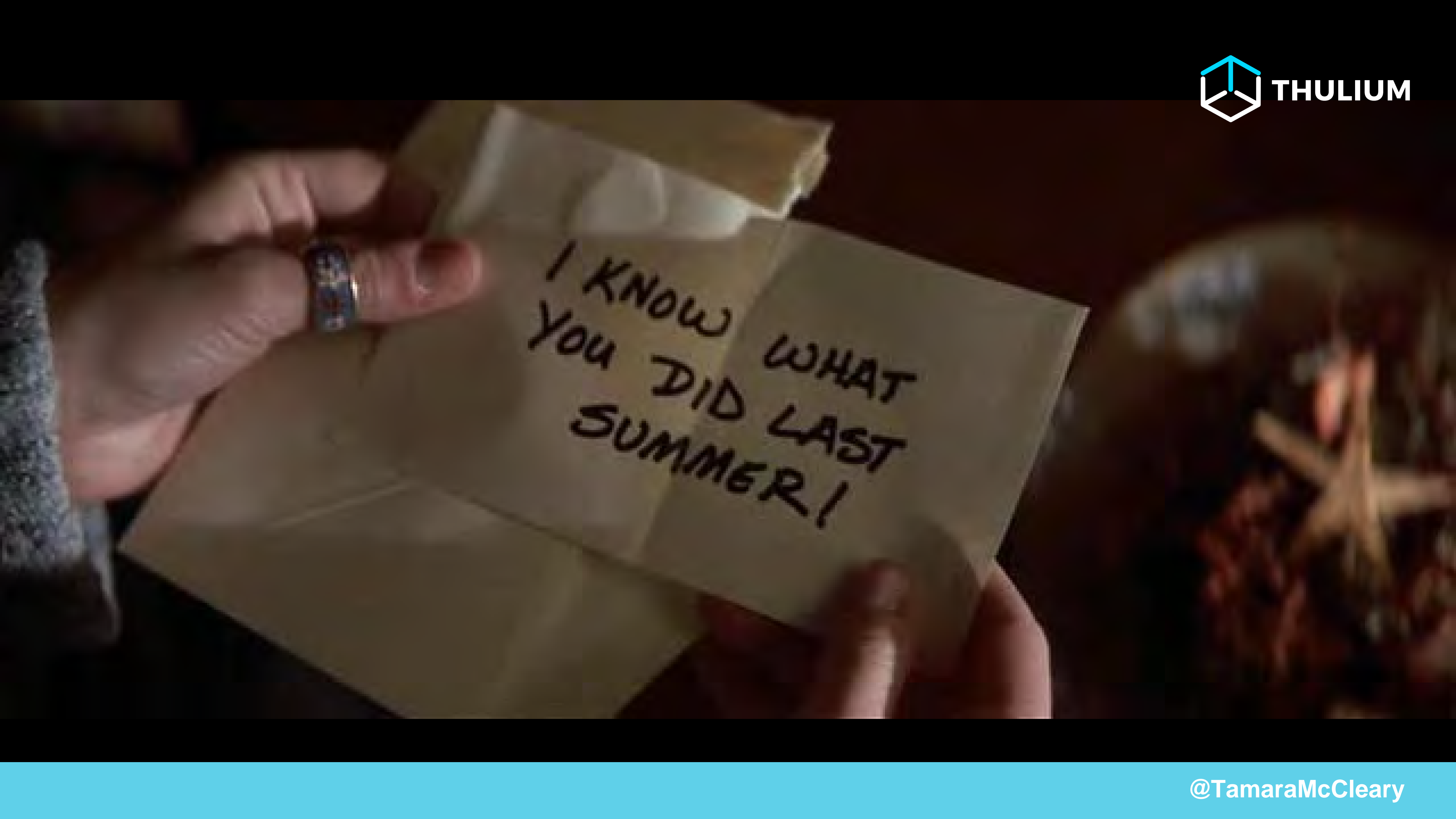
© marketoonist.com



© marketoonist.com



Trust

A close-up shot of a hand holding a piece of light-colored paper with handwritten text. The background is a blurred campfire with glowing embers and a metal pot hanging over it. The lighting is warm and dim, suggesting an evening setting.

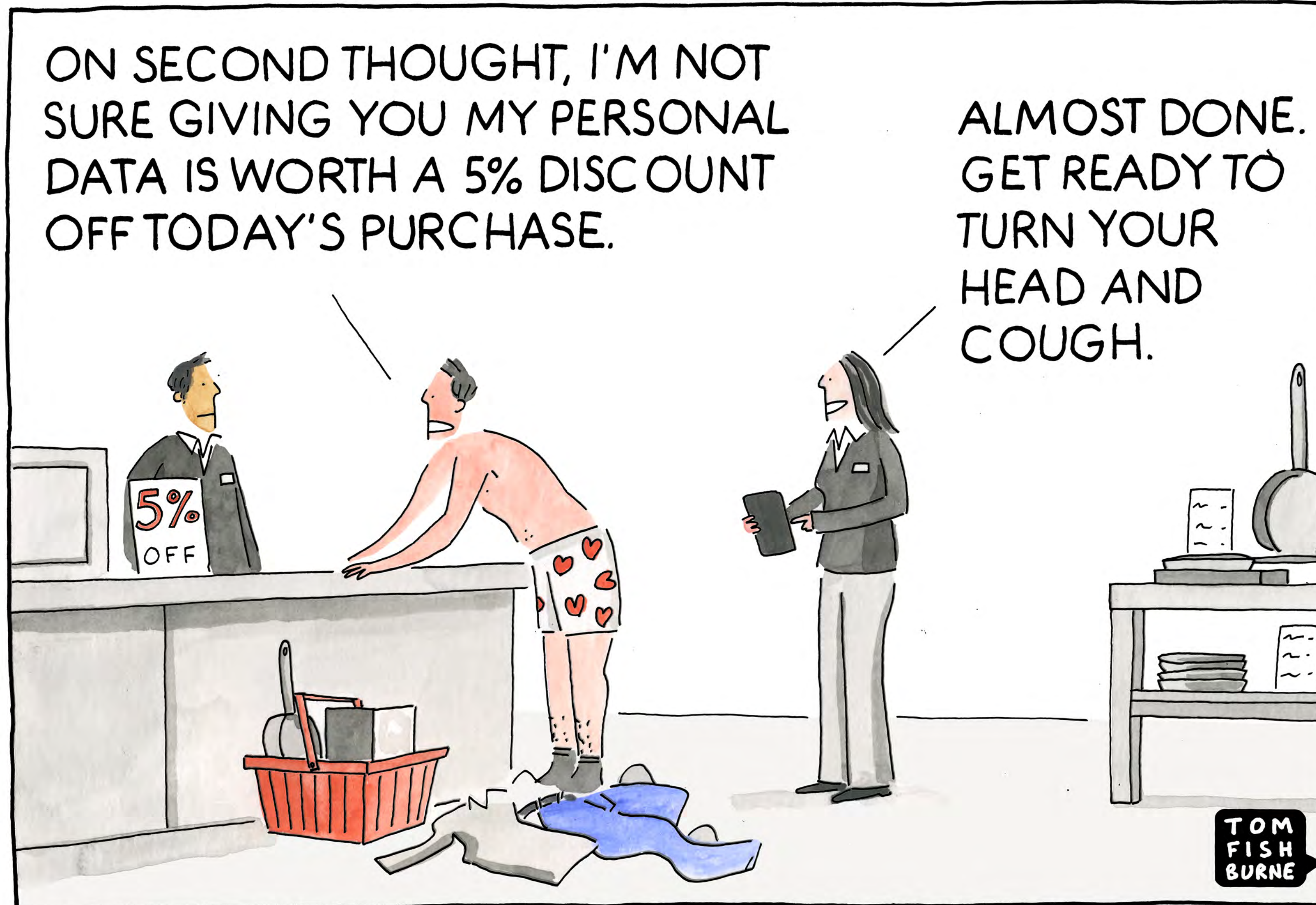
I KNOW WHAT
YOU DID LAST
SUMMER!



© marketoonist.com



Infographic Source: <https://www.entrepreneur.com/article/231902>



© marketoonist.com







Meaningful Experiences



/ Pulling customers toward you through designing rich experiences.

Proclamation:



19 Crimes.

DENOMINATED SINGLE FELONIES;

PUNISHABLE BY TRANSPORTATION,

**Whipping, Imprisonment, the Pillory,
and Hard Labour in Houses of Correction,
according to the Nature of the offence.**

the **PRINCIPAL** of which are the **FOLLOWING**:

- 1- Grand Larceny, Theft above the value of One Shilling.
- 2- Petty Larceny, Theft under One Shilling.
- 3- Buying or receiving Stolen Goods, Jewels, and Plate...
- 4- Stealing Lead, Iron, or Copper, or buying or receiving.
- 5- Impersonating an Egyptian.
- 6- Stealing from Furnished Lodgings.
- 7- Setting fire to Underwood.
- 8- Stealing Letters, advancing the Postage, and secreting the money.
- 9- Assault with an intent to Rob.
- 10- Stealing Fish from a Pond or River.
- 11- Stealing Roots, Trees, or Plants, or destroying them.
- 12- Bigamy.
- 13- Assaulting, Cutting, or Burning clothes.
- 14- Counterfeiting the Copper Coin...
- 15- Clandestine Marriage.
- 16- Stealing a Shroud out of a Grave.
- 17- Watermen carrying too many passengers on the Thames, if any drowned.
- 18- Incorrigible rogues who broke out of Prison and persons reprieved from Capital Punishment.
- 19- Embeuling Naval Stores, in certain cases.





“The most exciting breakthroughs of the 21st century will not occur because of technology but because of an expanding concept of what it means to be human.”

John Naisbitt

Think future forward
and join our exclusive list:
innovate@Thulium.Co

Thank you!

www.thulium.co



@ThuliumCo
@TamaraMcCleary