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The beginning of phygital world

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Abstract
The Phygital word itself is the combination pf physical and digital technology application. This paper will highlight the detail of phygital world and its importance, also we will discuss why its matter in the world of technology along with advantages and disadvantages. It is the concept and technology is the bridge between physical and digital world which bring unique experience to the users by providing purpose of phygital world. It is the technology used in 21st century to bring smart data as opposed to big data and mix into the broader address of array of learning styles. It can bring new experience to every sector almost like, retail, medical, aviation, education etc. to maintain some reality in today's world which is developing technology day to day. It is a general reboot which can keep economy moving and guarantee the wellbeing of future in terms of both online and offline.

1.Introduction

Today's technological advances in entertainment and communications programming provide quality imaging and the best in sound quality. Digital transmission systems are an entirely different audio and visual experience for viewers and listeners. Digital signals are transmitted to television and radio receivers with no audible or visual loss of quality. It is as if an exact duplicate is transmitted from the source to the receiver; however, this is not entirely how it is done. They do lose some quality because digital signaling still requires transmission by analog but, and this is a big but, digital systems do not record the analog signals - digital encodes the signaling into bits with a bit being the size and speed of the sample being transmitted. The digital system transmits the bits by modulating carrier waves. Digital receivers are technologically designed to receive the signal, no matter what the quality is, and decode the encoding providing excellent crystal-clear imaging and CD quality audio. Realizing that this is a very complicated technology and detailed subject, it is good to know that digital is better simply because it eliminates noise completely, and although you will be seeing and listening to a copy, it will appear and sound the same as if you were listening and seeing the original. Of course, the quality of what you view and listen to depends to a large extent on the type of entertainment system you use, but all negative effects of analog will be eliminated in digital transmissions. Satellite television service providers use digital and standard signaling transmissions exclusively with much improved quality in visual and audio technology and little to no interference in programming. So with changing times in research and development of technology come improvements and advancements that still depend somewhat on the older methods [1-6].

2.Digitalization

For instance people used to list the cassette tapes and the records for listening to the music but now they can easily listen to it on MP3's and CD'S, likewise people used to watch movies that were stored on something called VHS tapes. While after digitizing you can play it on the computer and it does not need any separate dedicated space to keep them and are not feared to get damage. Digitizing also helps you to listen to the high quality music and watch a high value movie as compared to those available on records, cassettes and VHS tapes and keep the quality high for ever and you can enjoy them for long. Digitizing process keeps all our valuable things like important document or a large series of books, sketches, pictures and business related documents safe. Furthermore it makes the access to the data very easy and anywhere and can also share the document with a large number of people you wish to share with. If the documents are on paper it is difficult

to share with people or difficult to save since it can be danged through water or dust or anything, it is also difficult to access that paper sometimes and can be misplaced as well. While if that document is in the digitized form it is less likely to get damage and can be accessed anywhere anytime and will definitely remain safe until you want it to be. In order to digitize, you need to scan them through a scanner, it takes the image and then converts it into a digital format. Similarly, there are many other things that can be preserved and saved through digitizing.To say the least, digitization has brought a revolution in our lives in every aspect and has made our lives much easier than ever before. [4-7].

3.Approach – Way Ahead

We have been talking about digital journey. Old uncertain approaches won't deliver; you need absolute clarity about digital's demands, customer's digital vision, strong leadership and unparalleled agility. If there is one theme I hear consistently it's that consumers expect the brands they engage with to provide a flawless digital experience in their interactions. That's applicable to all type of industry, be it retail, information technology or some other and all has their own way of defining digital experience.

1. Resistance to change

2. Understand customer's vision on digital journey

3. Strong digital approach

4. Fighting - Impossibility of knowing

4.A Big Data Processing

It is essentially Big Data and volume, range and speed will be the three axes upon which this process revolves.Some trends are becoming ubiquitous that will take the businesses to the next level of excellence in the future such as big data. These are re-defining and revolutionizing the overall understanding of data and its processing. These are highly smart and accurate tools that can bring a massive change in the business landscapes [8,9].

5.Companies Are Embracing Frameworks and Approaches

Most companies are making conscious decision to embrace such frameworks and approaches that are required for the information revolution. In fact, these things are really useful for the businesses to survive in the fast growing environment. The role of big data in varied industries seems almost compelling and allowing companies to have data-driven approaches to have better understanding of the market. The significance of big data cannot be ignored when it comes to the transformation of the businesses.

6.The Role Of Big Data In Different Industries

Today, the role of big data in different industries is growing like never before; it has eliminated all the limitations and allowed managed to procure, refine and analyze data to take measurable steps. It has certainly increased the understanding of the market, user behaviour, and much more, which can improve the company's bottom lines.

The approach of big data integrates everything and gives accurate results to analyze. Moreover, companies have also mitigated the risks involved and improved the operational standards. No doubt, it has fine-tuned the working capacity of the organizations and allowed managers to improve the working efficiency at almost all the levels of the company.

7.Data everywhere and counting

We all key in data in order to accomplish everyday activities, just like going to pay at the super store, shopping on the World-wide-web, generating a transfer through our banks Web portal or engaging in social networking. A giant amount of data is additionally extracted from cellular phones, light and gas meters and satellites. In reality, pretty much our overall living can be translated in-to data. This has forced technology agencies to create more sophisticated data processing units and computing devices with enhanced storage volume. Simply to see the remarkable advancement in that discipline, let us take as an example the 1st 1-GB hard disk which was manufactured in 1980: the IBM 3380. It used the same space as a fridge, weighed 250 kilos and value 40,000 USD at the moment. Presently, everyone may purchase an SD card the size of the paper-clip at the inexpensive price tag.

Facebook appropriately indicates the huge assortment of data this kind of system can hold from its innumerable clients: sexuality, their age, marital status, personal preferences, etc., i.e. all highly valuable information, especially for major brand-names marketing departments.

8.Speeding up the Big Data analysis process

Yet, the quantum leap with respect to data management and use perhaps depends in speed. They're nowadays applications that help administering Big Data analysis procedures right away that formerly been required to be run in batches or throughout the entire night. By way of example, car insurance providers could process client claims in just hours, whilst this process used to take many weeks. And health insurance organisations can interpret intricate data sets on individual health and so forecast the health problems they might go through in barely a couple of minutes. In particular, the insurance marketplace has substantially capitalized about the pros presented by Big Data processing and analysis in regards to finding fraud, since they today can locate falsified claims and prescriptions of ghost treatments [7-10].

The banking sector is yet another of great receivers of this phenomenon. Customer support centers of big financial establishments are employing predictive modelling techniques which allow them to introduce Big Data from social networking instantly. That way, they have a detailed view of individual on the other end of line: they are aware of their banking profile and personal record, their reaction to certain marketing offers, their views over the customer support rendered by the business, their account state and deals. This was simply unbelievable a few years back. Technology giants just like Google, IBM, Microsoft, Oracle and SAP are previously hectic in making modern business models and services based on Big Data processing. The document management software program market is not far behind either and also has managed to work with Big Data to corporate paper-based records. Exclusively, they have developed text recognition software package that makes it doable to grab data from actual physical documents, process it and input it in-to Big Data systems from any kind of medium. In this way, Big Data not just describes information on the Web, but also to all printed documents and digital files which are in a business's closet and include imperative information [12-18].

9.Big Data processing and analysis, an undervalued prospective

So far, so excellent. Next, where will the obstacle upturn from? Exactly from reality that, right now just a few businesses are in a position to making the most out of all this details. As stated by Gartner, 85% of agencies involved in the Fortune 500 list aren't well prepared to attain aggressive gain from Big Data. And the possibility is enormous. The question they commonly ask their-selves in this respect is: what's the gain on my financial commitment? No person desires to look ahead to five-years until the gains through Big Data processing and analysis might be seen. There's also some unwillingness on the security breaches that would

occur when handling so much and, most often, so sensitive data. Perfectly due to this cause, governing bodies around the world have presented data safety rules in order to decrease the ultimate impact and avert as much as possible the wrongful or dishonest use of information. Of course, it must not be overlooked that gathering, saving and decoding sensitive information may damage users' privacy. People who look after this data not necessarily ask permission to utilise it for their own gain. And naturally the much scary hackers, efficient at accessing any enterprise's bank accounts and thieving vulnerable data [13,14,17,18].

Conclusion

In brief, agencies handle a massive volume of highly valuable data, but most of them do not know ways to leverage onto it. Correctly used, Big Data processing and analysis lets organizations to anticipate weather changes, enrich crops, speculate capital market activities, recognize a product's performance, etc. It can be most beneficial when developing a customized offering or making swifter and better informed selections. All now we have to do now is wait a few more years and evaluate if or not agencies are competent to address this issue.Today, data managers can cost-effectively and in real-time analyze data to get insight into business. They can easily merge incoming data from customers, and other devices to make fine decisions through greater context. They can enhance their skills and knowledge by obtaining and interpreting more and more data precisely.

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