

Google Gears Up

From Tom Uglow's talk on
the fluid data revolution

'We find ourselves in a profound moment of change, moving from an era of static information - books in libraries, timetables at bus shelters - into a time of fluid, timely and personalized information. Data is ubiquitous. We can "know" anything, at anytime, anywhere.'

'We are in a phase of rapid technical innovation, but to take advantage of that we need to find ways that let our creative teams explore and play. Examples from the electronic era include teams like Lockheed Martin's Skunk Works [a 'lab' for creating breakthrough technologies and landmark aircraft]. Today you see the idea of labs emerging in many global organizations as a way of exploring and experimenting. These labs may not create viable business opportunities, but they can invigorate an entire organization to think and behave with a more progressive attitude.'

'But it is not just about phones or platforms; it is about how we synthesize this immense body of information into useful, personal, intimate formats.'

'We are clearly at the beginning of that journey - with our screens, watches and gadgets. I think we will look back on this time as a very clumsy phase. The phone is not the optimal way to access the information that surrounds us; it is simply a coincidence; it is technically the most practical way to connect to the internet.'

'A lot of our products simply hide a phone within an object - because that is the simplest way to access the microphone and speakers. Thanks to the ambient potential of technologies like Bluetooth LE and other RFID solutions, open Wi-Fi access points and directed audio, we can think about the next stage: people staring at the product rather than a screen.' — **AB**

Tom Uglow is the creative director of Google's Creative Lab in Sydney, Australia. He spoke at Remix Sydney, a conference on culture, technology and entrepreneurship