

BRIDGE-ING:

Big Data Workshop



University of Nebraska
Omaha, NE
October 9, 2015

The greatest change is the rate of change

We are transitioning to a period of constant transition





FedEx

FedEx

FedEx





What two colors are the yield sign?







Just as yield signs are yellow and black anymore ... either are taxis



Trend #11: Sharing Economy/Collaborative Economy



Cargomatic 100 million pounds of freight in 2014

DashHaul, TransFix, KeyChain Logistics



Mobile, cloud, location & wireless ...

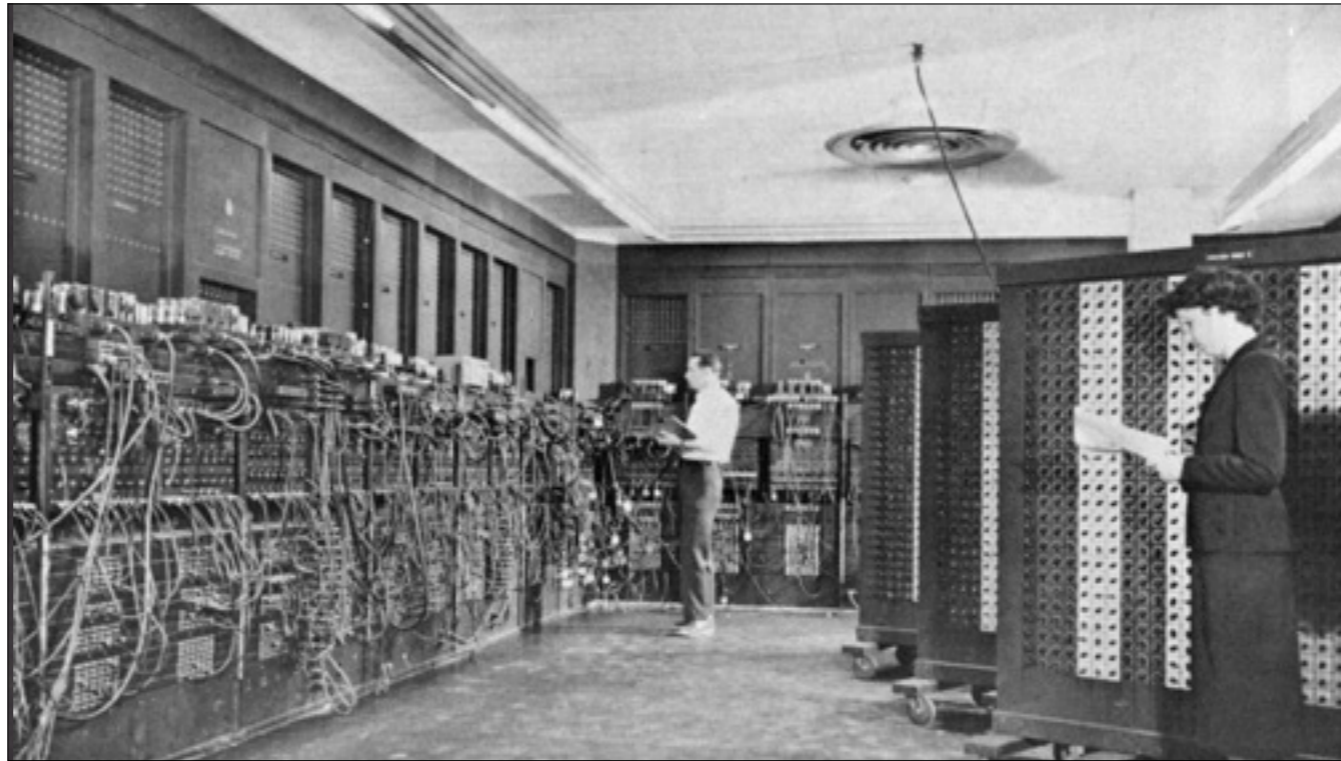
It has been coming for some time.



To understand, consider another revolutionary platform--the printing press.

But what the printing press, really? It is a collection of four already existing technologies--the wine press, moveable type, ink and paper.

In this same way, the IoT is a collection of already existing technologies--computers, data storage/cloud, bandwidth and wireless.



The world's first computer, ENIAC, built in 1946 at a cost of \$2.5 million and it took a room the size of a basketball court to house.

Won't see the revolution

Processing more data



Smart bridges



Here's another way to think about it. Yes, these sensors are good for the automobile company but they're great for the insurance industry.

Car crashes not only result in 40,000 deaths per year, they also cause \$100 billion in damage--that's the equivalent of prevent one Hurricane Katrina every year!



Fifty year ago, IBM's first memory device stored 5MB, weighed one ton, cost \$3000 a month to rent and the only fly to get into the clouds was to fly it.

Won't hear the revolution

Storing more data ...





Amazon is not getting into the grocery delivery business. It is getting into the data business.



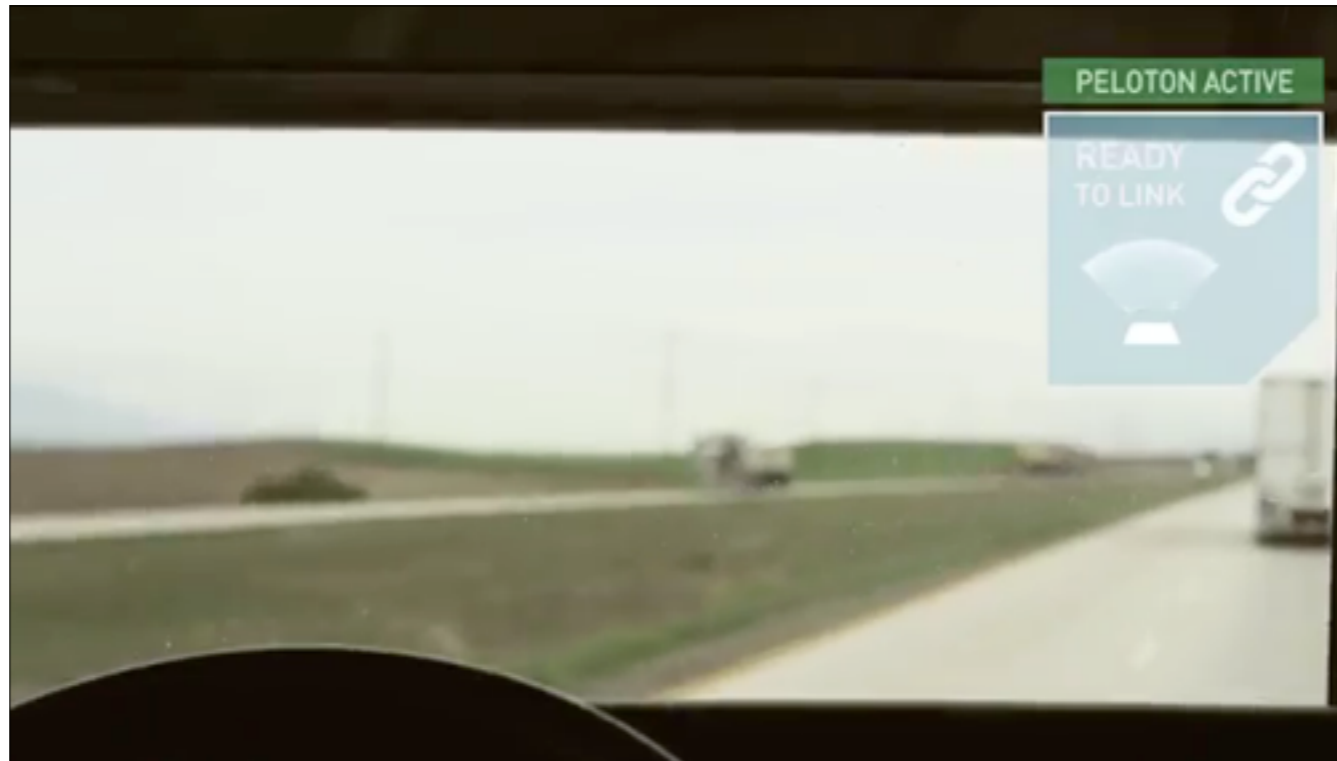
And it wants to “deliver everything in the world.”





Won't hear the revolution ...

Transmitting more data ...



Eliminate deadloads ...

No empty trucks on I-80 in Omaha during rusher.



May 2, 2000 ... GPS

Won't feel it ...

It'll just direct us ...



Gothenbrg ... 100 cars by 2017



Foth & Van Dyke must take action to innovate

ALEX DAVIES GEAR 10.07.15 1:10 PM

CHINA'S SELF-DRIVING BUS SHOWS AUTONOMOUS TECH'S REAL POTENTIAL







Uber will partner with University of Arizona for self-driving car research

The new hub will focus on optics systems

By [Russell Brandom](#) on August 25, 2015 02:34 pm [Email](#) [@russellbrandom](#)