

Interview with Gary Dewing, Country Manager of Ericsson Ethiopia: Ten Consumer Trends that Connoted Intelligent Machines could take on by 2030



Can you give us a brief about this study and what these ten consumers trends mean?

The tenth edition of the Ericsson [ConsumerLab 10 Hot Consumer Trends](#) report highlights consumer predictions about the various roles that connected intelligent machines could take on going forward. Each of these roles could be new service areas, opening a range of opportunities for 5G service providers to gradually extend intelligent networks to their customers.

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In the process, they could make the world more responsive to consumer needs than ever before, given that consumers predict intelligent connectivity to enable services that go way beyond the mobile broadband experiences of today.

The 10 Hot Consumer Trends for 2030:

- 01.** Body bots: Get a power-up – 76 percent of consumers predict there will be intelligent posture-supporting suits.
- 02.** Guardian angels: Three-quarters believe that privacy guardians will help fool surveillance cameras and block electronic snooping.
- 03.** Community bots: Seventy-eight percent believe electronic watchdog services will alert neighborhood allies to any trespassers.
- 04.** Sustainability bots: Future weather will be extreme – 82 percent believe devices will share data and warn about local rain torrents or heat blasts.
- 05.** Home officers: WFH uninterrupted – 79 percent say smart speakers will project noise-canceling walls around the home office space.
- 06.** Explainers: Over 8 in 10 predict automated financial management systems that explain how your investments are handled.
- 07.** Connectivity gofers: Smart signal locators will be able to guide you to optimal connectivity spots, say 83 percent of consumers.
- 08.** Baddie bots: A baddie bot that can be trained to carry out burglaries or attack other people is wanted by 37 percent of AR/VR users.

- 09. Media creators:** Machines will curate content. Sixty-two percent think game consoles will make original games based on their game play.
- 10. Bossy bots:** Around 7 in 10 believe that social network AIs will understand your personality and build up a circle of friends that is good for your mental and physical wellbeing.

Why was the year 2030 selected?

Ericsson Research is the organization within Ericsson that focuses on future technologies, and we felt that a 10-year outlook would be better aligned with that focus.

Furthermore, we also believe that AR, VR and virtual assistant technologies now have reached a level of maturity and market acceptance for at least early adopters of such technologies to be able to have well-founded opinions about the future trajectories of how they will use smart technology going forward.

Finally, we think that now is an excellent opportunity to engage in dialogue not only about how the new decade starts but also about what the fruits of this new decade could potentially be.

Will these trends come to reality? Will they really happen?

At Ericsson Research, our vision is that advances in AI and cellular communications technology will enable connected intelligent machines to securely communicate across the networks of tomorrow. In the process, they could make the world more responsive to consumer needs than ever before, given that consumers predict intelligent connectivity to enable services that go way beyond the mobile broadband experiences of today.

However, how far incorporating such technologies in products and services, as well as how popular they become on the mass market in such a timeframe is too early to tell and depends on many different factors not limited only to the technology itself.

On which technology are these trends based on? What is the key enabler of these trends?

Our vision is that advances in AI and cellular communications technology will enable connected intelligent machines to securely communicate across the networks of tomorrow.

Each trend in the report depicts a specific role that such machines could take. Given that consumers predict intelligent connectivity to enable services that go way beyond the mobile broadband experiences of today, this points to opportunities for 5G service providers to gradually extend intelligent networks to cover a whole range of new services for their customers.

Each of the machine roles we present in this report could be a whole new service area. What all of these potential services have in common is that they rely on intelligently communicating across devices and thus puts the networking aspect even more in the front seat than today.