



## Exhibitor Profile

A wide variety of organisations will showcase ground-breaking, thought-leading and innovative digital technologies so you may get a better understanding of which career opportunities are available for you to consider and explore as your possible future career of choice!

These are some of the disciplines within the digital scope of career opportunities that you may expect to see at the Summit:

### Automation Technologies

Industrial automation is the use of control systems, such as computers or robots, and information technologies for handling different processes and machineries in an industry to replace a human being. It is the second step beyond mechanization in the scope of industrialization

### Cloud Computing

Cloud computing is shared pools of configurable computer system resources and higher-level services that can be rapidly provisioned with minimal management effort, often over the Internet. Cloud computing relies on sharing of resources to achieve coherence and economies of scale, similar to a public utility.

### Cybersecurity

Computer security, cybersecurity or information technology security is the protection of computer systems from theft or damage to their hardware, software or electronic data, as well as from disruption or misdirection of the services they provide.

### Blockchain Technology

A blockchain, originally block chain, is a growing list of records, called blocks, which are linked using cryptography. Each block contains a cryptographic hash of the previous block, a timestamp, and transaction data. By design, a blockchain is resistant to modification of the data.



## Artificial Intelligence

In computer science, artificial intelligence, sometimes called machine intelligence, is intelligence demonstrated by machines, in contrast to the natural intelligence displayed by humans and other animals.

## Internet of Things

The Internet of Things is the network of devices such as vehicles, and home appliances that contain electronics, software, actuators, and connectivity which allows these things to connect, interact and exchange data.

## Digital Marketing

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

## Workplace Tools

The digital workspace is all about forging connections—connections between employees, spaces and data.

Just about every organization has some digital workspace tools in place because we all operate in a digital world. However, many are taking a more holistic view of their workplace and committing IT resources to technologies that deliver greater value.

They're focusing on solutions that close the loop between employees and workplace leaders, enable more self-service among employees and provide valuable information about how they're actually using the workplace.

## Business Intelligence

Business Intelligence is a technology-driven process of collecting and analysing data. It is then presented as actionable information to help with making informed business decisions. The new generation of Business Intelligence development tools allows large amounts of data to be quickly analysed and converted into comprehensive, actionable reports.



## Mobile Technology

Mobile technology is the technology used for cellular communication. Mobile code-division multiple access technology has evolved rapidly over the past few years.

## Robotics

Robotics is an interdisciplinary branch of engineering and science that includes mechanical engineering, electronic engineering, information engineering, computer science, and others.

## Infrastructure

Digital infrastructure are foundational services that are necessary to the information technology capabilities of a nation, region, city or organization. By extension, digital infrastructure is necessary to the economy and quality of life of a modern nation.

## Connectivity

The speed and simplicity of digital connectivity is changing how we communicate and do business. ...Digital connectivity offers access to new markets, supports new product development, enables on demand service delivery and provides a platform for innovative business models.

## Virtual Reality

Virtual reality is an interactive computer-generated experience taking place within a simulated environment. It incorporates mainly auditory and visual feedback, but may also allow other types of sensory feedback like haptic. This immersive environment can be similar to the real world or it can be fantastical.

## Gaming

Gaming refers to playing electronic games, whether through consoles, computers, mobile phones or another medium altogether. Gaming is a nuanced term that suggests regular gameplay, possibly as a hobby. Although traditionally a solitary form of relaxation, online multiplayer video games have made gaming a popular group activity as well.

A person who is into gaming is often called a gamer or hardcore gamer.



## Augmented Reality

Augmented reality is an interactive experience of a real-world environment where the objects that reside in the real-world are "augmented" by computer-generated perceptual information, sometimes across multiple sensory modalities, including visual, auditory, haptic, somatosensory, and olfactory.

## Coding

Digital coding is the process of using binary digits to represent letters, characters and other symbols in a digital format. There are several types of digital codes widely used today, but they use the same principle of combining binary numbers to represent a character.

Computers and electronic devices need a systematic and precise algorithm to read information. This system requires that each character, letter or symbol is unique and easily distinguishable from other characters. To do this, digital coding is required. In digital coding, letters or symbols are represented by specific sets of binary numbers or characters. For example, the numbers 01000001 represent the character "A" in a binary code. Binary code, although not a specific digital coding technique, offers the simplest explanation to understand digital coding.

## Film & Media Technology

Digital cinematography is the process of capturing (recording) a motion picture using digital image sensors rather than through film stock. As digital technology has improved in recent years, this practice has become dominant. Since the mid-2010s, most of the movies across the world are captured as well as distributed digitally.

Digital Media Technology focuses on enabling technologies for digital media systems, including technologies for analysing media, generating interactive media, processing and coding, optimising wired and wireless transfer, and distributing digital 3D contents.

## Medical Technology

Medical technology is a broad field where innovation plays a crucial role in sustaining health. Areas like biotechnology, pharmaceuticals, information technology, the development of medical devices and equipment, and more have all made significant contributions to improving the health of people all around the world. From "small" innovations like adhesive bandages and ankle braces, to larger, more complex technologies like MRI machines, artificial



organs, and robotic prosthetic limbs, technology has undoubtedly made an incredible impact on medicine.

In the healthcare industry, the dependence on medical technology cannot be overstated, and as a result of the development of these brilliant innovations, healthcare practitioners can continue to find ways to improve their practice – from better diagnosis, surgical procedures, and improved patient care.

## Financial Technology

Financial technology, often shortened to FinTech or fintech, is the new technology and innovation that aims to compete with traditional financial methods in the delivery of financial services. It is an emerging industry that uses technology to improve activities in finance.

Various digital technology educational and skills development Institutions, Foundations, Universities, Colleges & Online Campuses.

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## Visitor Profile

My Future 4.0 is a world-first initiative dedicated to next level digital skills and careers, and globally the largest gathering of learners, students, post-graduates, teachers, heads of school and parents.

- 30,000 School Learners from Public, Private, Independent, Disadvantaged Schools as well as Schools for the Disabled
- 1000 High School Principals & Deputy Principals
- 1000 High School Teachers (*Predominantly Life Orientation and Digital Literacy / IT*)
- 2000 University & College Students
- 1500 Post-Graduates
- 2500 Parents

Your brand, organisation or industry collaboration will not only benefit significantly from exposure to 35,000 visitors across 4 days, but also make an invaluable contribution to the skills gap we are facing in the new digital revolution.