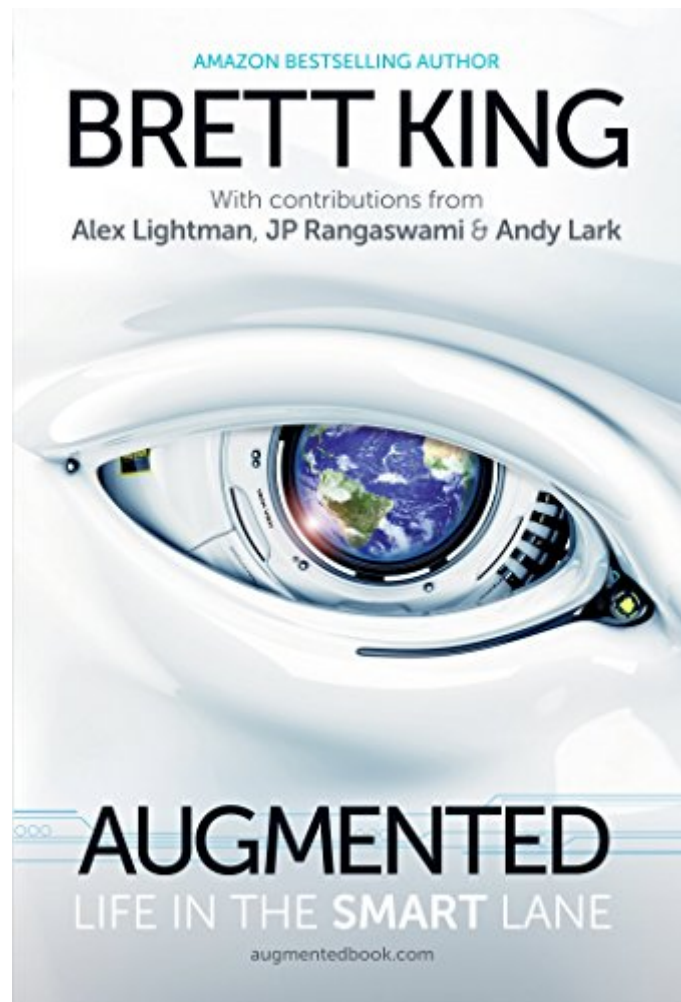


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# Augmented: Life In The Smart Lane



## Synopsis

The Internet and smartphone are just the latest in a 250-year- long cycle of disruption that has continuously changed the way we live, the way we work and the way we interact. The coming Augmented Age, however, promises a level of disruption, behavioural shifts and changes that are unparalleled. While consumers today are camping outside of an Apple store waiting to be one of the first to score a new Apple Watch or iPhone, the next generation of wearables will be able to predict if weâ™re likely to have a heart attack and recommend a course of action. We watch news of Googleâ™s self-driving cars, but donâ™t likely realise this means progressive cities will have to ban human drivers in the next decade because us humans are too risky. Following on from the Industrial or machine age, the space age and the digital age, the Augmented Age will be based on four key disruptive themesâ™ Artificial Intelligence, Experience Design, Smart Infrastructure, and HealthTech. Historically the previous â™agesâ™ bought significant disruption and changes, but on a net basis jobs were created, wealth was enhanced, and the health and security of society improved. What will the Augmented Age bring? Will robots take our jobs, and AIâ™s subsume us as inferior intelligences, or will this usher in a new age of abundance? Augmented is a book on future history, but more than that, it is a story about how you will live your life in a world that will change more in the next 20 years than it has in the last 250 years. Are you ready to adapt? Because if history proves anything, you don't have much of a choice.

## Book Information

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## Customer Reviews

Two things in particular make this a great book: 1) Extremely readable--never gets bogged down in heavy technical stuff or nonsensical, fluffy stuff like too many "futurist" books do; 2) Relevance--the book isn't a litany of gee-whiz-bang technologies that could appear. The examples and use cases are all highly relevant. The book starts with the requisite history of technology disruption, but the meat of the book starts when King talks about The Augmented Man and intelligence amplification. It gets even better with the discussion of agents, avatars, and advisers. The chapters on the smart home and smart cities are very strong as well. Brett King may want to be seen as a futurist, but he's a great storyteller. And that's what makes this book stand out from the rest.

The first thing to note about Brett King's book *Augmented* is that it's a joy to read. You can flip to any page and find a fascinating trend, data point, or anecdote about the future of technology. What's more, King's tone is consistently one of exuberance and wonder. You can't help but feel his optimism shine through on each page. *Augmented* covers four major disruptions: artificial intelligence, embedded experiences, smart infrastructure, and healthtech (including gene editing). You can see from this list that the book's content is much broader than King's previous work about banking, and King uses this to his advantage. By citing advances in a range of fields, King illustrates how changes in one industry spill over into other industries. You can also see why it's so devastating to focus exclusively on your field at the expense of understanding broader trends. Change begets change, and this doesn't bode well for people stuck in traditional modes of thinking—especially when it comes to banking. King says that "banks, accountants and financial advisers will be amongst the hardest hit industries over the next 20 to 30 years." He adds that "some banks will survive, but it's very unlikely that they'll look anything like the banks your parents grew up with." In the Augmented Age, finances and financial education will be seamlessly woven into the fabric of daily life, making the physical location of branches irrelevant. Altogether, *Augmented* is the guidebook business people need so they can get ahead of the rapid changes coming during the next decade. King outlines everything you need to know in order to anticipate what's coming next and outsmart the competition.

Those of us that know Brett from his previous books, *Breaking Banks*, *Bank 2.0*, and *Bank 3.0*, may have expected his next book to be a continuation of his examination of the impact of technology on the financial services industry, perhaps a *Bank 4.0*. This is not that book. While Brett does an excellent job in giving us a view of the future of "Smart Banking, Payments and Money" that is merely a chapter in this book. In *Augmented*, Brett has taken his futurist hat and applied it to how technology is likely to impact all of us in the coming years. Brett's voice is that of an optimist that sees an exciting world ahead of us. He doesn't ignore some of the questions that negative forecasters pose around topics like ethics, unemployment and social disparity; his view is that technology can be a tool for advancement for all. If you want to get lost in what the future is going to bring us all, I recommend you read this book. If you are afraid that we will use our humanity as more technology affects us, read this book too. I bet you, you will come out with a better appreciation of what's to come, and looking forward to it all.

I've read each of Brett's books; this is my favorite by far. It is evident to me that Brett has become comfortable and confident in his storytelling approach over the course of his writing. He takes his time in *Augmented* to define the history of AI and technology advancement over the ages. I appreciate the chapters dedicated to the story of exactly how we arrived at the Augmented Age. I also appreciate the focused approach to the impact of AI to multiple industries and our daily life that Brett decided to navigate. The singularity of focus (no pun intended) to a specific industry by chapter paints a clear picture of how our lives are and will be changed by the advancement of AI and machine learning. I've bought a copy of the book for my entire Digital Team to read. I highly recommend you do the same.

If you want to stay ahead of the curve in technology and the impact on the consumer, Brett King has proven his ability to provide a clear vision of the future. His previous best-sellers have all been both disruptive and accurate. I have little doubt that *Augmented* will follow the same path. This is his most entertaining and exciting work to date.

The authors have a rare talent for not only explaining a complex and important topic, but making it understandable by providing historical context and relevant examples. Much of the technology in *Augmented* has been a high priority for military R&D centers such as DARPA, which have poured funding and brains into Performance Improvement for individuals and teams in high-priority, high-stress and complex mission environments. The development and interaction of technologies such as AI

and adaptive learning, VR and Virtual Environments, Augmented Reality with new HD headsets, bioscience including health-related wearable sensors, and Mission Rehearsal (with "what if" simulations) have shown remarkable potential for Performance Improvement, as is explored in this book. Early Adopters taking this book to heart may find that the "Smart Lane" is also the "Passing Lane" vis-a-vis competitors. An enjoyable, readable book that's a great ROI on time spent.

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