

# 2017 Tech Trends



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## Virtual & Augmented Reality

**\$162 billion** market by 2020.\*

**Examples:**  
Virtual attendance  
Virtual site inspection  
Augmented modeling

\*Source: Statista



## Gamification

**79%** more productivity if university or work was more game-like.\*

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**Examples:**  
Exhibit hall hunt  
Knowledge bowl  
Interactive sessions

\*Source: Talent LMS



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## Wearable Technology

**322.7 million** wearable device units to be sold in 2017.\*

**Examples:**  
Fitbit  
Pebble  
Apple Watch

\*Source: Gartner



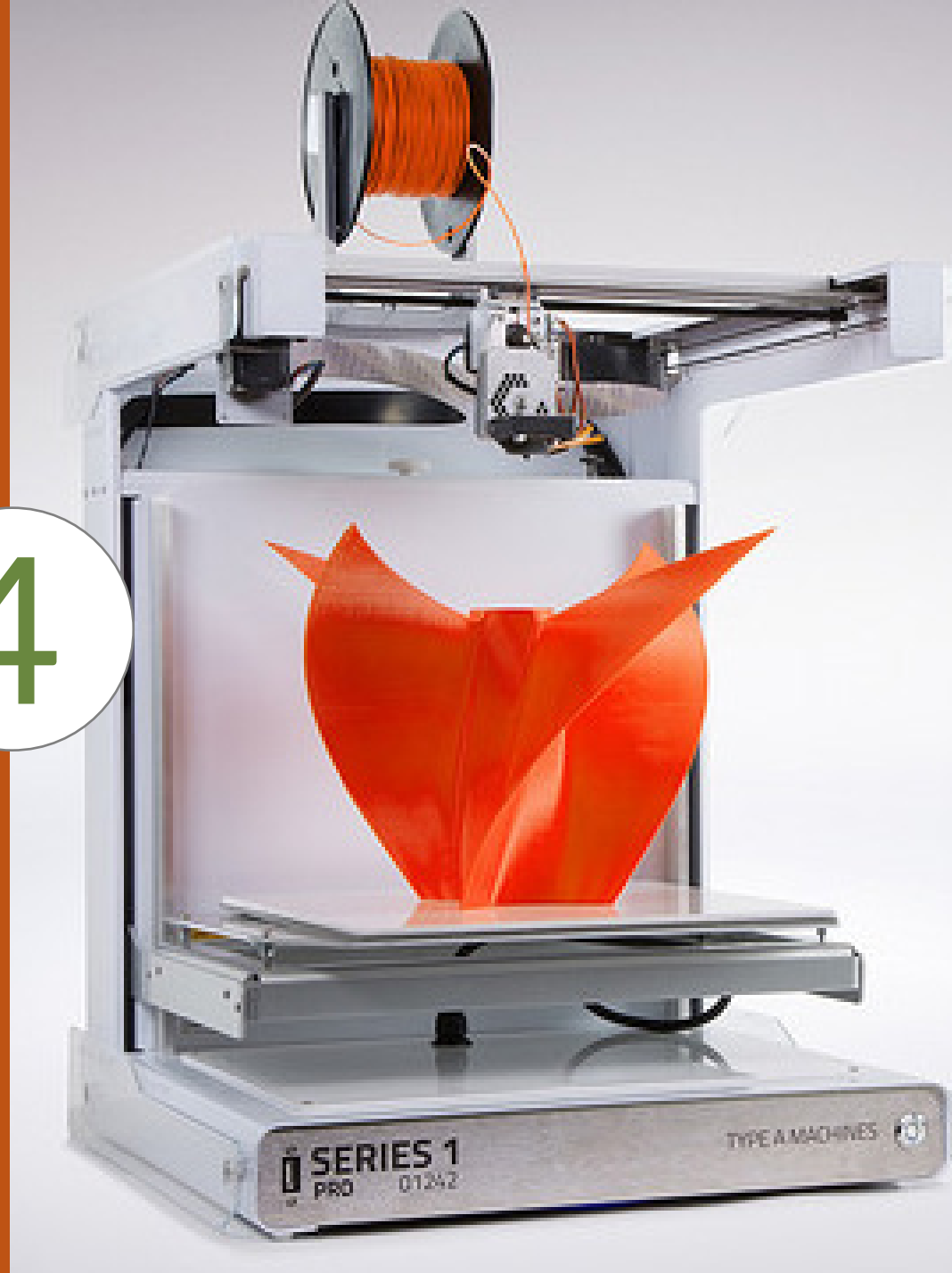
## 3D Printing

**\$16 million** worldwide market by 2018.\*

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**Examples:**  
Medical prototypes  
Entertainment props  
Hands-on learning tools

\*Source: Statista



## Live Streaming

**1/3** of all online activity is spent watching video.\*

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**Examples:**  
Meerkat  
Snapchat  
Facebook Live

\*Source: Insivia



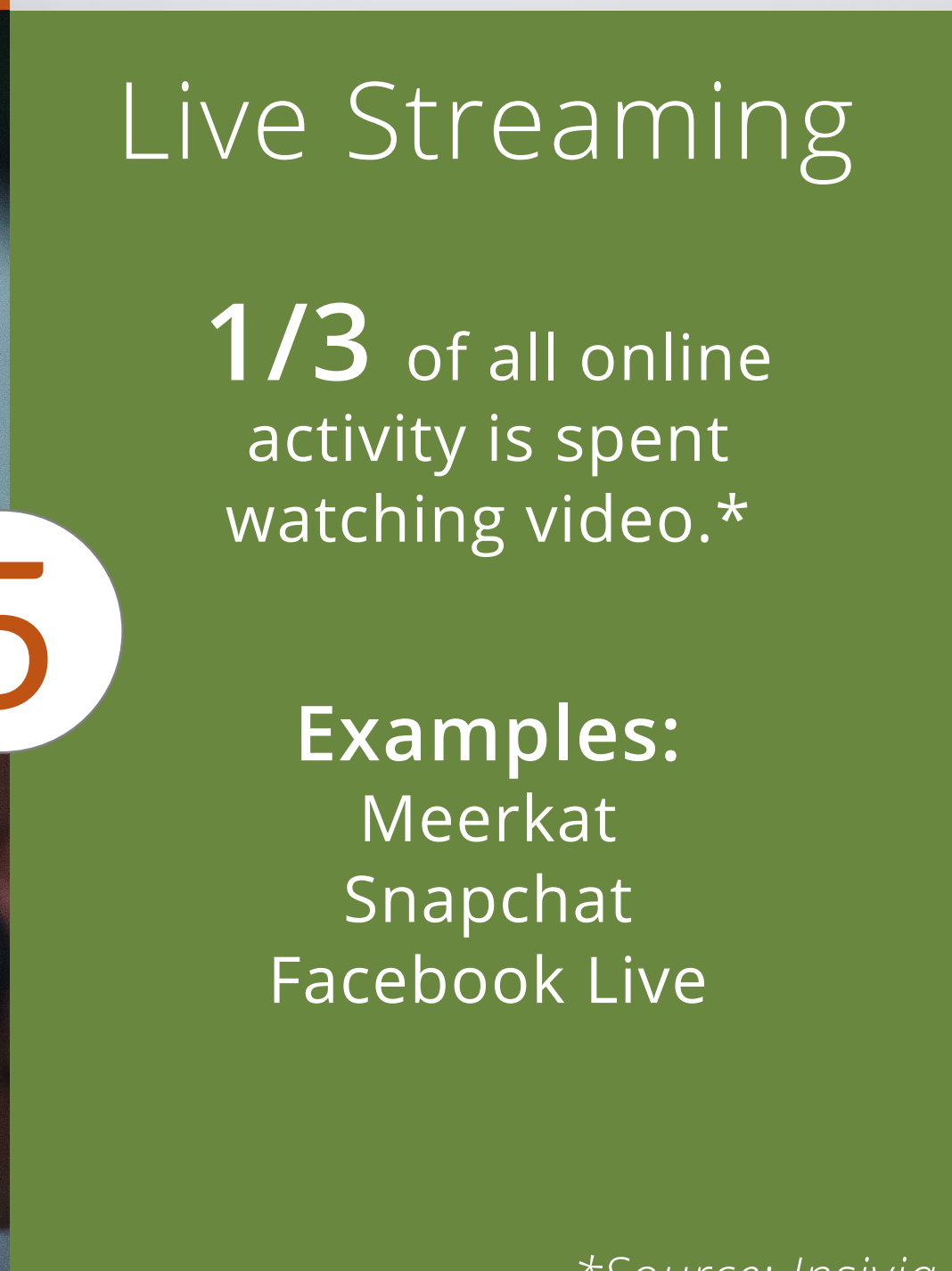
## Software Integration

**Biggest** complaint from event professionals.\*

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**Examples:**  
AMS  
Event registration  
Payment processing

\*Source: EventMB



## AI Technology

**\$1.5 billion** market for consumer and business robots by 2019.\*

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**Examples:**  
Robotic assistants  
Speech/ image recognition  
Product recommendations

\*Source: Business Insider



## Big Data

**2.5 quintillion** bytes of data are created every day.\*

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**Examples:**  
Audience polling  
Beacon technology  
Mobile app analytics

\*Source: IBM

