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The Hype Cycle of Innovation

- **Technology Trigger**
- **Peak of Inflated Expectations**
- **Trough of Disillusionment**
- **Slope of Enlightenment**
- **Plateau of Productivity**

Years to mainstream adoption:
- less than 2 years
- 2 to 5 years
- 5 to 10 years
- more than 10 years
- obsolete before plateau
Phases of the Hype Cycle

- **First-generation products, high price, lots of customization needed**
- **Startup companies, first round of venture capital funding**
- **R&D**
- **Mass media hype begins**
- **Early adopters investigate**
- **Activity beyond early adopters**
- **Negative press begins**
- **Supplier consolidation and failures**
- **Second/third rounds of venture capital funding**
- **Methodologies and best practices developing**
- **Second-generation products, some services**
- **Third-generation products, out of the box, product suites**
- **High-growth adoption phase starts: 20 to 30 percent of the potential audience has adopted the innovation**

**Key Phases:**
- **Technology Trigger**
- **Peak of Inflated Expectations**
- **Trough of Disillusionment**
- **Slope of Enlightenment**
- **Plateau of Productivity**
Emerging Technologies Hype Cycle 2010

Technology
- Trigger
- Peak of Inflated Expectations
- Trough of Disillusionment
- Slope of Enlightenment
- Plateau of Productivity

Years to mainstream adoption:
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As of August 2010
Augmented Reality, Context and the Real World Web

Technology Trigger

Peak of Inflated Expectations

Trough of Disillusionment

Slope of Enlightenment

Plateau of Productivity

Years to mainstream adoption:
- less than 2 years
- 2 to 5 years
- 5 to 10 years
- more than 10 years

obsolete before plateau
Data-driven Decisions

- Technology Trigger: Expectations
- Peak of Inflated Expectations
- Trough of Disillusionment
- Slope of Enlightenment
- Plateau of Productivity

<table>
<thead>
<tr>
<th>Years to mainstream adoption:</th>
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</table>

As of August 2010

Technologies:
- Activity Streams
- Context Delivery Architecture
- Human Augmentation
- Tangible User Interfaces
- Autonomous Vehicles
- Video Search
- Social Analytics
- Mobile Robots
- Extreme Transaction Processing
- Terahertz Waves
- Computer-Brain Interface
- Context Delivery/Architecture
- Human Augmentation
- 3D Flat-Panel TVs and Displays
- 3G Standard
- Cloud Computing
- Cloud/Web Platforms
- Gesture Recognition
- Mesh Networks: Sensor
- Microblogging
- E-Book Readers
- Video Telepresence
- Broadband Over Power Lines
- Virtual Assistants
- Terahertz Waves
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Gartner
My Hype Cycle Toolkit, 2009

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

<table>
<thead>
<tr>
<th>Technology Name</th>
<th>Author(s) / Analysis By</th>
<th>Definition</th>
<th>Position</th>
<th>Time to Plateau</th>
<th>Position and Adoption Speed Justification</th>
<th>Business Impact</th>
<th>User Advice</th>
<th>Benefits Rating</th>
<th>Market Penetration</th>
<th>Maturity</th>
<th>Sample Vendors</th>
<th>Appears on These Hype Cycles</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 Gbps Transport</td>
<td>Juan Fernandez, Peter Kjaeldsen</td>
<td>Updates to optical transport systems enabling 100 Gbps</td>
<td>1p post-peak 25%</td>
<td>3 years</td>
<td>No commercial deployments are available as of mid-2003. CSP trials are advanced and not yet ready for commercial use.</td>
<td>This technology offers cost-effective addressing.</td>
<td>Evaluate the cost-effectiveness and maturity of the technology.</td>
<td>3. High</td>
<td>1. Less than 1% of tech audience</td>
<td>2. Emerging</td>
<td>Alcatel-Lucent; Ciena; Huawei; Nokia</td>
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<td>10G PON</td>
<td>Peter Kjaeldsen</td>
<td>10 Gbps passive optical network (10G PON) will be a game-changer in fiber-optic connections.</td>
<td>2p post-peak 10%</td>
<td>2-5 years</td>
<td>The fixed-access market is a high-volume market, and the challenges facing current-generation PON technologies require a new approach.</td>
<td>1G PON could become the mainstream PON.</td>
<td>Expect the price premium for 10G PON relative to current 1G PON.</td>
<td>2. Moderate</td>
<td>1. Less than 1% of target audience</td>
<td>2. Emerging</td>
<td>Alcatel-Lucent; Huawei; Motorola</td>
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<tr>
<td>3-D Flat-Panel Displays</td>
<td>Paul O’Donovan</td>
<td>Thin-film electroluminescent displays are currently used to display 3-D images.</td>
<td>1p post-peak 10%</td>
<td>3 years</td>
<td>The revival of 3-D movies has stimulated the cinema-going public, so display companies are meeting the demand through the development of 3-D displays.</td>
<td>3-D displays are likely to be developed for the video game market.</td>
<td>2. Moderate</td>
<td>1. Less than 1% of target audience</td>
<td>2. Emerging</td>
<td>Hyundai; JVC; Panasonic; Philips Electronics;</td>
<td></td>
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<tr>
<td>3-D LCDs</td>
<td>Mihoko Kitagawa</td>
<td>The 3-D LCD technology enables users to view 3-D images.</td>
<td>2p post-peak 10%</td>
<td>2-5 years</td>
<td>The 3-D LCD technology has been in the market for some time, however, it is still a niche.</td>
<td>3-D displays, PC monitors, game consoles</td>
<td>The market remains niche, although technology developments are ongoing.</td>
<td>1. Low</td>
<td>1. Less than 1% of target audience</td>
<td>2. Emerging</td>
<td>Eastman Kodak; Hitachi; Holonyak, JVC; LG;</td>
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<tr>
<td>3-D Printing</td>
<td>Pete Basilese</td>
<td>Unlike the rapid prototyping and rapid manufacturing uses, 3-D printing is advancing.</td>
<td>2p post-peak 25%</td>
<td>3-5 years</td>
<td>Continued quality improvements and price decreases in both 3-D printers and components have enabled the market to grow.</td>
<td>The current range of 3-D printing applications focuses on 3-D printing.</td>
<td>2.1% to 5% of target audience</td>
<td>3. Adolescent</td>
<td>3. Adolescent</td>
<td>3D Systems; Desktop Factory; Objet; RenRen</td>
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Communications; Service Provider Infrastructure

Consumer Technologies; Human-Computer Interaction; Emerging Technologies

Printing Markets and Management; Emerging Technologies
The Hype Cycle of Innovation: Key Questions

What's here that we're not using? Was that a deliberate decision?

What's here that we could be using?
# Emerging Technologies Priority Matrix 2010

<table>
<thead>
<tr>
<th>benefit</th>
<th>years to mainstream adoption</th>
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<tr>
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<td>transformational</td>
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<td>moderate</td>
<td>Consumer-Generated Media</td>
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<td>Media</td>
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<td>Pen-Centric Tablet PCs</td>
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As of August 2010
"The task is not so much to see what no one yet has seen, but to think what nobody yet has thought about that which everybody sees."

Arthur Schopenhauer, 1788-1860
Related Gartner Research

- Hype Cycle for Emerging Technologies, 2010 (coming soon)
  Jackie Fenn

- Gartner's Hype Cycle Special Report for 2010 (coming soon)
  Jackie Fenn, Mark Raskino and Brian Gammage

- Toolkit: My Hype Cycle, 2009
  Jackie Fenn and Mark Raskino (G00170497)

- Cool Vendors 2010: Shaping the Human Experience
  Daryl Plummer and Michele Cantara (G002000390)

- The STREET Process for Emerging Technology and Innovation Adoption
  Jackie Fenn (G00174060)

- Mastering the Hype Cycle: How to Choose the Right Innovation at the Right Time
  Jackie Fenn and Mark Raskino
Thank you for participating – Do you have any questions?

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<th>September 14 – 16</th>
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<td>October 17 – 21</td>
<td>Orlando, FL</td>
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<td>October 25 – 27</td>
<td>Tokyo, Japan</td>
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<td>November 8 – 11</td>
<td>Cannes, France</td>
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<td>November 16 – 18</td>
<td>Sydney, Australia</td>
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