

從雲端看未來

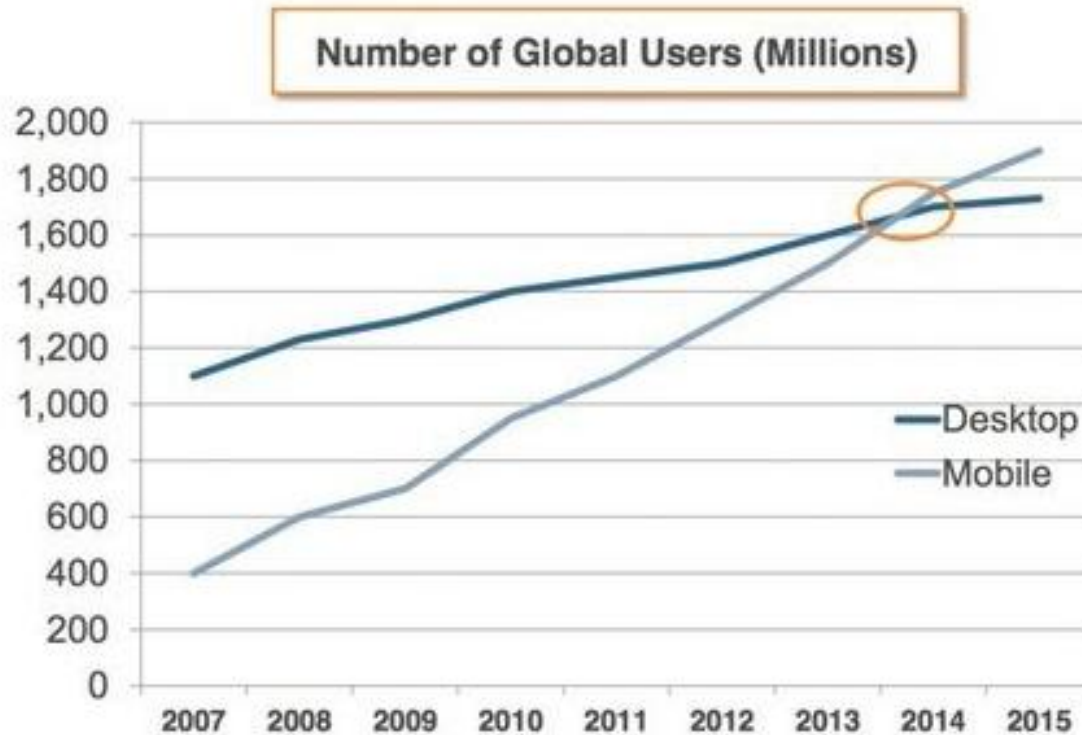
-- 談資通訊發展趨勢

簡立峰

Mobile Everywhere



Mobile First



PC Dead?



Media Declining



Multitasking

Crowd Intelligence



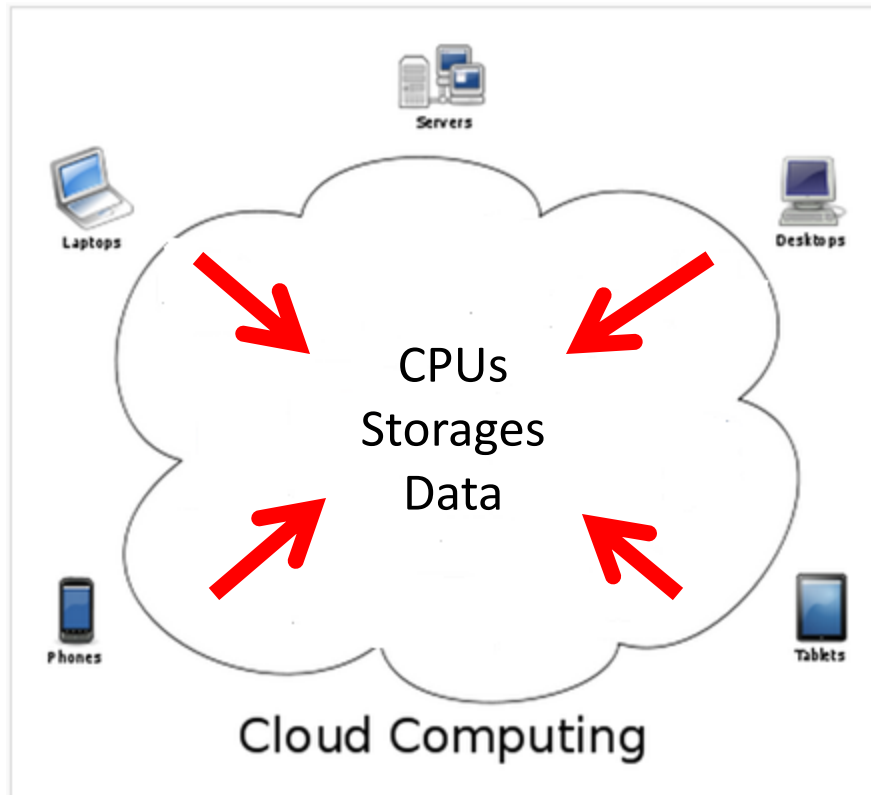


All things happen in ...

2007 (7 years ago)

- . iPhone
- . Android
- . Facebook
- . Youtube
- . Google Maps
- ...

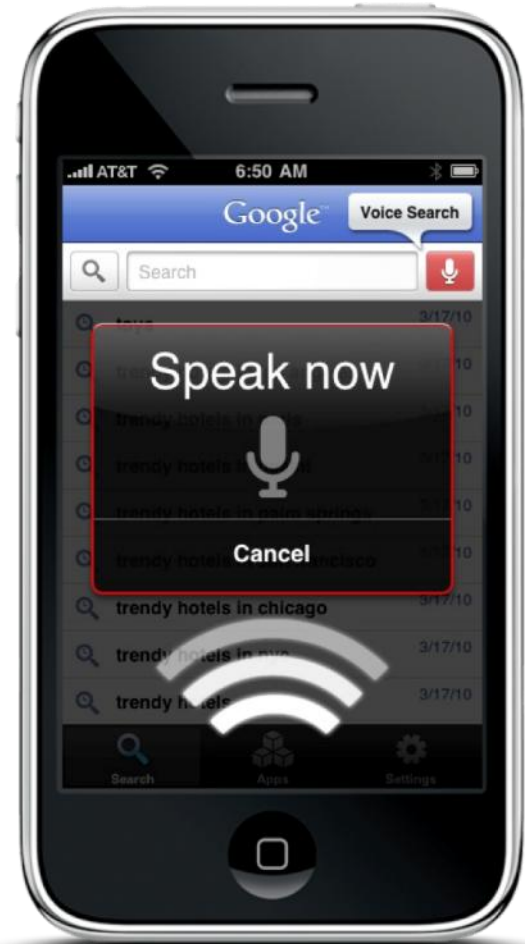
Cloud Computing



Smarter Devices



Google Translate

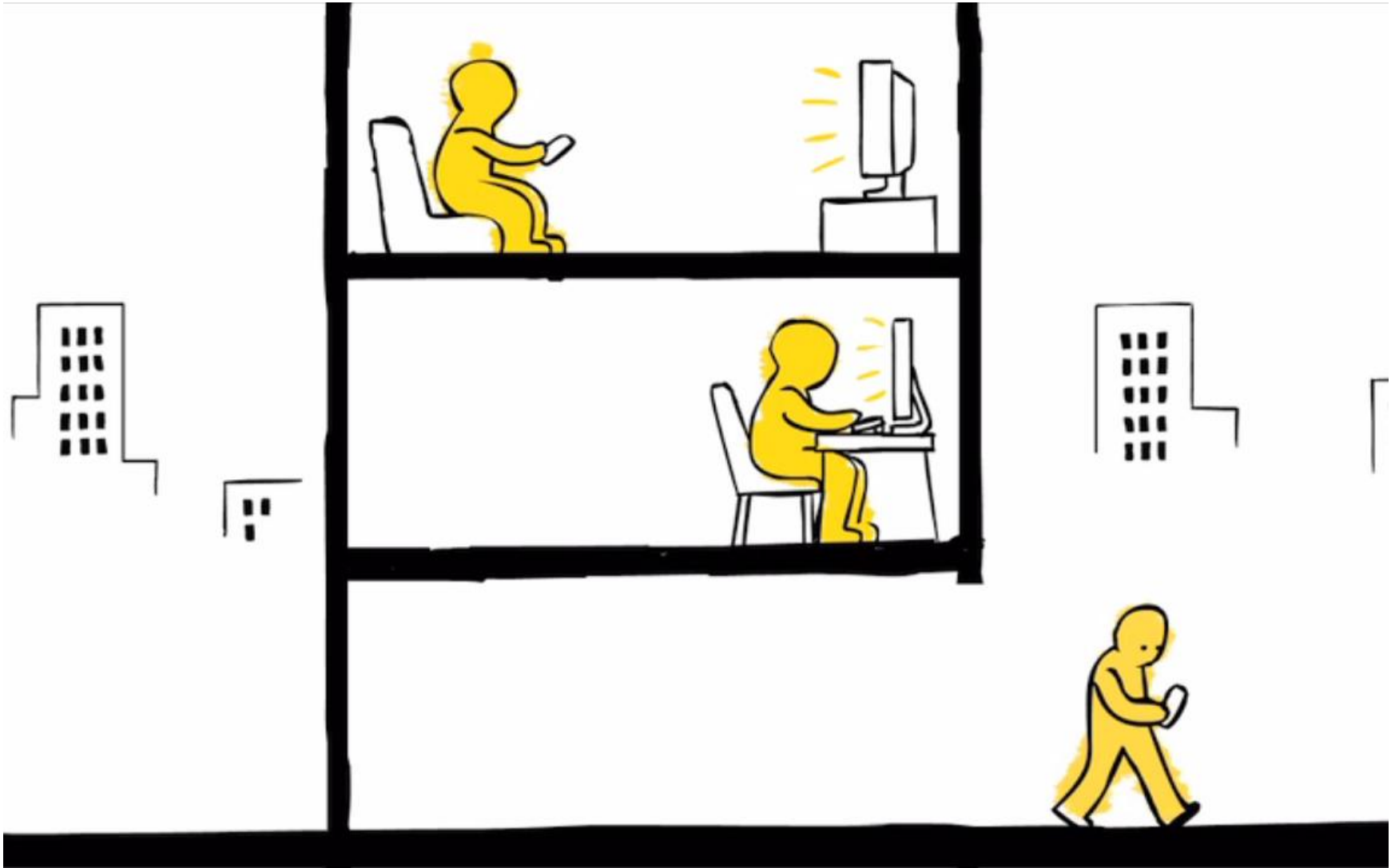


Google Voice Search

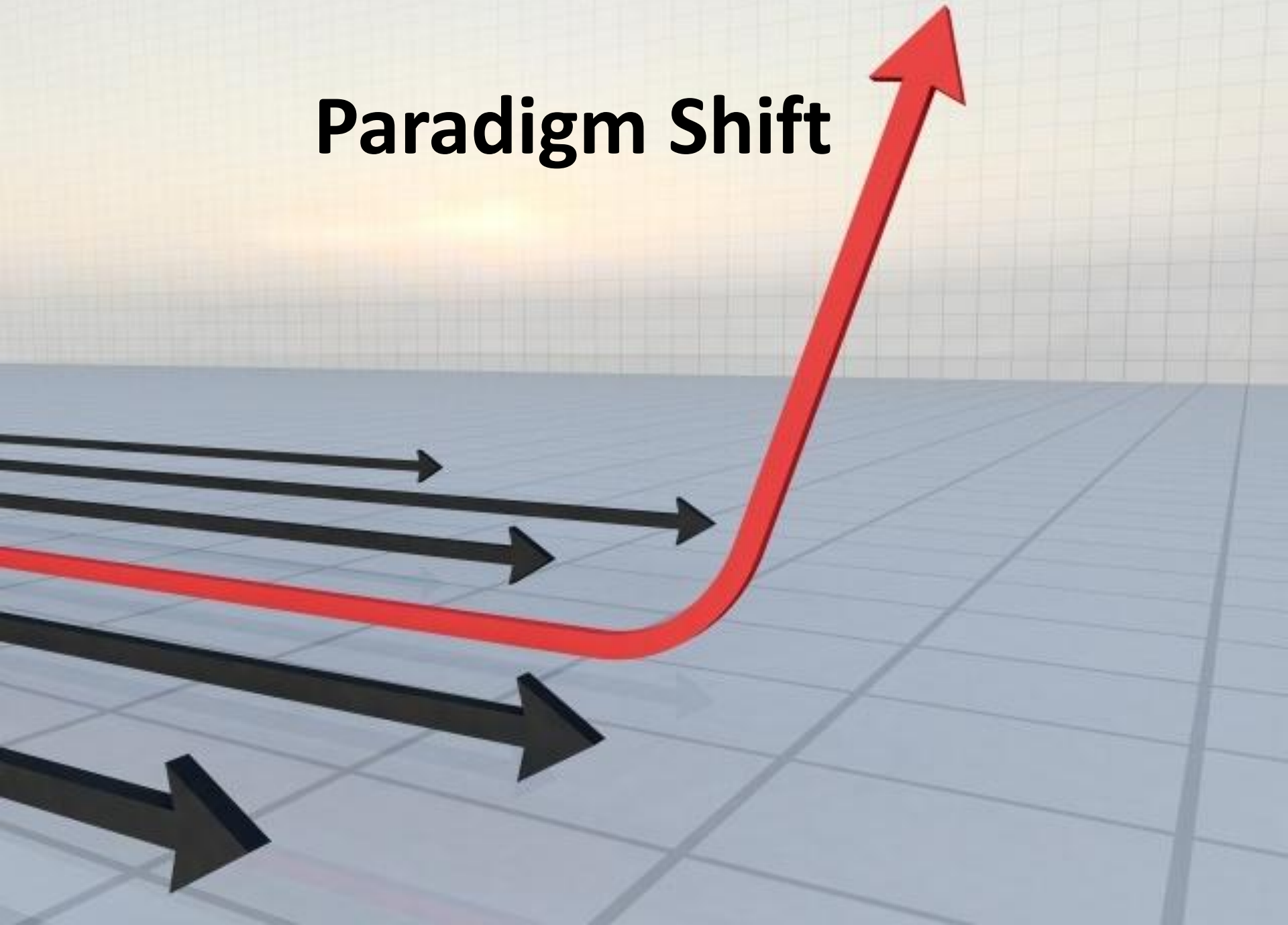
Millions of Mobile Apps



Behavior is Converging



Paradigm Shift



Hardware Brand Down

Topics

Subscribe



hp

Search term

dell

Search term

nokia

Search term

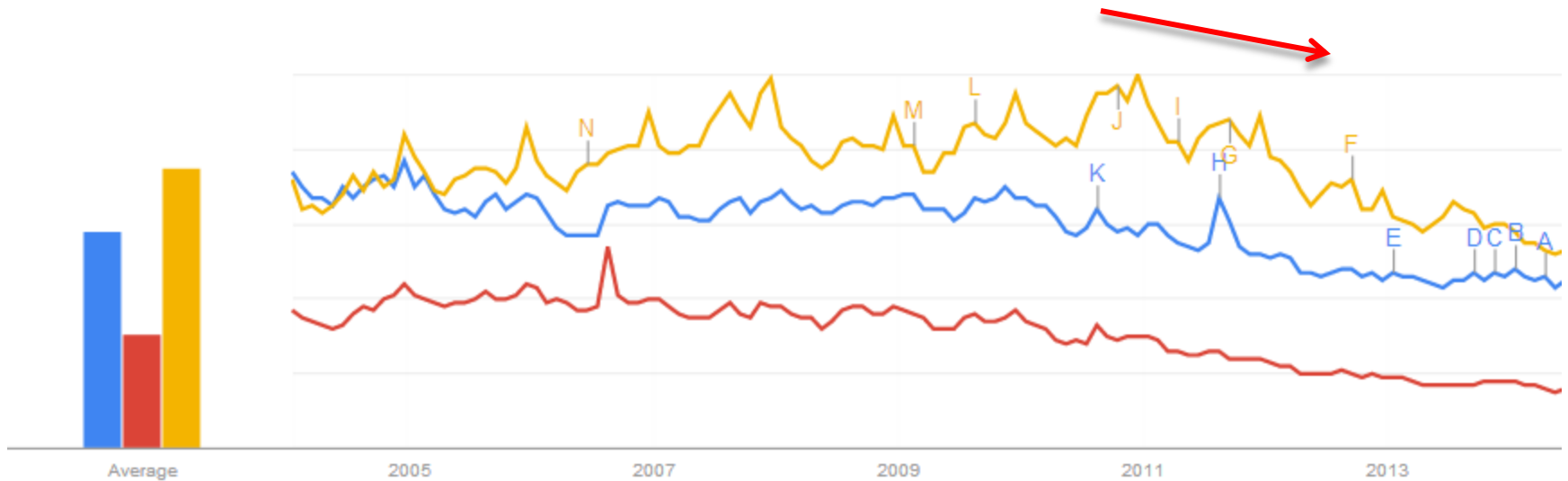
+ Add term

Interest over time



News headlines

Forecast



Internet Service Up



Software is Eating the World

- are all software companies:
 - Amazon, **bookseller**
 - Netflix, **video service**
 - Apple's iTunes, **music site**
 - Pixar, **movie production**
 - Google, **marketing platform**
 - Skype, **telecom**
 - LinkedIn, **recruiting firm**



Marc Andreessen

Google



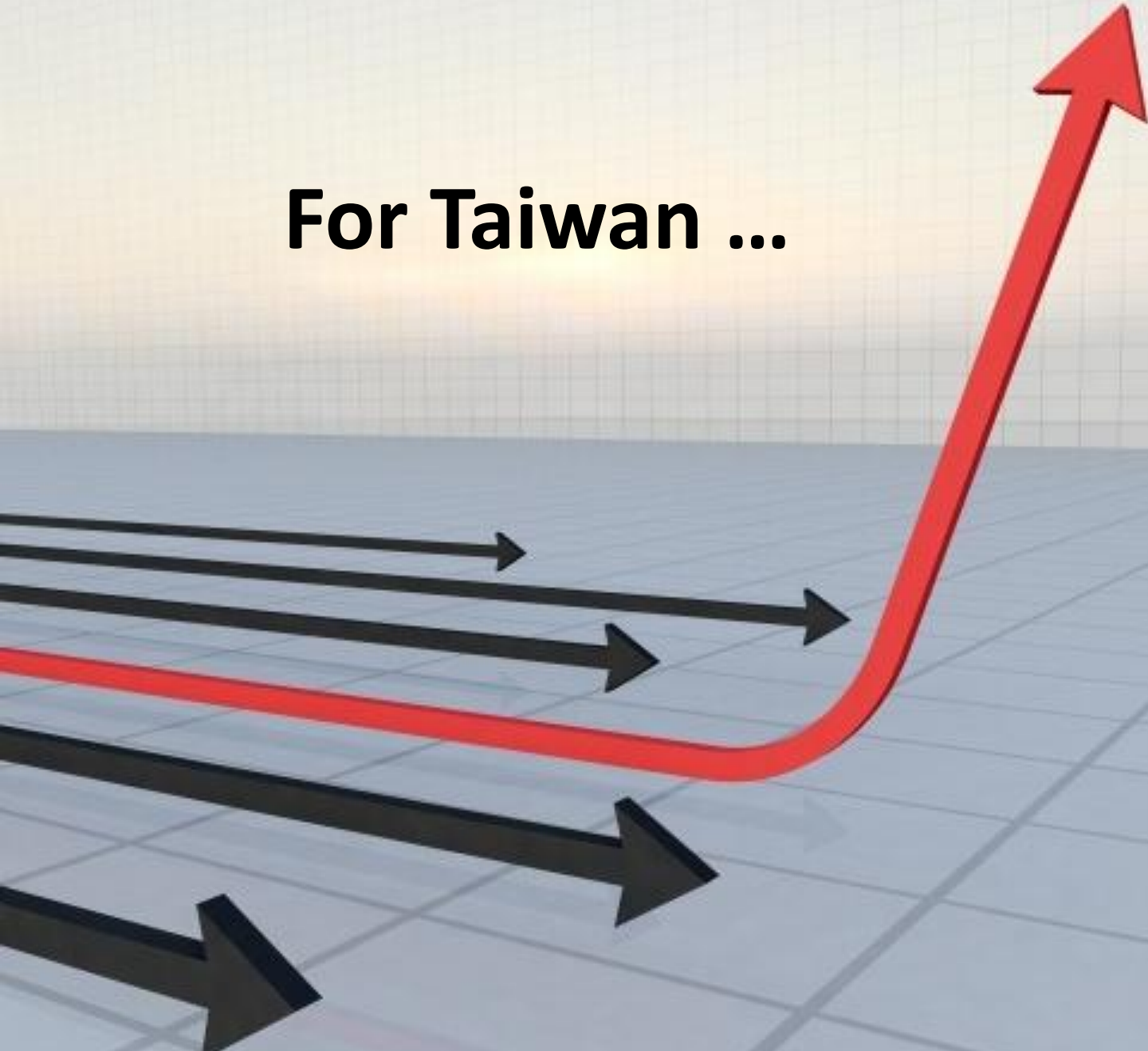
TSMC (台積電)



MTK (聯發科)



For Taiwan ...

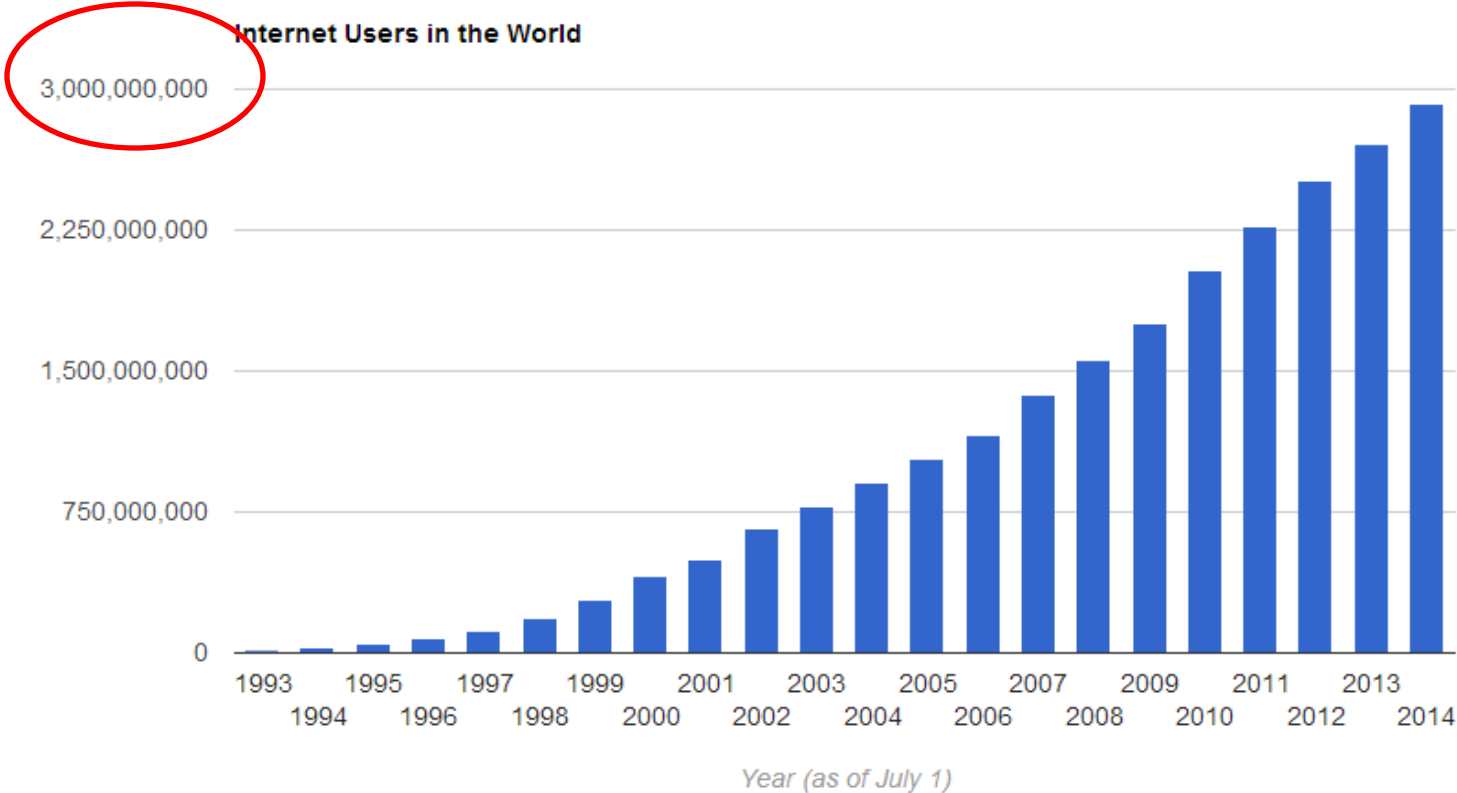


換個角度看台灣

Formosa



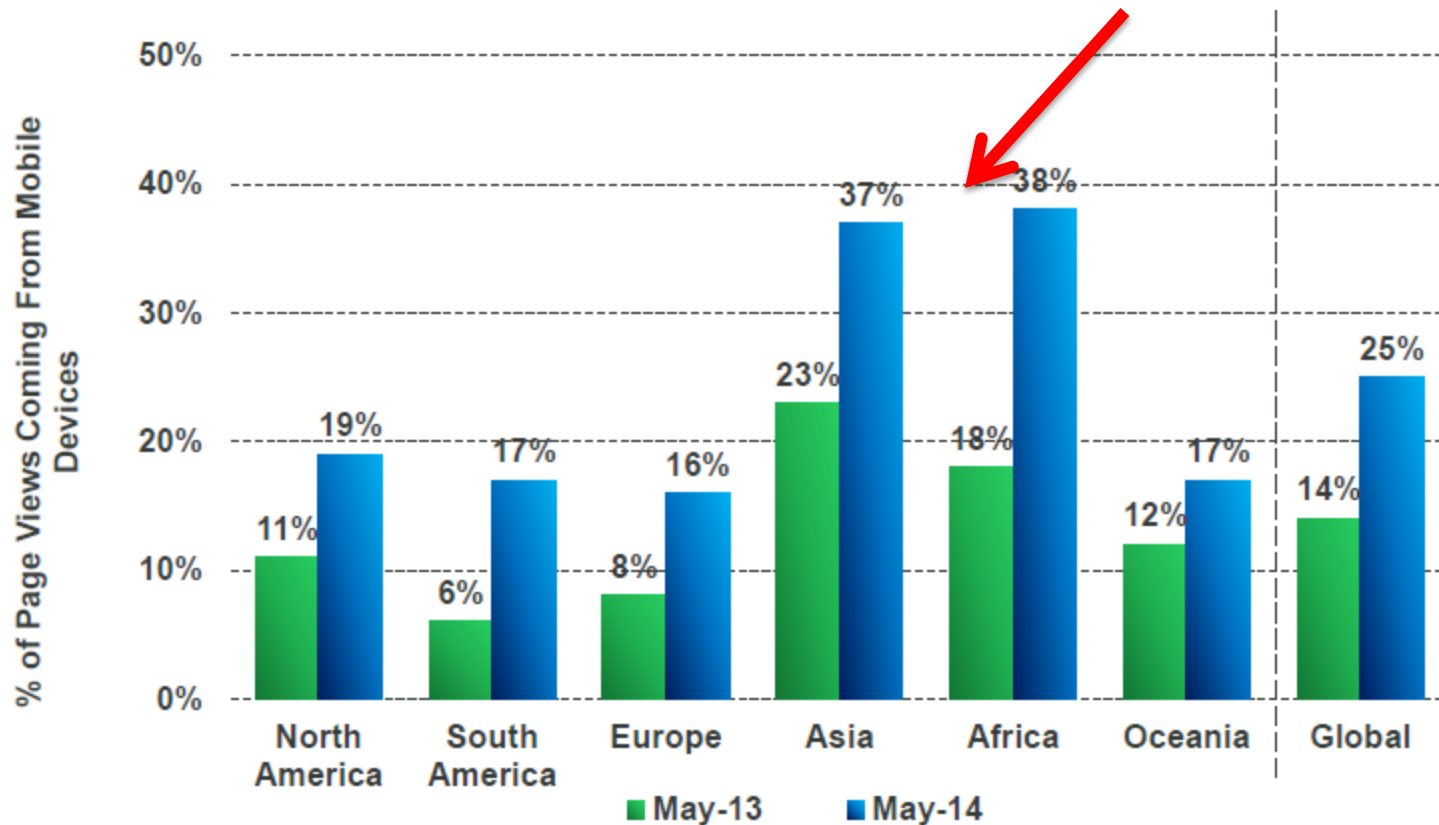
Next 4 Billion Users



Source: Internet Live Stats

High Growth in Asia & Africa

Mobile Usage as % of Web Usage, by Region, 5/14



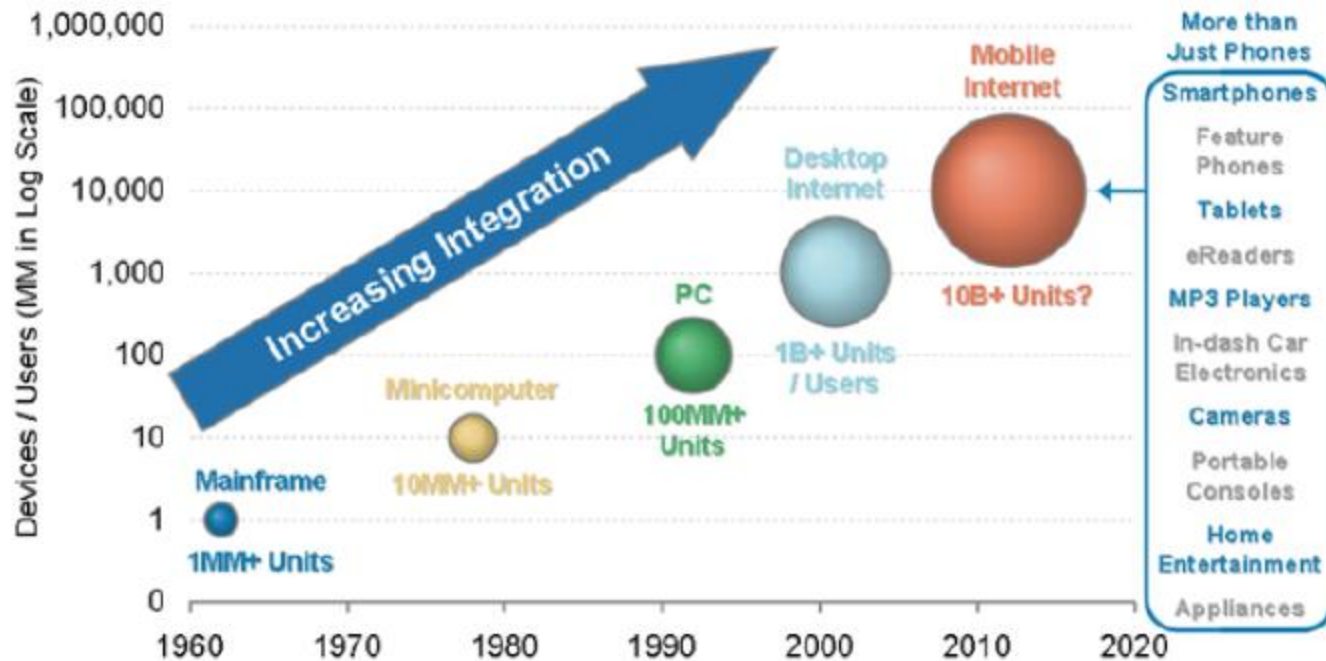
Source: StatCounter & Mary Meeker

Internet Users

Rank	Country	Internet Users	1 Year Growth %
1	China	641,601,070	4%
2	United States	279,834,232	7%
3	India	243,198,922	14%
4	Japan	109,252,912	8%
5	Brazil	107,822,831	7%
6	Russia	84,437,793	10%
7	Germany	71,727,551	2%
8	Nigeria	67,101,452	16%
9	United Kingdom	57,075,826	3%
10	France	55,429,382	3%

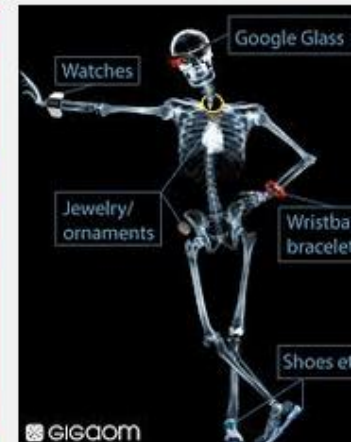
Internet of Things (物聯網)

- Gartner: By 2020 IoT Will Include 26 Billion Units



Source: Mary Meeker

Wearable ...



In Car ...



Hardware x Software

- 硬體是核心
- 物聯網機會
 - 智慧家居
 - 智慧製造
 - 汽車電腦化
 - 醫療電子
 - 智慧城市



擴大網路國土

- 傳統產業網路化
- 網路產業國際化





Thank You!