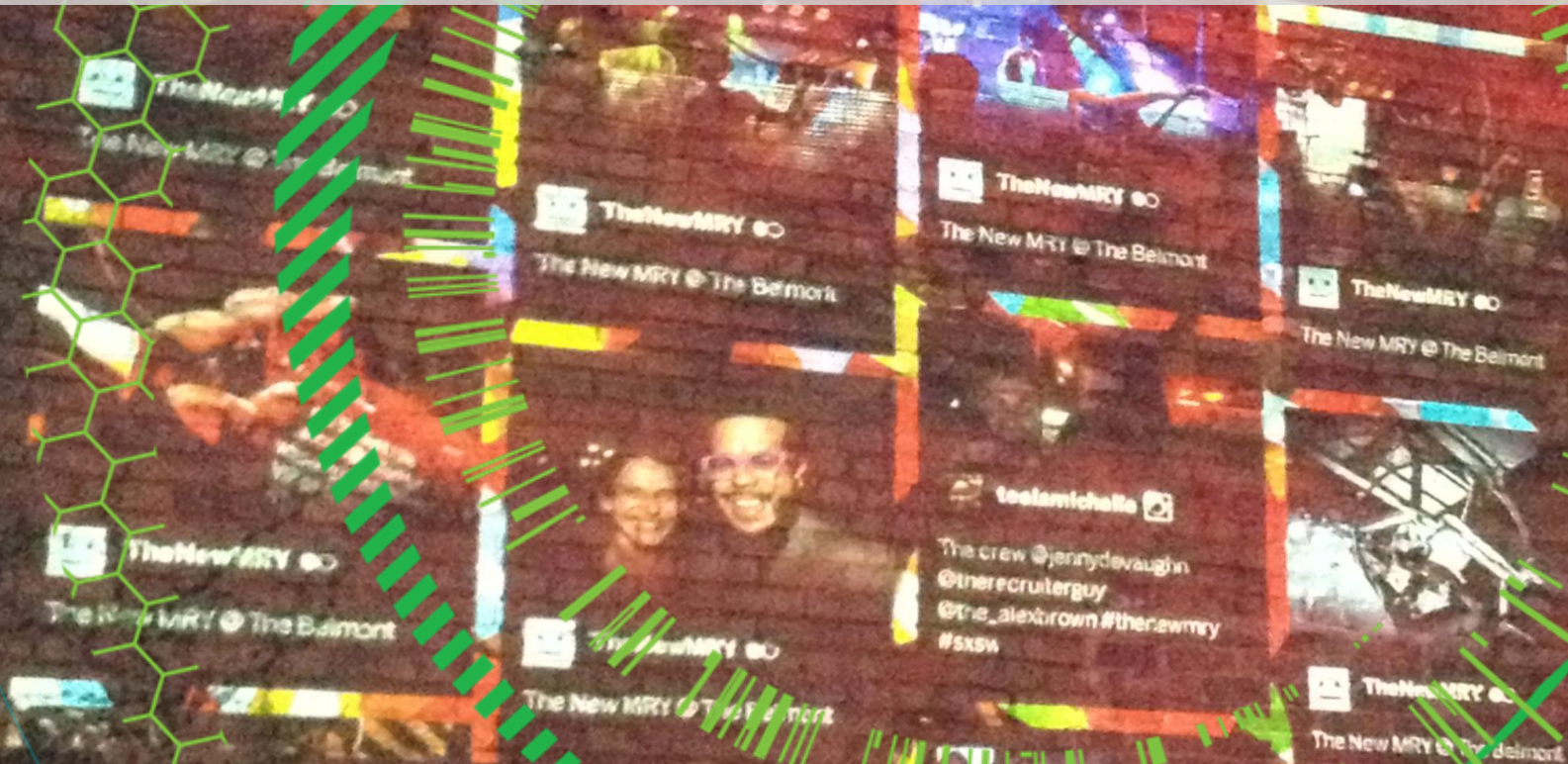


The background image shows a night scene at the SXSW 2013 event. A large, illuminated sign for 'MEC' is visible in the upper right. Below it, a large orange sign reads 'INTERACTIVE'. In the lower left, a sign for 'BLIND' is partially visible. The scene is filled with people and city lights, with digital graphics like a green hexagonal pattern and blue lines overlaid on the image.

MEC @ SXSW 2013

5 Notable trends & why they matter
to you

20+ sessions attended over **2** days, **5** trends and **1** major theme



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Inspiring people and exceptional results. Cool ideas and news from around the world that we've made and come across.

<http://www.mecglobal.com>

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And we made it social... via @mecideas twitter handle & tumblr

2,595 TWEETS 225 FOLLOWING 5,498 FOLLOWERS

MEC Ideas @MECIdeas Mar 10
Using analytical data doesn't absolve you from having a good business culture - Nate Silver #mecatsxsw13 #asksilver #data
Expand

Gian LaVecchia @GianLaVecchia Mar 10
When TV started programming for "somebodies" vs. "everybody" it elevated the experience - gaming at that turning point #mecatsxsw13 #angrynerds
Retweeted by MEC Ideas
Expand

Kristine Segrist @KristineSegrist Mar 10
From the printing press to cable news, access to more info can (at least temporarily) lead to more conflict. Nat Silver #mecatsxsw13 #SXSW
Retweeted by MEC Ideas
Expand

MEC Ideas @MECIdeas Mar 10
"Growing signal-to-noise ratio is causing a bigger gap between what we think we know & what we really know" - @fivethirtyeight #mecatsxsw13
Expand

MEC Ideas @MECIdeas Mar 10
Enjoying some Austin food truck hospitality. #mecatsxsw13
pic.twitter.com/SxrffuN92
View photo

MEC Ideas @MECIdeas Mar 10
Some of the most interesting & fruitful connections come when you're stuck in line & forced to make a face-to-face connection #mecatsxsw13
Expand

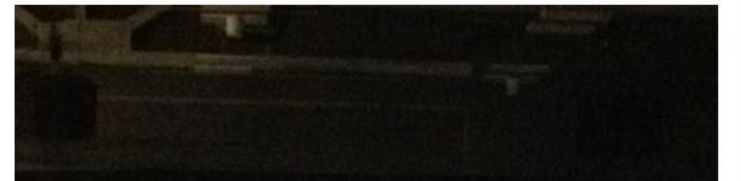
Your Dashboard now includes posts from popular blogs. Unfollow blogs you don't like. We recommend blogs we recommend in your blog list.

mecideas



Nate Silver discussed the signal and the noise ratio, and whether or not more data leads to more progress or more conflict (at least short term)

mecideas





ELON MUSK of SpaceX -
Keynote



AL GORE on The Future -
Keynote

Our DAY ONE Highlights



'Your desk job makes you Fat,
Sick & Dead' – ANNE-MARIE
SLAUGHTER

'Chose your own
documentary' –
FERNANDO
DE JESUS



NATE SILVER 'The Signal & The Noise' - Keynote



Finally getting our hands 'on' LeapMotion



Our DAY TWO Highlights

'Growth, Success & Scale' –
BRIAN CHESKY (Co-
Founder, AirBNB)




Leadership in
the Innovation Age
...our journey



'Data, storytelling
& breaking through
the noise' –
ASHLEY BROWN
(Coca Cola)



SCOTT COOK – Founder, Intuit



**5 trends from
SXSWi 2013 &
why they matter
to you**

From the MEC @ SXSW team

#1 The human touch

The most noticeable trend that came through to us from SXSWi this year was the sense that people are more focused on how technological advancements can enhance people's lives & help us grow -as economies and as a society.

Some of the most talked about technologies at SXSWi were compelling for their ability to advance human progress and democratize creativity (see Leap Motion, Makerbot and wearable technology for example).

Perhaps even more striking was the general focus in sessions on companies of all sizes having a single, larger mission when thinking about innovation rather than tech for the sake of tech.

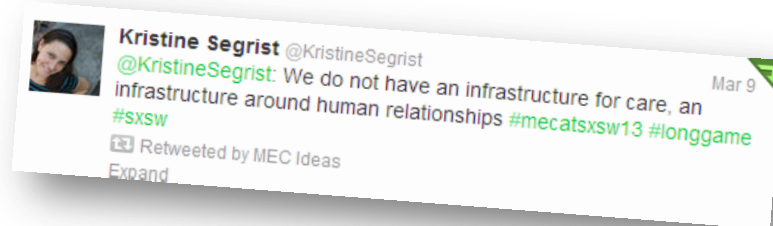




Why this matters to you

Technology, digital, platforms, devices etc are all underpinnings. They should all serve to help improve our lives in some way and it's how you build on top of them that matters and what people remember.

For people to truly embrace what you're doing, there has to be the human touch and a larger goal to rally around.



MEC Trends tags

- *The beautification of digital*
- *There's a little bit of digital in everything*
- *Content & Technology – the new normal in brand communications*

What I'll take away from SXSWi 2013

Pele Cortizo-Burgess, Global Director of Integrated Planning

"No matter what advancements in innovation & technology, if you can't humanize it then it's all for nothing"



Previous 'winners' at SXSWi in recent years have often been software solutions, and especially apps of various guises – Twitter, Foursquare, GroupMe and Highlight for example.

While the general consensus was that there was no clear 'winner' in 2013, there was a general trend towards ingenuity and creativity of various kinds in hardware solutions, building on the success of Nike's Fuelband in 2012 – see Leap Motion's coming out party, Google Glasses on the street for real, 3D printers everywhere.

#2 Hardware the new software?

A photograph of a trade show booth. A woman in a black shirt and yellow wristband is pointing at a large computer monitor on a wooden table. Another woman in a grey shirt and red lanyard is looking at the monitor. The table has a keyboard, mouse, water bottle, and a small potted plant. The background shows other people and a bright, open space.



Why this matters to you

Software will continue to retain its importance of course, but understanding the possibilities of digital hardware could open up game-changing opportunities for your business.



What I'll take away from SXSWi 2013

Kristine Segrist, Managing Partner, Social Media, North America

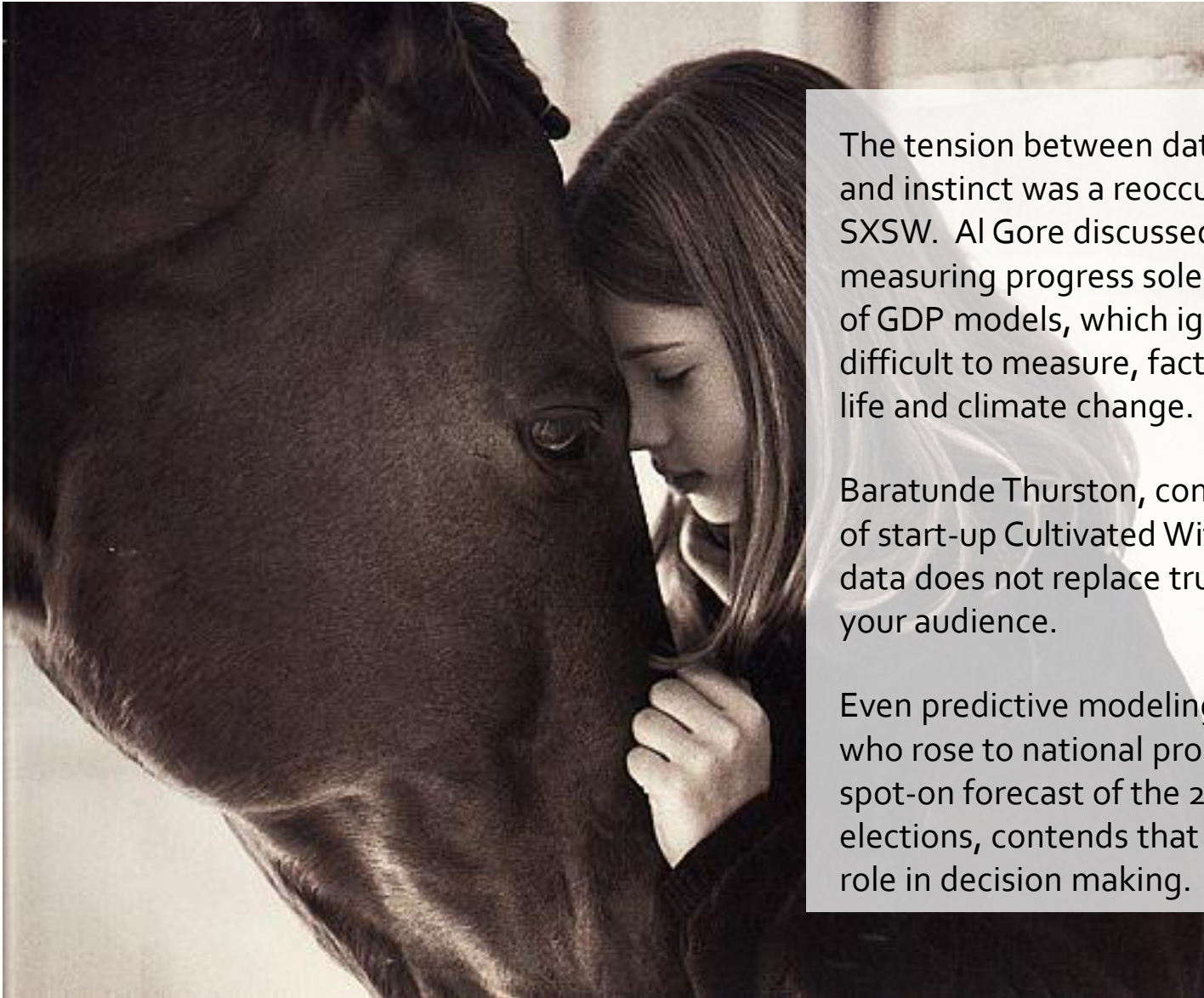
"Tech was featured as the force underpinning big ideas, designed to enhance society & our general quality of life"

MEC Trends tags

- *The beautification of digital*
- *There's a little bit of digital in everything*
- *Content & Technology – the new normal in brand communications*



#3 Intuition not just Algorithm



The tension between data-driven models and instinct was a reoccurring theme at SXSW. Al Gore discussed the flaws of measuring progress solely through the lens of GDP models, which ignore key, but difficult to measure, factors like quality of life and climate change.

Baratunde Thurston, comedian and founder of start-up Cultivated Wit, observed that data does not replace true insight about your audience.

Even predictive modeling ninja, Nate Silver, who rose to national prominence with his spot-on forecast of the 2012 presidential elections, contends that intuition still has a role in decision making.



MEC Ideas @MECIdeas

"Growing signal-to-noise ratio is causing a bigger gap between what we think we know & what we really know" - @fivethirtyeight

#mecatsxsw13

Expand

Mar 10

MEC Trends tags

- *There's a little bit of digital in everything*
- *Content & Technology – the new normal in brand communications*
- *Data & Marketing – green leaves & grey clouds*

Why this matters to you

Data offers incredible possibilities in so many areas but with every opportunity comes peril, and the danger is an over-reliance on data alone to inform decisions and neglecting the crucial importance of human intuition & interpretation.

What I'll take away from SXSW 2013

Cindy Kern, Manager, Digital

"Consumers are looking for online connections that enhance their offline experiences"



MEC Ideas @MECIdeas

Using analytical data doesn't absolve you from having a good business culture - Nate Silver #mecatsxsw13 #asksilver #data

Mar 10

Expand



One of our main trends for 2013 & beyond is around the 'economy of disruption'. The digital age has democratized innovation & enables more people to bring their ingenuity & creativeness to life.

At SXSWi there was a great deal of discussion on the 'sharing economy' which is part of this trend, with successful entrepreneurs like Rent the Runway co-founder, Jennifer Hyman, and Airbnb founder, Brian Chesky, touting the benefits of "renting" access to quality experiences without the burden of ownership



#4 The economy of disruption continues to gain attention



MEC Ideas @MECIdeas
 AI G on the future - our democracy, our operating system as a
 country, has been hacked. Provocative thought. #sxsw #mecatsxsw13
 Expand

Why this matters to you

Disruption is coming from all angles and in a myriad of sectors. People's traditional expectations are changing and sharing physical items is increasingly appealing to many consumers.

What might appear a small development on the surface could well be much more significant if it's having an impact on your customers' expectations, perceptions & ultimately their behaviors (as well as what impact it could be having on your competitors)



MEC Ideas @MECIdeas
 Better for a start-up to have 100 people who love you than a
 million people who kind of like you. #mecatsxsw13 #Airbnb
 Mar 10
 Expand

MEC Trends tags

- *There's a little bit of digital in everything*
- *Content & Technology – the new normal in brand communications*
- *The new economy of disruption*

What I'll take away from SXSWi 2013

Rick Acampora, Managing Partner,
 Global Client Leader

"Less about a technology or a great new start up. It was about leadership, people and how leaders foster a culture of solving big problems through collaboration and rapid experimentation.."



#5 Marketers making themselves at home at SXSWi

A person is seen from behind, wearing a dark cap with 'SXSW' printed on the back. They are looking at a large digital display that shows a city skyline at night with various lights and a central graphic. The scene is dimly lit, with the primary light source being the display.

If you read our round-up of CES 2013 earlier this year, this trend will be familiar. Just as at the annual electronics show in Vegas, marketers have begun to attend SXSWi en masse, as the importance of digital developments has been recognized by the majority.

While some bemoan this 'infiltration' and others question whether SXSWi has now become 'passe', the reality is that the shift in focus from fads and just discovering 'the next big thing' to a more mature application of technology & innovation will continue to be of benefit to attending marketers – not least because the event is increasingly positioned at the cultural epicenter of modern life.



MEC Ideas @MECideas

Ending our short #sxsw trip in style with Big Sounds, Funky Vision. Till next time. #mecatsxsw13 pic.twitter.com/kRtQGXn7g8

View photo

Mar 11

MEC Trends tags

- *There's a little bit of digital in everything*
- *Content & technology – the new normal in brand communications*
 - *The increasing digitalization of TV*
 - *Data & Marketing*
 - *The new economy of disruption*

Why this matters to you

SXSWi provides an important opportunity for marketers of all kinds to experience first-hand the significant cultural and business impact technological innovation is having in our lives.

It's equal parts inspiring, overwhelming, disruptive and fun, and a great way to see, hear and meet people who's thoughts & experiences can be useful inputs in so much of what we do.

What I'll take away from SXSWi 2013

Erica Plotkin, Partner, Senior Director Digital

"As the festival grows & gets more crowded, SXSW becomes what it was truly meant to be, a cultural event, where networking happens in the strangest of places."



1 Key Theme

MATURITY

While arguably the intersection of humanity and technology could be the biggest outtake from SXSWi 2013, we're putting that under a bigger umbrella of maturity at the event.

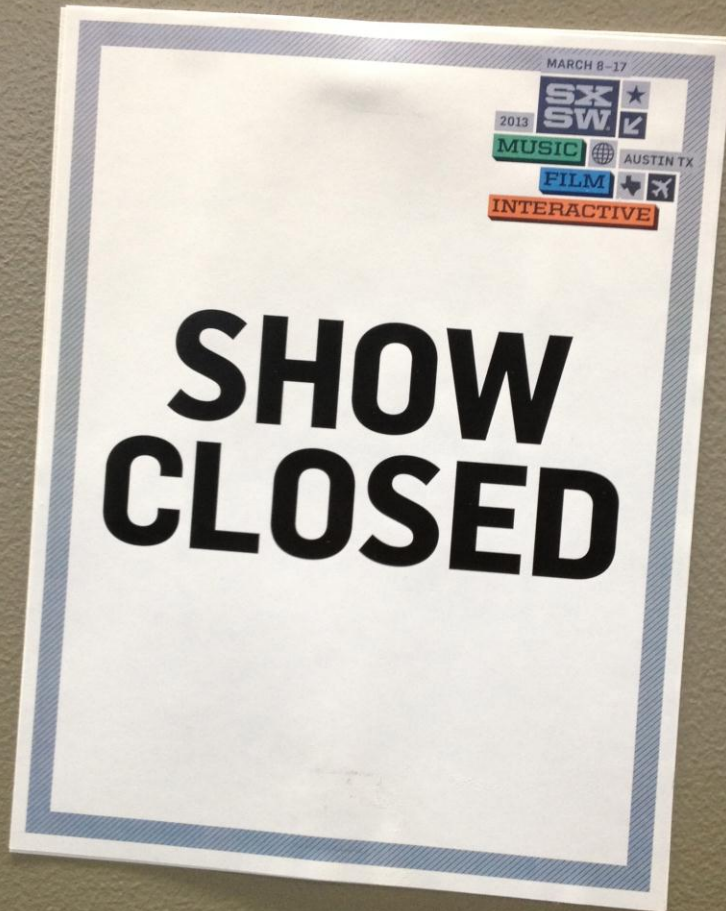
The lack of a clear 'winner' in terms of the breakout technology or start-up may disappoint some people but we think (and hope) it reflects the maturing of the way the industry looks at tech, innovation and start-ups.

From discussions on the cultural impact of technological innovation, to understanding how these scale and how they can help grow businesses and economies, there was a definite theme running throughout of a more focused and thoughtful understanding and application of technology.

That's not to say SXSWi isn't still crazytown or a whole lot of fun, but it's becoming more than just a whirlwind few days looking into crystal ball.

Equal parts inspiring, optimistic & disruptive, SXSWi is proving itself to be positioned at the epicenter of modern life and we were glad to be there.

Andy Wasef, Gian LaVecchia & the whole MEC@SXSW 2013 team



That's all for now,
but keep an eye on
how these
developments
continue to
manifest
themselves over
the next 12 months