



## WAKING UP TO REALITY

### VIDEO TRANSCRIPT

Armen Ovanessoff  
Principal Director, Accenture Research

It's hard to predict when new technologies will really take off. Self-driving cars were science fiction. And then suddenly, overnight, they were real. Well, that's what's happening right now, with Immersive Technologies.

These tools and solutions are already booming in training, in prototyping, on assembly lines, in marketing, all over the workplace ...and obviously in gaming and entertainment.

But the real change is coming with 5G networks...which will bring incredible power and speed.

And that's when these tools will really transform the way we interact with each other and with the world around us.

As with every technology, it's not without risk. We're talking about technologies that blur the boundaries of reality. They involve our intimate behaviors and feelings, and they touch our mental faculties.

So, the consequences of misuse could be very serious.

The stakes are high. They involve risks to physical, mental and social well-being, and so retrospective fixes would prove far too costly.

Right from the start, we need to design responsibility and ethics into the way we build the technologies and the way we use them.

Entrepreneurs and innovators need to think: "If my idea succeeds and scales, how might it affect individuals and society?"

These technological changes are happening. It's up to us to make sure they happen the right way, with responsible design and planning built-in from day one.

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