

THG / INGENUITY



TECHNOLOGY



Finding tech solutions in the physical and digital worlds

5G is expected to power 125 billion devices by 2030.

Mobile technology will evolve to further integrate digital technologies including augmented reality (AR) and virtual reality (VR), and will be used across many different sectors including travel, work, learn and leisure.

Urban design will increasingly be driven by advancements in transportation, using fleets of autonomous vehicles for last-mile connections. Developments of smart home apps and devices will enable people to recreate their preferred settings to suit their mood and needs whenever they are. Finally, the continued expansion of the gig economy is likely to increase the number of freelance workers who use technology to work for different organizations.



The new normal

People will become less attracted to traditional work settings and there will be a greater number of flexible freelance opportunities, with technology facilitating project-focused positions across organizations.

Plans to mitigate climate change will spur activities in areas aided by fast and democratized communication technologies. This will increase the use of technology to bridge the gap between consumers and businesses, making economies more equal. It will also result in a more collaborative and global approach to innovative new products and services, and the application of new technologies. Phygital local community services will be prioritized within the retail sector. Consumer demand for more human interactions, privacy, and different payment methods is set to increase.



A rapidly changing society

Community-based economies, including urban, vertical, and micro farms, will be on the rise.

Meanwhile, healthcare will rely more on online specialist consultations aided by intravenous nanobot health-monitoring technology, focusing on mitigating the negative health effects of ageing. It is expected that people will retire later in life or go on partial retirement, so companies will continue to benefit from their experience. This will create the need for new technologies designed to support an ageing workforce.

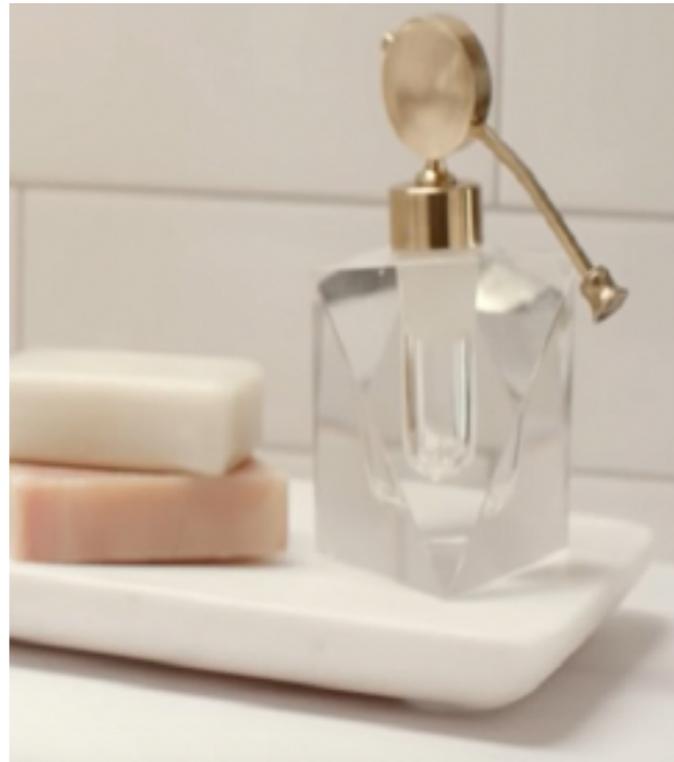
Another possible consequence of the climate crisis could be climate migration, which will make economies even more unequal and communities more insular. A range of different technologies will be needed to mitigate the impact of climate migration effects and economic and social inequalities.



CASE STUDY

Perso by L'Oréal

Developed by the L'Oréal Technology Incubator, Perso is a sleek device, which stands 6.5 inches high and weighs just over one pound, featuring a streamlined four-step process to deliver on-the-spot skincare and cosmetic formulas that are optimized over time to offer increasing levels of personalization. "Building on their deep scientific heritage and leadership in innovation, L'Oréal is once again leveraging advanced technology to create smart beauty products and services that answer the needs of our consumers and offer them near-limitless personalization and precision," said Nicolas Hieronimus, L'Oréal's deputy CEO.



"We are committed to making L'Oréal the leader in beauty tech – and Perso is the next step in that exciting journey."

Nicolas Hieronimus,
L'Oréal deputy CEO