

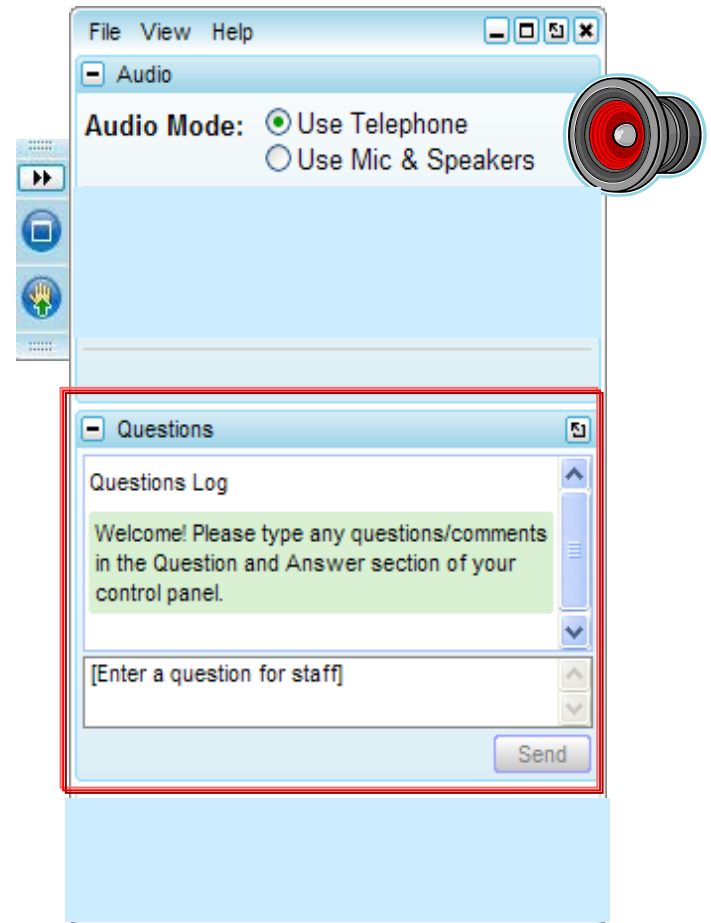
# Inside the Hype Cycle: What's Hot and What's Not From 2009 to 2019

Jackie Fenn

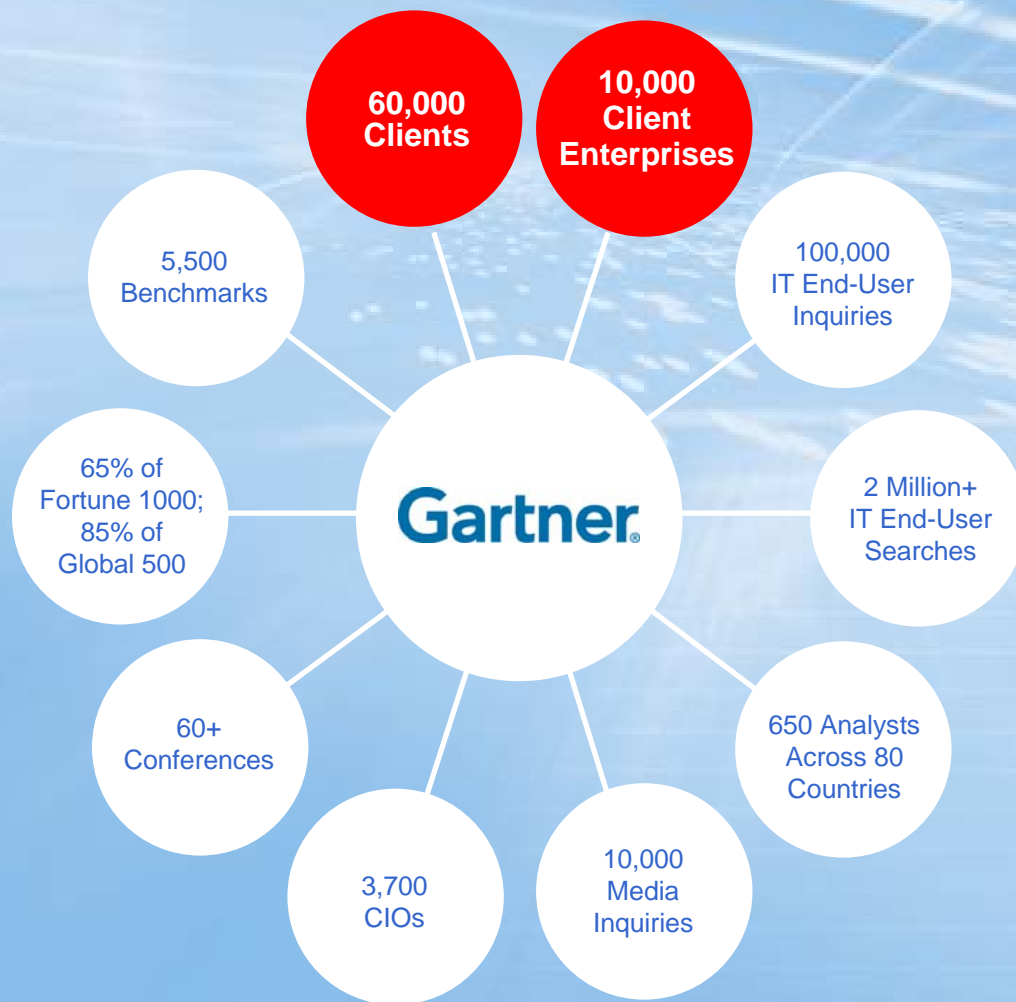
# Welcome!

## Here's how to participate in today's webinar

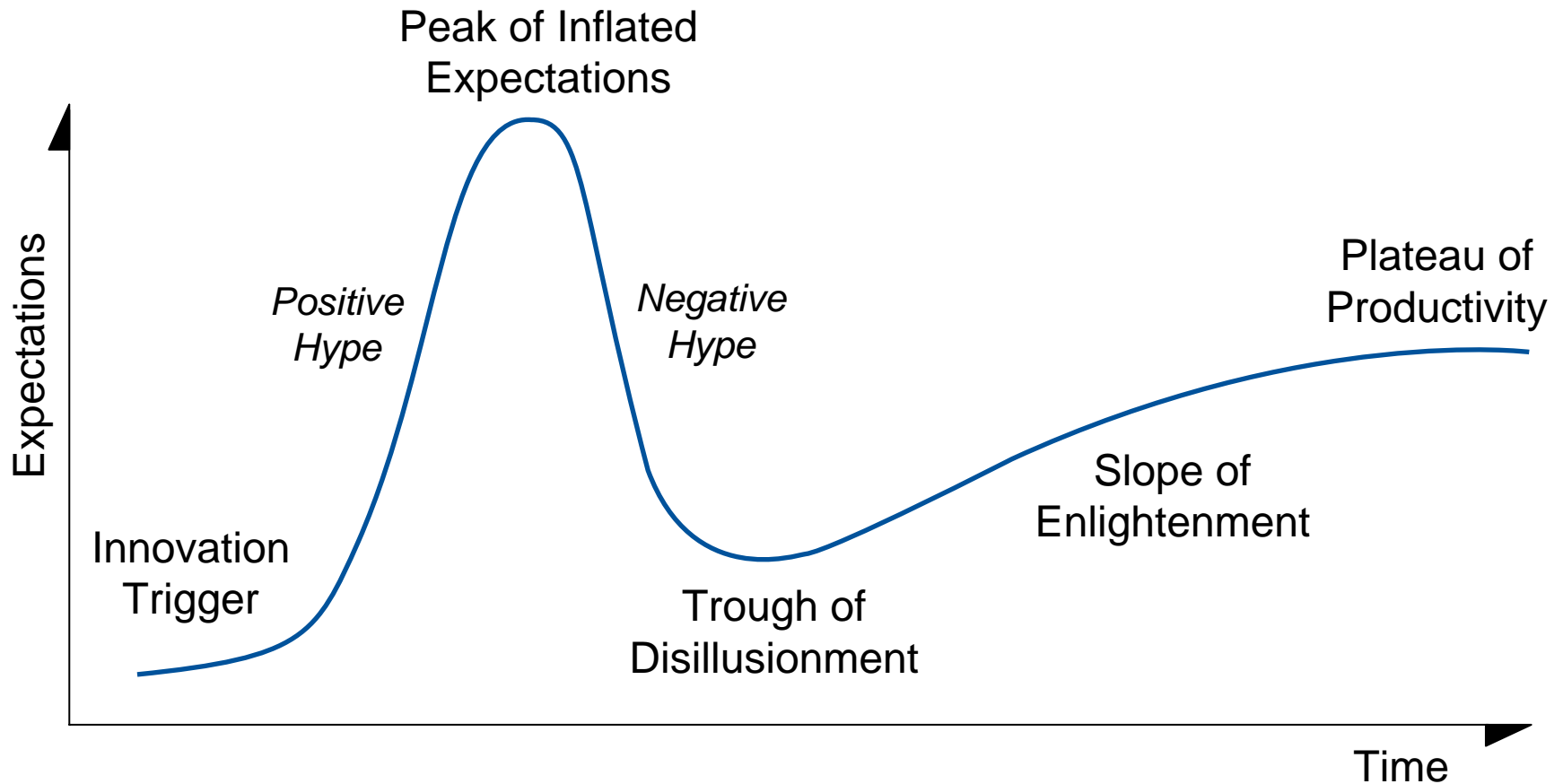
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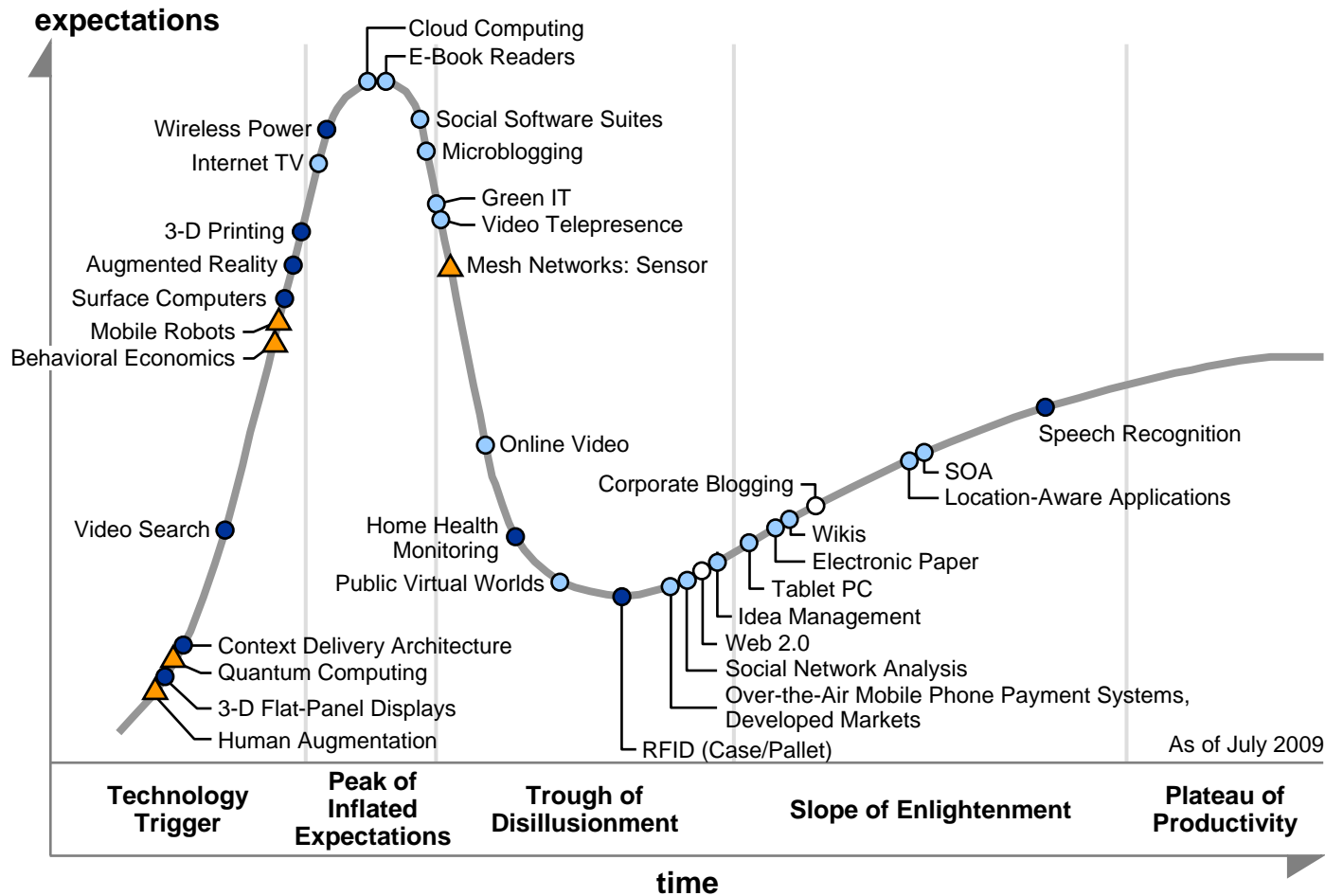
# Our world-class, objective insight is drawn from thousands of daily client interactions



# The Hype Cycle of Innovation



# Emerging Technologies Hype Cycle 2009



As of July 2009

## Years to mainstream adoption:

- less than 2 years
- 2 to 5 years
- 5 to 10 years
- ▲ more than 10 years
- ⊗ obsolete before plateau

# Gartner's Hype Cycle Special Report, 2009

- 68 Hype Cycles (technologies, applications, management, industries, regional)
- Over 1600 individual technology profiles (including definition, assessment of business impact, advice on adoption and example vendors for each)
- New Hype Cycles this year:
  - cloud computing
  - data center power and cooling technologies
  - enterprise information management
  - media broadcasting
  - mobile device technologies
  - photovoltaic solar energy.
  - virtualization
- Hype Cycle landing page  
<http://www.gartner.com/technology/research/reports/hypecycle.jsp>

# My Hype Cycle Toolkit, 2009

- 1600 technologies from 68 hype cycles
- Search, sort and filter
- Create custom hype cycle

Generate Hype Cycle

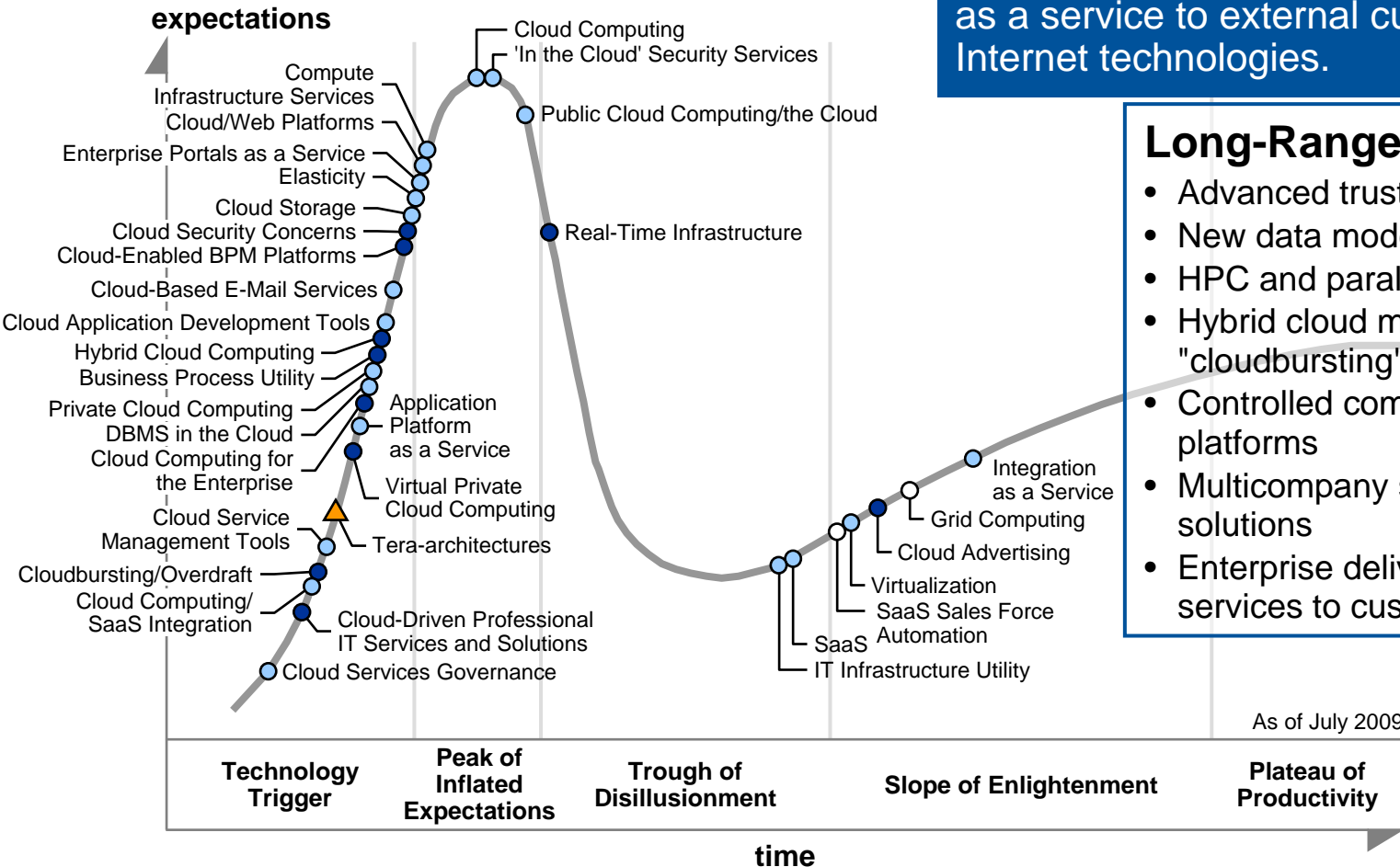
Technology Name	Author(s) / Analysis By	Definition	Position	Time to Plateau	Position and Adoption Speed Justification	Business Impact	User Advice	Benefits Rating	Market Penetration	Maturity	Sample Vendors	Appears on These Hype Cycles
100 Gbps Transport	Juan Fernandez; Peter Kjeldsen	Updates to optical transport systems enabling the	1e.post-trigger 25%	3.Five to 10 years	No commercial deployments are available as of mid-2009. CSP trials are advanced and	This technology offers cost-effective addressing	Evaluate the cost-effectiveness and maturity of the technology	3. High	1. Less than 1% of target audience	2. Emerging	Alcatel-Lucent; Ciena; Huawei; Nokia	Communications Service Provider Infrastructure
10G PON	Peter Kjeldsen	10 Gbps passive optical network (10G PON) will be a	2f.pre-peak 20%	2.Two to five years	The fixed-access market is a high-volume market, and the challenge facing current-generation	10G PON could become the mainstream PON	Expect the price premium for 10G PON relative to current-	2. Moderate	1. Less than 1% of target audience	2. Emerging	Alcatel-Lucent; Huawei; Motorola	Communications Service Provider Infrastructure
3-D Flat-Panel Displays	Paul O'Donovan	Four technologies are currently used to display 3-D	1b.post-trigger 10%	3.Five to 10 years	The revival of 3-D movies has stimulated the cinema-going public, so display	The development of 3-D displays for the	3-D displays are likely to be developed for the video game market	2. Moderate	1. Less than 1% of target audience	2. Emerging	Hyundai; JVC; Panasonic; Philips Electronics;	Consumer Technologies; Human-Computer Interaction; Emerging
3-D LCDs	Mikako Kitagawa	The 3-D LCD technology enables users to view 3-D images	2h.pre-peak 10%	2.Two to five years	The 3-D LCD technology has been in the market for some time; however, it is still a niche	Notebook displays, PC monitors, game consoles,	The market remains niche, although technology developments	1. Low	1. Less than 1% of target audience	2. Emerging	Eastman Kodak; Hitachi; Holografika; JVC; LG;	PC Technologies; Human-Computer Interaction
3-D Printing	Pete Basiliere	Unlike the rapid prototyping and rapid manufacturing	2e.pre-peak 25%	3.Five to 10 years	Continued quality improvements and price decreases in both 3-D printers and scanners have	The current range of 3-D printing applications focuses on	Unlike 3-D fabricating technologies, 3-D printing is advancing	4. Transformational	2. 1% to 5% of target audience	3. Adolescent	3D Systems; Desktop Factory; Objet; RenRen;	Printing Markets and Management; Emerging Technologies

# Cloud Computing: The Choices Expand

A style of computing in which scalable and elastic IT-enabled capabilities are delivered as a service to external customers using Internet technologies.

## Long-Range Forecast:

- Advanced trust models
- New data models
- HPC and parallelized applications
- Hybrid cloud models (e.g., "cloudbursting")
- Controlled community cloud platforms
- Multicompany supply chain solutions
- Enterprise delivery of cloud services to customers and partners



Years to mainstream adoption:

○ less than 2 years

○ 2 to 5 years

● 5 to 10 years

▲ more than 10 years

⊗ obsolete before plateau

**Gartner**

# Information in Context: Augmented Reality



Source: Nokia



Source: MIT Media Lab

- Context-based information at point of decision/action
- Mobile devices with location information at leading edge of augmented reality
- Emerging wearable and "glanceable" interfaces
- Leveraging "learnable moments": Accenture Personal Performance Coach, views of future self

# User Interface: The Environment Is the Computer

- Commercialization of gesture and touch technologies
- New display types: flexible, 3-D, projected
- Ambient displays: off the desktop and into the world
- Tangible interfaces
- Speech and handwriting STILL emerging



Source: Microsoft

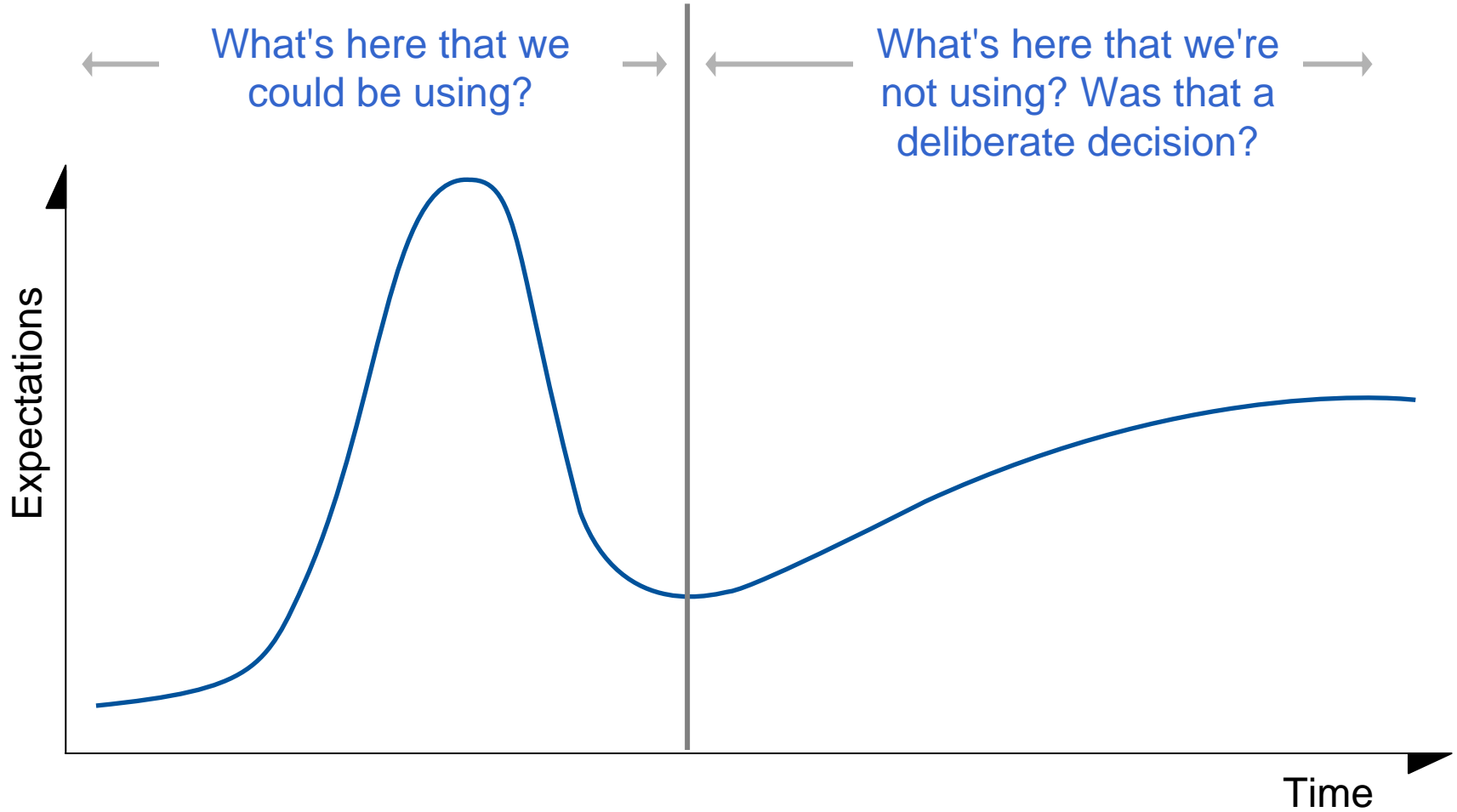


Source: Oblong



Source: Polymer Vision

# The Hype Cycle of Innovation: Key Questions

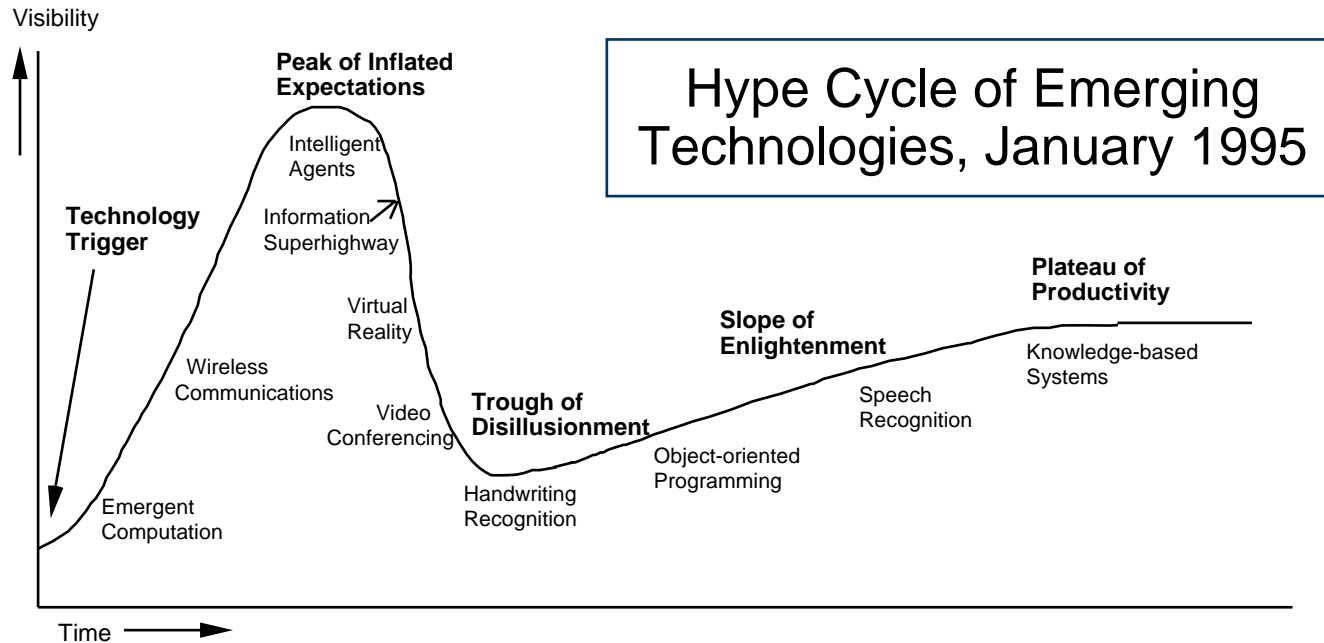


# Emerging Technologies Priority Matrix 2009

benefit	years to mainstream adoption			
	less than 2 years	2 to 5 years	5 to 10 years	more than 10 years
<b>transformational</b>	Web 2.0	Cloud Computing Internet TV Public Virtual Worlds SOA	3-D Printing Context Delivery Architecture RFID (Case/Pallet)	Human Augmentation Mobile Robots Quantum Computing
<b>high</b>		E-Book Readers Electronic Paper Green IT Location-Aware Applications Online Video Social Network Analysis Social Software Suites	Augmented Reality Home Health Monitoring Wireless Power	Behavioral Economics Mesh Networks: Sensor
<b>moderate</b>	Corporate Blogging	Idea Management Microblogging Over-the-Air Mobile Phone Payment Systems, Developed Markets Tablet PC Video Telepresence Wikis	3-D Flat-Panel Displays Speech Recognition Surface Computers Video Search	
<b>low</b>				

As of July 2009

# Fifteen Years of Hype Cycles



## Example paths

- Bluetooth: Peak 1999 → Bluetooth Cable Replacement, Slope 2003; Bluetooth Networking, Trough 2003
- Electronic Paper/Digital Ink: Pre-peak 1999 → Early Slope 2009
- Speech Recognition: Slope 1995 → Slope 2009

**“The future is already  
here, it’s just not evenly  
distributed.”**

***William Gibson***

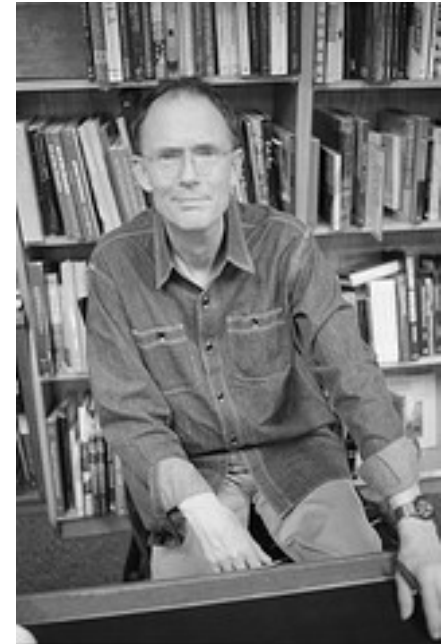
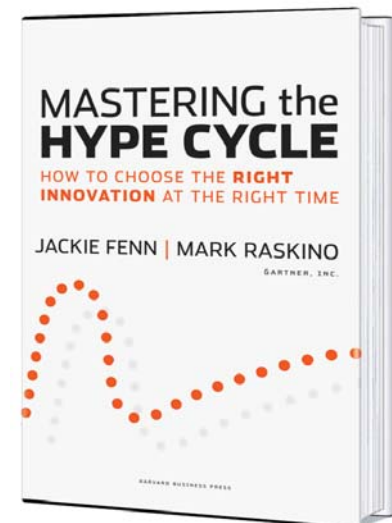


Photo: Midnightzulu

# Related Gartner Research

- ***Toolkit: My Hype Cycle, 2009***  
*Jackie Fenn and Mark Raskino (G00170497)*
- ***Gartner's Hype Cycle Special Report for 2009***  
*Jackie Fenn, Mark Raskino and Brian Gammage (G00169747)*
- ***Hype Cycle for Emerging Technologies, 2009***  
*Jackie Fenn (G00169368)*
- ***Cool Vendors 2009: Changing Models and Changing Times***  
*Frank Kenney and Daryl Plummer (G00167666)*
- ***Most Valuable Technologies: Survey Results for Emerging-Technology Adoption and Management***  
*Jackie Fenn (G00171624)*
- ***Mastering the Hype Cycle: How to Choose the Right Innovation at the Right Time***  
*Jackie Fenn and Mark Raskino*

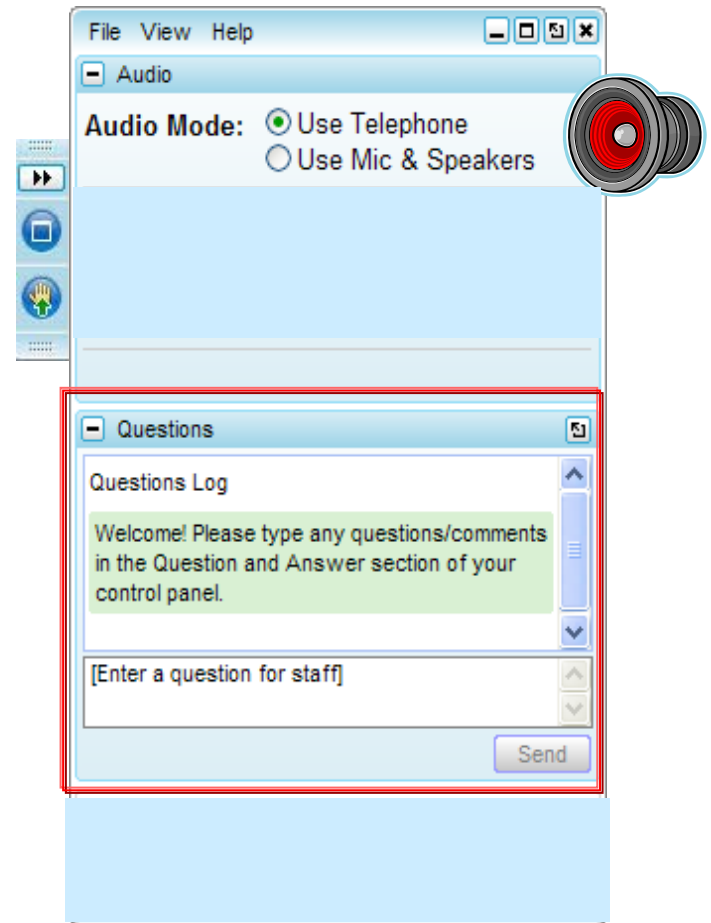


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# Thanks for participating!

## Do you have any questions?

- If you haven't done so already, please type your questions into the Questions pane.
- We will answer as many of your questions as time permits.



# Looking to reduce your IT costs? Gartner can take the cost out of IT in four ways

The screenshot shows a Gartner website page with a blue header. The main title is 'IT and The Economy' with a subtitle 'Cost Optimization'. A featured video section shows Kurt Potter, Research Director, discussing the 'Four Levels of Cost Optimization' framework. Below this, there are several sections: 'Cost Optimization Spotlight' with a link to a methodology article, 'Cost Optimization Fundamentals' with links to articles on budgeting and preparing for business growth, and 'Key Issues for Cost Optimization, 2009'. A central 'Actions You Can Take Now' section lists four numbered items: 1. Get the best pricing and terms, 2. Identify opportunities to reduce IT costs, 3. Implement cost-saving technologies, and 4. Restructure, improve processes, innovate. To the right, there are sections for 'Join the Dialogue', 'Stay Connected' (with social media links and analyst mentions), 'Stay Up To Date' (with event listings), and 'Set up Email Alerts' (with various topic options).

- Get the best pricing and terms for your IT purchases
- Identify major cost-saving opportunities
- Implement cost-saving technologies
- Implement cost-saving process improvement

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