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IS TECHNOLOGY DISRUPTING YOUR SMALL BUSINESS?

JANUARY 11, 2016 BY KIRILL STORCH

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In 1870, visitors to New York's Equitable Life Assurance Building were greeted with a horrific sight. Instead of a hand-powered elevator, there stood in the lobby a **fully automated moving room** that would ascend the daunting six floors of the city's tallest building... on its own. Most visitors promptly refused the elevator, making their way to the stairs. The overall consensus was that the experience was "ghastly," "ghoulish," and "unnatural."

So Equitable Life Assurance added a few touches. They put plush red carpet on the floor, a small chandelier atop, some music, and most importantly, a "lift man" to stand and push the buttons for people. Folks instantly warmed up to the idea. A few decades later, the lift man was obsolete and full automation had occurred.