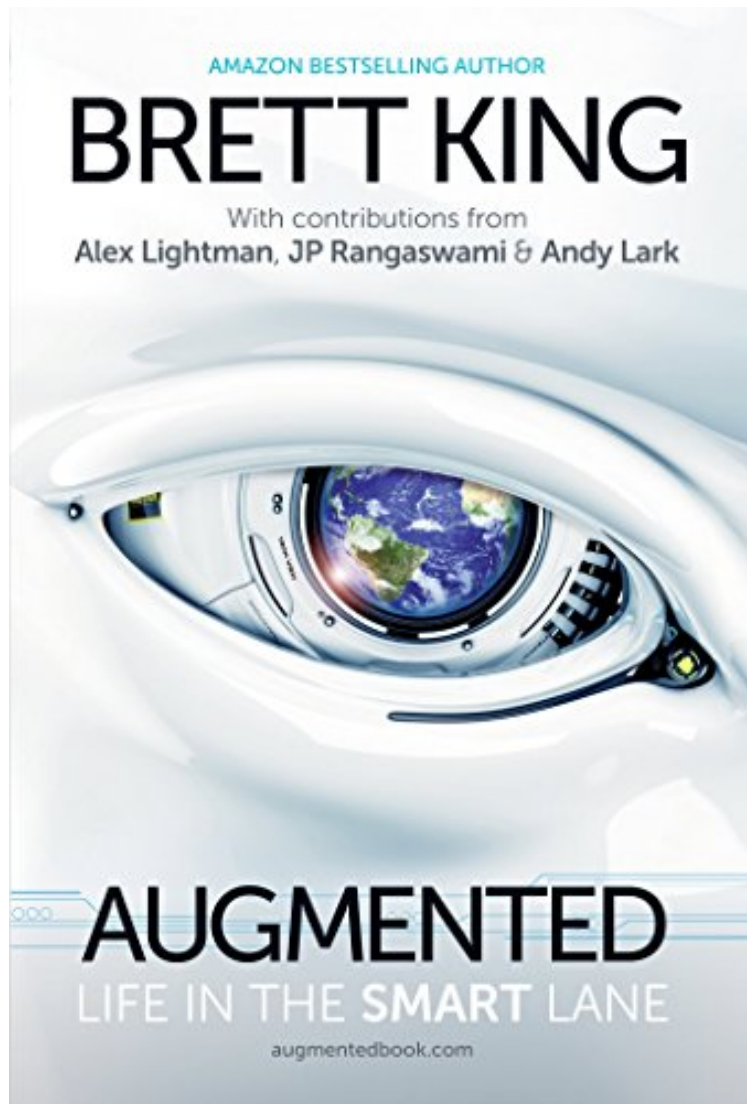


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## Augmented: Life in The Smart Lane

*Brett King, Andy Lark, Alex Lightman, JP Rangaswami*  
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**Brett King, Andy Lark, Alex Lightman, JP Rangaswami : Augmented: Life in The Smart Lane** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Augmented: Life in The Smart Lane:

1 of 1 people found the following review helpful. The Future You Wanted Is Near...By Customer Brett King's "Augmented" is the most engrossing book on "the future" I have read in a very long time, and as illuminating as "Guns, Germs, and Steel". He deftly breaks down many of the overall themes and technologies that will affect our future (AI, Automation, Robots, Human Augmentation, etc...) and details what is happening now, and how we will most likely expand and integrate these into our everyday life. It isn't a book about theoreticals and a wide-eyed

"Jetsons" futurescape, but how the technologies we are using and developing today will extrapolate into massive disruptions that you need to be prepared for. As one line in the book states, "You'll be paid in the future based upon how well you work with robots." Substitute "robots" with "computers" 25 years ago, and you'd be just as correct. I recently met Brett and heard him speak at a technology conference. He knows what he is talking about and I have encouraged everyone I know, and especially those with children, to read this book. This is THEIR future, and I wish I was 25 years younger to participate and grow with it even more...PS: Thanks Brett for signing my book! 3 of 3 people found the following review helpful. An enlightening view of the world to come, and now! By Dan Goldberg This book by Brett King I have found to be an exciting read, and an eye opening view of the world we live in, and to come. A perfect balance throughout the book of thought-provoking, visionary, balance and scary! For an age that is already upon us this is a book that states the nature of our time. To borrow a line from someone who quoted in the foreword, "makes me glad I'm in technology". 6 of 7 people found the following review helpful. REVIEW OF AUGMENTED: LIFE IN THE SMART LANE BY BRETT KING By Simon By @SimonCocking. We recently interviewed Brett King about his thoughts on FinTech, the future of banking and his views on a range of topics (see interview parts I and II). Meanwhile Brett has been keeping himself busy writing, and launching, on May 6th his fifth book "Augmented: Life in the Smart Lane", which we now review below. Firstly the book is a good read and easily readable. It manages to straddle that tricky challenge of being informative for the tech audience at the same time as being interesting and appealing to a wider general audience too. In the time we had it to review it, the book was picked up and read by a range of other interested people. From 13 year old tech geeks, to managers of major cultural institutions, looking to future proof their own organisations. Which indicates this is a topic that interests a wide range of people. The book begins by taking you through a quick review of the last 250 years of technological innovation, with increasingly shorter cycles of relevance and then obsolescence for different inventions. Moore's Law, Ray Kurzweil's predictions of a coming Singularity, and other key trends are all referenced. If you are not familiar with these points of reference they are all explained in a way that again treads carefully between keeping the general reader on board and yet also informing the more tech savvy among the audience. His analysis of the imminent arrival of ubiquitous renewable energies is refreshing and positive. Coming at it from the perspective that cost will drive its mass adoption rather than needing to appeal to ecological considerations. King approaches the growth of AI (artificial intelligence) technologies from a similar perspective, namely that adoption will be driven by the fact that machine to machine transactions will simply be more effective and less error prone than human based interactions. Naturally this will have significant implications in terms of what sectors still need to employ humans and which won't. These parts of the book are well worth reading to future proof your own potential career decisions! Drawing on current trends and their likely implications for the future King also analyses the impacts on transportation. Driverless cars are already with us, but in the future it could also free up large amounts of our time, in our "third place", after home and work. Similarly with AI related quality of life improvements there are some very positive future scenarios for humanity in terms of increased time to pursue what interests us and what we care about, rather than merely living to work. Naturally Skynet and other robot dystopias are always a possibility and Brett doesn't shy away from looking at these possibilities too. Roadmap\_AugmentedAge Road map to an Augmented Future, page 434 Without wanting to give too much away this is a good book as it presents an interesting and thought provoking look at our near and further off future. Much of it is plausible, and as he says, he's not looking to get it all 100% right, but rather to make us aware of the general direction in which our global societies are heading. Well worth a read, and one that you may find other family members reading too. If you would like to have your company featured in the Irish Tech News Business Showcase, get in contact with us at [Simon@IrishTechNews.net](mailto:Simon@IrishTechNews.net) or on Twitter: @SimonCocking

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 you're likely to have a heart attack and recommend a course of action. We watch news of Google's self-driving cars, but don't likely realise this means progressive cities will have to ban human drivers in the next decade because as 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 themes—Artificial Intelligence, Experience Design, Smart Infrastructure, and HealthTech. Historically the previous "ages" brought 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 AI 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.

When someone as obsessed and thoughtful about the future as Brett King gets ahold of a keyboard and sufficient time to think and write—watch you, world. Here comes a book that will broaden your mind and make you reexamine what you think you know about tomorrow. David Wolman, Author of *The End of Money*, Contributing Editor at *Wired* "You may think you've heard all there is to know about the dramatic changes to come in our digital future. Well, prepare to have your mind blown... again. In a crowded field of prognosticators, Brett King stands out for his clearly articulated vision of how technology is changing who we are."—Michael J. Casey, Author of *The Age of Cryptocurrency: How Bitcoin and Digital Money are Challenging the Global Economic Order*. "We live in a world where software is getting smart enough to automate things that only people could do just a few years ago. This is going to radically change the way we educate our children, and the way people work in the future. *AUGMENTED* is a wake up call for a whole swathe of industries including the accounting profession. If your job can be automated, it probably will."—Rod Drury, CEO of Xerox "Whole industries have been vaporized by technological progress, but as Brett King show us, this trend is just getting started. *AUGMENTED* is your guide to a world in chaos, where each wave of technological innovation collides with several others. Get ready, get smart, read this book."—Robert Tercek, Author of *Vaporized* "If you want real financial security and the ability to fund your dreams in the future, then you need to see what is coming next. Brett King's *Augmented* is a roadmap of the biggest changes and the most disruptive technologies we'll need to navigate to get there."—David Bach, *New York Times* Bestselling Author "As one of the world's most followed and provocative voices in digital finance, Brett King has once again thrown down the gauntlet. Brett's vision of the future should be required reading for governments, think tanks, investors, or basically anyone wondering how transformational technologies like artificial intelligence, robotics, Bitcoin, and gene-editing may impact our society."—Seth Wheeler, Former White House Advisor on Financial Services and Brookings Institution Guest Scholar "From the Back Cover" "Science is on the edge of radically changing the way we live and the experiences we have day to day. So often the views of that future are bleak, but *The AUGMENTED AGE* is an optimistic view of that future and the challenges we'll face. The possibilities are limitless..."—Tory Belleci, Host of *Mythbusters*, *Punkin Chunkin* and *Thrill Factor* "Having watched many innovations occur over the last few decades, it has always confused me as to why so many resist change. The world Brett and Alex describe in *Augmented* is one where the most significant changes in our lifetime are just around the corner. The *Augmented Age* is tremendously exciting."—Nolan Bushnell, Founder of Atari and author of *Finding the Next Steve Jobs* "We are in the midst of a huge wave of technological change. Augmented Reality. Self-driving cars. Human-like robots. Additive manufacturing and much more are bringing deep cultural change and exposing long-fed fears of a dystopian future. Brett King not just properly catalogs all of these, but tells us what it all means: that we soon will be *AUGMENTED*. His look at what's happening will be my bible for a long time."—Robert Scoble, Bestselling Author of *Age of Context* and *Beyond Mobile* "Welcome to the *AUGMENTED AGE*. Super powers. Super cities. Super vehicles. Super robots. Technology is about to change everything in your life. Whether you're scared, excited, or both, you need to read this awesome roadmap of the future that Brett King has created. Those who can anticipate the future can thrive in it."—Ramez Naam, Author of *Nexus* "A whirlwind of AI and IA (augmented organic minds), robots, Bitcoin, smart materials, you name it! The Brett and Alex data-mine deep history -- and then stretch far forward, presenting a stunning synthesis that is at once richly detailed, amazing and even slightly troubling -- but never boring. Future shock just got a side of awe. Highly recommended!"—Mark Jeffrey, Author of 'The Case For Bitcoin' and Founder, Guardian Circle "About the Author" Brett King is a five times bestselling author, a renowned commentator and globally respected speaker on the future of business. He has spoken in over 40 countries, to half a million people, on how technology is disrupting business, changing behaviour and influencing society. He has spoken at TED conferences, given opening keynotes for *Wired*, Singularity University's Exponential Finance, *The Economist* and many more. He has visited the White House to advise the National Economic Council on the Future of Banking and been invited to meet with regulators from the United States, China, the European Union and the World Bank. King hosts the world's leading dedicated radio show on technology impact in banking and financial services called "Breaking Banks" (72 countries, 1 million listeners). He is also the founder of Moven, a successful mobile start-up, which has raised over US\$24 million to date, with the world's first mobile, downloadable bank account, available in the United States, Canada and New Zealand.