


More robots equals more jobs, says tech heavyweight

 [businessweekly.co.uk/news/hi-tech/more-robots-equals-more-jobs-says-tech-heavyweight](https://www.businessweekly.co.uk/news/hi-tech/more-robots-equals-more-jobs-says-tech-heavyweight)

Business Weekly

4 January, 2019 - 19:59 By **Jamie Quested**



More robots will create more jobs – not replace humans – says one of the corporate technology heavyweights forecasting tech trends for 2019 in a lively new report.

Over 20 technology leaders, including Samsung, SAP, and Philips, have their say in the 2019 Tech Trends Report from FleishmanHillard Fishburn, Large PR Consultancy of the Year 2018.

After analysing more than one billion conversations on Twitter over the past year and consulting with some of the world's biggest technology brands, here are just some of the insights to come from the report.

More robots = more jobs

According to SAP's EMEA North Regional President Brian Duffy, 2019 will be the year we finally realise that robots won't be taking our jobs! "They're going to make us more human and create jobs we never knew existed," he insists.

Smart cars for the middle-class

Cars equipped with self-driving, data storage and smart interaction capacity will increasingly be within a middle-income price range, according to Professor Seen-Meng Chew of the Chinese University of HK.

RIP the games console

Thomas Ko VP head of the service management group at Samsung Electronics, sees mobile gaming's increasing computing and graphics capacity seriously begin to rival traditional gaming platforms in 2019.



Thomas Ko VP, head of the service management group at Samsung Electronics

The year you get a good night's sleep

In the midst of our always-on society, Jeroen Tas, chief Innovation and strategy officer at Philips, believes that "technologies that proactively improve our sleep will become much more prominent in 2019."

Artificial Intelligence

Artificial Intelligence (AI) will get detailed. Brands that use AI to engage in detailed and explanatory conversations – seeking to place AI in real-life contexts – will be next year's big winners. Discussions on conversational AI increased 54 per cent in Twitter topic volume from 2017 to 2018.

Tech for good

FleishmanHillard's Authentic Insights report revealed that more than 80 per cent of consumers rate data security and protection as 'very important' – ahead of only healthcare and education in the UK and healthcare and freedom of speech in the US. Against all this, responsible data protection measures will continue to be a major trend.

Blockchain to find new opportunities

Moving beyond cryptocurrencies, Blockchain could expand, supporting developments like smart cities and digital transformation. Discussion volume share increased 52 per cent

between 2017 and 2018 – and the opportunity for deeper, more forward-looking conversation is growing.

- You can get deeper under the hood by viewing the full report at: fleishmanhillard.com/