

**TECH  
TRENDS**  
By Globant ▶ 2025

5 Trends Shaping  
**2025 AND  
BEYOND**





# TECH TRENDS

By Globant ▶ 2025

## AS WE LOOK TOWARDS 2025,

**the technological landscape is on the brink of transformative advancements that will fundamentally reshape our world.**



While flashy predictions often steal the spotlight and can distract us from what's truly unfolding, we aim to clarify the path ahead.

This report delves into the pivotal trends that will redefine our interactions with technology and each other. As we approach this turning point, let us guide you through the five trends set to revolutionize industries and everyday life, ensuring you are prepared for the unprecedented changes on the horizon.



01

# Quantum Computing

Speeding Up the Future  
Beyond the Binary





*Future-Proofing with Quantum:*

# Technology's Next Big Leap

Get ready for a tech revolution! Quantum computing and quantum networks are about to change everything we know about data and digital innovation.

The global quantum computing market is set to explode from **\$412 million** in 2020 to an incredible

**\$8.6 billion by 2027.**

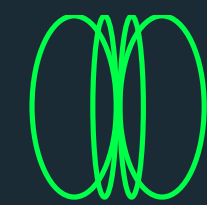
**Startups (40%) and universities (33%)**

are pushing the boundaries of what's possible, along with tech giants such as IBM and Microsoft.

Dive into the exciting world of quantum tech, exploring the breakthroughs, challenges, and key players driving this game-changing leap into the future.







## What's New and What's Next in Quantum?

The magic of quantum computing has already been simplified and explained in countless ways: it comes from qubits holding two states at once, breaking the limits of classical logic. But what's next in quantum tech? Here's a glimpse into the latest breakthroughs:

Tech giants like IBM and Google are leading the charge with groundbreaking research and development. **IBM's Qiskit**, a widely used quantum software, has evolved from a basic tool into a powerful software stack that enables more efficient quantum experiments. Meanwhile, Google has made significant strides with **error-corrected qubits**, a crucial step in making quantum computing practical and reliable.

AWS doesn't lag behind. The company launched **Amazon Braket**, a service that simplifies access to quantum hardware by offering a unified platform for various quantum technologies. With Braket, you can design and test quantum algorithms, run them on different quantum computers and simulators, and develop proof-of-concept applications—all from a single service. Moreover, companies like **Pasqal, DWave, and Rigetti** have developed their own version of quantum processors.





Breaking New Ground:

# Industry Leaders and Real-World Applications

The potential of quantum computing is already being realized in various industries:

**Boeing and Airbus** are leveraging quantum computing to optimize logistics and operations, adding great innovation to the aerospace industry.

**Boeing and IBM Quantum** partnered to tackle the tricky task of designing super-strong materials for airplanes. The team found a clever solution by making each quantum bit (qubit) handle multiple variables at once, boosting efficiency.

This breakthrough allowed them to solve the biggest problem ever tackled by a quantum computer, bringing us closer to using quantum tech in aerospace design.

Meanwhile, **Cleveland Clinic, IBM, and the UK's Hartree Centre** have joined forces to use quantum computing to identify biomarkers for personalized epilepsy treatment. This collaboration highlights the potential of cutting-edge computation in transforming healthcare.



# Quantum Computing Meets AI: A Perfect Pairing

Quantum computing isn't just a new kind of speed—it's a new kind of thinking.

By harnessing the principles of quantum entanglement and superposition, quantum computers can transform how we approach AI, pushing today's innovations to the next level and beyond.

Two quantum algorithms, in particular, are game-changers for AI:

- 🌀 **Grover's Algorithm:** Provides a significant speed boost in searching databases, and enhances AI's ability to identify patterns. This is crucial in fields like healthcare diagnostics and financial fraud detection.
- 🌀 **Quantum Fourier Transform (QFT):** Analyzes time-series data, and boosts machine learning by extracting features from complex datasets. This is key in market trend analysis, weather forecasting, and speech recognition.

Google's **TensorFlow Quantum (TFQ)** is a perfect example of this synergy, adding quantum layers to machine learning. As quantum computing continues to evolve, its integration with AI will unlock new possibilities in data analysis, pattern recognition, and problem-solving.



Looking Ahead:

# Spooky Connections Will Shape Communication

Have you ever heard of what Einstein called “**spooky action at a distance?**” It’s the mind-blowing quantum property where qubits stay in a shared state, meaning measuring one instantly tells you the state of the other, no matter how far apart they are. This phenomenon could lead to a quantum internet powered by quantum computing, enabling secure, ultra-fast global communication. Significant progress is being made while still in its infancy, paving the way for this revolutionary technology.



A woman with curly hair, wearing a futuristic, glowing blue and yellow suit, is looking intently at a large screen. The background is a high-tech environment with various equipment and a person in a similar suit in the distance. The overall lighting is a mix of blue and yellow, creating a futuristic atmosphere.

02

# Agentic AI Systems

Transforming the Future of  
Intelligent Systems



## As we look ahead to 2025,

Agentic AI Systems are emerging as a transformative force in the realm of artificial intelligence, emphasizing a collaborative approach to problem-solving.

While Large Language Models (LLMs) operate like a solitary expert, relying on continuous input and intervention, **Agentic AI Systems can emulate a somewhat collaborative environment where multiple specialized agents work in concert.** Imagine a writer, researcher, editor, and fact-checker collaborating to produce a high-quality article. Each role brings unique expertise, resulting in a more comprehensive and accurate final product. **This collaborative model is now being applied to AI, leading to breakthroughs in how systems are designed, operated, and developed.**

According to Gartner, **by 2028, one-third of interactions with generative AI will involve action models and autonomous agents,** capable of completing tasks without constant human intervention.



This trend highlights the growing shift towards more sophisticated and self-sufficient AI systems. Supporting this evolution, a recent IDC report shows that enterprise spending on AI is set to grow 27% year-over-year, from \$166 billion in 2023 to a staggering \$423 billion by 2027.

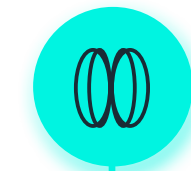
This surge in investment underscores the increasing recognition of AI's potential to revolutionize industries through more advanced and integrated solutions. As we move forward, the Agentic AI Systems model promises to be at the forefront of this transformative journey.



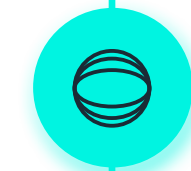
# Key Differences Between Other Solutions and Agentic AI Systems

In traditional software development, LLMs function like a solo developer, managing tasks from requirements gathering to deployment that can result in overlooked details, lackluster design, and reactive maintenance.

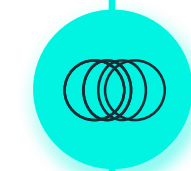
In contrast, these systems mirror a multidisciplinary team approach. For example, let's see how it could be applied throughout all the **Software Development Life Cycle (SDLC)**:



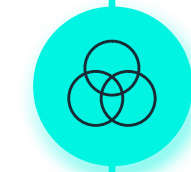
**Requirements Gathering and Analysis:** Agentic AI Systems involves a business analyst consulting stakeholders and sharing findings with the team, ensuring a thorough understanding of user needs.



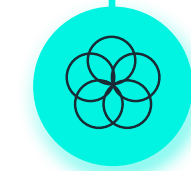
**Design:** Collaborative design sessions bring together system architects, developers, and UX/UI designers to create scalable and user-friendly architectures.



**Implementation:** Developers focus on their specialties, with code undergoing peer reviews to adhere to standards and maintainability.



**Testing:** QA specialists and automated tools work together to design test cases, identify defects, and ensure compliance with requirements.



**Deployment and Maintenance:** A DevOps team handles automated deployments, monitors software, and proactively addresses issues, ensuring a robust and responsive system.



# The Rise of Agentic AI Systems

The rise of Agentic AI Systems signifies a major advancement in AI, embodying “agency”—the ability to act independently and control actions and processes. Unlike traditional standalone systems, which often require continuous human intervention, **Agentic AI systems exhibit varying levels of independence.** These systems are categorized by Agency Level, indicating their independence in managing processes, from fully **autonomous** to **semi-autonomous** or human-in-the-loop, based on complexity and oversight needs.

- 🌐 The **Interactivity Modality** of Agentic AI defines how systems engage with their environment and users—through text, speech, visual, or physical interactions. Its Architectural Design distinguishes single-agent architectures, suited for well-defined tasks, from multi-agent systems, which excel in collaborative, dynamic environments.

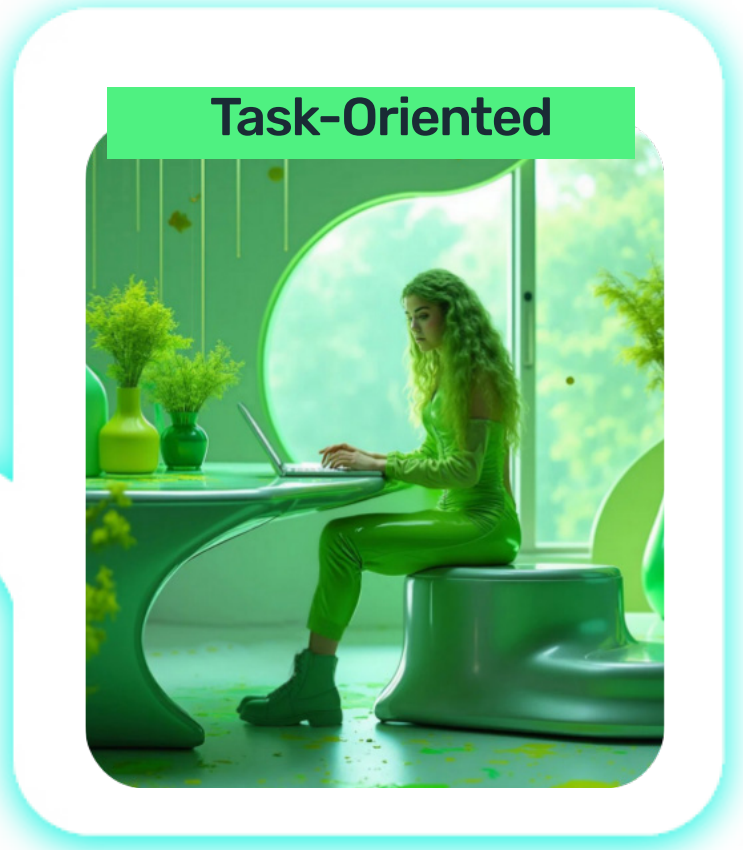




Single vs. Multi-

# Agentic AI Systems

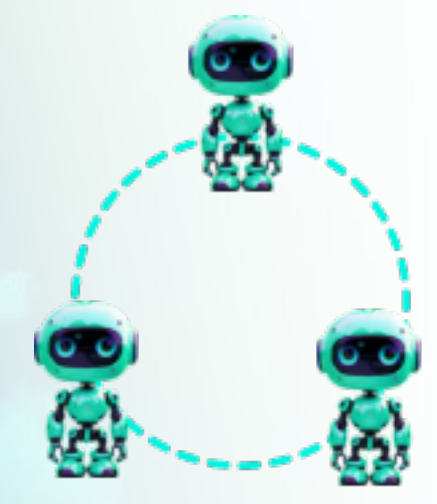
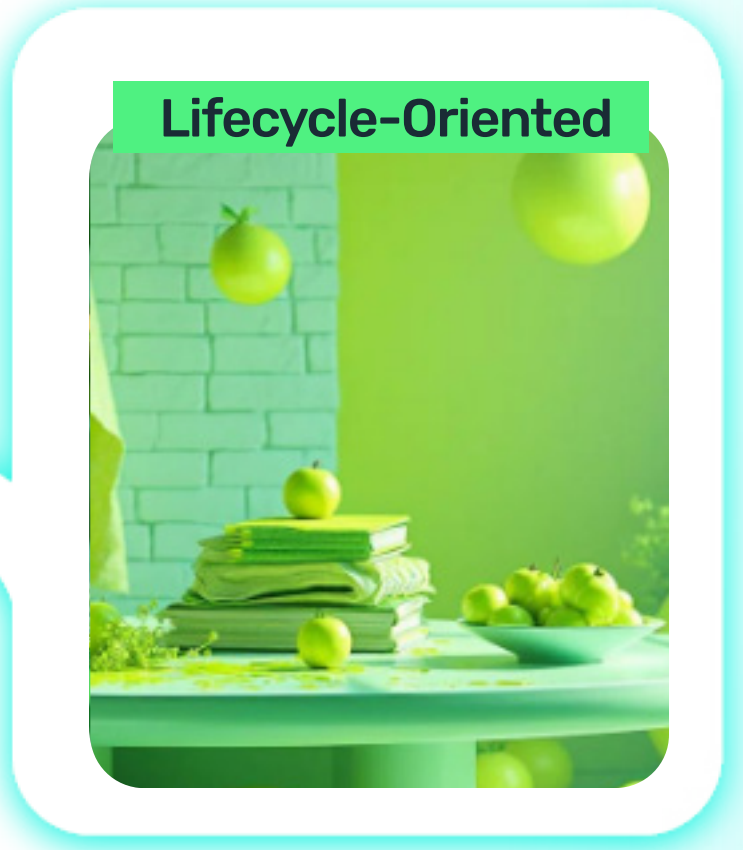
◆ **Task**  
Find the books



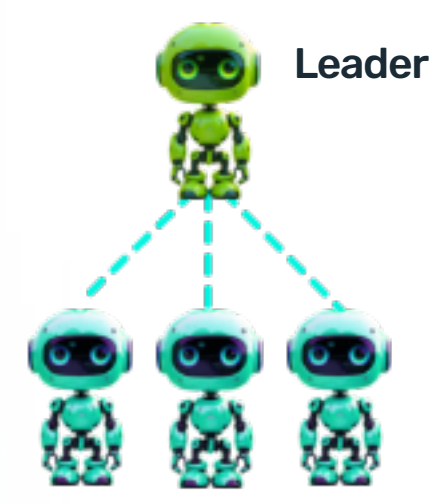
◆ **Task**  
Create a new medicine



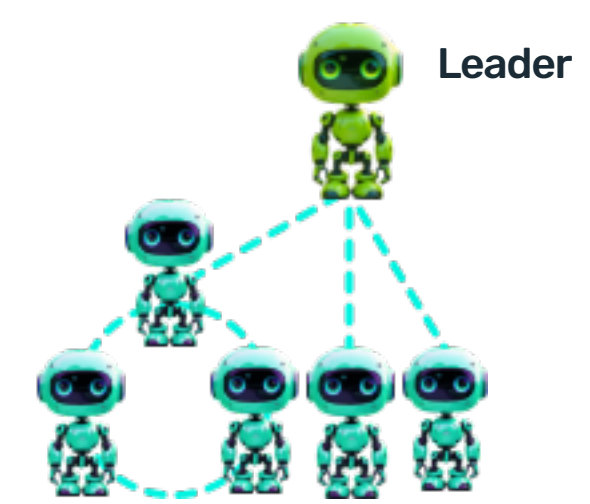
◆ **Task**  
Ensure lifelong survival



Equi-level structure



Hierarchical structure



Nested structure

Multi-agent architectures tend to **thrive more when collaboration** (e.g., through debate and reflection) and multiple distinct execution paths are required.



# What an Agentic AI System **Can Do**

- ◆ **Perception:** The ability to perceive and process inputs from the environment through text processing, speech recognition, image and video analysis.
- ◆ **Tool Use:** The ability to perform actions and utilize tools and resources to accomplish tasks. E.g., Use the US National Weather Service API for SFO and a Fahrenheit to Celsius converter to check the weather forecast for SFO in Celsius.
- ◆ **Reasoning & Planning:** The ability to make decisions, plan actions, and solve problems iteratively (e.g., logical and mathematical reasoning, probabilistic inference, strategic planning).
- ◆ **Learning & Adaptability:** The ability to learn from data and experiences, and adapt behavior accordingly (e.g., updating strategies based on feedback).



- ◆ **Memory & Knowledge Management:** The ability to store, retrieve, and manage knowledge, such as maintaining contextual memory and adapting through user preferences.
- ◆ **Communication:** Ability to interact and communicate effectively with users and other systems. This includes handling different formats, managing conversations, understanding context, and connecting with other systems.





## Agentic AI vs. Standalone Large Language Models (LLMs)

Agentic AI systems are revolutionizing the field by surpassing standalone Large Language Models (LLMs) in several critical ways. Unlike LLMs, which offer static responses based on initial input, **this technology utilizes iterative feedback loops to continuously refine and enhance results.** This dynamic approach enables Agents to break down complex tasks into subtasks, strategize execution, and integrate tools and data autonomously, offering a more robust solution than the linear processing of LLMs.



# Agentic AI System Refund Example: Top Media & Entertainment Company

## How is the workflow?

1. The customer claims a refund related to a current promotion.
2. The Virtual Agent asks for the purchase details to validate if the purchase was indeed made.
3. With the details, an Agentic AI System checks the system to see if the invoice exists. If it does, it moves to the next Agentic AI System.
4. Once the purchase is validated, the second Agentic AI System checks the commercial policies to see if the case qualifies for a refund. If it does, it moves to the next Agentic AI System.
5. The third Agentic AI System issues the credit note in the operating system and hands it over to the Virtual Agent handling the customer interaction.
6. The Virtual Agent sends the credit note with the refund to the customer.

Testing Assistant

Welcome to the product refund service! I'm your virtual assistant. How can I help you today?

Refund Agent

Now you are talking with the Refund Agent

What can I do for you?

I bought a plush toy yesterday and I see it is marked down today

I'm sorry for the inconvenience. Could you please provide me with your 8-digit order number and the email address you used for the purchase? This will help me to fetch your order details.

12345678 bob@gmail.com

I have successfully issued a price adjustment for your order number 12345678. You will receive a one-time use promotional code for the price difference of \$2.00. Please check your email for the promotional code. If you have any other questions or need further assistance, feel free to ask.

Thanks!

You're welcome! If you have any other questions or need further assistance, feel free to ask. Enjoy your day!



A group of people wearing AR headsets in a futuristic setting. The scene is dimly lit with a strong cyan/blue color cast. In the foreground, a woman with long dark hair is seen in profile, wearing a white AR headset. Behind her, a man in a white shirt and a woman with glasses are also visible, all appearing to be engaged in a collaborative activity. The background shows architectural elements like pillars and a bright light source, possibly a screen or window, creating a high-tech atmosphere.

# The Future of Agentic AI Systems

Agentic AI Systems marks a major leap in AI, focusing on collaboration, adaptability, and problem-solving. As we approach 2025, the integration of Agents is set to revolutionize various fields by transforming how we interact with technology.

From enhancing user experiences through personalized and responsive interactions to reshaping education with adaptive learning tools, **Agentic AI will impact numerous sectors.**

In manufacturing, these systems can optimize production lines and boost efficiency through collaboration. The convergence of these systems with emerging technologies will usher in a new era of innovation and creativity, driving unprecedented improvements across industries.

Ultimately, the dawn of 2025 heralds a transformative period, expanding the boundaries of artificial intelligence and redefining our relationship with technology, thus unlocking a vast potential to improve the human experience and society at large.



03

# Robotics

Sculpting a New World, One Innovation at a Time







*2025 signals a new time for robotics, where we're approaching an era of democratization of robots.*

**And rightly so:** we can no longer imagine life without Roomba or Alexa, which not only help us with repetitive tasks but are gradually making more autonomous decisions. Digitization and the increasing use of generative AI are some of the factors that are pushing this growth, and in the following years we will see a lot more robots in controlled sectors—such as healthcare—and expensive and difficult sectors—such as manufacturing and construction—.

**Currently:**

The Union Bank of Switzerland (UBS) predicts **the market size will grow to \$346 billion, up from \$262 billion in 2023.**

**Over \$4.2 billion has been raised by robotics startups in seed funding** this year, advancing to the growth stage.

Let's take a closer look at the boundaries being redefined and the upcoming trends that will mark a new wave of innovation.



◆ AI isn't just an underlying technology in Robotics but the engine that is boosting *its existence*

AI is transforming every aspect of robotics. Recently, we have seen a significant push for training powered by large language models and simulation spaces. Now, AI is providing robots with greater precision to make independent decisions.

- **By 2026, more than 30% of intelligent robots will reach level 3 intelligence** (a high degree of autonomy and cognitive capability, enabling independent decision-making in complex and variable environments), up from less than 2% in 2022, according to Emerging Technologies AI Roadmap for Smart Robots - Journey to a Super Intelligent Humanoid Robot, by Gartner.
- **Nvidia's omniverse** helps train robots with human-like movements at scale by practicing control and manipulation in a virtual obstacle course.
- **Boston Dynamics' new all-electric humanoid robot**, Atlas, features advanced AI and machine learning, boosting energy efficiency and attracting B2C interest from investors like Hyundai.

In 2024 Globant's Tech Trends, we stated that robots took on the role of service (robots-as-a-service), optimizing and automating many tasks. With optimization processes like Retrieval-Augmented Generation (RAG) extending the capabilities of AI in LLMs, **robots will not only continue to perform these actions but will augment human capabilities.**





“There will be a time when no one is going to conceive their life without a robot.”

-Juan Pablo Pizarro,  
Software Development Specialist at Globant.

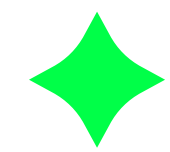
**Human senses** are being digitally and artificially enhanced so that robots can replicate them. By 2025, this ability will be transferred to industrial or small-industry robots in pursuit of cost savings. According to Emerging Technologies AI Roadmap for Smart Robots - Journey to a Super Intelligent Humanoid Robot, by Gartner:

**Through 2026, asset inspection and human augmentation with exoskeletons will be the fastest-growing use cases for robotic solutions,** initiating new adoption opportunities in energy and utilities, construction, and manufacturing.



**By 2030, 80% of humans will engage with smart robots** on a daily basis due to innovative robot advancements in intelligence, social interactions, and human augmentation capabilities, up from less than 10% today.





# Robotics Operations (RobOps) Will Revolutionize Business Efficiency

The rise of robotics is exciting, but operational challenges stem from inefficient communication between different suppliers' codes. For instance, robots from various brands may collide due to unrecognized telemetry, complicating the management of hundreds of robots across multiple industrial locations.

To scale and operationalize robot tasks, **InOrbit**, a best practice guide for manufacturers and customers in the design and use of robots, was born.

This year, they launched InOrbit RobOps Copilot™, a product that works with mixed and distributed robot fleets to transform data from robotic operations into actionable information. This AI-powered innovation, aimed at optimizing robot autonomy, centralizes data from different suppliers in a simple and intuitive ecosystem. In other words, we can now refine and understand our robots' data regardless of their brands.

2025, we will see robots working together at scale,  
**having solved the compatibility and control hurdles.**






# The Internet of Robotics Is Smoothing the Way to a Seamless Journey

IoT has advanced robotics through seamless connectivity and new programming languages, merging with AI to create AIoT. **This allows robots to meet diverse industry needs and enhance interactions.** Robots assist with surgeries and diagnostics in telemedicine, while precision farming supports eco-friendly practices.

**IoT in smart cities reduces carbon emissions and improves waste management through efficient transport and energy-saving buildings.** A key example is Saudi Arabia's Neom project, a 10,200 sq mi megacity using robots for security, logistics, home delivery, and care, powered entirely by wind and solar energy.





# The Robots of the Future Aren't Just on Their Way— They're Already Here

With groundbreaking innovations across both emerging and established technologies, **we're entering a time when robotics will seamlessly operate in our homes and the world's most remote corners.** As we stand on the threshold of this exciting reality, the advancements we're witnessing today pave the way for a future where the distinction between imagination and reality becomes increasingly blurred.





04

# Synthetic Humans

**Blurring the Line Between Fiction  
and Reality in Digital Interaction**



Beyond Sci-Fi:

# Synthetic Humans are Our Electrifying New Friends

Say hello to **Charlie**, a virtual career coach for Heineken fans, or the **digital friend** at Dallas-Fort Worth Airport guiding travelers. These “digital humans” from **Soul Machines** are transforming digital interactions by creating emotional connections and boosting customer satisfaction, giving AI a human face, literally, and redefining digital engagement.

They stand out in the tech world for giving an entirely futuristic tone. **They can be customized with over 100 traits to match human behavior, including long-term memory, vision, and hearing.** They are used for tasks like user research and team support, offering a sophisticated imitation of human psychology. These are synthetic humans, AI-driven entities resembling humans in appearance, personality, behavior, and intelligence, and their development is growing exponentially.



The Digital Human market, AI Avatars, is foreseen to grow from **USD 5.59 billion by 2023 to USD 67.54 billion by 2032 at a CAGR of 31.9%.**





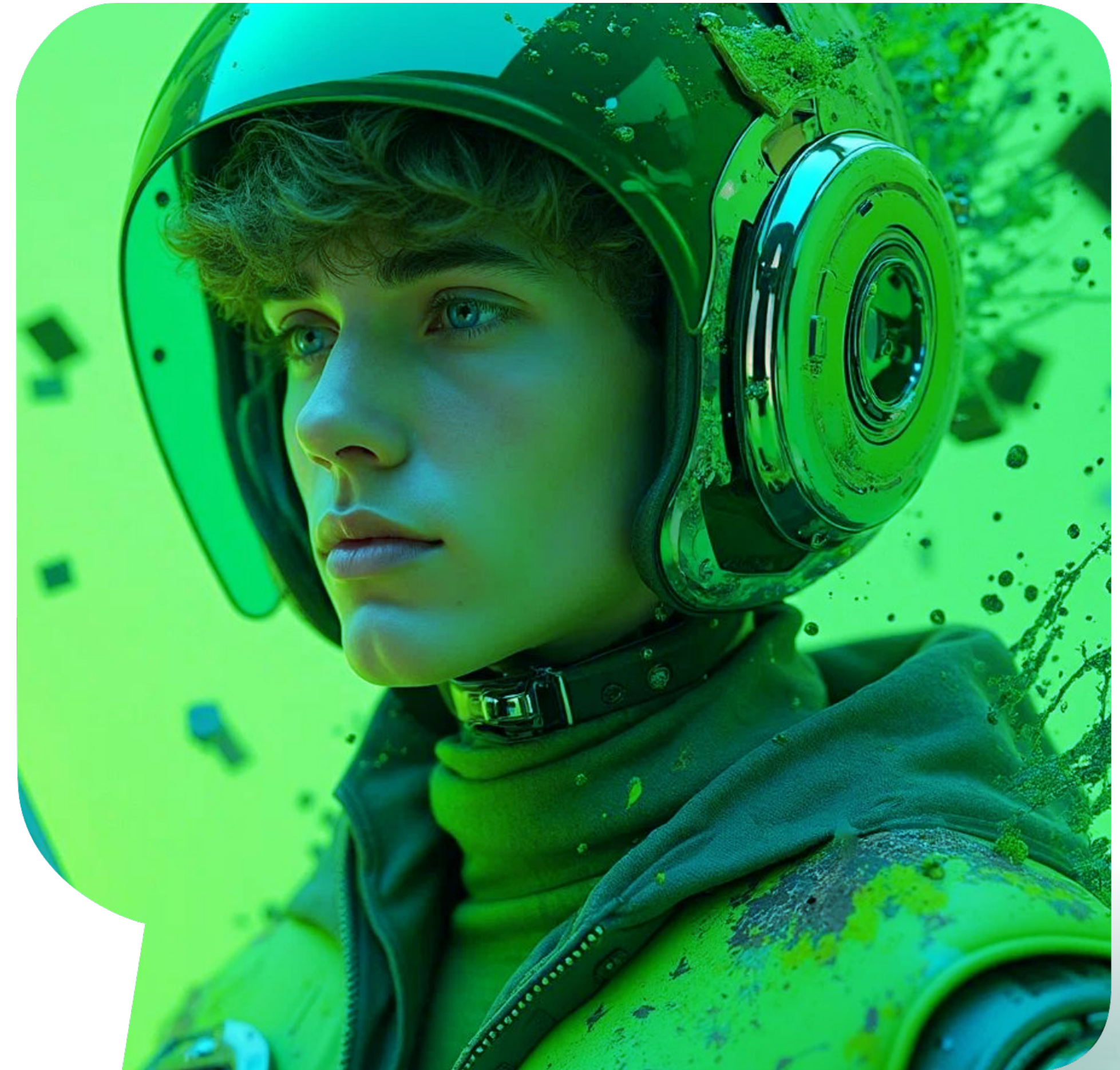
### According to Maverick Research Rise of the Digital Humans, by Gartner:

- By 2026, **50% of B2B buyers will interact with a digital human** in a buying cycle.
- By 2035, **most documentary and journalistic media** (representations of news and historical events) **will be created by digital humans.**
- By 2030, more than 5 million frontline and middle managers in midsize and large enterprises will be replaced by digital human managers, a development that will **raise employee productivity and engagement.**



“Synthetic humans will be your digital friends in the digital ecosystem. A friend you would want to talk to again and again, who understands you, doesn’t judge, with whom you don’t get bored, and whom you can confide in. These synthetic humans—representing businesses—will be your digital friend in every kind of experience with every business you deal with.”

- **Ritesh Menon,**  
VP Technology at Globant.







# Getting Personal with Tech, a New Digital-Human Relationship

The concept of synthetic humans is rooted in Nass and Reeves' **media equation theory**, which suggests that people unconsciously respond to computers and media as if they were real social actors triggered by media cues. **The shift from the Media Equation theory to AI-powered avatars has led to more natural, human-like computer interactions,** transforming how we work, shop, learn, and communicate. For instance, **AI-powered personal shoppers** combine digital efficiency with the human touch of a salesperson.

Unlike digital twins, replicas of real-world objects used in simulation for different industries, synthetic humans embody a new frontier in the evolution of large language models. With their handling through facial expressions, body language, and emotional responses, such advanced interfaces can assimilate the whole range of human communication to redefine the relationship between humans and machines further. **When we interact with a chatbot, we expect it to respond like a human. Communicating with a more human-like AI that understands context enhances efficiency and fosters trust.**





"Today's key evolution is developing natural communication methods beyond keyboards, such as voice and gestures. These methods can help understand emotions and, to some extent, external reality and context. The goal is to make oral interactions more intuitive, direct, and human-like, enhancing engagement and relatability."

-**Jaydeep Sheth**,  
Subject Matter Expert at Globant.

## **Globant has been diving into synthetic human technology since 2018,**

leveraging AI and generative AI technologies. With major brands like Nvidia and Apple focusing on facial technologies, synthetic humans are expected to become more mainstream soon. Despite this, the adoption of synthetic humans is still cautious due to concerns about generative AI's effectiveness, cost, and security. However, as AI ethics gain clear guidelines and companies like Nvidia and Microsoft implement strong safeguards, these concerns should diminish, paving the way for broader acceptance.





# New Face of Technology

They present a unique challenge beyond generative AI and text, particularly in integrating emotional depth for the characters and users. This is where sentiment analysis becomes crucial, highlighting the essential role of traditional AI alongside generative AI. The technology used for synthetic humans includes:

## Advanced AI and Machine Learning:

- Enables human-like behavior.
- Allows learning from interactions and to evolve over time.
- Facilitates lifelike personality development, decision-making processes, and emotional responses.

## Computer Graphics with 3D Modeling:

- Creates realistic human appearances.
- Includes detailed facial features, expressions, body language, and skin textures.

## Natural Language Processing (NLP):

- Empowers understanding and production of human languages.
- Supports natural and intuitive conversations.

## Motion Capture and Animation:

- Captures natural human movement.
- Provides lifelike gestures and expressions.

## AI-Driven Voice Synthesis:

- Creates highly realistic, human-like voices.
- Enhances authenticity.

## Multi-Modal Integration:

- Combines visual, auditory, and sometimes tactile inputs.
- Creates a more immersive and interactive experience.

## Cloud Computing:

- Supports the immense computational power required for rendering, animation, and data processing.
- Enables real-time interactions and updates.

## Edge Computing

- Processes data closer to the user, enabling faster, real-time interactions.
- Enhanced Real-Time Processing
- Reduces reliance on cloud servers.
- Context-aware interactions process local data to provide personalized and contextually relevant responses.

Additionally, **vision computing will significantly enhance their ability to interact naturally by using cameras to understand users' environments and respond intuitively.** They could make eye contact, recognize facial expressions, and adjust their own movements, creating a more immersive and engaging experience.




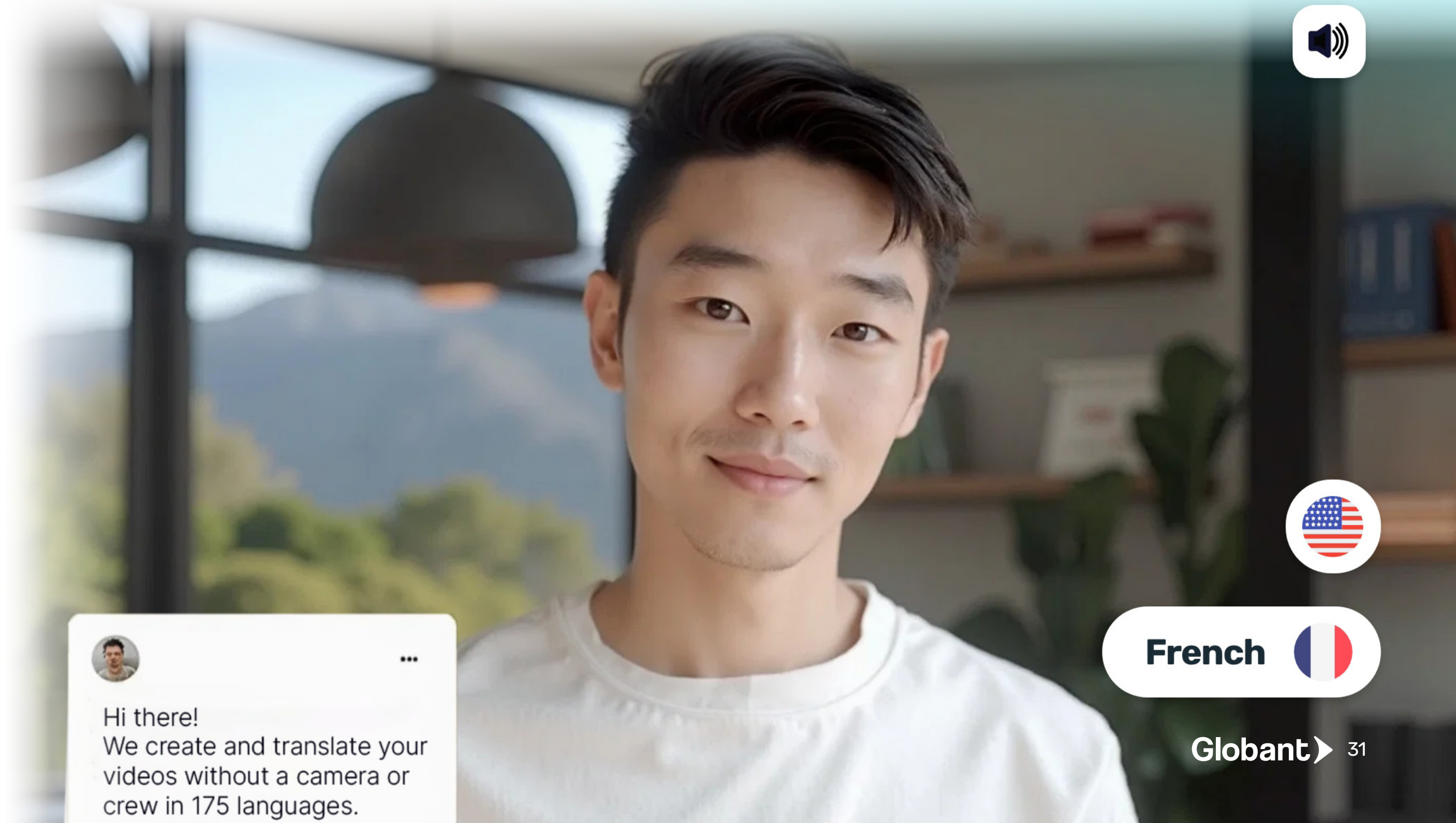
# ◆ Industry-Wide Transformation

They are ideal for running realistic simulations to train users in customer service, crisis management, and interviewing. They offer a safe, feedback-driven learning environment without human involvement. In the coming years, they will be widely adopted across industries, especially retail and customer service.

## Customer service re-imagined

They will revolutionize customer service by offering ultra-personalized interactions based on past behaviors and preferences. **Imagine a digital personal shopper who understands your tastes and communicates through text, voice, or video.** Unlike traditional chatbots or email, synthetic humans emulate human emotions and empathy, creating a more engaging and trustworthy customer experience.

 **HeyGen** is a company entering the space with the creation of AI-driven solutions to design hyper-realistic digital avatars and virtual humans for a spectrum of applications, ranging from customer service and entertainment to personal interactions.



French



# A Teacher Who Wants You to Ask as Many Questions as You Need

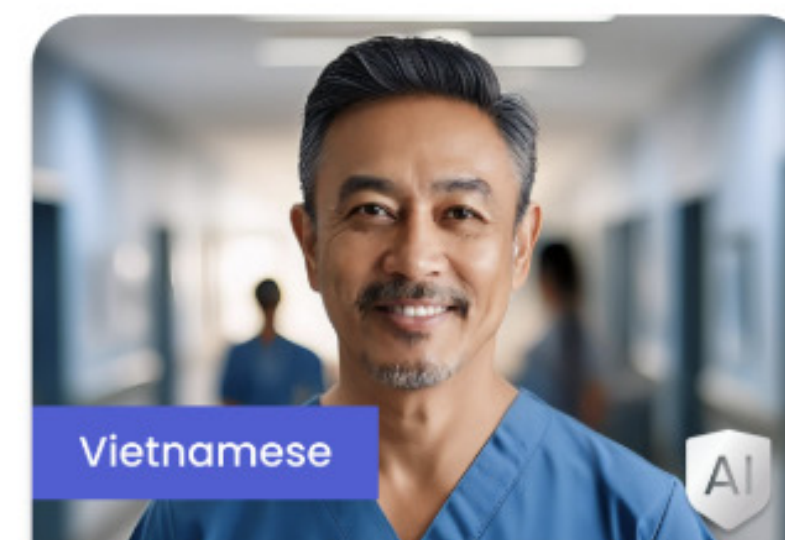
Picture a teacher who's your math superhero and a trusted friend you can connect with emotionally. Synthetic humans can offer deep personalization in tutoring, adapting to individual learning styles to create engaging educational experiences. **Synesthesia** is working on making highly interactive avatars of digital humans to offer customer service, entertainment, and education experiences with lifelike interactions and personalized communication.

## Tailor-made Healthcare

They offer personalized support in healthcare by providing tailored advice, symptom monitoring, and mental health care. They enhance medical training, manage elderly care routines, and improve access to healthcare in underserved areas. **They enable faster, more accessible, and personalized healthcare services.**



**Hippocratic AI** has developed synthetic human characters that work as healthcare virtual assistants. These assistants offer patients medical guidance, answer treatment-related questions, and monitor symptoms, especially when one can't have direct contact with a doctor.



Vietnamese



Joseph

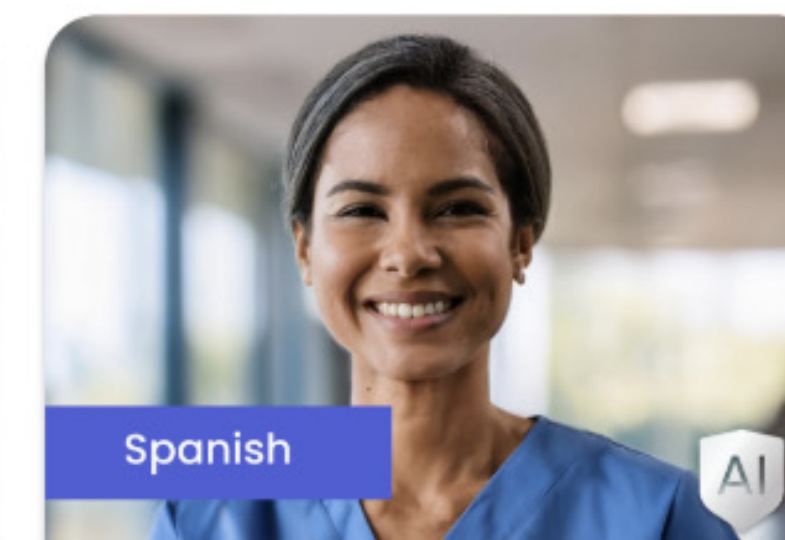
Disaster Response

General

Check-in

Satisfaction Score: **85.2%**

LEARN MORE



Spanish



Maria

HRA

General

Intake

Satisfaction Score: **84.6%**

LEARN MORE



Erin

Transitions of Care Check-In

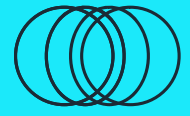
Geriatric

Check-in

Satisfaction Score: **84.5%**

LEARN MORE





### Looking for a friend?

**Replika** designs AI chatbots that become personal companions and conversational partners, engaging in empathetic and meaningful dialogue. The Replika AI companion provides emotional support and learns from user interactions over time.

## In digital marketing, they will revolutionize market testing by replacing traditional focus groups with thousands of tailored digital personas.

These virtual researchers will analyze data, simulate product spreads, and uncover effective strategies swiftly.

### The future will be “more human than human.”

In this next wave of digital humans, we will be brought deep into a world of photorealistic and emotionally engaging synthetic humans who make for genuinely empathetic digital beings. For Fay Wells, the company’s head of partner marketing for Soul Machine, it is “**the next level of human interaction**”, where biological AI merges with advanced cognitive modeling.





05

# Invisible Experiences

**Towards an Empathetic and Omnipresent  
Human-Technology Interaction**



🌀 Brace yourselves for a paradigm shift that will redefine human-technology interaction!

We stand on the precipice of an era where Artificial Intelligence isn't just a tool—it's becoming an invisible, omnipresent force woven into the very fabric of our existence. Forget the basic chatbots; **we're entering an era where AI will be everywhere in our lives**, working in detailed and comprehensive ways that are hard to imagine!





Humanizing AI

# The Quantum Leap from Robotic Responses to Empathetic Engagement

**Gone are the days of cold, lifeless AI interactions!**

The old conversational interfaces were just digital parrots, lacking emotional intelligence and connection. But that's about to change!



◆ **Do you think we are exaggerating?**

Meet **The Friend Reveal Trailer**, the first AI best friend, is a new wearable aiming to revolutionize personal connections and immersive experiences.

🌀 **The AI revolution is upon us, and it's not just smart - it's emotionally intelligent!**

Imagine AI that doesn't just respond to your queries but anticipates your needs before you even realize them. We're talking about AI that doesn't just process your words but understands your emotions, your context, and your unspoken desires.



## Smart Pins: The Valiant Pioneers That Paved the Way

In the not-so-distant past, we witnessed the birth of wearable AI with devices like the Rabbit R1 and Humane AI Pin. These trailblazers dared to dream of a world beyond smartphones, introducing us to the concept of “**invisible experiences.**” While they may not have hit the bullseye, they were crucial stepping stones on our journey to truly seamless AI integration.

**Invisible experiences are frictionless interactions with technology that effortlessly anticipate what users need, delivering relevant assistance directly.** Built on vast amounts of text data, these models learn from patterns in the data to comprehend language structure, semantics, and context.







**These devices leveraged cutting-edge Large Language Models (LLMs) and Large Action Models (LAMs) to bring us closer to natural, human-like interactions with technology. They showed us a glimpse of a world where technology anticipates our needs and responds in our language, not machine code.**

But let's be real - these devices faced their fair share of hurdles. They weren't the immersive experiences game-changers we hoped for, largely because they still felt like separate gadgets rather than extensions of ourselves. They taught us that **for AI to truly revolutionize our lives, it must blend seamlessly into our existing world**, not create a new one.



# The Future is Now: Smart Glasses Reimagined

Get ready—smart glasses are about to amaze! Sleek and stylish, they pack more computing power than early space shuttles. These aren't just for vision; they're AI assistants, fashion statements, and portals to an augmented world, all in one.

The worldwide market for smart glasses is predicted to grow at a rate of **13.2% from 2023 to 2029.**

Imagine strolling down a bustling street where your smart glasses transform every glance into an opportunity for discovery and convenience. Look at a restaurant, and instantly, your lenses display a feast of information - reviews from fellow diners, today's specials, and even the option to book a table with a simple nod.



Pause by a store window, and that stunning dress you've been eyeing comes to life in a new way - your glasses immediately scout the internet, comparing prices across vendors and suggesting the best deals, blending your physical window shopping with the vast world of e-commerce.

**71% of consumers** say that they would shop more often if they used AR technology.



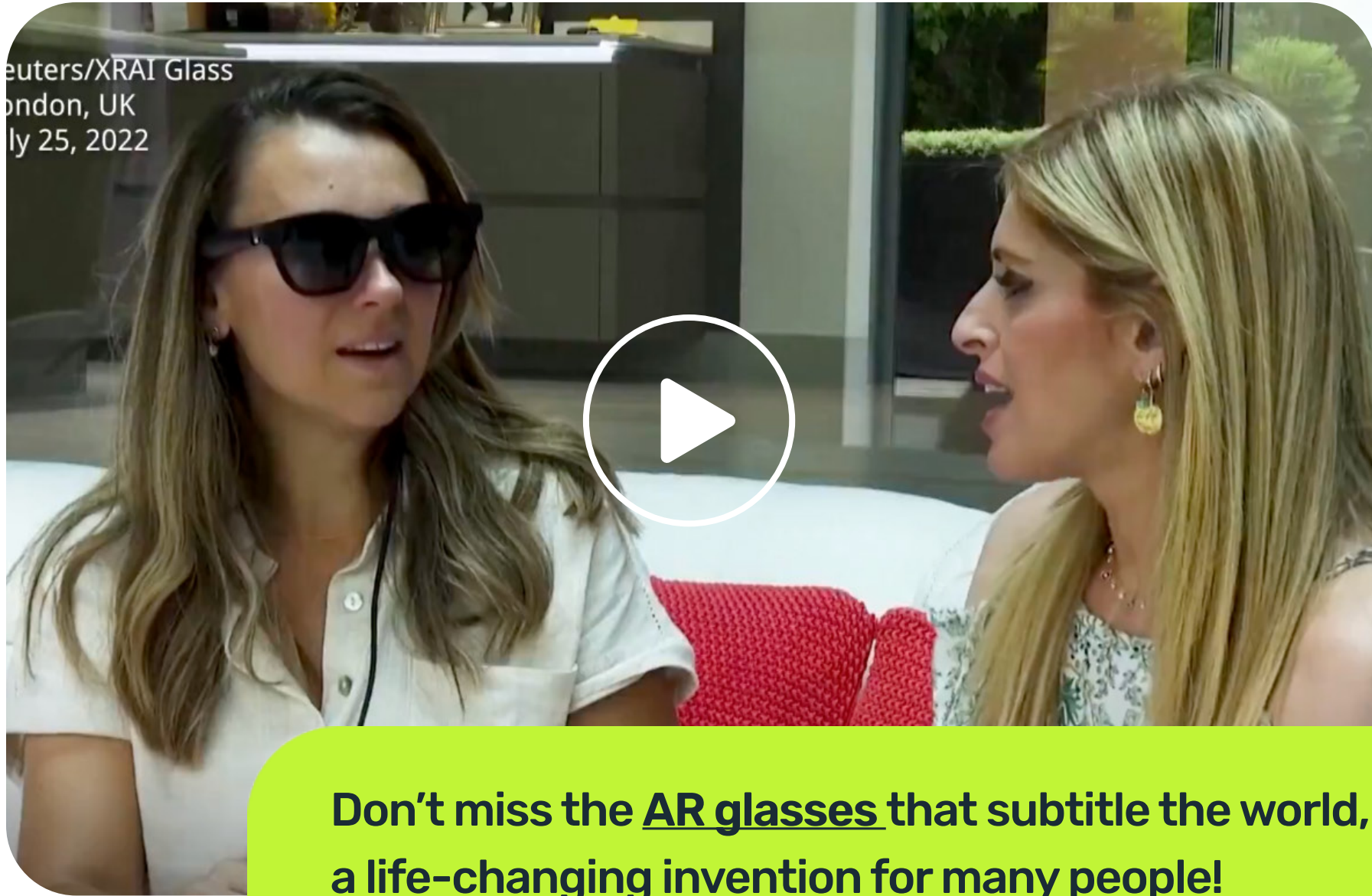
# Glasses That Do More Than See - **They Understand!**

## If you find yourself in a foreign land, fear not!

Every street sign, menu, and conversation can be instantly translated, making you feel like a local anywhere. This isn't a distant sci-fi dream—it's the next chapter in how we interact with the world, and it's coming soon.



These smart glasses are also auditory game-changers, using bone conduction to whisper advice directly into your ear. Plus, with emotion recognition AI, they sense your mood and respond. Feeling blue? Your glasses suggest your favorite comfort food spot nearby. Excited about a big presentation? They'll pull up your notes and offer a confidence-boosting pep talk. This isn't just technology; it's a true companion that evolves and grows with you.



Don't miss the **AR glasses** that subtitle the world, a life-changing invention for many people!





## ◆ The Invisible Revolution: Powered By Unprecedented Tech

The AI revolution is reshaping our digital landscape from the ground up. We're not just upgrading from 4G to 5G; we're witnessing a complete overhaul of our infrastructure. Low Earth Orbit (LEO) satellites are expanding global internet coverage, while Radio Access Network (xRAN) technology is revolutionizing mobile networks. Edge computing is bringing processing power closer to users, reducing latency dramatically.


Tech giants are in a fierce chip race, creating custom silicon that redefines AI processing. While quantum computing is still on the horizon, advancements in traditional computing and networking are already paving the way for invisible experiences.

Smart Glasses will grow by **+48** annually by 2030, with about 13.3 million units sold.

### Why are companies investing in Smart Glasses?

Smart glasses have evolved from imagination to reality, captivating visionaries and consumers alike. These immersive devices blend the digital and physical worlds, transforming our interactions with technology. For brands, it's not just a trend—it's a strategic move to shape the future of digital interaction. The benefits, from boosting productivity to creating new opportunities and gaining a competitive edge, make a strong case for early investment, positioning companies as market leaders.





◆ Revenue earned by AR glasses will increase by more than **five times** from 2023 to 2026.

While envisioning an Iron Man-like world is tempting, the future of immersive experiences, invisible computing, and AI focuses on gradually enhancing our natural abilities. It's about making technology so intuitive and integrated that it feels like an extension of ourselves.



# Buckle Up for 2025:

## The Future of Tech Is Here and It's Mind-Blowing!

As we draw our gaze towards 2025, it's clear that we are standing on the precipice of a technological renaissance. The trends we've explored—from the game-changing potential of quantum computing and the transformative power of robotics to the rise of synthetic humans and the seamless integration of agentic AI systems—paint a vivid picture of an exciting future. These advancements are not just technical marvels; they represent a shift towards a world where technology is more intuitive, empathetic, and seamlessly integrated into our daily lives.

With AI becoming an invisible yet omnipresent force and systems evolving to emulate human-like collaboration, **the future promises not only unprecedented innovation but also a more connected and human-centric technological landscape. Embrace the future with optimism, as these emerging trends will redefine our interactions with technology, creating opportunities for growth, creativity, and enhanced quality of life. The future is not just arriving—it is already here, and it's shaping up to be extraordinary.**



# About Globant

At Globant, we create the digitally-native products that people love. We bridge the gap between businesses and consumers through technology and creativity, leveraging our experience as an AI powerhouse. We dare to digitally transform organizations and strive to delight their customers.

- We have more than 29,900 employees and are present in 30 countries across 5 continents, working for companies like Google, Electronic Arts, and Santander, among others.
- We were named a Worldwide Leader in AI Services (2023) and a Worldwide Leader in CX Improvement Services (2020) by IDC MarketScape report.
- We were featured as a business case study at Harvard, MIT, and Stanford.
- We are active members of The Green Software Foundation (GSF) and the Cybersecurity Tech Accord.

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