



# **NEW CHALLENGES, NEW GENERATION**

**Göteborg, October 7th 2014**

“And if you were to ask me  
After all we’ve been through:  
Still believe in Magic?  
Yes I do.  
Of course I do!”



# 1969 Apollo 11 Guidance Computer

70 lb – 24” x 13” x 7”

1,024 kHz



Set sails!



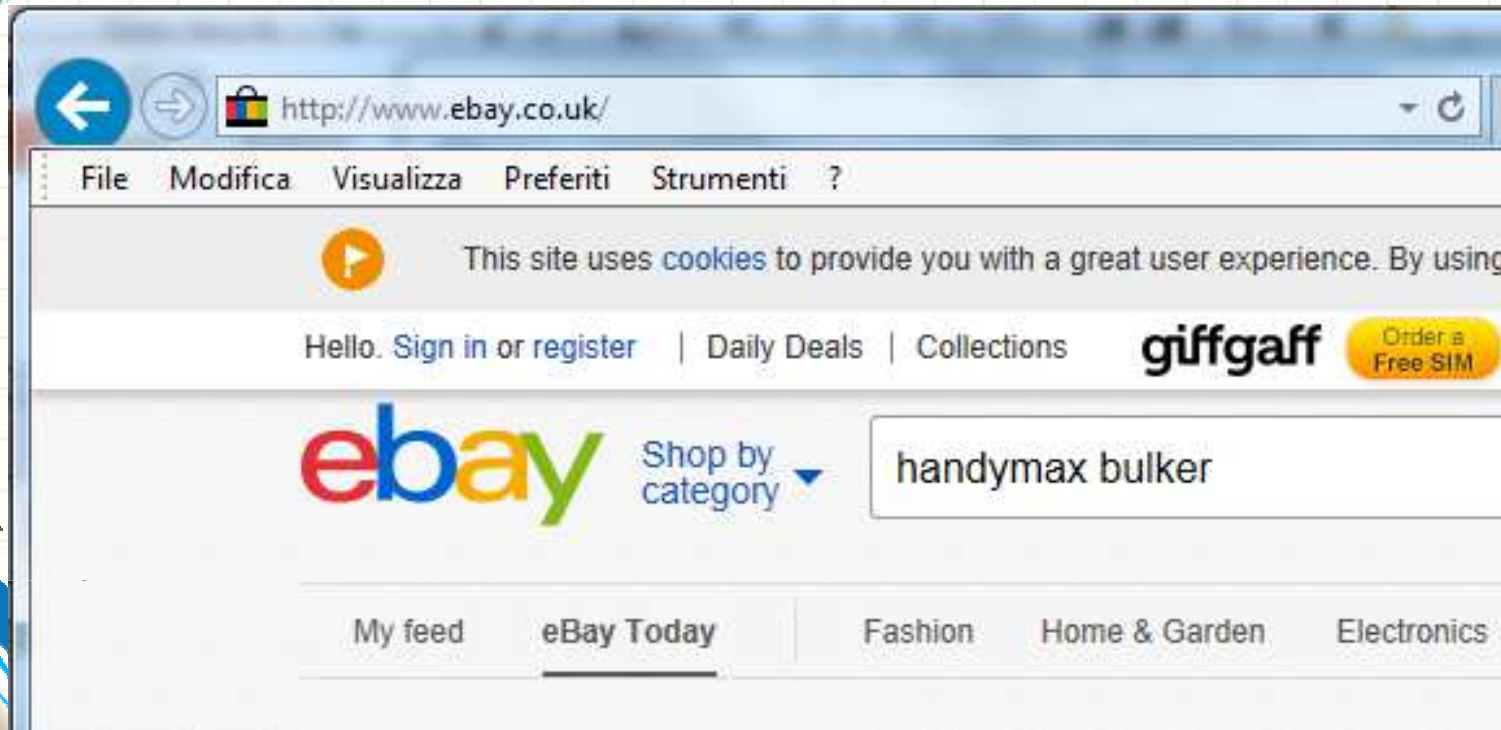
Masters of the Sea:  
the Phoenicians, 1,200 – 500 b.C.








**“... with change coming slowly, if it comes...”**




Let's click 'buy now'  
on that capesize...



Internet has granted virtually  
everybody access to virtually  
all possible information





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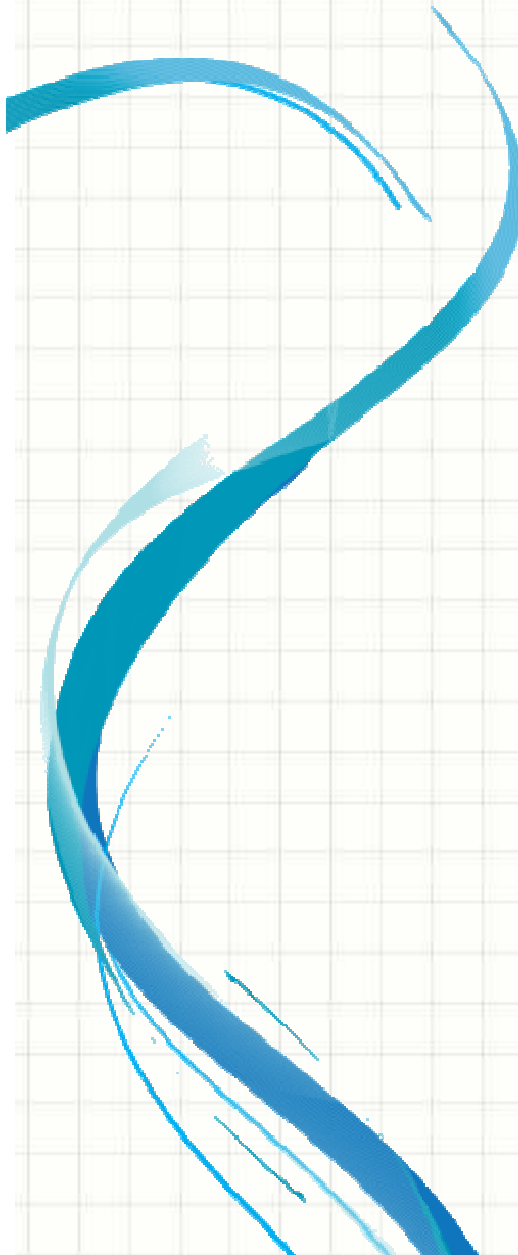
**“How can you be so short-sighted to look never further than this week or next week...?”**

Our mobile phones have  
more computing power  
than all of  
NASA in 1969.



NASA in 1969  
launched a man to the  
moon. We launch birds  
into pigs.





I saw the best minds of my generation destroyed by madness, starving hysterical naked, dragging themselves through the *electronic stores* streets at dawn *queuing* for an *iPhone 6*.

