

Allen Kupetz communicates

Our wireless future is here

Reinforced concrete was patented in 1848 by a French gardener trying to develop a better flowerpot. Certainly the internet and the mobile phone joined reinforced concrete as products that have morphed from what its designers' stated purposes were.

By 2048, but probably before, sensors in fields will be 'talking' directly and wirelessly to sprinklers, asking for water.

Allen H. Kupetz, president of Kpartnerz, Inc, author and executive-in-residence at the Crummer Graduate School of Business, International Business department, Winter Park, USA.

(Allen Kupetz's latest book, The Future of Less, is available from Emerald Book Co.)



So it is with good ideas, technology, products, and services: they can change as people change and as technologies around them change. But it is applications that drive the purchase of hardware. No one buys a computer and says, 'I think I'll send an e-mail.' Rather, once you know you want to send and receive e-mail, you go out and buy a computer or a smartphone or whatever access-enabled device you choose. On the other hand, once you have, let's say, the computer you bought to send and receive email, then you start looking at what else you can do with your new hardware.

What does the IT and wireless revolution mean for agriculture? In the near-term we'll see real-time business intelligence (like pricing, global supply chain management, etc.) in the palm of your hand. Farmers will be able to make better decisions. By 2048, but probably before, sensors in fields will be 'talking' directly and wirelessly to sprinklers, asking

for water. These sensors will tell farmers when it is time to fertilize and harvest, greatly improving yields and farmers' incomes. We can't eat IT and wireless, but we can benefit from its impact on agriculture.

'The future is here. It's just not widely distributed yet,' said science fiction author William Gibson. Our wireless future is here. The latest and greatest products and services are here – meaning they exist today – even if they are not yet available in all industries in all countries. They are coming. And they will change your life.