

OBSTAJA LE ENO SMUČANJE

OBSTAJA LE ENA KOMUNIKACIJA

BESEDE SO POMEMBNE ZA PODJETJA.

DELIJO JIH NA DVE SKUPINI.

PROSIJO KUPCE

razlagajo
so vsiljiva
nižajo cene

niso pomembni

KUPCI PROSIJO NJIH

so takoj všečna
manj dostopna
držijo ceno

so zelo pomembni

**HITRO IN
POČASNO
RAZMIŠLJANJE**

Sistem 2: počasi, effortful, infrequent,
logical, calculating, conscious

VIŠJE RAZUMEVANJE

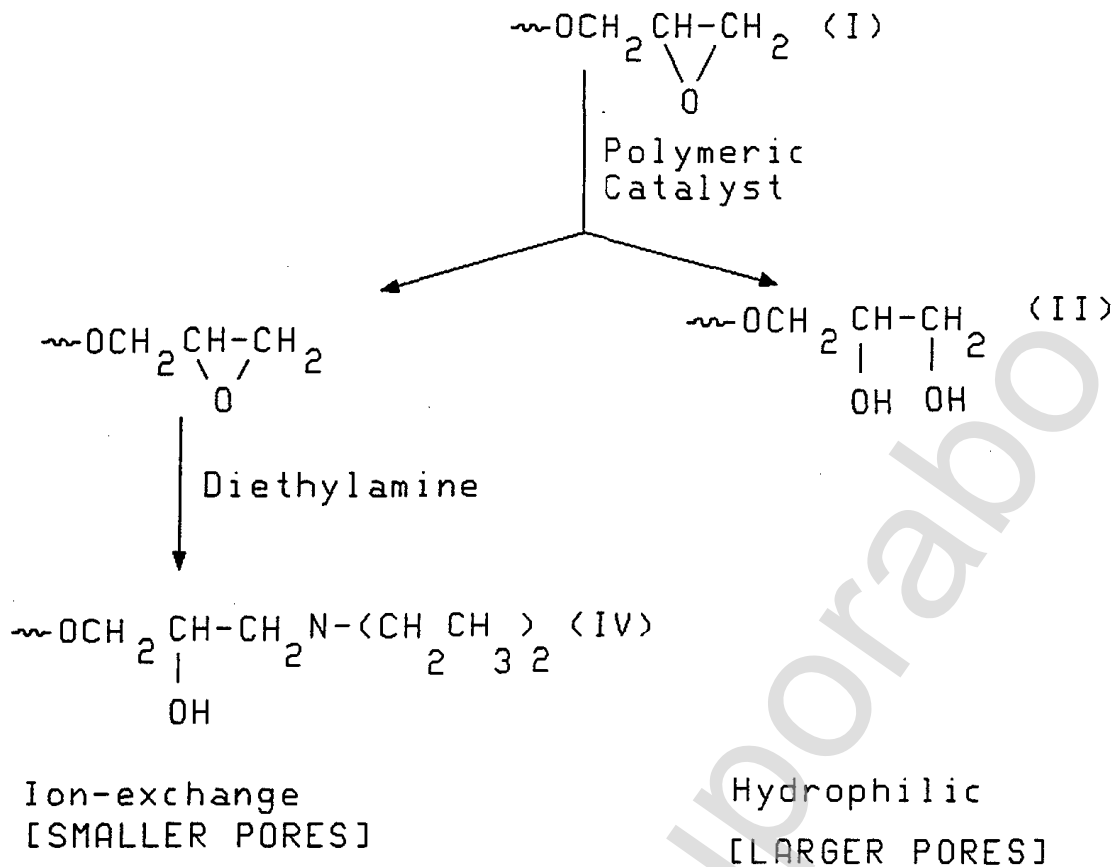
ČUSTVA

PREŽIVETJE

Sistem 1: hitro, automatic, frequent,
emotional, stereotypic, subconscious

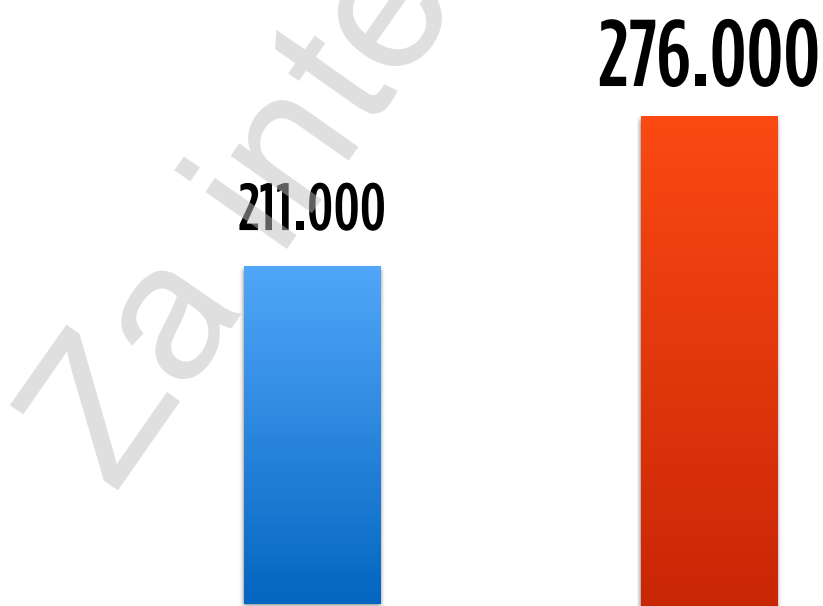
ENIM JE LAŽJE VZBUJATI ČUSTVA, KOT DRUGIM





© Jean M. J. Frechet, Frantisek Svec, Vladimir Smigol

Število prednaročil
Tesla Model 3 v **prvih treh dneh.**



Število vseh prodanih vozil
Nissan Leaf v **petih letih.**

TAKO DELAJO “PROSILCI”

- a) Predstavitev našega podjetja, zgodovine
- b) Članstvo v združenjih, izkušnje, ekipa
- c) Naš prodajni portfelj, kaj vse delamo
- d) Kako delujejo naši produkti
- e) Tehnika za našimi produkti
- f) Generični scenariji uporabe
- g) Cena
- h) Kaj pravite?

**IN 3D TISK
JE POLN ČUSTEV IN ZMAGE**

Introducing 3Doodler[®] 2.0



The World's First & Best 3D Printing Pen
Just got even Better

© WobbleWorks, Inc.

Welcome to the 4th dimension!

The dynamic wheel arches aren't just a real revolution in terms of design. BMW has also thought ahead in terms of how they can be manufactured using the revolutionary **4D Printing process**. So in future, this highly complex component can be produced with all of its desired characteristics in just one single manufacturing process.



© BMW GmbH

VENDAR JE NEKAKO SPREGLEDAN

STRATEŠKA RAZVOJNO-INOVAZIJSKA PARTNERSTVA	Vertikalne verige vrednosti (VV)	Horizontalne mreže
1 Pametna mesta	Mobilnost in Energija, Zdravje, Varnost	IKT
2 Pametne zgradbe in dom z lesno verigo	...	
3 Krožno gospodarstvo	Cilj: 5 VV	
4 Funkcionalna živila	Cilj: 3 VV	
5 Turizem	...	
		Robotika Nantehnologije Sodobne proizvodne tehnologije za materiale s plazmo Fotonika z mikro in nanoelektroniko Tehnologije vodenja
6 Tovarne prihodnosti	...	
7 Zdravje medicina	Biofarmacevtika, Translacijska medicina, Naravna zdravila	
8 Mobilnost	...	
9 Materiali kot končni produkti	Metalurgija, Multikomponentni materiali	

© SVRK, Gradiva za javno razpravo o SRIP, 10/2015

**ZDI SE, DA JE 3D TISK
V SLOVENIJI “PROSILEC”
ZGODBE DIGITALNE PREOBRAZBE.**

IN TO JE RESEN PROBLEM. ZAKAJ?

**3D TISK JE POMEMBEN.
PA NI (DOVOLJ) ČUTITI.**

**POVEZUJMO SE.
PA SE (ŠE) NE DOVOLJ.**

3D TISK JE POMEMBEN.

POVEZUJMO SE.

ZVEZDE DIGITALNE PREOBRAZBE SO "IoT", ROBOTI, AI IN VELIKI PODATKI.



Najboljše in najboljše uporabo



MakerLab
Ljubljana

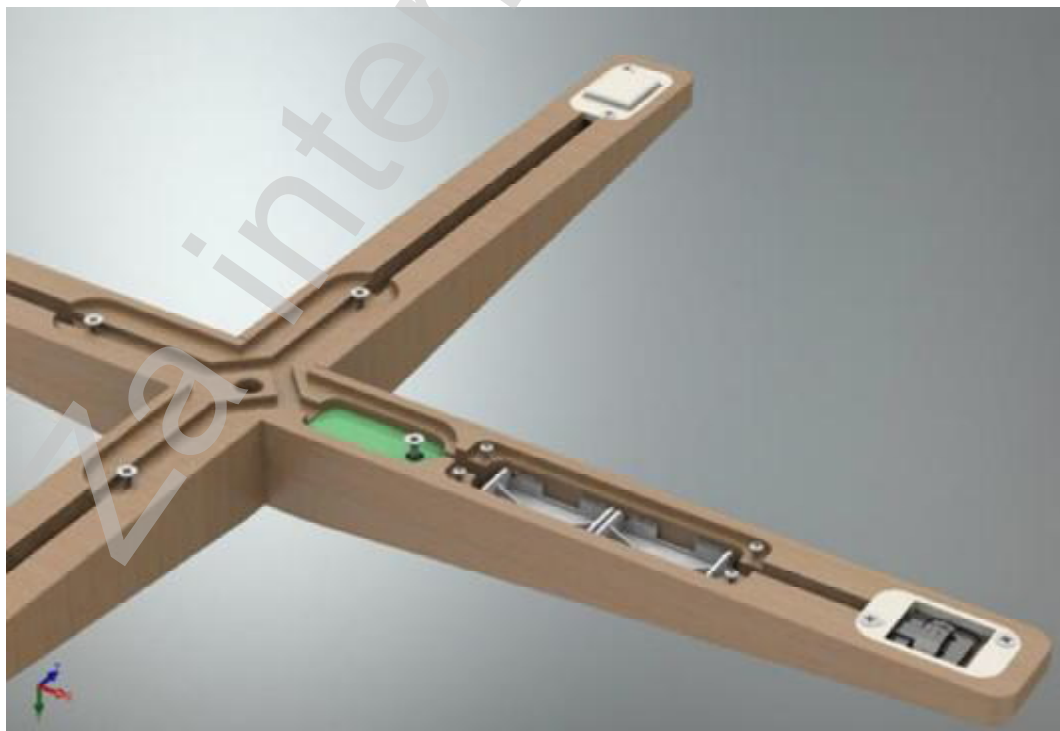


R&D

f: makerlabljubljanat: makerlabljw: maker.si



MakerLab
Ljubljana



The Internet of Things: Market Size, Share ... - Business Insider

The internet of things is ... we forecast there will be 34 billion devices connected to the internet by 2020, up from 10 billion in 2015. IoT devices ...

businessinsider.com/how-the-internet-of-things-market-will-gr...

Connected medical devices: The Internet of things-that-could ...

Medical devices are increasingly connected ... Connected medical devices: ... someone might be able to potentially access that from the Internet," he ...

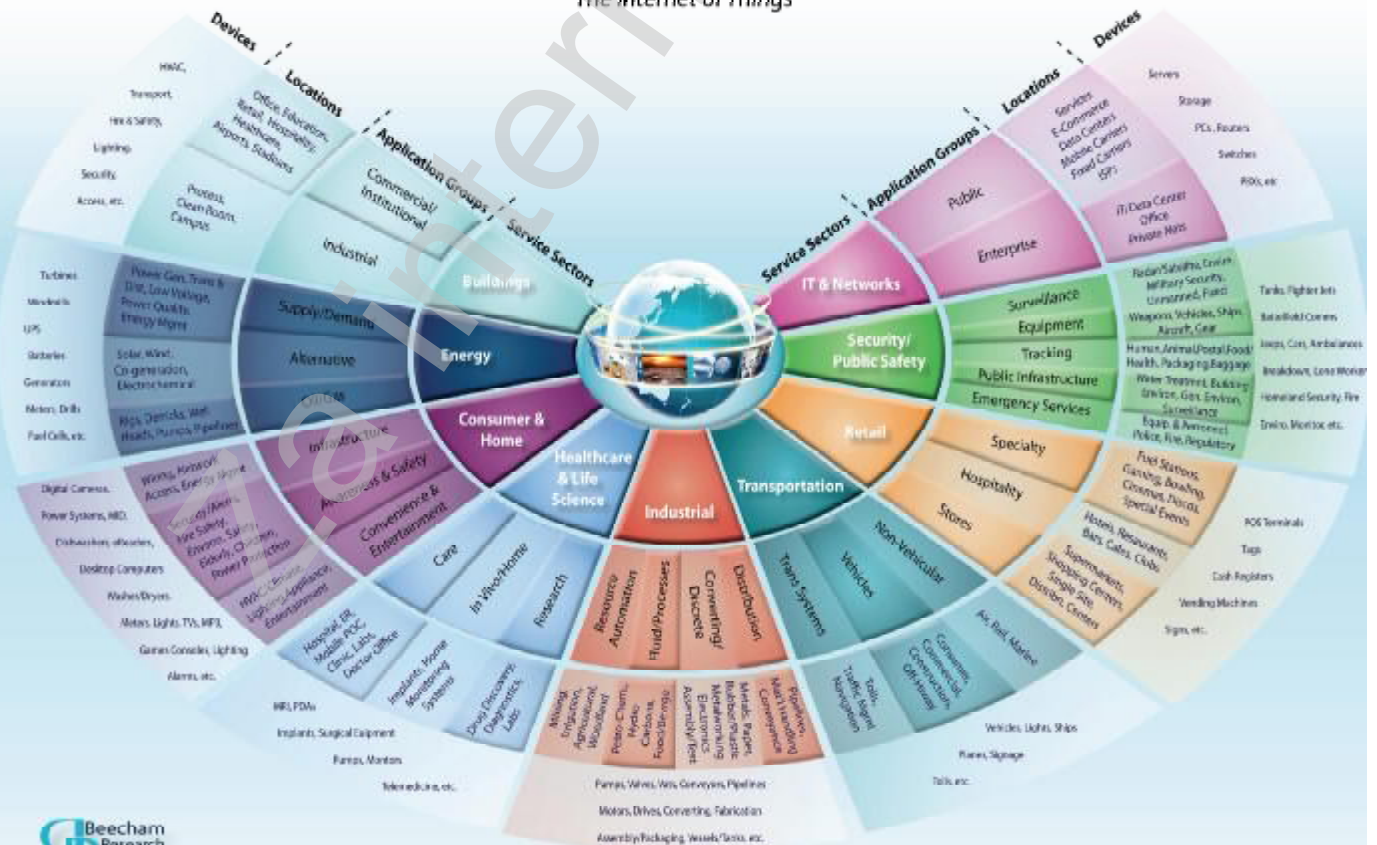
washingtonpost.com/news/the-switch/wp/2015/08/03/connected-m...

25 billion connected devices by 2020 to build the Internet of ...

25 billion connected devices by 2020 to build ... rise of initiatives like the Internet of Things (IoT) ... will drive the number of connected ...

zdnet.com/article/25-billion-connected-devices-by-2...

M2M World of Connected Services The Internet of Things



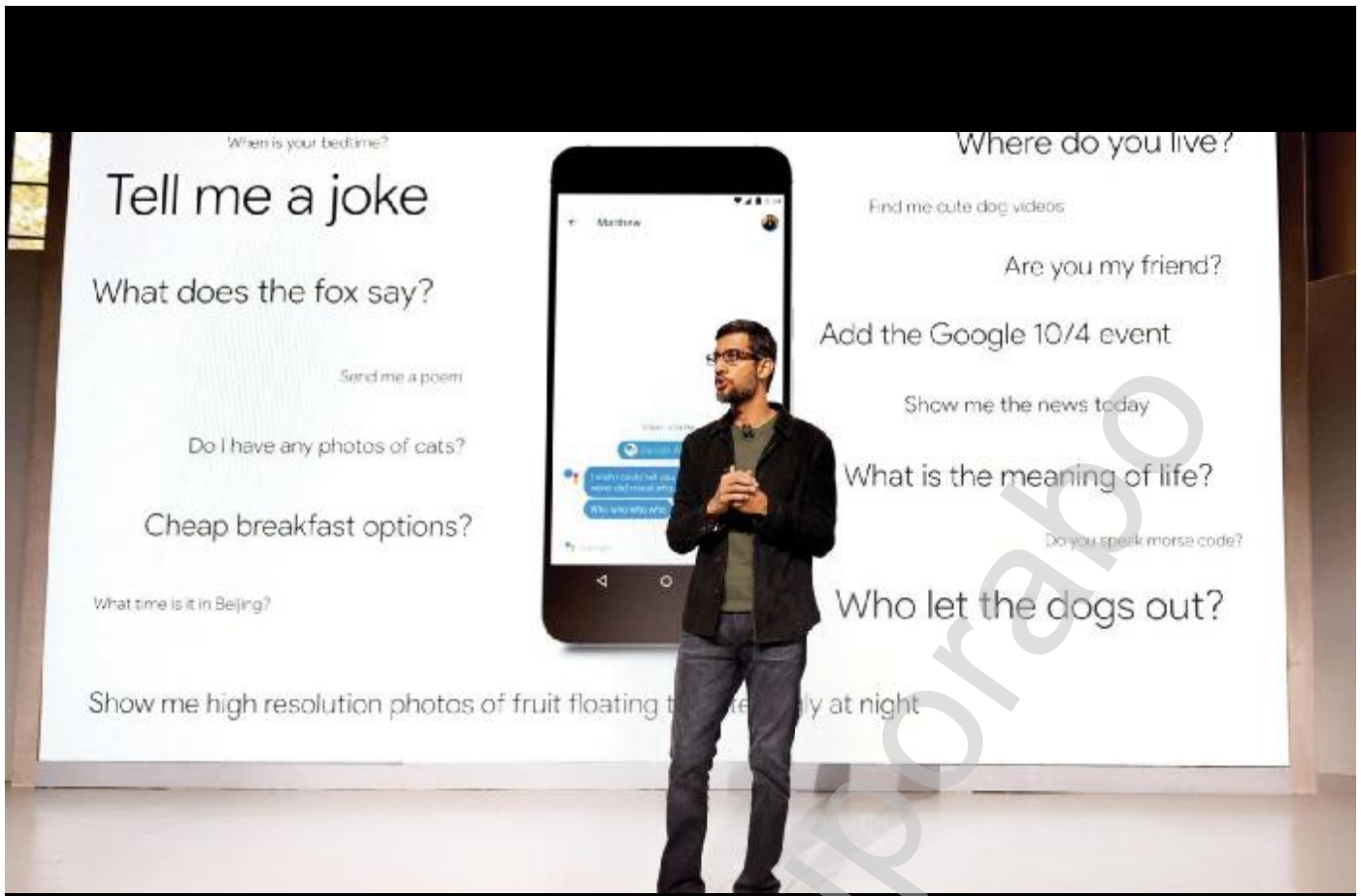


© CC 3.0 Steve Jurvetson

Google Home



© Alphabet Inc.



© Stephen Shankland/CNET



© Volvo Car Corporation

PLATA O PLOMO

**SE RES VSE SPREMINJA,
PRVIČ?**

STVARI SO SE ŽE SPREMINJALE NISO PROPADALA LE PODJETJA, AMPAK CELE CIVILIZACIJE

EKSPONENTNE TEHNOLOGIJE

Vsaka od teh tehnologij
se podvoji med 8
mesecev in 2 leti.

AI in robotika

3D tisk

Nanotehnologija

Medicina in
nevroznanost

Bioinformatika

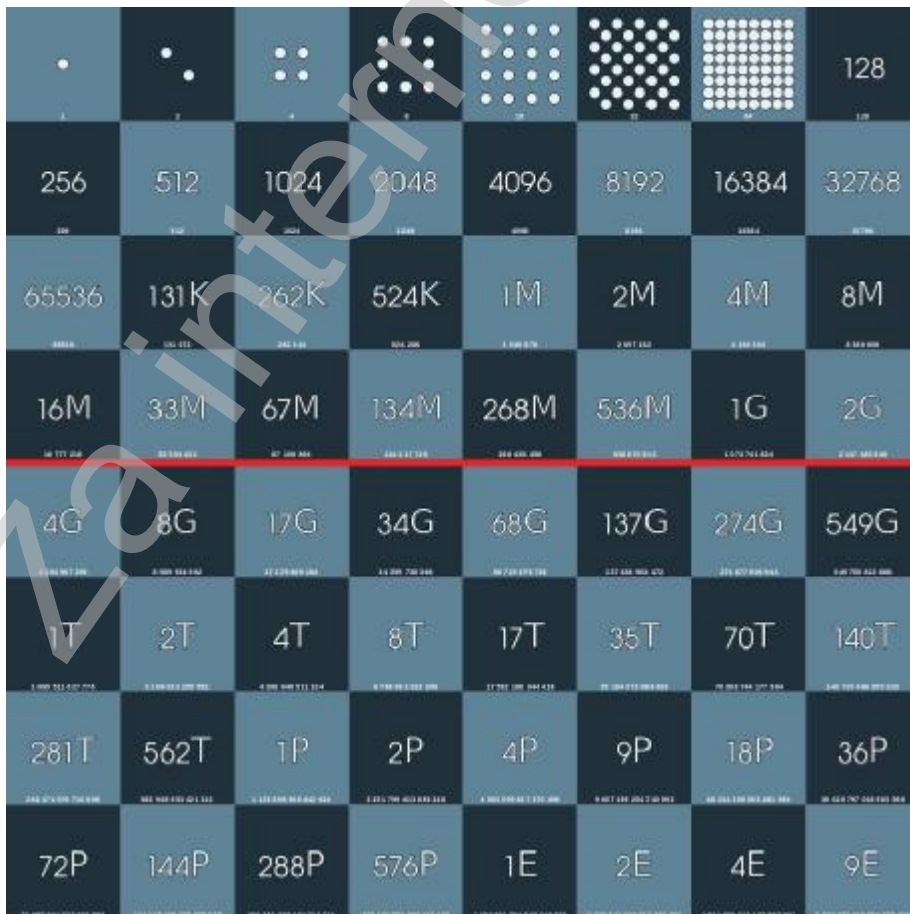
Veliki podatki in
analitika

Omrežja

Energetski in
okoljski sistemi



© CC 4.0 McGeddon / Wikipedia



© CC BY 3.0 Andy0101 / Wikipedia

EKSPONENTNE TEHNOLOGIJE

Vsaka od teh tehnologij
se podvoji med 8
mesecev in 2 leti.

AI in robotika

Bioinformatika

3D tisk

Veliki podatki in
analitika

Nanotehnologija

Omrežja

Medicina in
nevroznanost

Energetski in
okoljski sistemi

© Morningstar Technology Index

EKSPONENTNE TEHNOLOGIJE

There is an important consequence to rapidly
advancing technology.

Computers will enable artificial intelligence far
sooner than anyone thought possible.

Large scale genetic sequencing will prove to
be the Achilles heel of cancer.

Synthetic life will go mainstream and
revolutionizing entire industries.

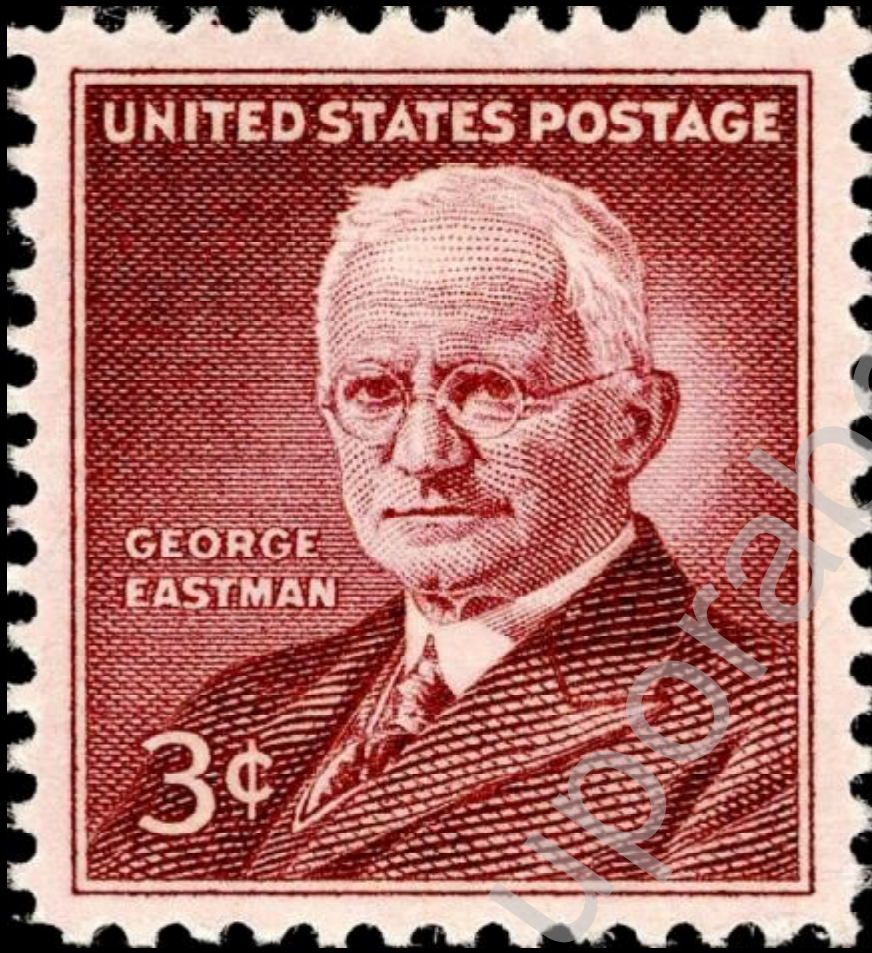
3D printing will turn manufacturing on its head.
Warfare will be fought with robots and drones.

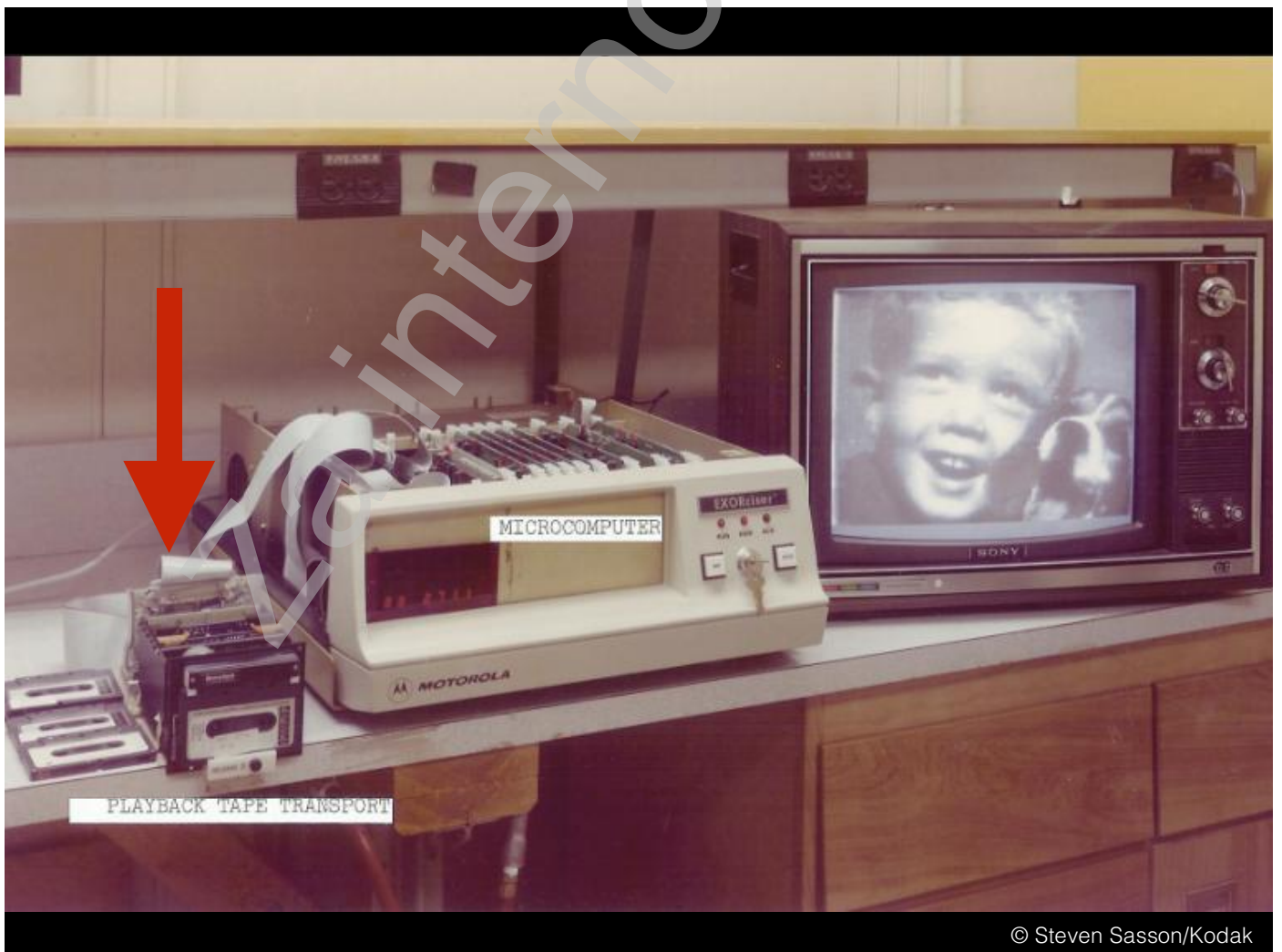
**Dictatorships will fall as populations
organize with mobile.**

Advanced Education will be made available
freely to the world.



**PRED NAMI JE ŠIRŠE
VPRAŠANJE VIZIJE
IN MISELNOSTI**





*To my friends
My work is done
why wait?*

"To my friends
My work is done.
Why wait?
GE"



United States Patent [19]

Lloyd et al.

[54] **ELECTRONIC STILL CAMERA**

[75] Inventors: **Gareth A. Lloyd; Steven J. Sasson,**
both of Rochester, N.Y.

[73] Assignee: **Eastman Kodak Company,**
Rochester, N.Y.

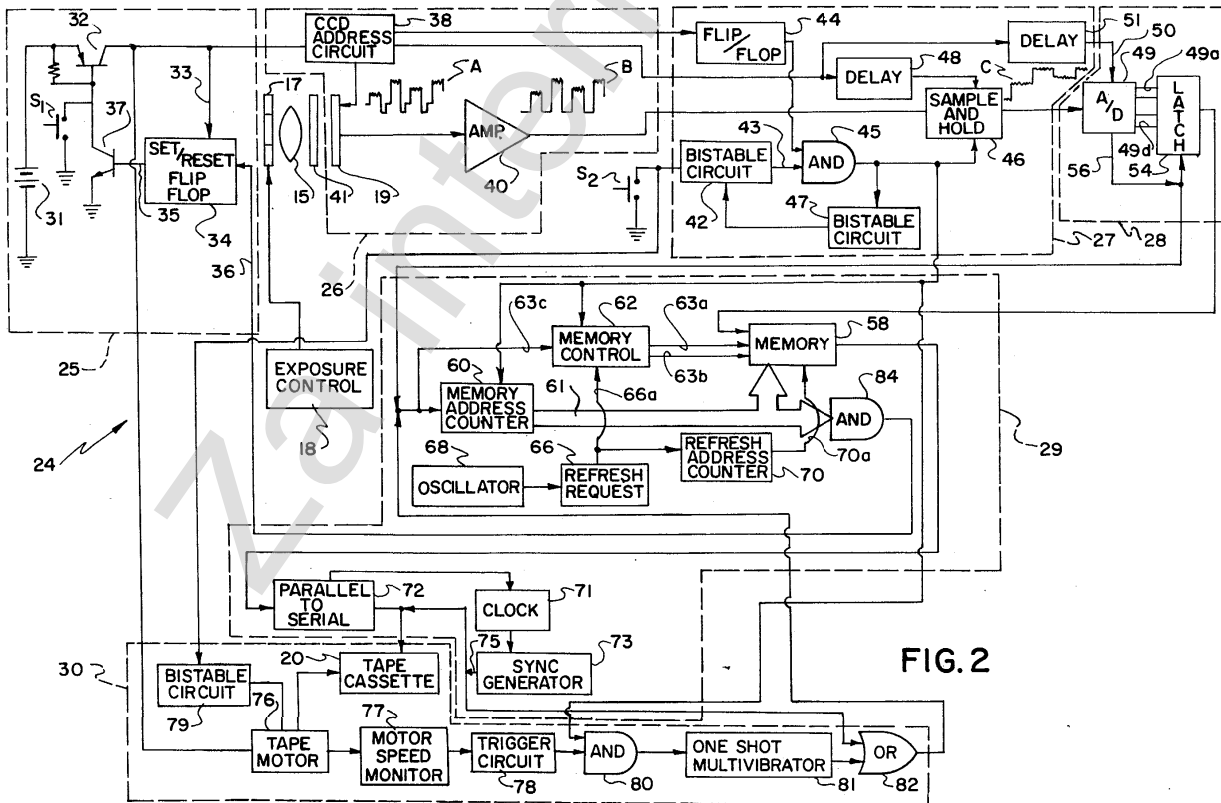
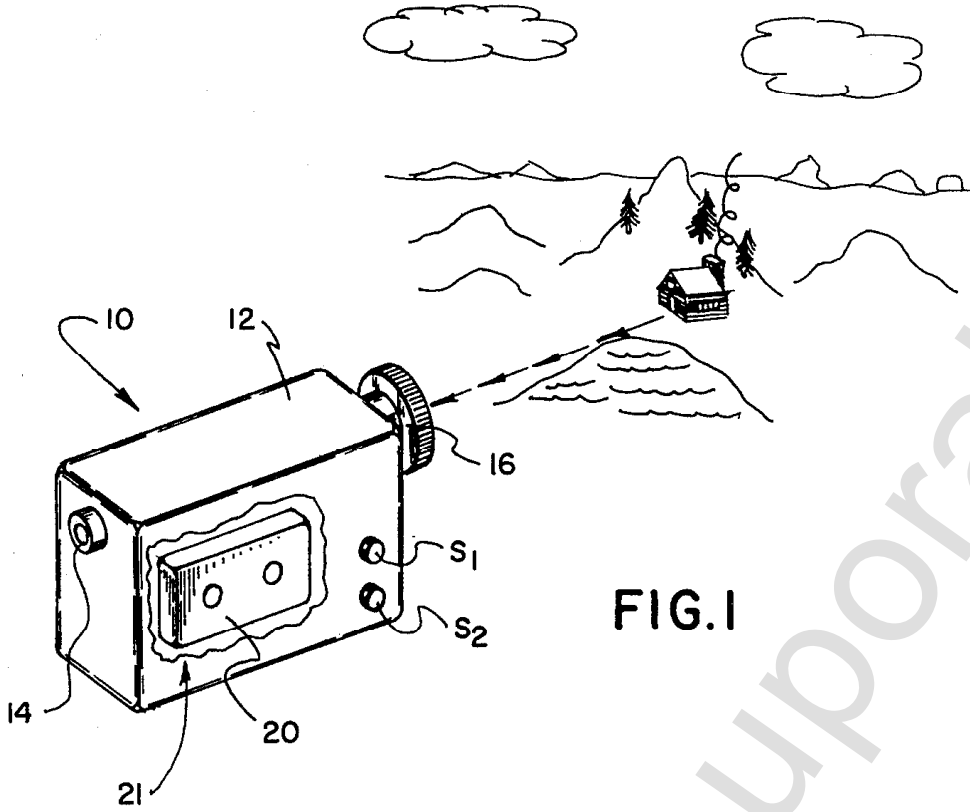
[21] Appl. No.: **798,956**

[22] Filed: **May 20, 1977**

[51] Int. Cl.² **H04N 5/79**

[52] U.S. Cl. **360/9; 360/35;**
358/127; 358/134; 358/213

[58] Field of Search **360/9, 10, 8, 35, 33;**
179/2 TV; 358/127, 134, 213, 85, 133, 78



All-TIME 100 Gadgets >

TIME technology editor Peter Ha picks the 100 greatest and most influential gadgets from 1923 to the present.

Like 189

Tweet

G+ 7

Share 42

CAMERAS

Apple QuickTake 100

By Peter Ha | Monday, Oct. 25, 2010

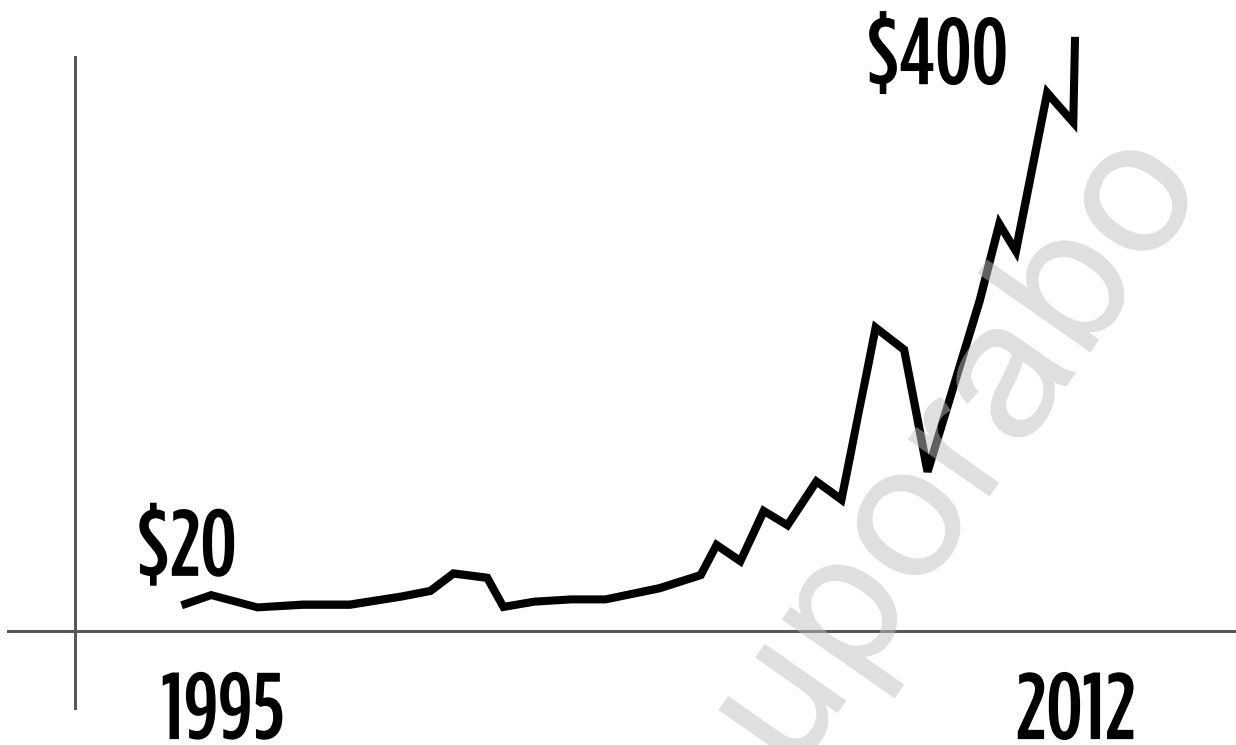
Built by Kodak, the QuickTake 100 was the first consumer digital camera and was released in 1994. It worked only with the Apple Macintosh and could take between eight and 32 photos, depending on resolution — pretty good at the time. There was no autofocus or zoom, but it did have a built-in flash and digital display.



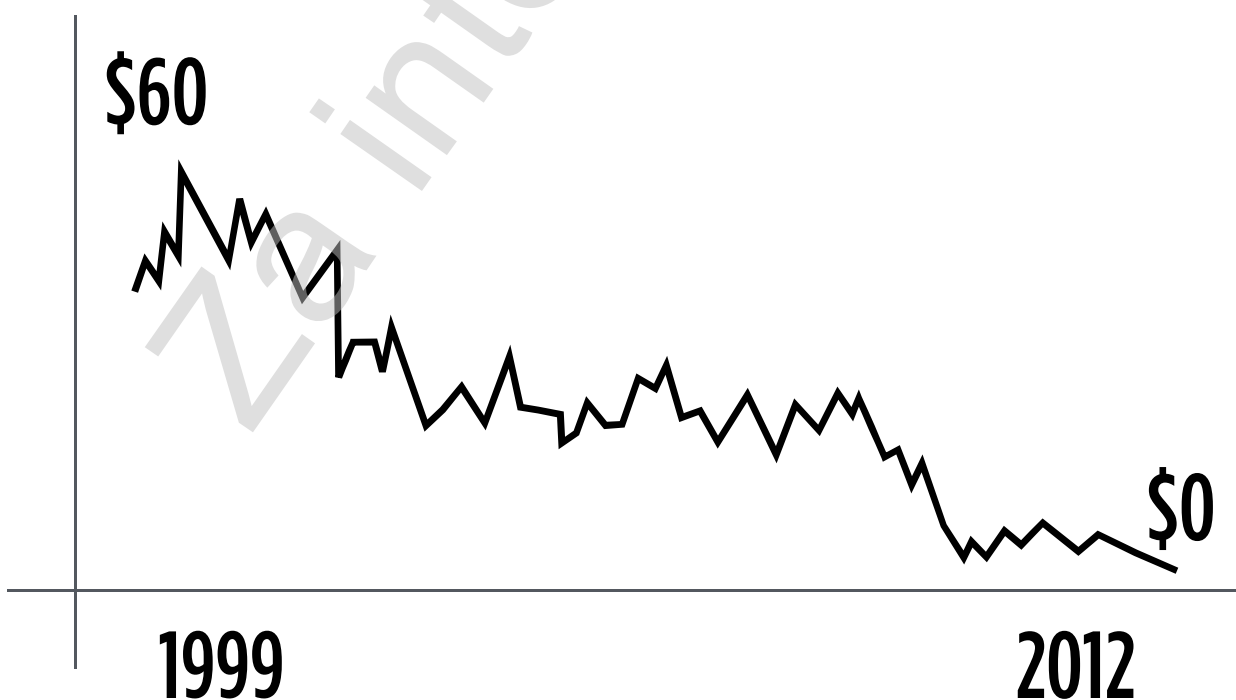
© 2016 Time Inc.



Delnice Apple



Delnice Kodak



MISELNOST

1

Mislimo in delamo celovito

2

Proizvajamo in prodajamo

3

Zaznavamo in se odzivamo

4

Predvidevamo in vodimo

Vince Barabba: "The Decision Loom"





INSTAGRAM

**9 ZAPOSLENIH
VREDEN MILIJARDO**

IDEJA:

**NAREDIMO TUDI 3D TISK ZVEZDO
SLOVENSKE DIGITALNE
PREOBRAZBE**

**VOLK NE TRKA
VEČ NA VRATA**

SLOVENIJA POTREBUJE 3D TISK

NAPREJ

Privzamite pravo miselnost.

Ne opisujte zgolj kako in kaj delate. Vgradite poslovni model v vso komunikacijo.

Uporabljajte nove tehnologije na nove načine.

Povezujte se. Razumite, da ste srce digitalne spremembe, ne njen stranski učinek.

Zaupajte si in najдите načine, da premagate digitalnega volka.

Vztrajajte pri Sloveniji. Pomagajte ji, da postane industrijsko okolje 3D tiska.