

It's a Smart World

Invisible yet ubiquitous, small but mighty, unnoticed but life changing. Forty years ago the microprocessor was born, beginning the quiet but profound process which has radically reshaped our lives. Today, thanks to the microprocessor, we live in a smart world, can do smart things and make smart choices. We don't see them, but these tiny embedded computers shape our world to a remarkable degree. From the cars we drive and tractors that till the fields, to the fresh food delivered to our shops, billboards that advertise and machines that help us stay fit - they're the invisible brains that power our daily being. Long live the smart life.

