



CORPORATE EXECUTIVE: VISIONARY LEADER

Author: Melanie Turek

Suzanne, who was recently promoted to CEO at a successful global manufacturing company, glances at the screen on her kitchen counter as she heads over to the fridge for some OJ and yogurt. Based in New York, she's on a conference call with colleagues in Europe and suppliers in Asia. No one minds that she's eating her breakfast as they meet—the folks at the factory in Beijing are munching on their own dinner as they give her and her European colleagues a tour of their factory using video-enabled robots to move around the vast production space. Looking at the clock, she easily transfers the call first to her mobile phone and then to the video dashboard in her self-driving car, giving herself plenty of time to get to the office during the morning rush.

Once at work, Suzanne checks her video voicemail, grinning at a message from a sales executive in California who just closed a deal by, essentially, losing to a client in golf. She clicks on his message to send him a link to her favorite website for putting tips, which she sends with a short video of herself giving him a thumbs-up on the win, and a big thumbs-down on his golf game.

After checking the company's latest performance metrics within the ERP and CRM systems, and running them against recent stock prices, Suzanne starts a video call with her executive team to discuss the strategy to meet their numbers for the current quarter. Although she's sitting at her desk, she prefers dialing in through her video-enabled glasses, since they allow her to see everyone without looking at a screen—all she has to do is turn her head or eyes to interact with the participants one on one, just as she would in real life. When she needs to share data and other information, she just swipes her finger in the air to move files and open Web pages as needed. Once they have a plan in place, Suzanne's admin will send the video file to two colleagues who couldn't make the meeting; they'll be able to search the content to find the information most relevant to them and add their own video comments, which will auto-upload to the executives' private online collaboration room.

Suzanne grabs lunch at her desk while she schedules dentist appointments for her kids online using the office's patient portal. While there, she watches a video of the dentist explaining how to teach

toddlers how to brush—something she will refer back to that evening with her youngest son, four-year-old Theo, in tow. She downloads the content to her home entertainment system and sets a reminder for it to play on the kids' bathroom screen at 7 p.m.

Heading out for a meeting with a client in his downtown office, Suzanne uses her mobile phone to prep the rest of her team in advance of the briefing. She will be giving the customer a tour of a factory floor in Brazil, and she wants to make sure the video robots are programmed to cover the right ground. She also checks in with two product managers who will be attending the meeting from Ukraine; they discuss the video-enabled machines that allow remote operators to see what is happening, perform diagnostics, reset systems, and guide laymen users through basic functions—products her company makes, and which she hopes to sell in large quantities to the client once he has seen them in action. They'll be perfect for his business, which manufactures 3D printers for commercial chefs.

On the way back from the sales call, Suzanne dials into a video meeting with a remote field technician to see real-time progress on a build project; using her tablet, they collaboratively mark-up high-resolution schematics, and then she tries to upload the new content to the team's project site. When the files hit a glitch, a tech support rep answers her support call via video, streams a how-to instructional video, and quickly brings in an engineering lead to resolve the issue on the fly.

Suzanne ends her work day with a corporate town hall meeting with the company's US-based employees, who can attend via video from home or the office. Many submit questions via video chat or "raise a hand" to ask questions live. During the drive home she meets with her husband and CPA via her video dashboard to discuss their tax filing for the year. She's able to fill out the forms using integrated speech-to-text capability and then upload them straight to the IRS. A quick video call to the babysitter lets her know they are out of milk, eggs and cereal for the morning, so she places an order over voice text, knowing it will arrive at her house via drone delivery—probably even before she does.

Looking at her watch, she sees she has about 20 minutes left until she gets home and her second job—mom-in-chief—kicks in. She clicks on a link to the company's production facilities in Brazil and catches up, briefly, with the floor manager on site, conferencing in quality-control managers from two other facilities to offer best practices in advance of an up-coming inspection. Satisfied that everything is in order, Suzanne logs off the call and heads into the house, ready to embrace the chaos of her second shift.



Wearable Device-Based Augmented Reality (WAR) includes heads-up displays (HUD), head-mounted displays (HMD), AR-enabled contact lenses, accessories, and so on. These include video capabilities as well as access to programs, data and files as needed. They could be used in an operating room to follow guidelines for surgical procedures or to include remote practitioners in real time.

