SOAPBOX SESSION

Sensys 2007
The Hype Cycle

Source: Gartner

- mid 90's
- 2000
- 2006
- 2010
- 2016

Years to mainstream adoption:
- ○ less than 2 years
- ● 2 to 5 years
- ● 5 to 10 years
- ▲ more than 10 years
- ★ before plateau

As of July 2006
The Hype Cycle

We are in the trough of disillusionment!
The Hype Cycle

2001

Sensys starts

mid 90's

2006

2010

2016

Source: Gartner

Technology Trigger
Peak of Inflated Expectations
Trough of Disillusionment
Slope of Enlightenment
Plateau of Productivity

Years to mainstream adoption:
- less than 2 years
- 2 to 5 years
- 5 to 10 years
- more than 10 years
- obsolete before plateau

As of July 2006
The Hype Cycle

Source: Gartner

More theory?
The Hype Cycle

Source: Gartner

More theory?  
More MACs?  
More what?