Emerging Technology Hype Cycle 2010: What's Hot and What's Not

Jackie Fenn

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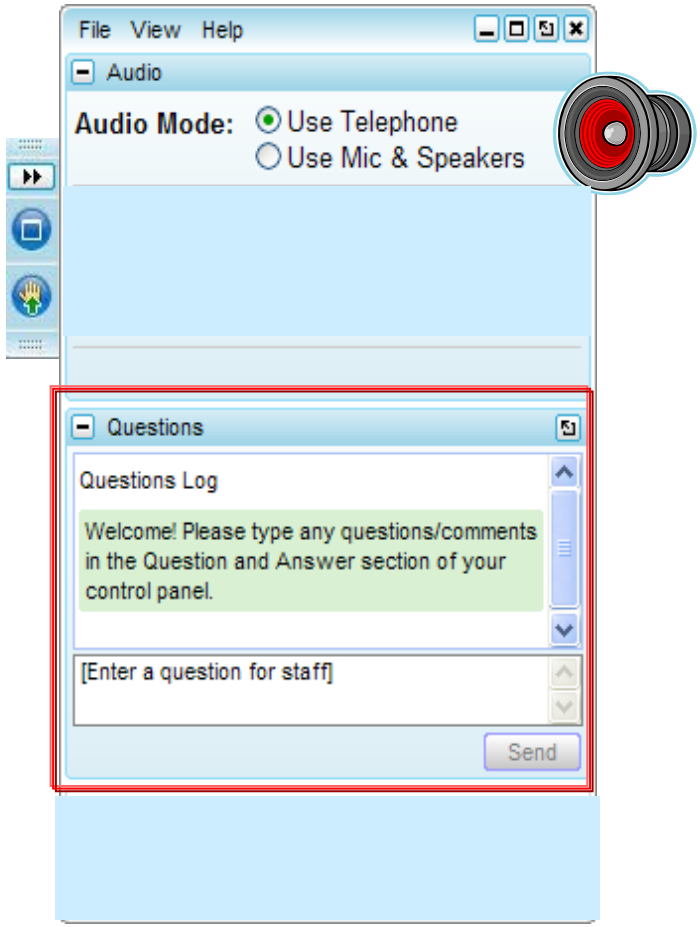

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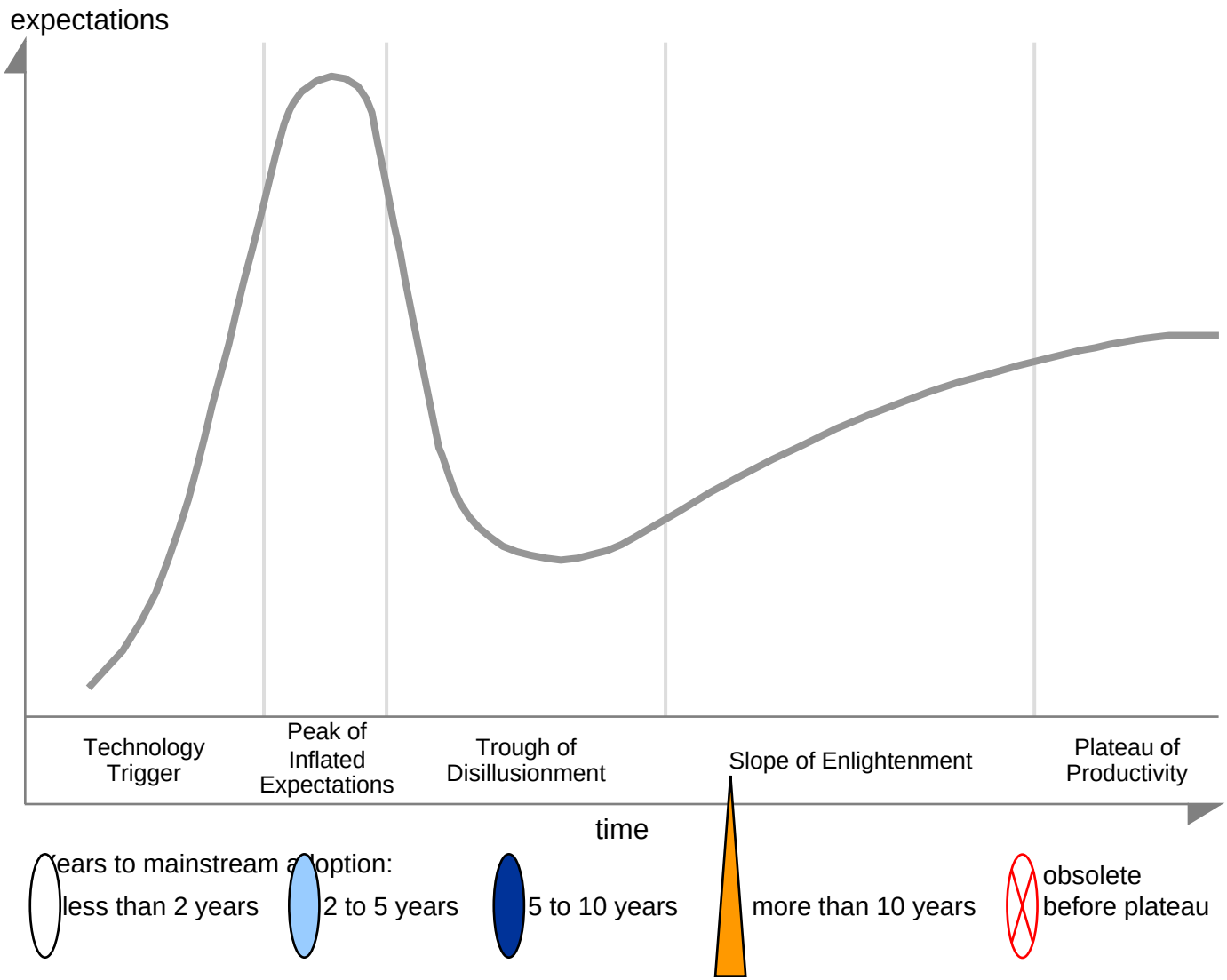
The Hype Cycle of Innovation



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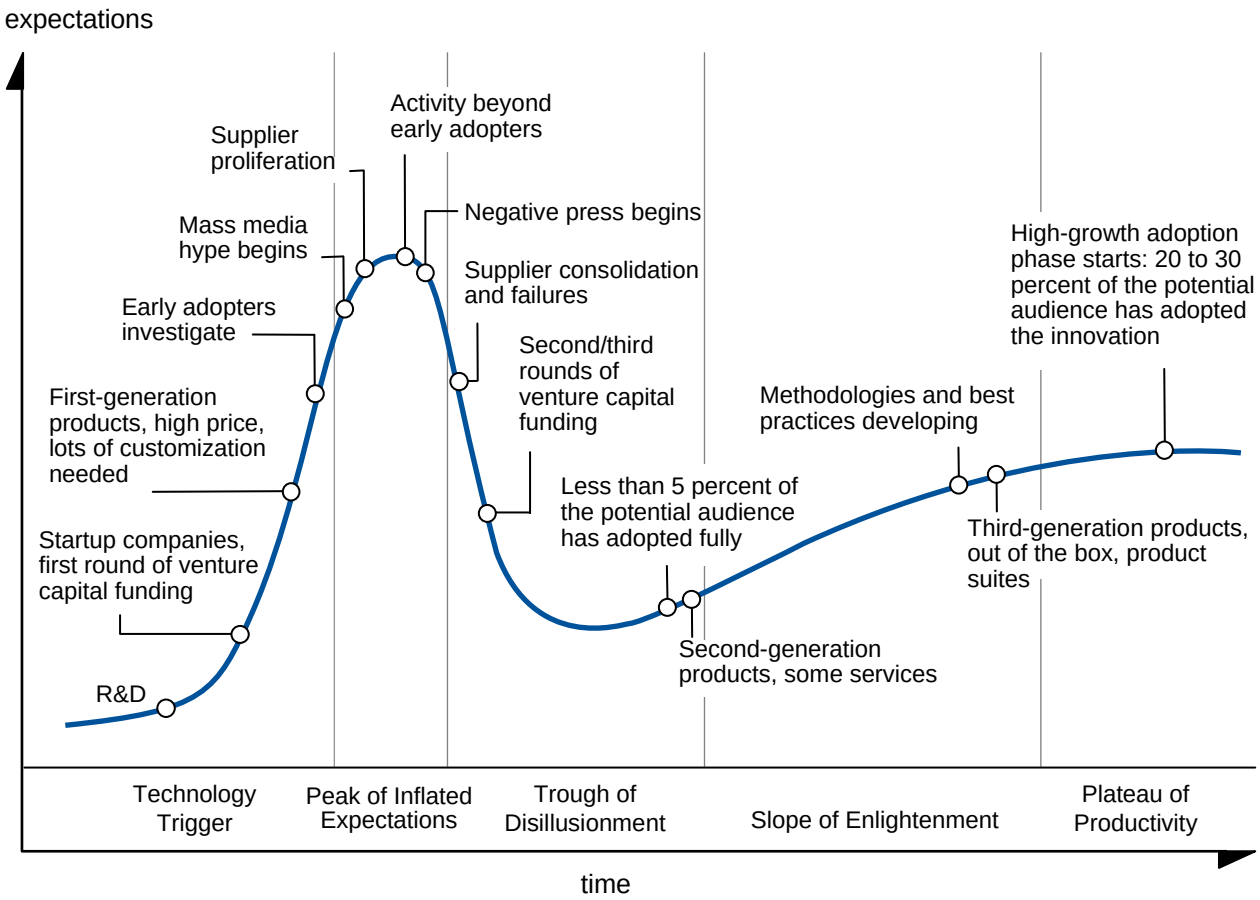
Phases of the Hype Cycle



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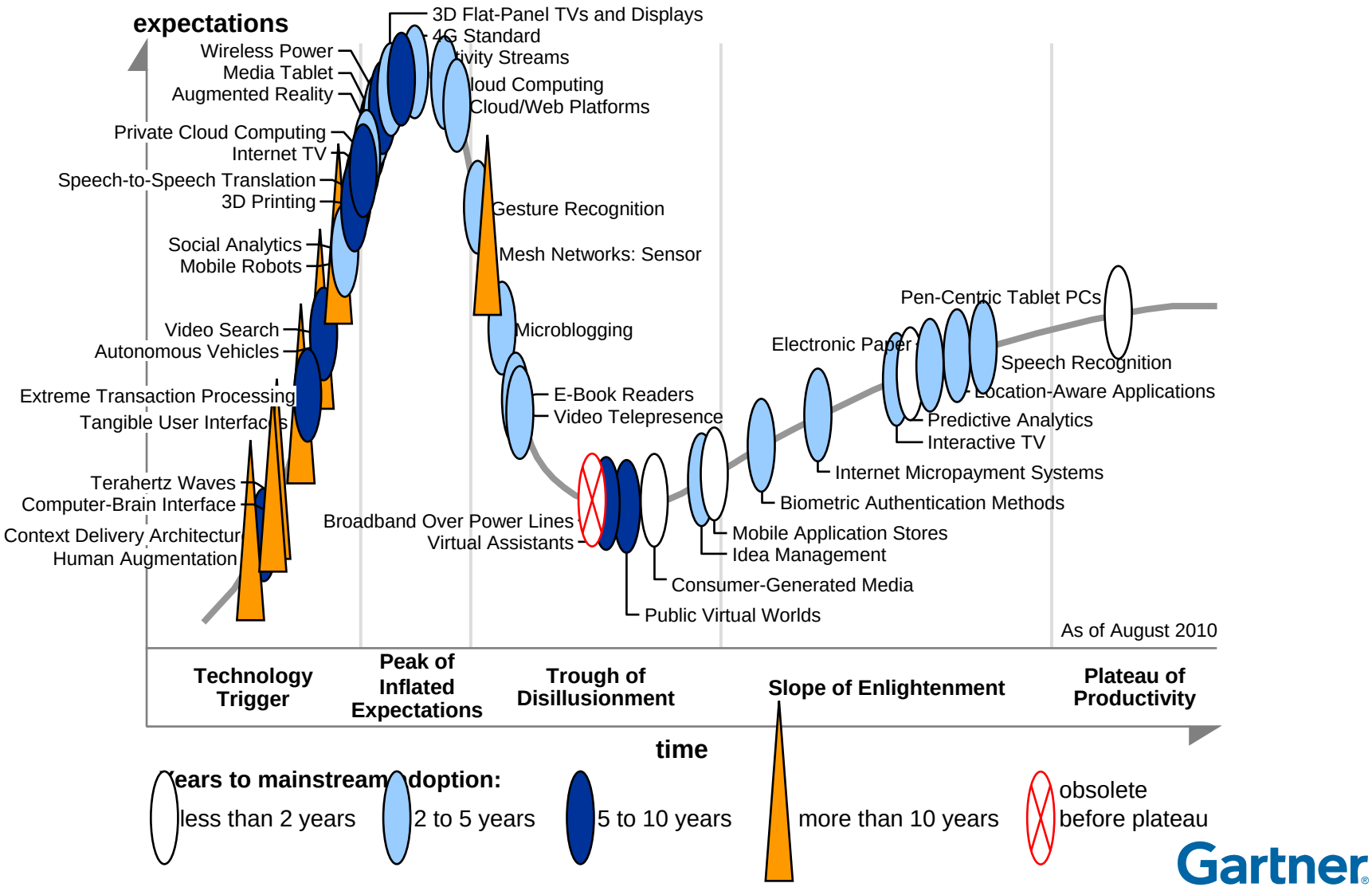
Emerging Technologies Hype Cycle 2010



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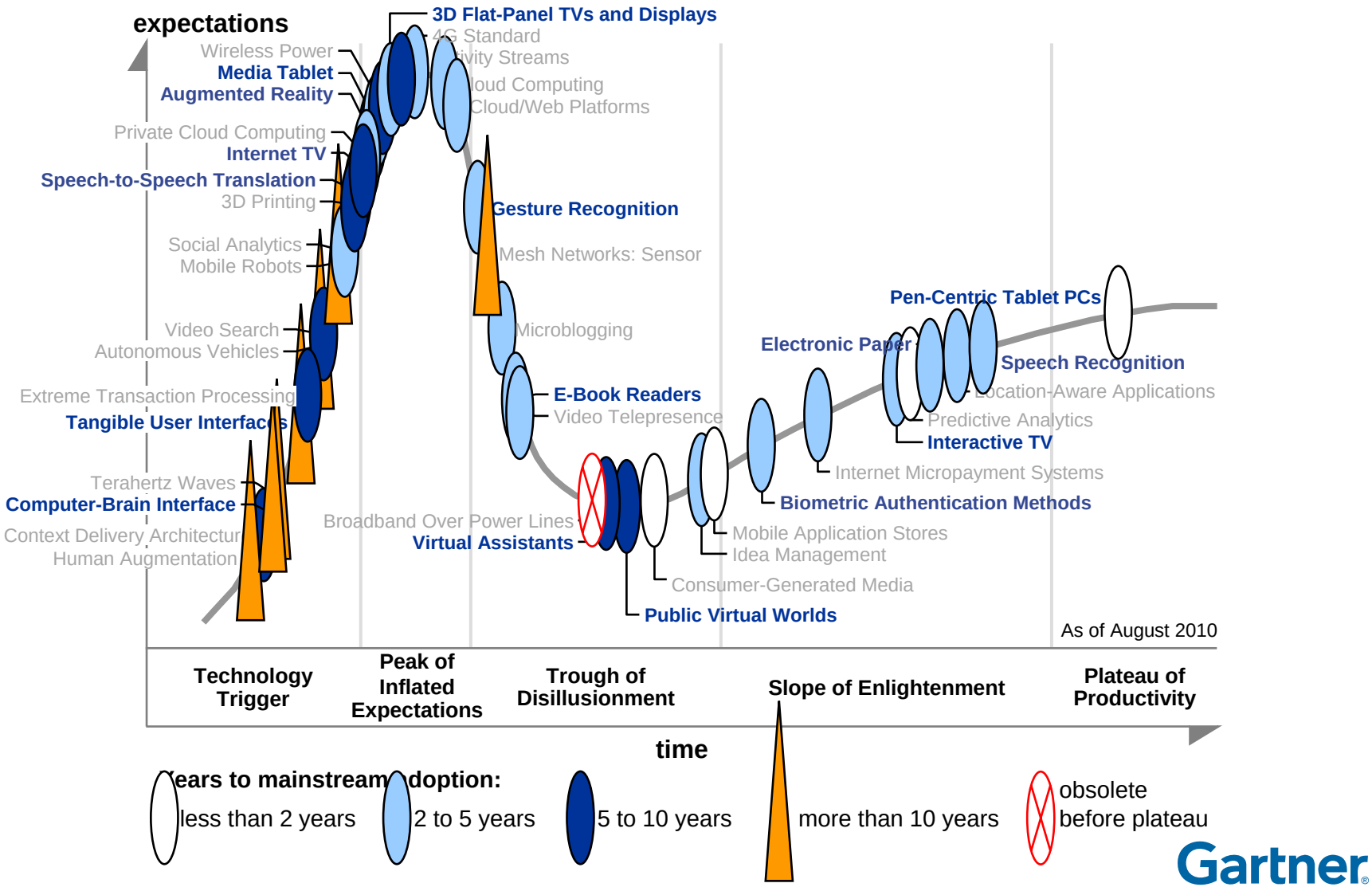
User Interaction and Experience



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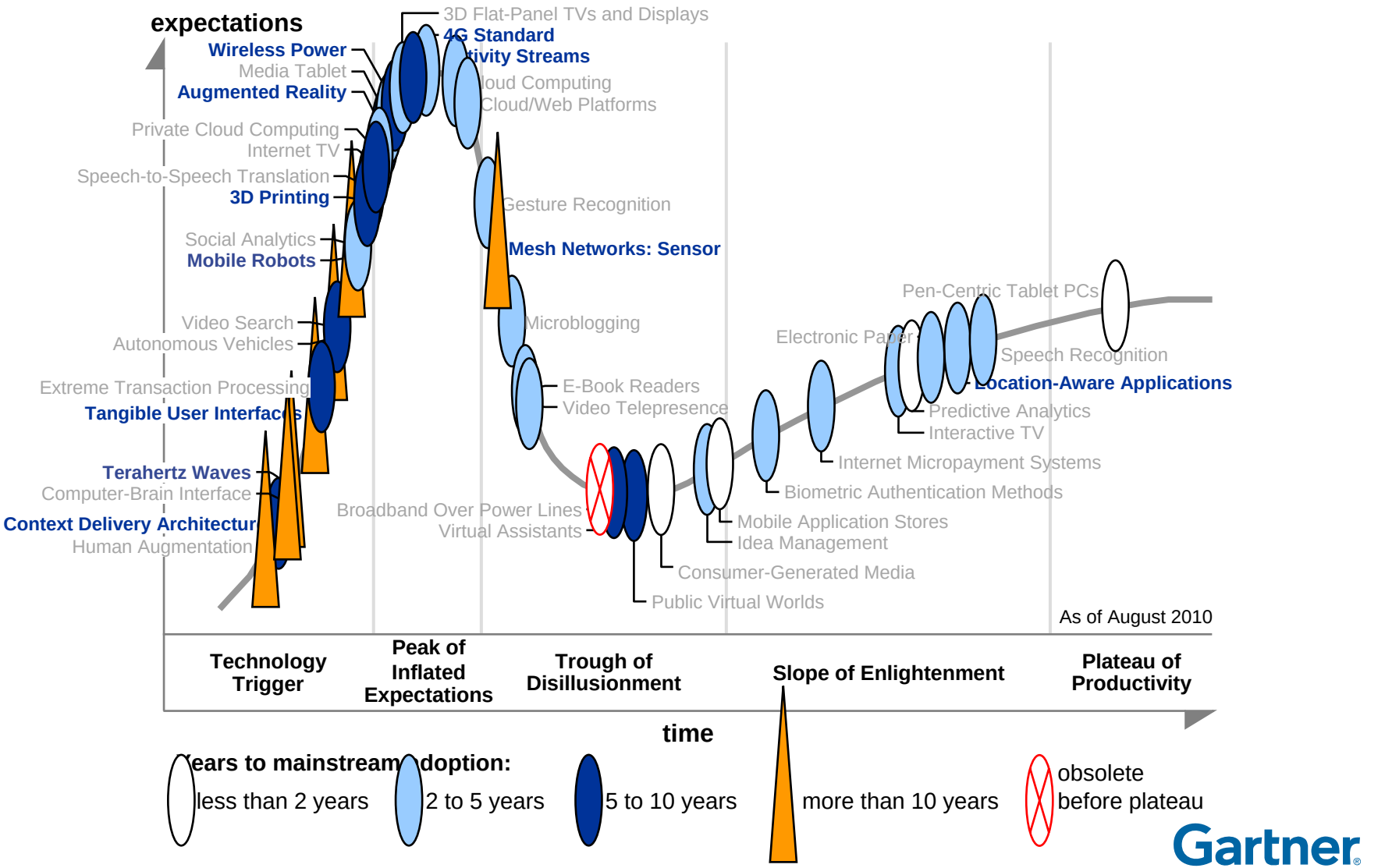
Augmented Reality, Context and the Real World Web



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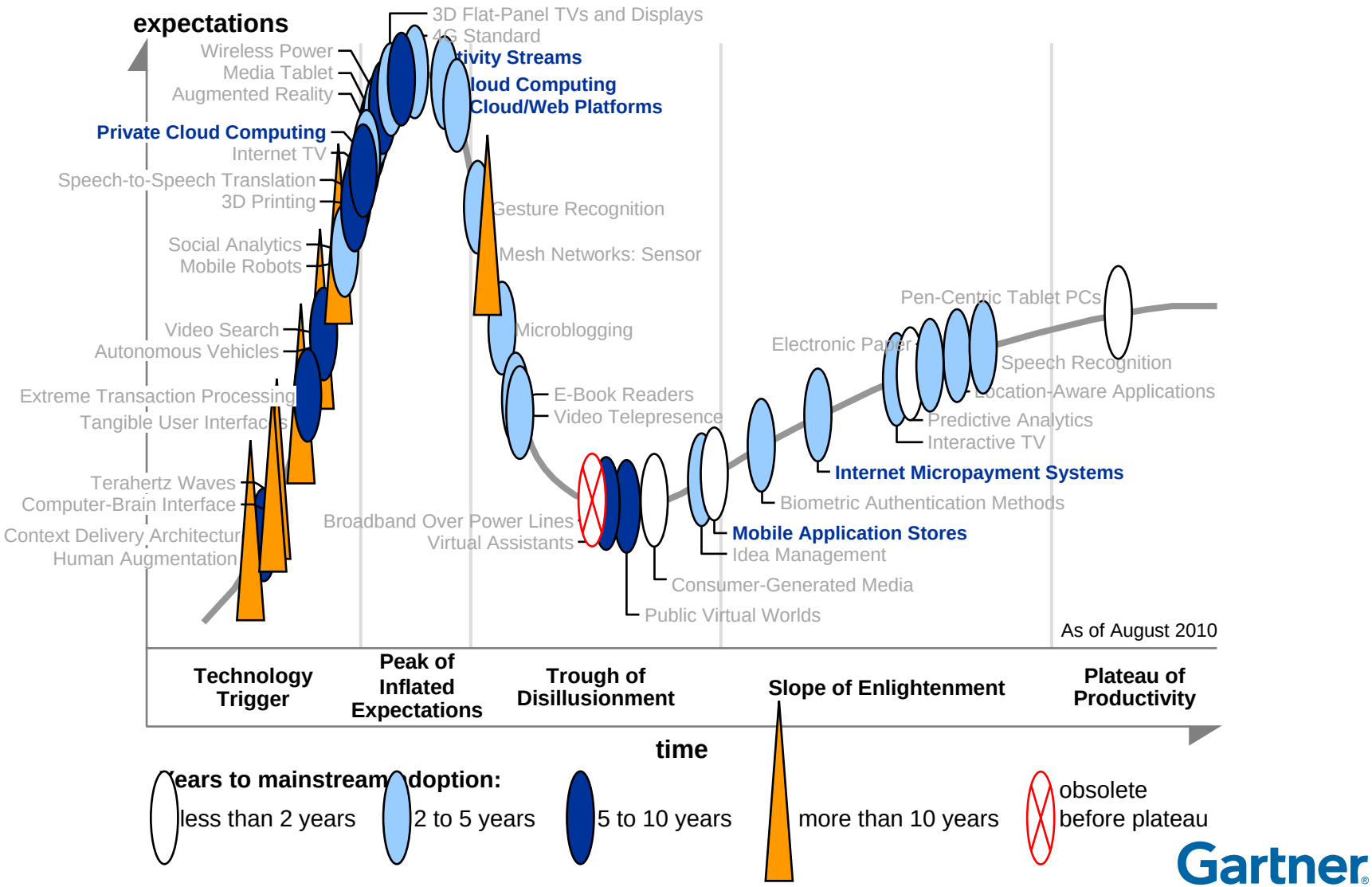
Cloud and Platforms



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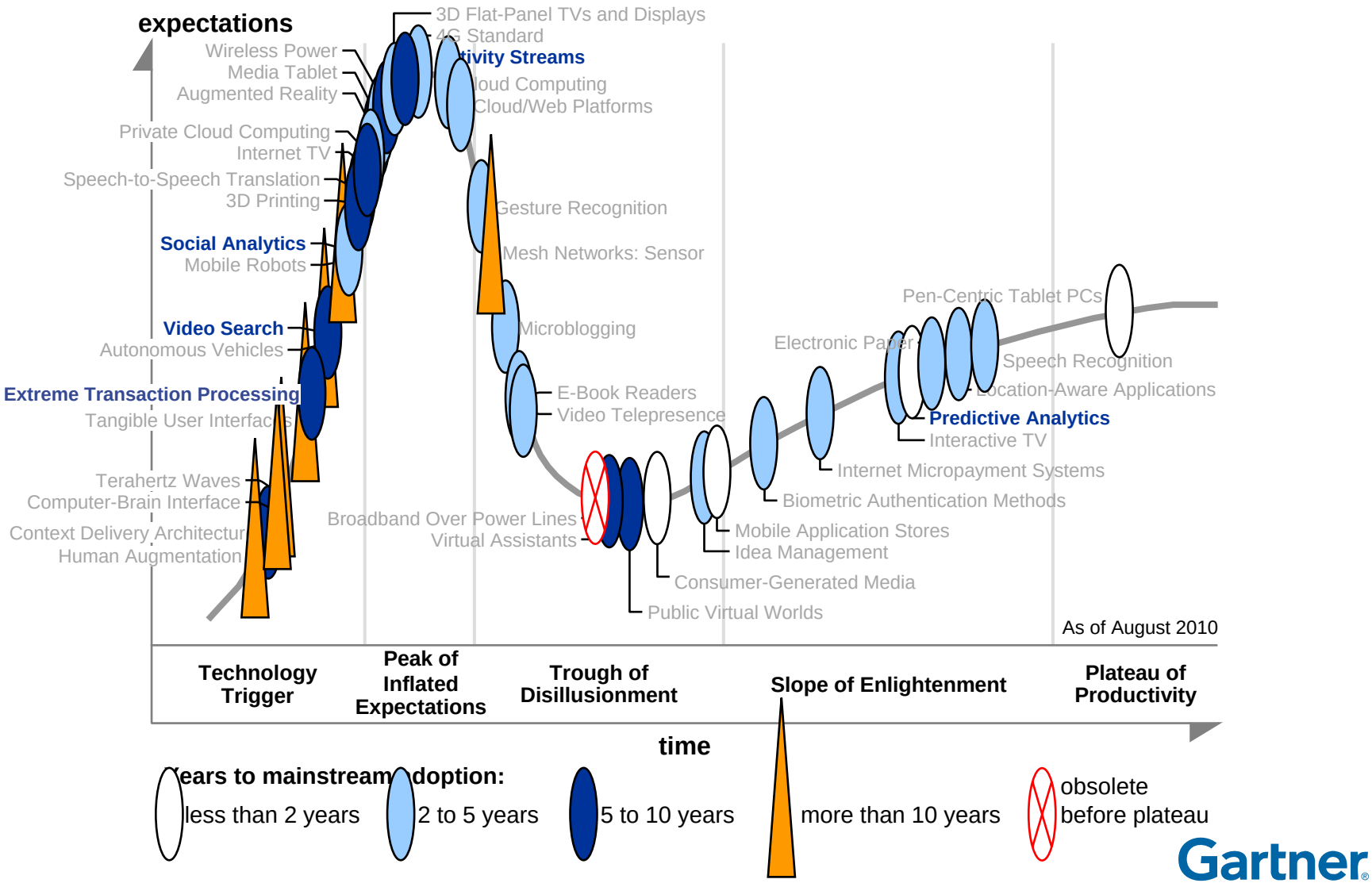
Data-driven Decisions



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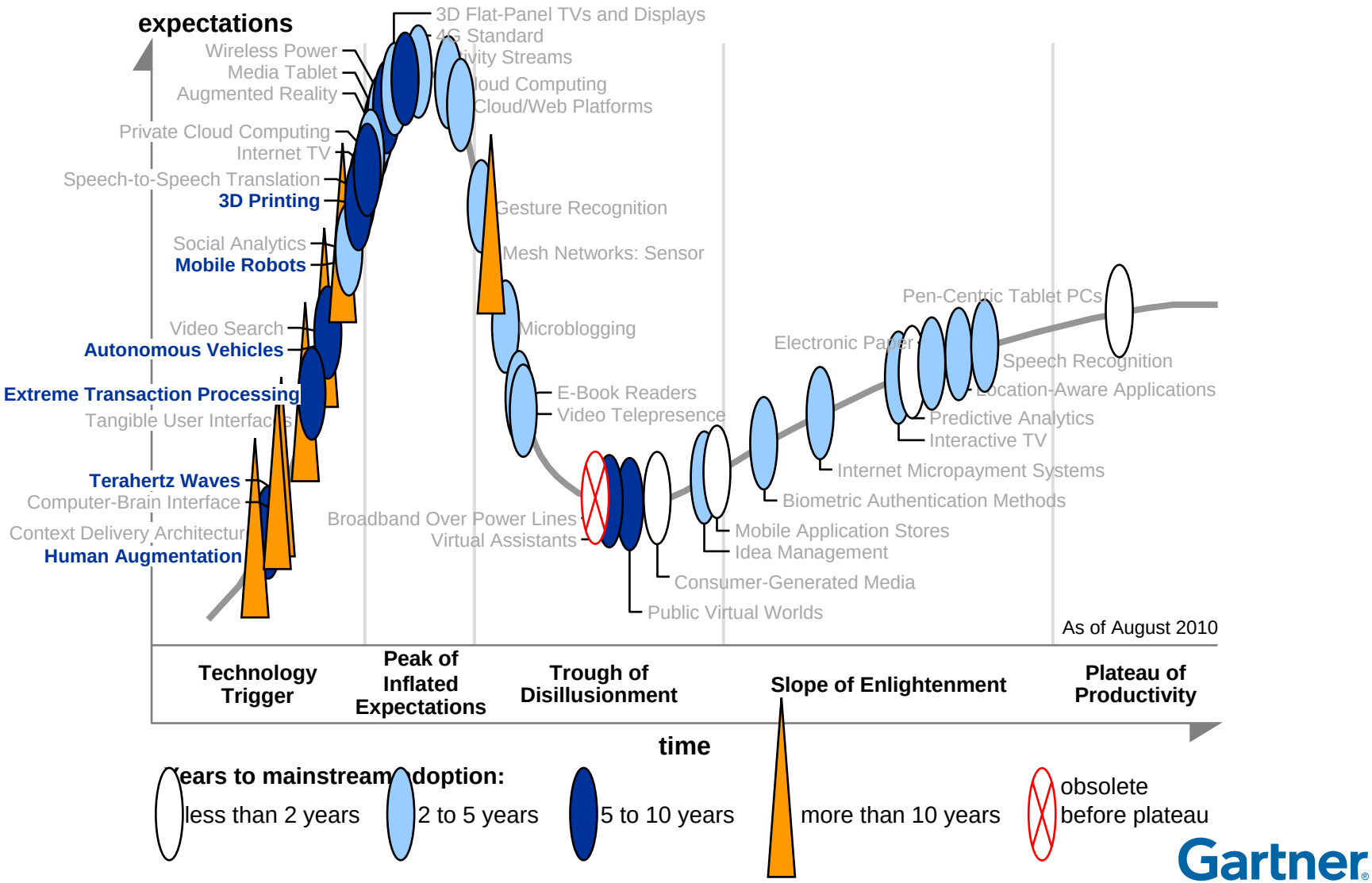
Value from the Periphery



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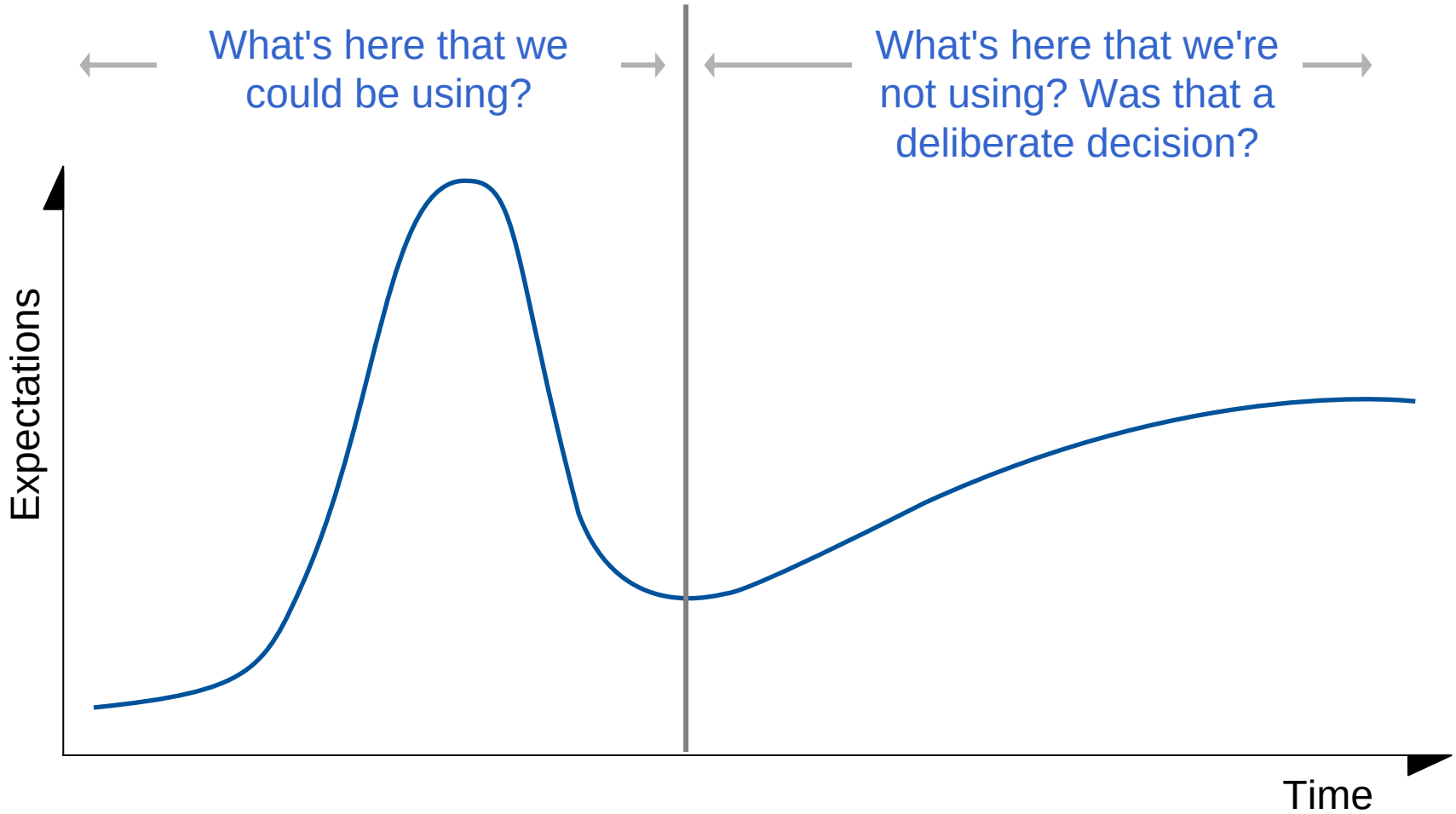
My Hype Cycle Toolkit, 2009

- 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	2e.pre-peak 25%	3.Five to 10 years	Continued quality improvements and price decreases in both 3-D printers and	The current range of 3-D printing applications	Unlike 3-D fabricating technologies, 3-D printing is	4. Transformational	2. 1% to 5% of target audience	3. Adolescent	3D Systems; Desktop Factory; Objet;	Printing Markets and Management; Emerging Technologies

The Hype Cycle of Innovation: Key Questions



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Emerging Technologies Priority Matrix 2010

benefit	years to mainstream adoption			
	less than 2 years	2 to 5 years	5 to 10 years	more than 10 years
transformational		**Cloud Computing** **Cloud/Web Platforms** **Media Tablet**	3D Printing Context Delivery Architecture Extreme Transaction Processing	Autonomous Vehicles Human Augmentation Mobile Robots Terahertz Waves
high	**Mobile Application Stores** **Predictive Analytics**	Activity Streams E-Book Readers Electronic Paper Interactive TV Internet Micropayment Systems Location-Aware Applications Private Cloud Computing Social Analytics	Augmented Reality Internet TV Virtual Assistants Wireless Power	Mesh Networks: Sensor
moderate	Consumer-Generated Media Pen-Centric Tablet PCs	3D Flat-Panel TVs and Displays Biometric Authentication Methods Gesture Recognition Idea Management Microblogging Speech Recognition Video Telepresence	4G Standard Public Virtual Worlds Speech-to-Speech Translation Video Search	Computer-Brain Interface
low				Tangible User Interfaces

As of August 2010

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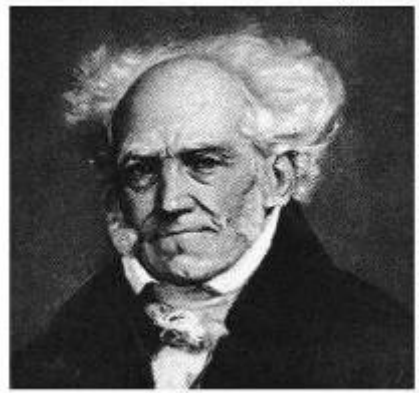
"The task is not so much to see what no one yet has seen, but to think what nobody yet has thought about that which everybody sees."



Arthur Schopenhauer, 1788-1860

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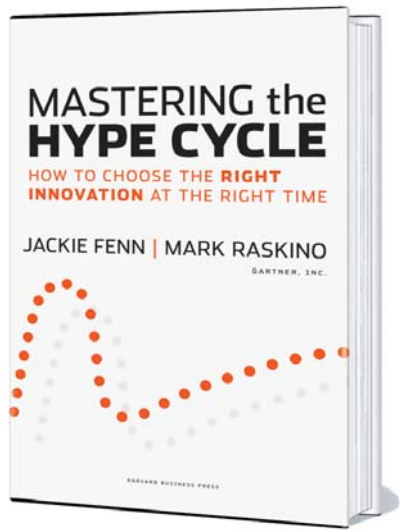
Related Gartner Research

- ***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 (*G00200390*)*
- ***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



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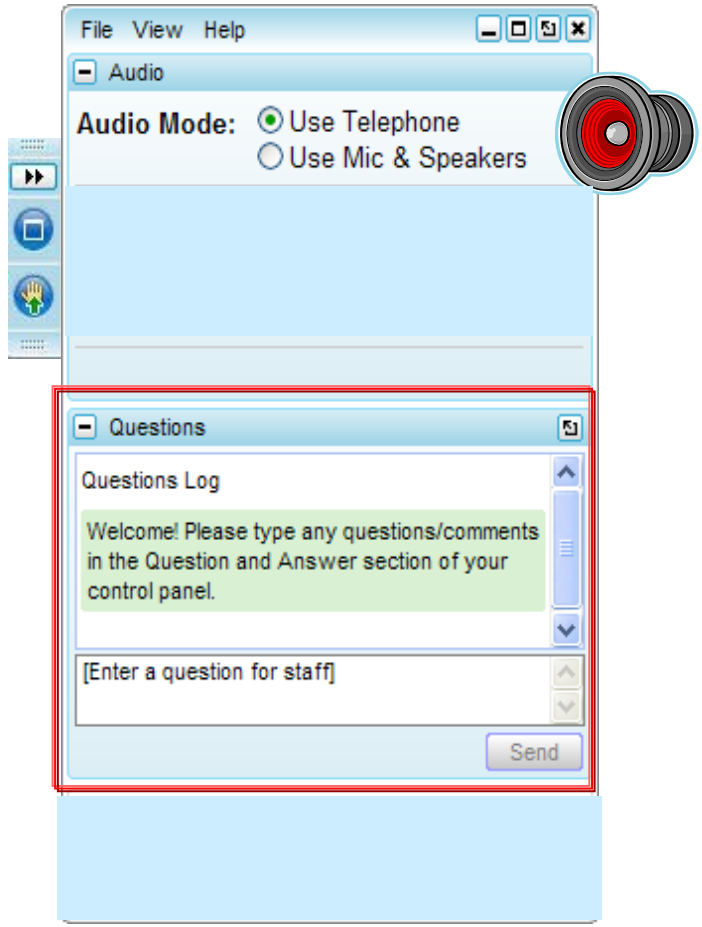

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