

## Speech Bill Gates in SEV event

28.1.2008

### The Second Digital Decade

- We live in an exciting time
- This past decade has seen enormous changes
  - PC installed base to more than 1 billion
  - Broadband subscribers to more than 250 million
  - Mobile phone penetration to 41% of world population
- Clear that we've made enormous advances
- But I believe that we will make more progress in the next 10 years than the past 30
- We can now see the beginning of a second Digital Decade
  - High-definition experiences everywhere
    - Not just TVs—phones, walls, any display surface
  - Service-connected devices
    - Every device will be connected to the Internet and to powerful Services such as mapping, storage, location-awareness, etc.
  - Natural user interface
    - Increasingly we will interact with computers and technology as we do with people
    - Vision, touch, speech, ink, etc.
- Enormous impact on the way people work, live, learn, and communicate
- Software + Services platform will enable this to happen
  - Combination of software on client or server and software over the Internet or “in the cloud”
  - Software on device will do immediate processing—for things like voice recognition you will want very quick response time
  - Software in the cloud will access information, contacts, help do processing, etc.

### The Magic of Software

- So great software is a little bit like magic

- In an increasingly digital world, software is going to be more and more important
  - Even though you may not see it working, software is what makes many of the most exciting things possible in different aspects of your life
- Think of the things that all of you do in your daily life
- Software enables you to
  - Find information about nearly any topic instantly
  - Create maps customized with driving directions on your mobile phone
  - Take and share photos instantly with friends & family no matter where they live
  - Trade stocks or options online
  - Learn about a specific disease
  - Chat for free in real-time with somebody halfway around the world
  - Find the best possible price for airline tickets
  - Watch a concert online
  - Share your favorite playlists with friends...
- Even though you take all these things for granted, none of them would be possible without software
- Amazing thing about software is that when it works well, it's like magic
- You can't tell how it does what it does, but it just makes your life easier in many practical ways

### **The Importance of Infrastructure and Education**

- One of the consequences of this digital revolution is that everyone has been transformed into an information worker
  - True for everyone from the retail store worker who uses a handheld scanner to track inventory
  - To the CEO who uses business intelligence software to analyze critical market trends
- To thrive in today's global knowledge economy, developed and developing countries alike need to focus on building the productive capacities of their workforce
- One way to boost productivity is through investments in information and communications technology
  - Modern IT & communications infrastructure is key to tapping the talents of your workforce

- With a broadband connection, it no longer matters where a developer lives—whether in Seattle, Athens, or Bangalore
- Competitive advantage can also come from strengthening workforce skills through investments in education
- In an increasingly globalized economy, knowledge and skills are the key differentiators of nations as well as individuals
- In the U.S., we've been fortunate to benefit from access to a deep pool of scientists and engineers trained in U.S. universities
  - Our economic leadership has always been driven by the ability of American companies to turn breakthrough innovations—the Internet, fiber optics, genomics, and much more—into thriving businesses that create high-paying jobs for millions of people
- The success of high-tech regions such as Silicon Valley has been driven by their great IT infrastructure and their connection and proximity to great research universities
  - Now we see this being replicated in places like China with Tsinghua and India with IIT
- I commend the many Greek leaders who have had the foresight to invest in ITC infrastructure and the education of their citizens

### **Imagine Cup and Entrepreneurs**

- Microsoft believes in the power of technology to transform education, foster local innovation and enable job and economic growth for everyone
- That is why we are so excited at Microsoft about the sixth annual Imagine Cup competition
- We want to encourage young people around the world to apply their passion, imagination, and creativity to software development
  - Help students realize their full potential and experience the opportunities in careers in computer science and engineering
  - Drive innovation to solve the world's toughest problems, including healthcare, education, and this year's theme, the environment
  - Help students who represent the next generation of technology and business leaders to start new businesses that drive growth and economic development in their countries
- This year we expect more than 100,000 students from more than 100 countries to participate in the Imagine Cup

- Greek students have done very well—7<sup>th</sup> worldwide in 2007, 2<sup>nd</sup> WW in 2005, and 3<sup>rd</sup> place WW in 2004
- Focus on the needs, interests, and dreams of young people, because they hold the keys to the economic and social future of every nation

### **Closing**

- I am optimistic that we will see more innovation in the next 10 years than we've seen in the past 30 years
- At Microsoft we believe that programs such as the Imagine Cup help encourage students to use their passion and creativity to pursue careers in computer science and engineering
- Young people are the future for any country; unleashing their creativity will lead to innovation and growth for all of us
- Thank you