

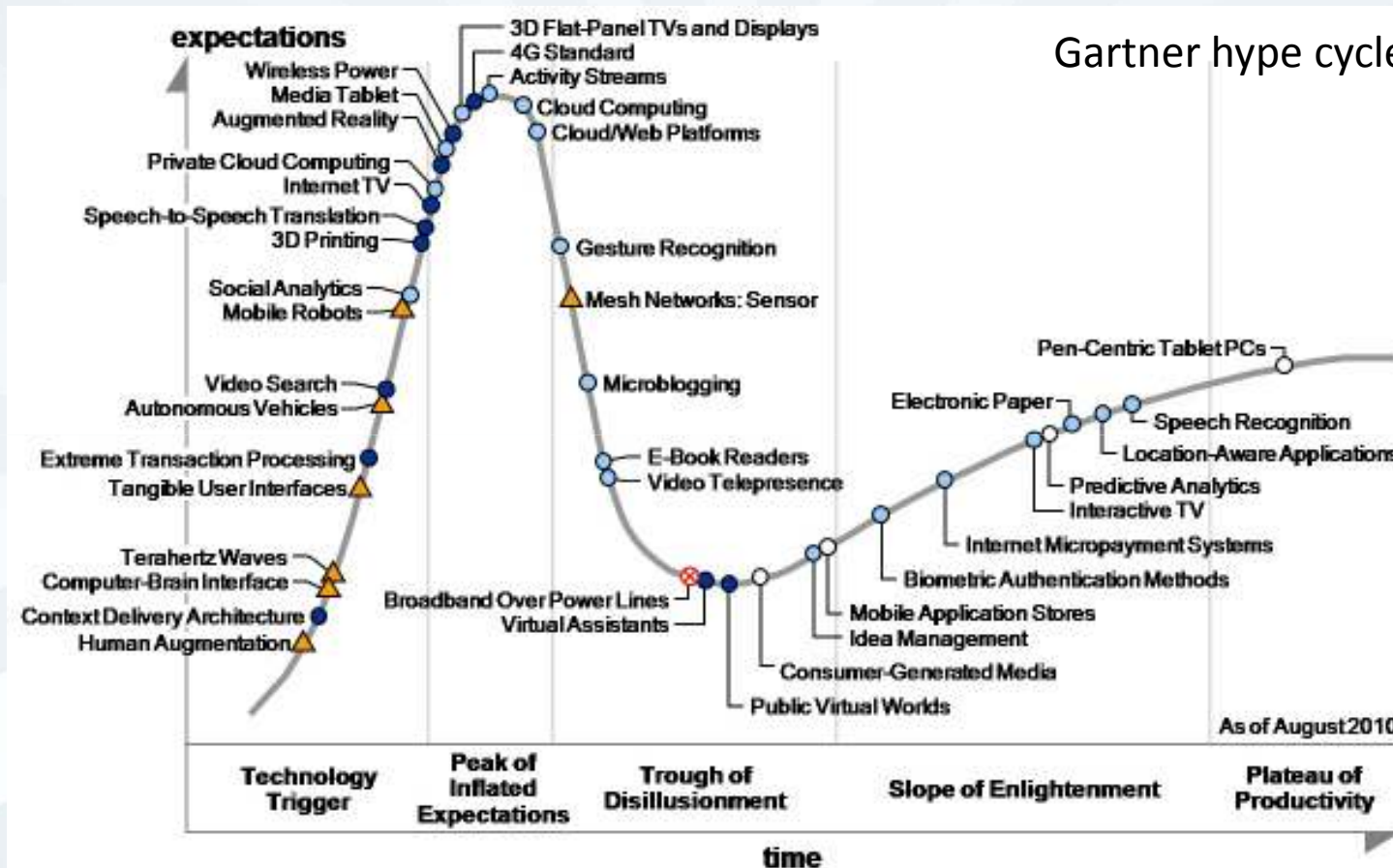
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Inovação AAA+

Our technology trends

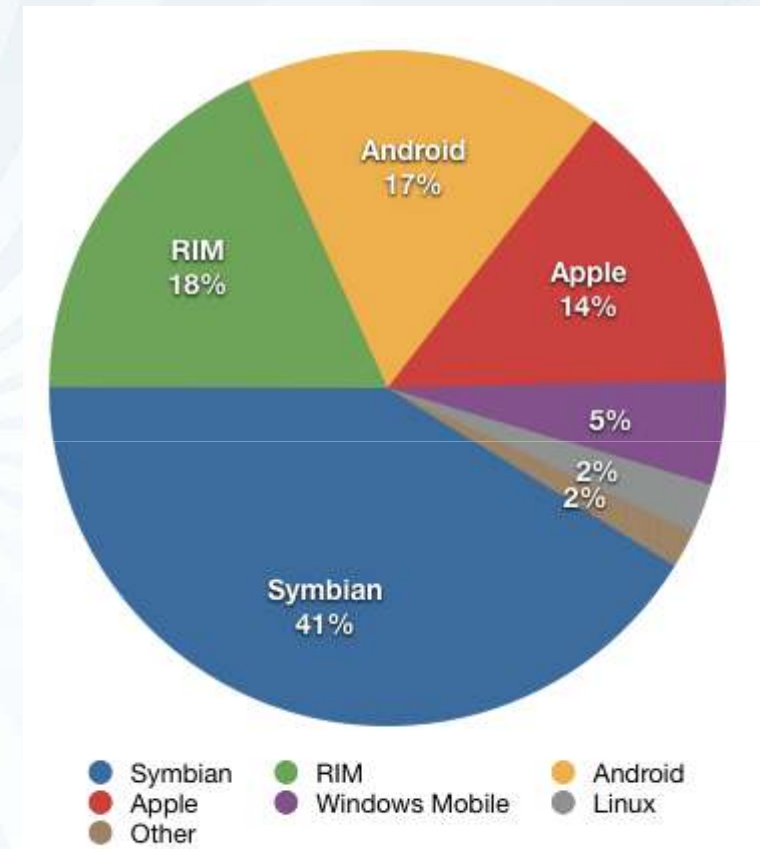


2010 Emergent technology trends



Mobile platforms

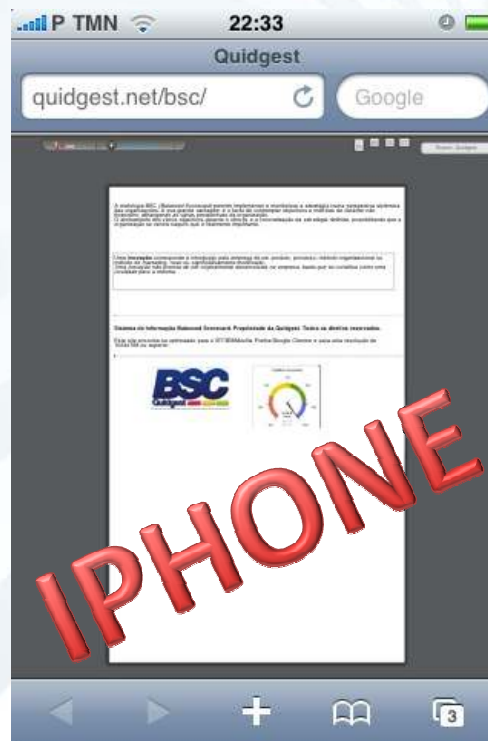
- Multiple options
- Multiple OS
- Limitations (e.g.)
 - Multitasking
 - Usability
 - App Stores



Share of 2010 Q2 smartphone sales to end users by operating system, according to [Gartner](#)

Mobile platforms

- Cross-platform approaches:
 - Java ME SDK
 - Web based

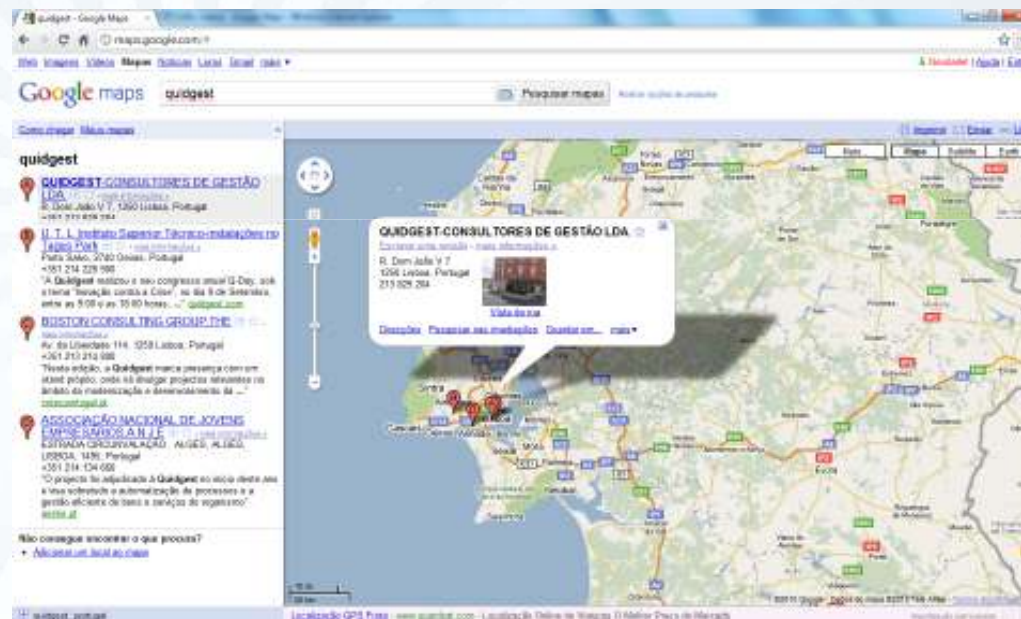
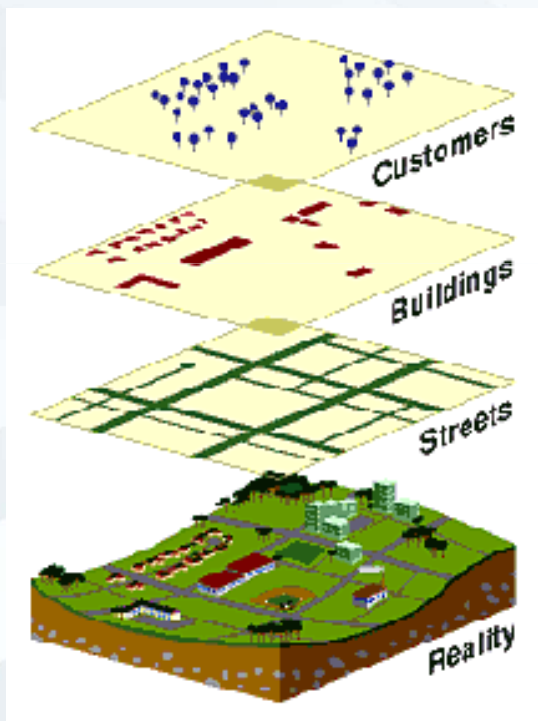


Earliest recorded use of the geographic method:

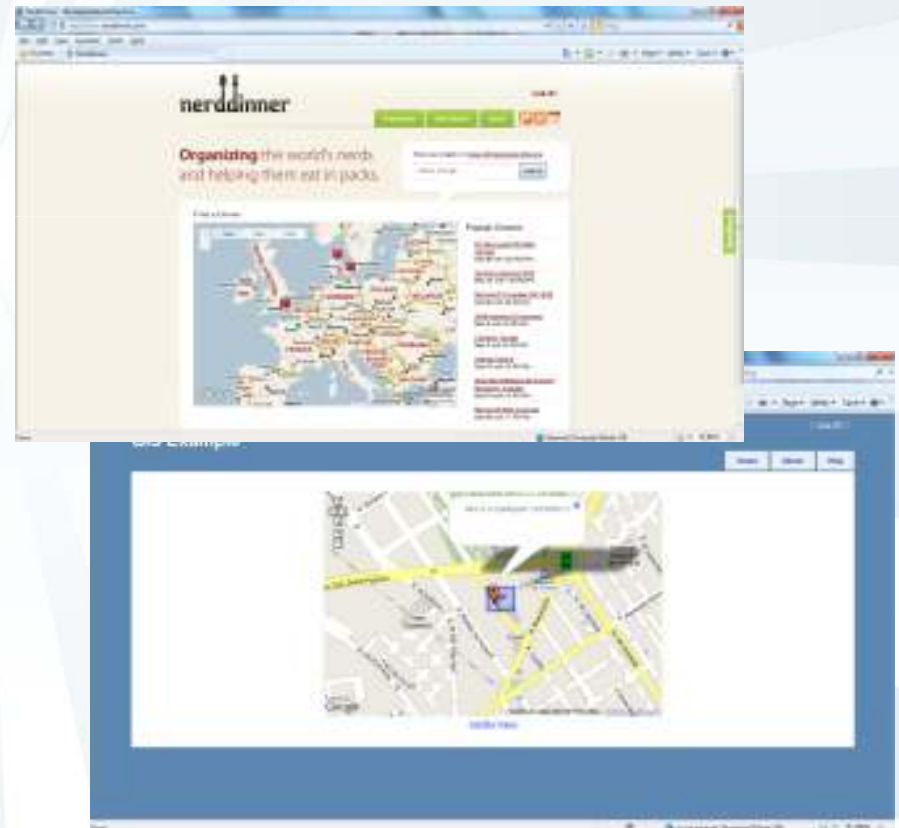


Geographical Information Systems

And we evolved...



- We can add layers useful to our business:
 - Resource Management
 - Urban planning
 - Demographic studies
 - Time based analysis
 - Statistical analysis
 - <your layer>



HTML5 – A new web standard

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- It's not one big thing
- You don't need to throw anything away
- It's easy to get started
- Already works
- It's here to stay
- Crossbrowser adoption

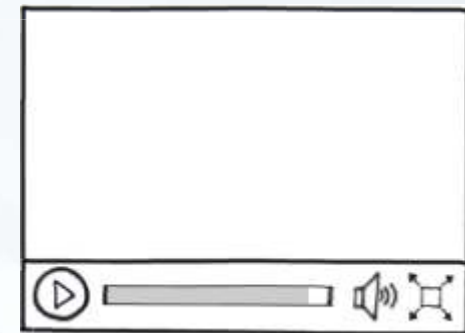


```
index.html
<!DOCTYPE html>
<html lang="en">
<head>
<title>HTML5: Up and
Running</title>
</head>
<body>
...
```


HTML5 – A new web standard

Q-Day
2010

- Canvas
- Video / Sound elements
- Geolocation
- Offline web storage
- Websockets
- Backwards compatible
- Supported by major browsers



- A new kind of databases because one size doesn't fit all
 - No relational model
 - Highly scalable
 - Faster indexing and searching
 - Various database families:
 - Key-value stores
 - Big-table clones
 - Document databases
 - Graph databases



Various implementations by known companies:

- Google “BigTable”
- Facebook “Cassandra”
- Amazon “Dynamo”
- LinkedIn “Project Voldemort”
- Twitter “FlockDB”
- Yahoo “Hadoop”

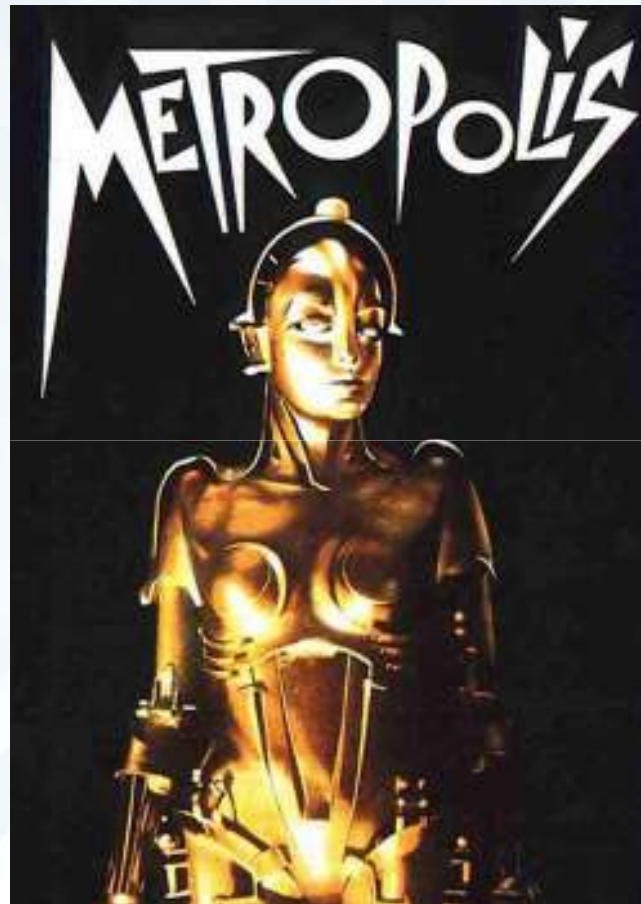
Many open-source implementations

- CouchDB, MongoDB, Redis and more



Machine learning

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Education for computers

Quidgest

quidgest@quidgest.com | www.quidgest.com

Machine learning

**Q-Day
2010**

- Used in a wide range of fields:
 - Natural language processing
 - Computer vision
 - Medical diagnosis
 - Search engines
 - Stock market analysis
 - Recommendation Systems
 - Email spam filter



Augmented reality

- Reality augmentation with virtual imagery



Augmented reality

- Young science field with much promise
 - Marketing
 - Navigation devices
 - Architecture
 - Sightseeing
 - Complex tasks
 - Surgery
 - Assembly
 - Maintenance



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Thank you

miguel.marinhas@quidgest.pt