Dave Evans

Cisco Chief Futurist,

Senior Director & Chief Technologist,

Cisco Internet Business Solutions Group

In his roles as chief futurist for Cisco, and senior director and chief technologist of the Cisco Internet Business Solutions Group (IBSG) Innovations Practice, Dave Evans is equal parts blue-sky prognosticator and hands-on builder and tester. On any given day, he might be pondering the social implications of people living to be 200 ("Your 401[k] would surely run out," he muses) or demonstrating a drag-and-drop car dashboard that could be in dealer showrooms in just a few model years.

As senior director and chief technologist, Evans works closely with some of the world's largest companies, but it's his visionary streak that has garnered international media attention on topics such as robotics, the "Internet of Things," and the phenomenon he has dubbed "The Technology Avalanche." His work has been featured on Discovery Channel, MSNBC, and CNNMoney, and in *Fortune, Businessweek, The New York Times,* the *National Post,* and many other publications.

Evans' "Top 25 Technology Predictions," published in 2009, remains one of Cisco IBSG's most popular Internet downloads (e.g., "By 2050 [assuming a global population of 9 billion], $1,000 worth of computing power will equal the processing power of all human brains on earth.").

At Cisco Live! in July 2011, Evans wowed both a live and virtual audience—not to mention numerous members of the print and broadcast media—with a breathtaking look at "Ten Technology Trends that Will Change the World in Ten Years." These cutting-edge trends include 3-D printing, in which a wide range of objects can be created by layering their components using inkjet-style tech-

Cisco Internet Business Solutions Group (IBSG)

nology. “We're being bombarded with all sorts of new technologies and capabilities,” Evans says. “In large part, a futurist is sort of a rudder on a ship, helping direct where a company or industry should go.”

Key to that is his ability to look past the wizardry and envision the eventual uses of tech advances. Take augmented reality, for example. In the auto industry, an augmented-reality windshield could alert drivers to unseen hazards. “We try to show companies that technologies are not just a gimmick—that there are practical applications they might not have thought of,” Evans says. “For example, over the last decade, 3-D printing has been something of a gimmick in that you could print fairly simplistic plastic things. But now, the objects are getting more sophisticated—the shell of a car and even human skin have been printed. “If we get to a point where we can print objects of any complexity, what does that mean for manufacturing?” Evans asks. “What does it do for supply chains and logistics? What does it mean for shipping companies?”

Evans attributes his success as a prognosticator to his technology “street smarts.” He has performed virtually every job a technology professional can hold, from crawling over ceiling tiles with computer cables, to writing code for first-generation e-commerce systems, to running massive ERP deployments and managing cross-functional corporate IT teams.

When he joined Cisco as employee number 398 in 1990, he was charged with deploying the company’s first-ever web server. In his mind’s eye, however, Evans was envisioning a future of profound applications for web and network technologies. It wasn’t long before he was architecting and building these advanced solutions, bringing his ideas into the present while always anticipating the “Next Big Thing.”

In his role as chief technologist in Cisco IBSG’s Innovations Practice, Evans also conceived of, designed the infrastructure, and wrote the software for San Francisco’s “Connected Bus.” This was the first vehicle with comprehensive networking capabilities that include Wi-Fi for riders and onboard computers that create maintenance logs, evaluate vehicle performance, and estimate times for connections.

Evans has numerous innovations on the drawing board, with more than a dozen patents pending for technologies that promise to profoundly change everything from manufacturing, to consumer goods, to literally how we all work, live, play, and learn. Patents are pending in areas such as:

- Next-generation RFID, where Evans envisions networking capabilities that will transform product packaging, shipping, and logistics.
- Virtual assistant technology that will mobilize a network of “virtual helpers” to find information for humans coping with a world in which the amount of digital information will double at unprecedented speeds.
- Interactive displays so thin and cost-efficient they will act as “electronic paper” in myriad paper-based products, from newspapers to cereal boxes. Display technology will advance to the point where anything can be a

display and people will be able to project images from any consumer device.

Evans' staggering predictions for the next 40 years are rooted in the fundamental notion that the rate of technology innovation is accelerating faster than most estimations. Exponential growth in storage, bandwidth, information, and computing power will result in technological leaps that will enable unparalleled capabilities:

- "Smart dust" will connect everything to the Internet, making it possible to sense and manage our world in unprecedented ways.
- Differences in language will become irrelevant as computers enable instantaneous translation from one language to another.
- Computers—and their physically animated brethren, robots—will possess not only vastly superior cognitive abilities relative to humans, but also will be "self-aware" and demand human rights.

Looking forward, Evans believes one thing is certain: a Technology Avalanche is indeed coming, and we need to prepare for it if we are to capitalize on the profound changes it will enable.

Evans is at the forefront of helping companies everywhere do just that. As might be expected, he is a tireless blogger and tweeter. One of his most popular blogs, "The Internet of Things," can be found at http://blogs.cisco.com/news/the-internet-of-things-infographic.

His tweets can be accessed at http://twitter.com/DaveTheFuturist.

On the rare occasions when Evans is not working, he relaxes by designing and building robots, writing code, reading books about science and technology, buying and dissecting scores of first-release products, and predicting with uncanny accuracy how today's technology trends will shape our world. When not engaged in technology pursuits, he enjoys spending time with his wife and two sons traveling or fishing in the Florida Keys.

Whether Evans is acting as Cisco's futurist or chief technologist, his guiding principle is the desire to make people's lives better. "Ultimately, technology is about solving some human need. It's about letting us share knowledge with each other, letting us share experiences with each other."

More Information

Cisco IBSG (Internet Business Solutions Group) drives market value creation for our customers by delivering industry-shaping thought leadership, CXO-level consulting services, and innovative solution design and incubation. By connecting strategy, process, and technology, Cisco IBSG acts as a trusted adviser to help customers make transformative decisions that turn great ideas into value realized.

For further information about IBSG, visit http://www.cisco.com/ibsg

Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at **www.cisco.com/go/offices.**