

# The silver tech revolution with Marilyn Hallet and Lynda Smith

There is a perception that elderly people and technology do not mix well. However, rising life expectancy, delaying retirement age, and active ageing is redefining this demographic and their role in an increasingly digitalized society.



[Let's Talk Digital](#) host Audrey Naidoo chats to Marilyn Hallet, social entrepreneur and founder/director of You've Earned It (YEI), a digital media platform for South African 60-plussers. The major focus of You've Earned It is to tackle the biggest challenges and opportunities that come with ageing. YEI serves the large community of digital-savvy South African over-60s by providing relevant, informative, educational, and on-point content. YEI also connects influential brands and service providers to older South Africans.

The next guest is Lynda Smith, MD of 50+ Skills. Smith's 50-Plus Skills provides a forum for soon-to-be-retired or retired individuals to plan their future lives, upskill, engage with like-minded individuals or contribute in terms of voluntary mentoring programmes or hands-on involvement with NPOs. 50-Plus Skills also consults with organisations to prepare their employees for their next life chapter.

This episode looks at the trends and insights surrounding the Silver Tech Revolution and the opportunities this segment of the market presents to brands.

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