

TECH PREDICTIONS FOR 2018

Software has consumed 2017 and will continue to eat the world in 2018. We saw a proliferation of smart home assistance in 2017 as well as continued growth of the Internet of Things, natural voice command hubs, progress in WiFi technology, a surge of interest in connected things, connected networks, connected cities. Consumers want technology to work for them and to make their lives easier.

Here are my predictions for 2018:

1. Smarter software

Smart platforms need fidelity and a deep understanding for individual behavior in order to get smart. In order for the system to keep learning and evolving, we need to focus on the longevity of each system to see if they will be able to keep up with the bursts in technology and also reflect upon the ethical trade off of sharing information for the greater good. Belkin International's newest brand Phyn is deploying advanced software to understand how we interact with water so we can plan for the future and our smart home brand Wemo bring products to market that allow consumers to have their software experiences be delivered by hardware to the edge of the network.

2. Bridging excess capacity with demand using tech efficiencies

In the summer of 2018 the mobile app ecosystem will celebrate its tenth birthday. Ridesharing, home renting, dog walking, food delivering apps have become a commonplace in our everyday lives. Everyday [millions](#) of people around the world use Uber Eats to order food. I don't see this momentum slowing down any time soon. [197 billion](#) mobile apps were

downloaded in 2017 versus 149 billion in 2016 and is expected to jump to 352 billion by 2021. People will continue to turn to technology to make their lives better, easier, and more fulfilling.

3. Voice

2017 seemed to be the breakout year for voice in home with major advancements such as Alexa, Cortana and Siri. This holiday season [tens of millions](#) of Alexa devices were purchased while Siri remains the most popular intelligent assistant. With more use case scenarios such as in-car adoption 2018 shows promise to be another breakout year, an evolutionary year.

4. Education

Personalized learning is among the most promising approaches to modern-day teaching, largely due to the rapid growth of edtech. Created for LA's transient youth, [Da Vinci RISE High](#) meets students where they are – educationally, emotionally, and with its mobile school, even physically. Their transdisciplinary curriculum focuses on competencies that traverse all subject areas so that students can understand the foundational skills necessary to succeed in the world. Using a mobile app created in partnership with DreamSeeDo, students can upload evidence that they have mastered core competencies. While evolution in the education industry doesn't move as quickly as we all wish it could, major strides in approach are taking place (Da Vinci RISE is a great example of this) and I am hopeful for what 2018 brings.

The possibilities are endless,

Chet Pipkin, CEO & founder, Belkin International

