



Trends 2024 **GOVERNMENT INDUSTRY**

■ Super-reality

The rise of **virtual reality and mixed reality** devices will change the market demand. These innovations, driven by telepresence, promise to transform how people interact with their environment, strengthening governmental processes. The networking of these devices enables shared sensory experiences, creating stories designed to convey messages, emotions, or knowledge, marking a significant advancement in this sector.

■ Biosecurity

In the trends, there is mention of **hyper-personalization** of each user down to the cellular level, known as **bio-identification**. This goes beyond conventional identification, allowing individuals to secure their content through unique users corresponding to their DNA and other more complex biological information, making impersonation or falsification more challenging.

Regarding security, although in its early stages, there is **bio-mimesis**, which involves replicating natural systems to create data security or defense systems against digital attacks. Although in a pioneering phase, governments can anticipate and prepare for future challenges in innovating security for procedures and services between the state and citizens.

■ User Co-author

We live in the era of **product and service personalization**, designed specifically to address individual needs. Consumers not only want to make decisions about what they consume but also actively participate in the creation and management of solutions.

Prominent participation is observed in the technical field, where the gap between consumers and the manufacturing process is narrowing. This is evident, for example, in the generation of personalized code by users themselves. Mass production is giving way to mass customization, and the digital environment increasingly provides facilities to modify, appropriate, intervene, or contribute in an equitable and inclusive manner to the production and post-production of solutions and content.