

LEADERS' QUESTIONS & ANSWERS

From wearable tech to favourite smartphone apps, Connected's **Emily Maree** asks six technology leaders six big questions

- Q1.** Google has announced that it won't be selling their Google Glass product for the time being. Do you think there is really a need for advanced wearable tech like this?
Q2. It was recently announced that Visa, Mastercard and Irish banks were calling the 'contactless payment' scheme a flop after finding out it has only been used 10 million times since 2011? Why do you think Irish people are so reluctant to use contactless payment?
Q3. Snapchat have announced that running an advert on Snapchat will cost brands and companies \$750,000 a day. Do you think this price is worth engaging the teenage demographic?
Q4. Facebook have launched a new portal 'Facebook at Work' to be rolled out later this year, which allows people to connect with colleagues, rather than friends and family. Do you think it's a good idea to use Facebook as a communication tool in the work place?
Q5. What is the best piece of advice a colleague or boss ever gave you?
Q6. If you could only use one smartphone app for the rest of your life, what would it be and why?



Ben Kitchin,
director, Host
Ireland

A1. As technology continues to advance, so does dependency on technology. Now, people can't be without their mobile phones for more than an hour. The consumer will require a new more interactive means to communicate – will this be Google Glass? It depends on its usability.

A2. The infrastructure needs to be fully in place before it will be successful. The moment I can buy anything anywhere for any value by simply swiping my debit card or phone, the minute my wallet will be in the bin. Weak broadband at retail outlets further inhibit a smooth, fast contactless purchase.

A3. Definitely. Snapchat is extremely interactive. Should a global high street brand want to reach out to Snapchat's 100 million strong audience, 16

cents per audience member is excellent value, especially if you are the first company to advertise.

A4. Yet another desperate attempt by Facebook to become more than just a social photo sharing platform. Facebook is already used mildly in the professional sphere, however due to brand association it will be difficult to compete with LinkedIn. In the work-place, I don't think people will want to mix work with their social life.

A5. Don't trust anyone, as there is an underlying motive behind every human action.

A6. Loylap – I get a discount on everything I buy. The more I buy the bigger the discount. What's not to love about that?



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Gary Cullen,
sales and
marketing
director,
Provident CRM

A1. I believe this technology is needed as an advancement of the way in which we interact with technology, each other and the world around us. It is evident that the public's right to privacy has clashed against the technology concepts explored in Glass, yet more subtle devices such as the smartwatch have been quite successful. Finding the balance will no doubt be the challenge.

A2. I feel the banks are at fault for the lack of adoption of contactless payment. There are a number of issues at play; removing the costly charges of transactions and the distribution of compatible cards is sporadic. If all banks supported contactless pay-

