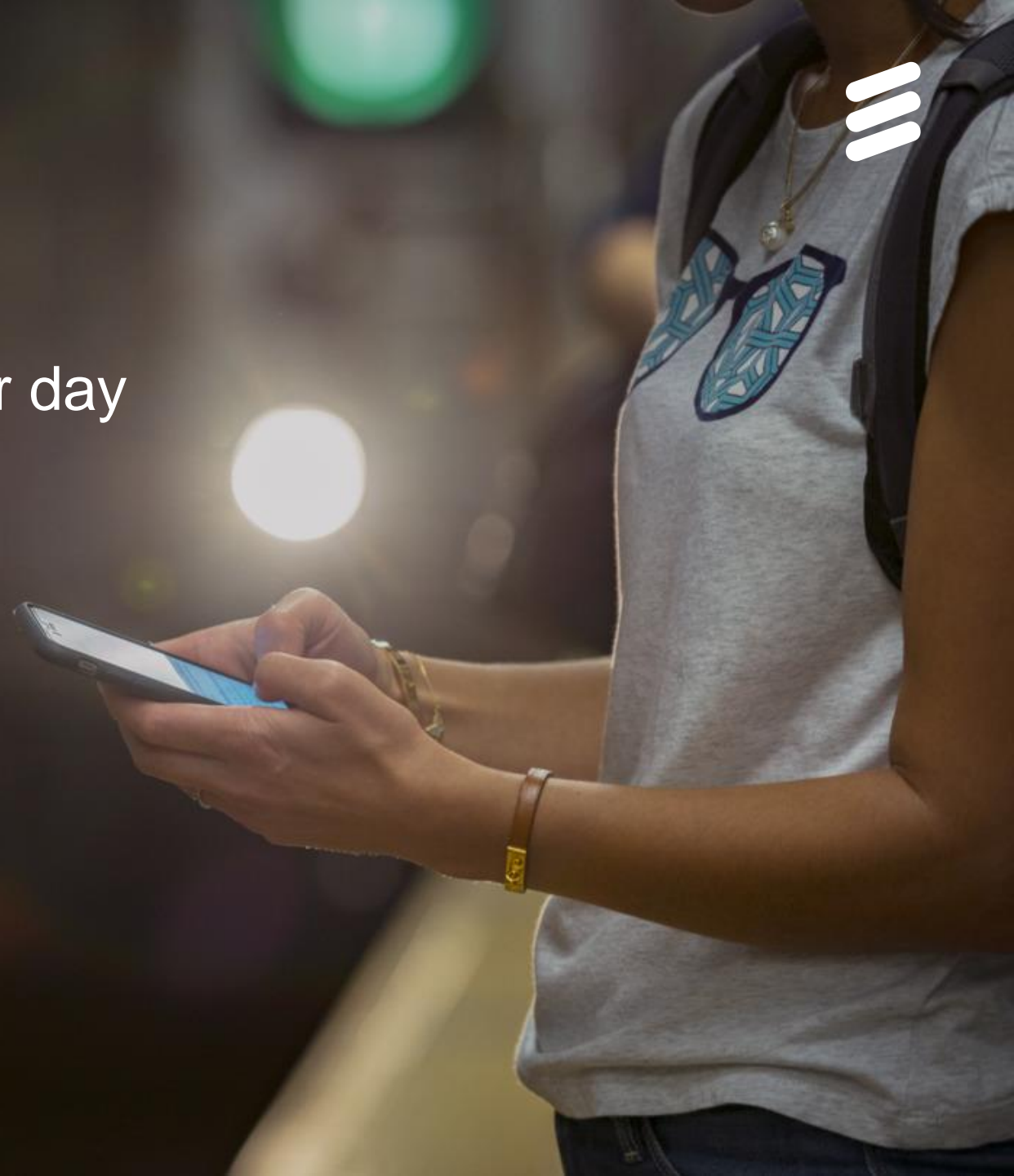




ERICSSON

2 million

articles are published online per day



40%

of the population uses social media as a news source





4 out of 5
users believe VR will be
indistinguishable from reality in 3 years



What does this
mean for me?



Each 35,000

We make daily decisions
based on our
understanding of truth
(to be exact).



Introducing the

ERICSSON
INNOVATION
AWARDS

A global
student
competition

2018



What is The Future of Truth?



Find



Validate



Share



How will we find, validate and share truth in the age of ICT?

Submit your team and idea by November 15, 2017.

Ericssoninnovationawards.com



Winners are eligible to win:

- a trip to Stockholm
- expert Ericsson mentorship
- €25,000 grand prize!
- 1 winner from each region will win recognition and €1,000!
- Regions include: Americas, Europe & The Mediterranean, India, Middle East & Africa, North East Asia, South East Asia & Oceania, Sweden

Ericssoninnovationawards.com



Need an example of
what we mean?



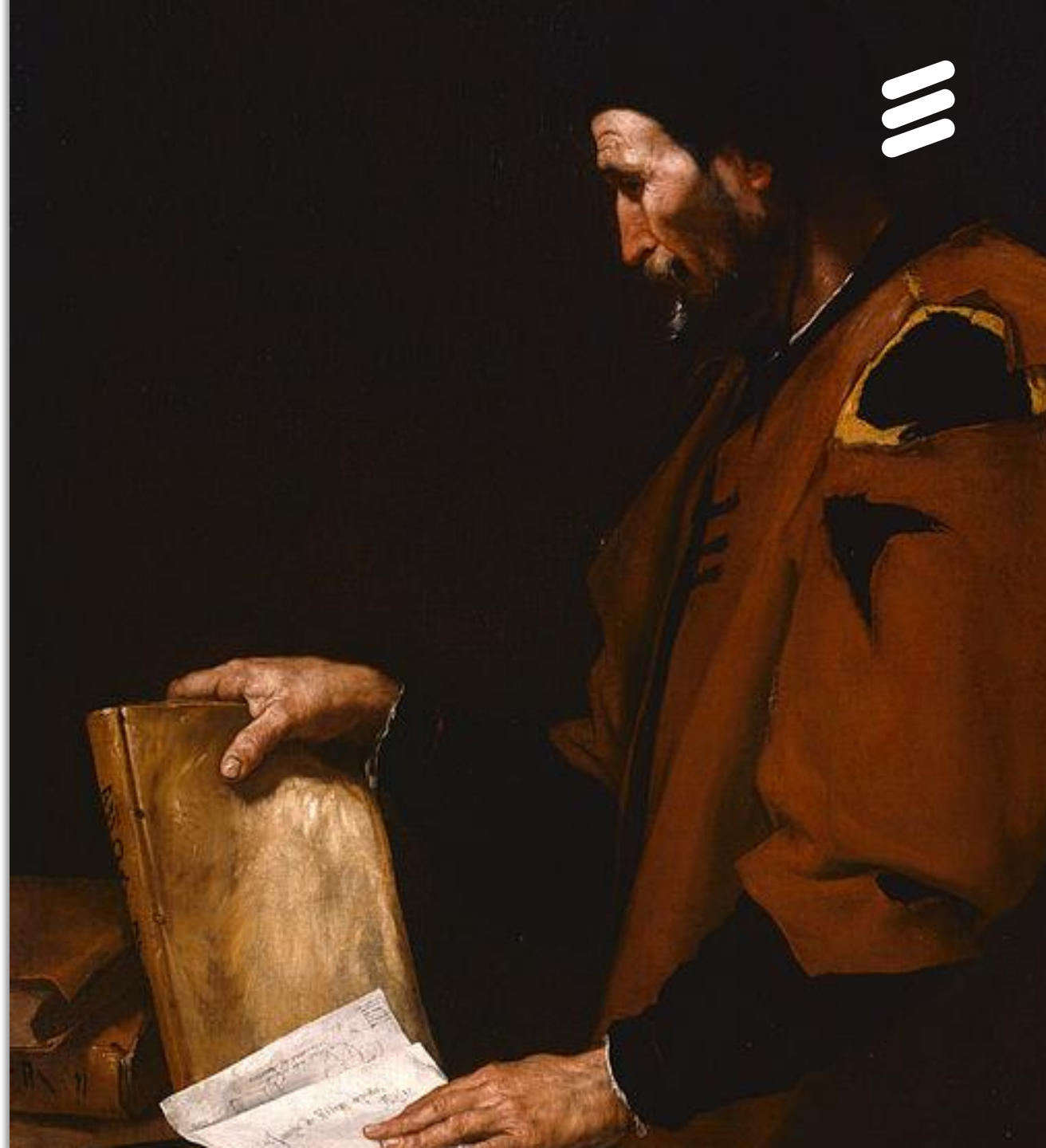
In the 1500s, the prevailing ideology was that Earth is the center of the universe and that all other planets and moons revolve around it, based on a doctrine by Aristotle.



“Find”

Galileo built an early telescope to validate this information, but found evidence that Venus orbited the sun, not Earth. His findings discredited Aristotle's claim.

“Validate”





D I A L

GALILEO G

MATEMATICO

DELLO S

E Filosofo, e M

SER

GR.DVCA

Doue ne i congressi

f

MASSIMI SIS

TOLEMAIC

*Proponendo indeterminata
tanto per l'una*

CON PRI

IN FIORENZA, Per

CON LICE



Galileo published books on his theories, including Dialogue Concerning the Two Chief World Systems, which sought to disprove the original theory.

This allowed others to find his work.

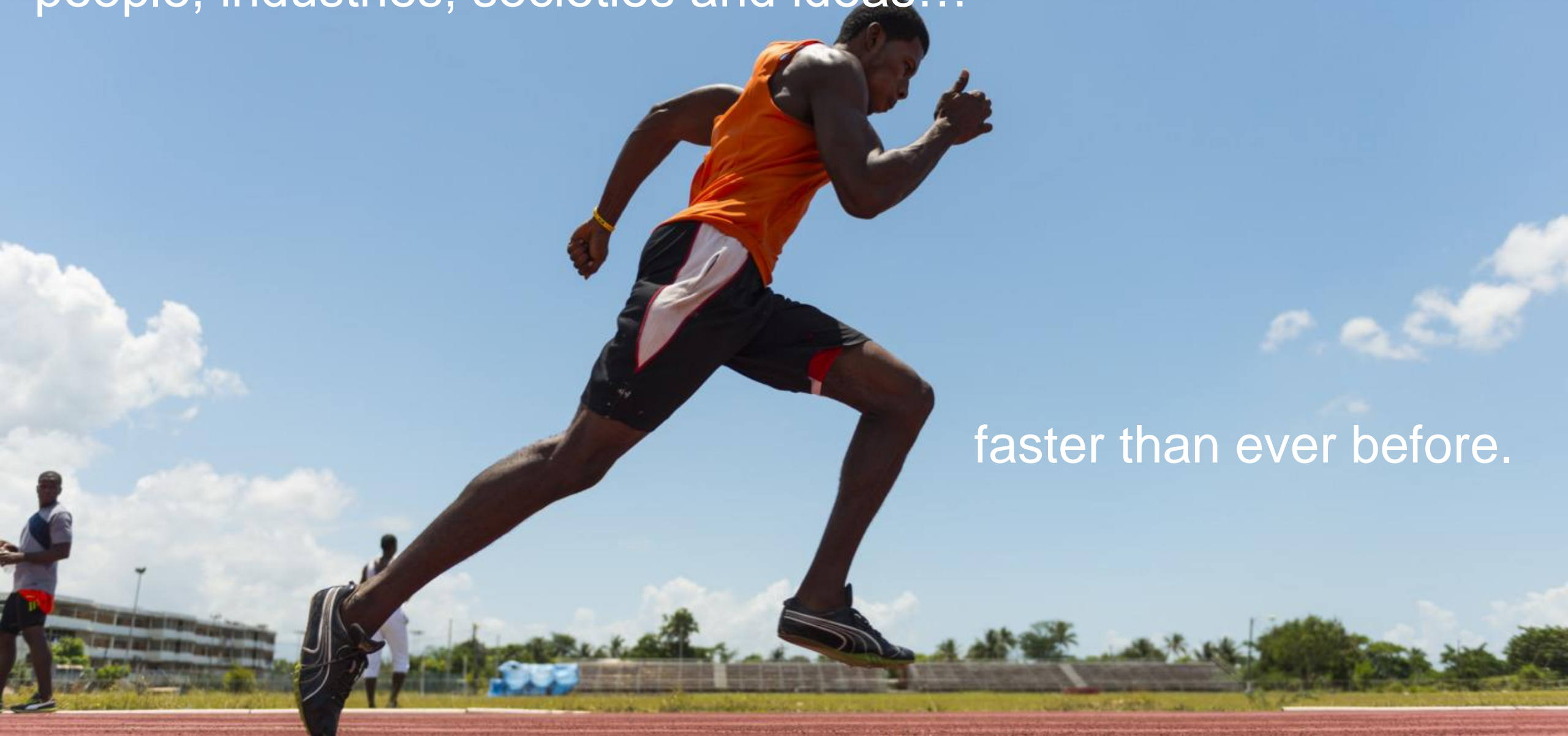


“Share”

Ericsson's introduction of 5G will allow us to connect to people, industries, societies and ideas...



faster than ever before.





Experiential Stories

Are allowing us to experience events and news through virtual reality. Stories feel more real through self-verification of experience. But, how can we ensure that our experiences haven't be edited?

Example – UN used VR to create a 360 degree report inside of a refugee camp.



Citizen Journalism

Creates an illusion of trust because it's not controlled by big corporations. But, citizens can still manipulate truth.

Example – an eyewitness report about Steve Jobs' heart problems resulted in an 10 percent apple stock decrease, then turned out to be false.



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