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## Media World 2020: Networked and Virtualized

*What will the IT and media landscape in Baden-Württemberg look like in the year 2020? A study carried out by Fraunhofer ISI within the research project FAZIT drafted four scenarios and names challenges for the actors in the region.*

Mr. B. is in his car on the way to work. On the Autobahn the car assistance system takes over the steering wheel. In the meantime, Mr. B. reads his e-mails and dictates texts into the built-in speech recognition system. He asks his son via video phone whether he would like to accompany him that evening to the public viewing of a football game on a 3D screen...

Thus begins one of the scenarios of the Fraunhofer Institute for Systems and Innovation Research. In a total of four scenarios for the FAZIT research project ([www.fazit-forschung.de](http://www.fazit-forschung.de)), the Karlsruhe Institute casts a glance into the year 2020 and shows how our lives may change based on future information technologies and media contexts. Mr. B. is the protagonist in a fictional scenario called "The empowered user in a networked world". In this scenario, people are interconnected in many ways and surrounded by adaptive systems, and the information and communication sector has become the leading sector in Baden-Württemberg – "a positive and desirable scenario", says researcher Bernd Beckert. In all of the four scenarios independent communities gain in importance, enterprises are increasingly outsourcing IT-based tasks, and the science system successfully pushes new topics. Differences between optimistic and pessimistic portrayals of the future result above all from different levels of acceptance of new media and IT services and concern the impacts on the IT sector in Baden-Württemberg. In general, project manager Beckert sees the federal state well positioned, with its high innovative capability and excellent research basis. If the optimistic scenario was to become a reality, however, several challenges have to be faced. For instance, the IT sector must intensify its efforts to be present in international markets, convergent offers from classic and new media must be developed and technical infrastructures created.

The scenario report "Die IT- und Medienwelt in Baden-Württemberg im Jahr 2020" (The IT and Media World in Baden-Württemberg in 2020) prepared by Fraunhofer ISI originated in the FAZIT framework, the "Research Project for Current and Future-oriented Information and Media Technologies and their Utilization in Baden Württemberg". Project coordinator is the MFG Stiftung Baden Württemberg, project partners are ZEW and Fraunhofer ISI. The complete report can be accessed at the following address: [www.fazit-forschung.de/szenarien.html](http://www.fazit-forschung.de/szenarien.html)

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Press releases of the Fraunhofer ISI can also be found on the Internet at:

<http://www.isi.fhg.de/pr/press.htm>.

The Fraunhofer Institute for Systems and Innovation Research ISI investigates the market potentials of technical developments and their impacts on the economy, state and society. The interdisciplinary research groups focus on new technologies, industrial and service innovations, energy policy, sustainability and infrastructure systems, policy and regions, and regulation as well as innovation and technology management and foresight.

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