



Where innovation starts

is Apple going to buy Tesla?

Maarten Steinbuch



Cobbenhagen Summit on February 23rd, 2015

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Blogpost feb, 21:

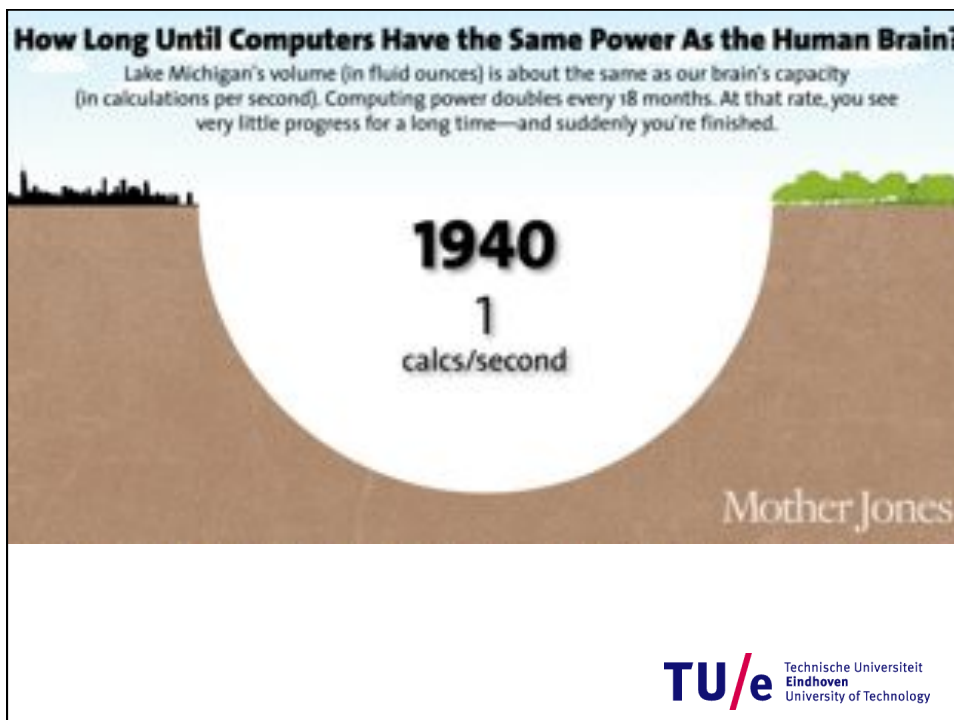
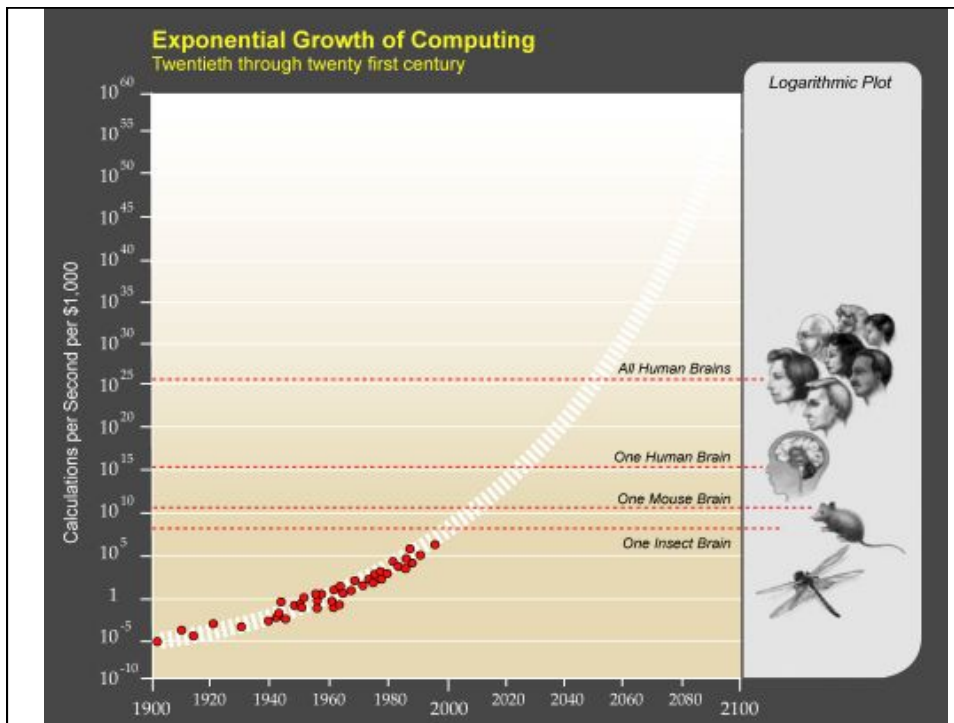
The automobile is just another travelling computer
which makes it ripe for Apple to disrupt it

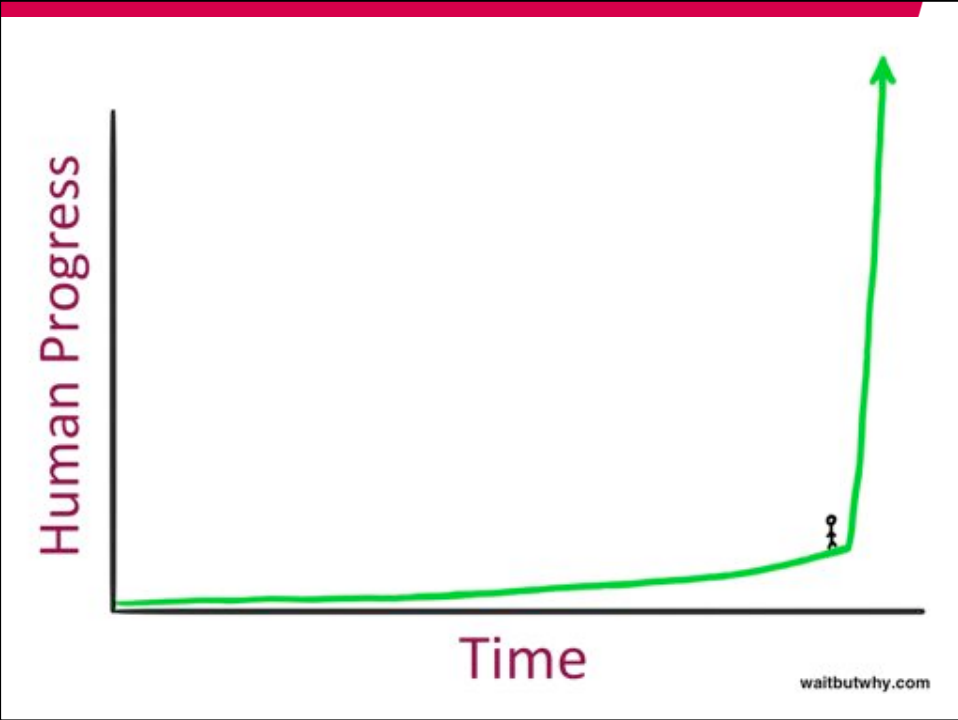
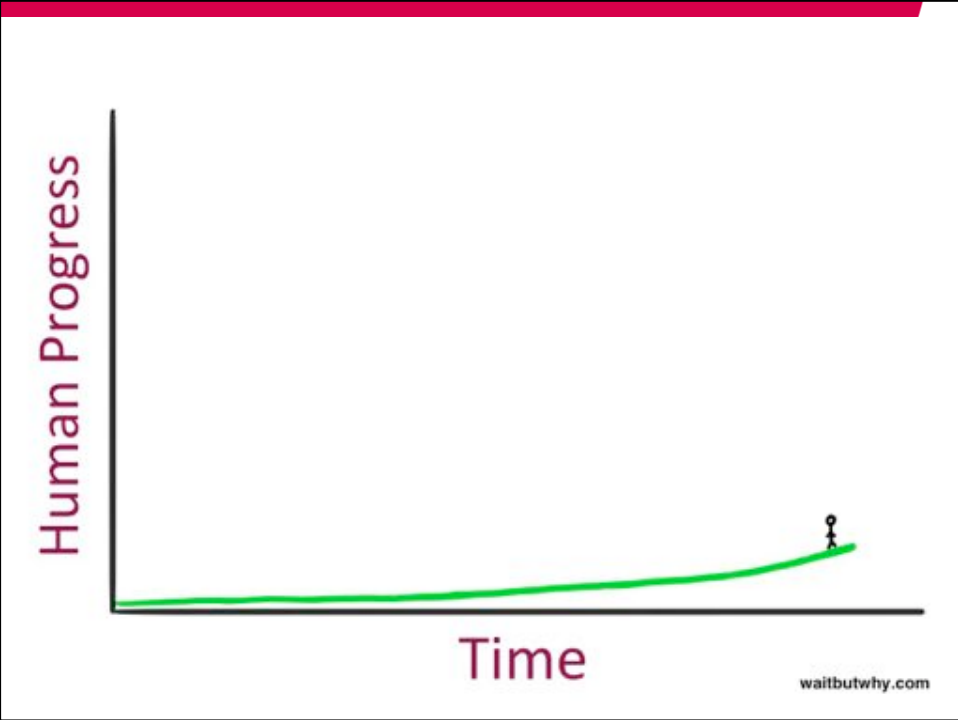


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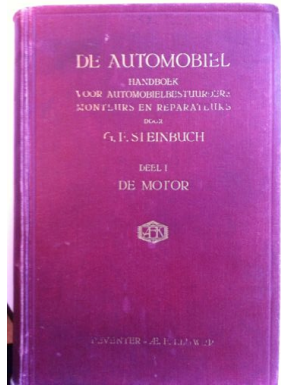


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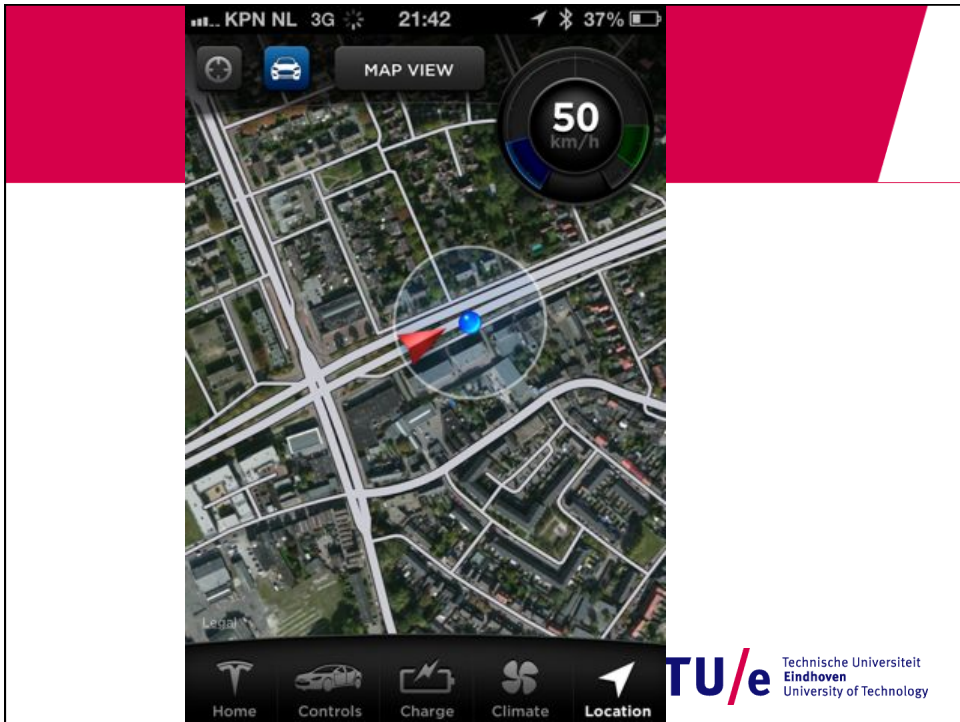


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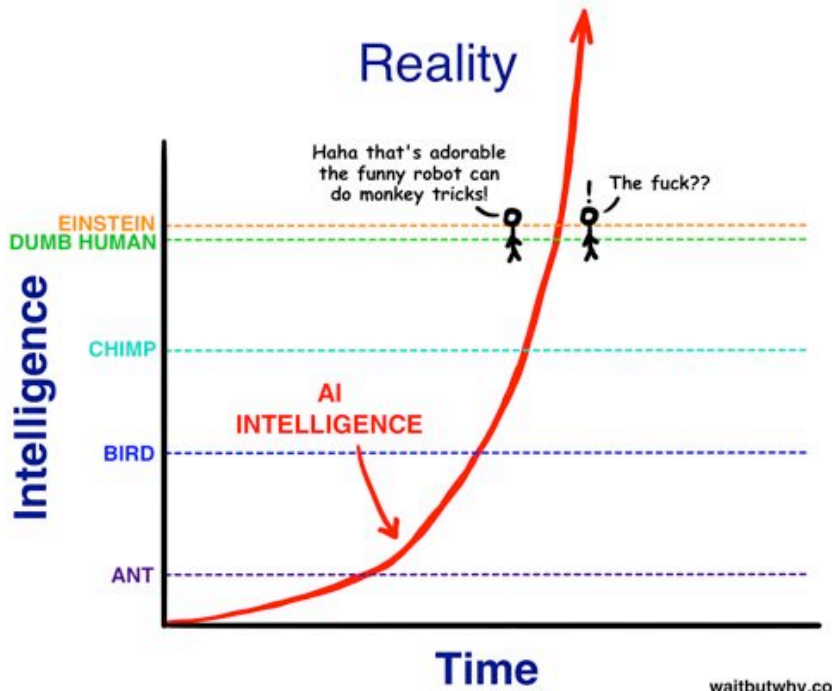
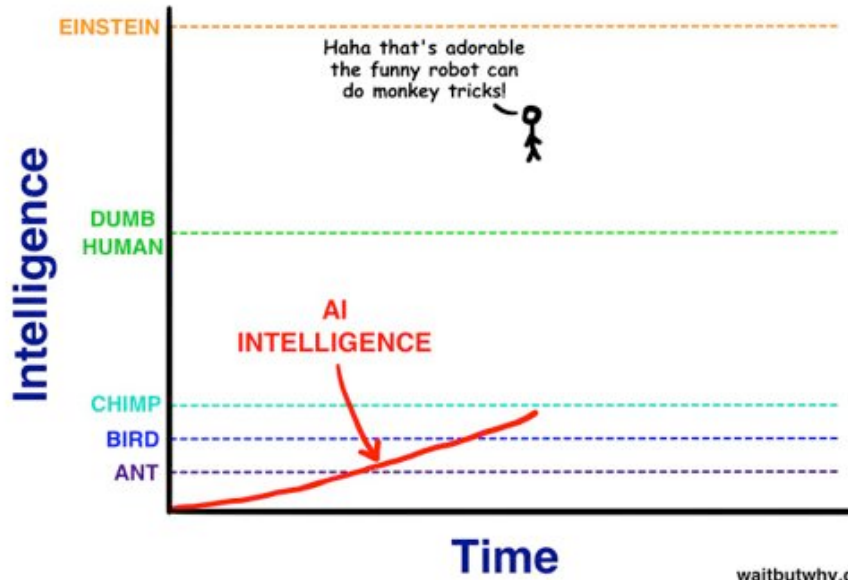
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Our Distorted View of Intelligence





The future of Mobility

- Disruption 1: Mobility will be 100% safe
- Disruption 2: Mobility will be 100% clean
- Disruption 3: Mobility will be 100% self organizing

NL as Living Lab!

The Sky is the Limit?