

## CAMPAIGN TELEPORTS PEOPLE FROM LYON TO BRUSSELS



The French railway operator SNCF recently promoted its new TGV connection between Brussels and Lyon with a 3-metre high box on the Place de la République that instantly transported passers-by to the heart of Brussels. The TBWA-originated campaign aimed to draw attention to the fast travel time, which almost immediately transports passengers to the Belgian capital. Passers-by who looked through the hole in the box received real-time imagery and sounds from different places around the city. At the same time, their faces were displayed on monitors in Brussels.



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**SOURCE:** <http://www.voyages-sncf.com>

**INITIATOR:** TBWA, France

# THE HARMONISATION OF PERSONAL TRANSPORT



Toyota has teamed up with the city administration of Toyota City and public transport operators to develop the "Ha:mo" traffic system that aims to advance the intelligent networking of personal transport with public transport systems. The "Harmonious Mobility Network" consists of "Ha:mo Navi" – a customisable route-finder that includes various forms of transport such as bus, train and car. Also included is "Ha:mo Ride", a car sharing system that allows users to book and rent electric cars at train stations via their smartphones.



## ROBOT LETS USERS THROW STONES ACROSS LAKE



A nature and recreation area in the US state of Idaho enables internet users from around the world to enjoy the pleasure of skimming stones across the surface of a lake. A robot controlled via the browser assumes the mechanical part and users are shown the views in real time in a video stream. The impressions are designed to arouse a desire for a holiday in natural surroundings amongst people living in urban areas.



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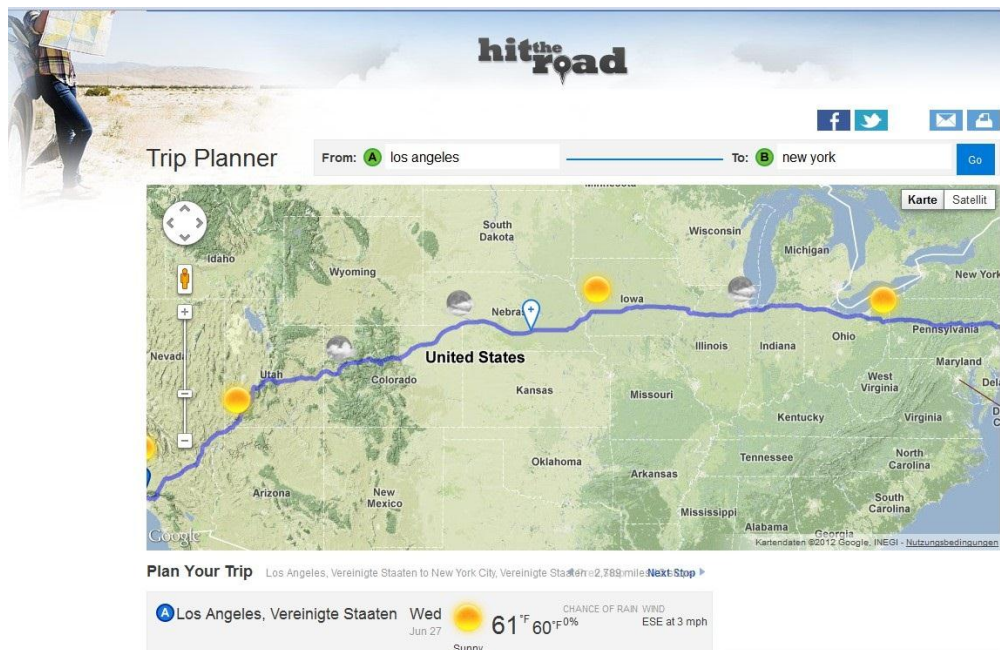


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**SOURCE:** <http://www.stoneskippingrobot.com>

**INITIATOR:** Sun Valley, USA

# WEATHER FORECAST ON THE TRAVEL PLANNER



The Weather Channel is now offering weather data for all travel routes that can be found on Google Maps. Users have to enter the time, starting point and destination, and then get increasingly detailed weather information on their route the closer they zoom in on the map. If weather conditions don't look so good at certain places when users are due to pass through, they can change their route using the mouse. Posts on the ratings portal yelp.com also provide some interesting locations on the way.



## APP WITH SHORT STORIES FOR TRAVELLERS



An iOS app called "VertragingsApp" from Dutch publishers Querido and Athenaeum gives travellers access to a series of short stories arranged by the amount of time it takes to read them. The app features stories with average reading times of 5, 10, 15, 20, 25, 30, 45 and 60 minutes. Primarily designed for short journeys or delays, it primarily includes excerpts and articles by well-known authors. It costs €2.99 at the App Store and is currently only available in Dutch.



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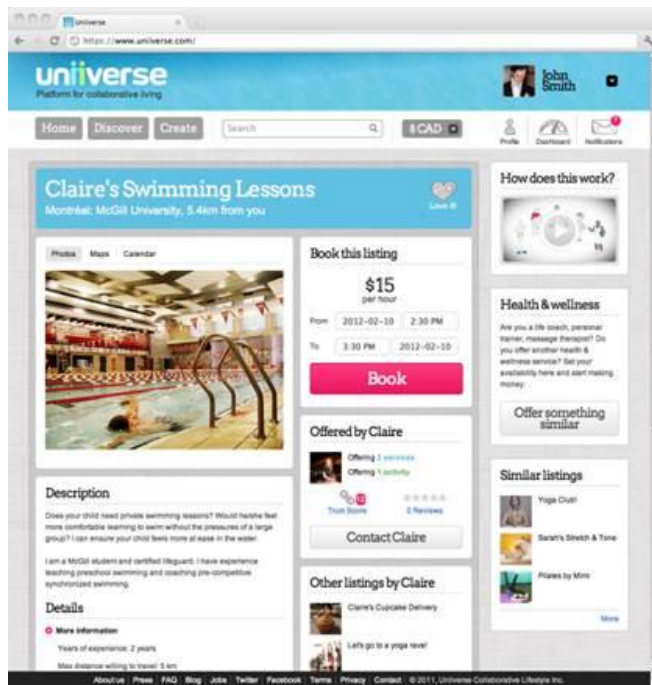


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**SOURCE:** <http://www.vertragingsapp.nl>

**INITIATOR:** Querido, Netherlands

# SOCIAL NETWORK FOR REAL ACTIVITIES



"Uniiverse Collaborative Lifestyle" is a social network from the Canadian start-up of the same name. The platform enables the collaborative organisation of and participation in real-life activities. For activities such as sport, parties and other hobbies, users can be found from the local surroundings. The platform also features adverts for paid services that can be paid for directly via the network. Finally, comments and trust scores are given in order to show the trustworthiness of the individual users.



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**SOURCE:** <https://www.uniiverse.com>

**INITIATOR:** Uniiverse Collaborative Lifestyle Inc., Canada

## SOUVENIR SHOP CREATES 3D VERSIONS OF CUSTOMERS



The souvenir company Precise is currently offering a new service in a Dubai shopping centre that uses a 3D printer to produce a model of customers. People pay between \$300 and \$400 for a 15-centimetre, realistic portrait of themselves. They first have to visit the company's nearby studio where they are scanned and then have improvements made on the computer. In total, the printing, drying and hardening process of the resin used takes another 8 to 10 days.



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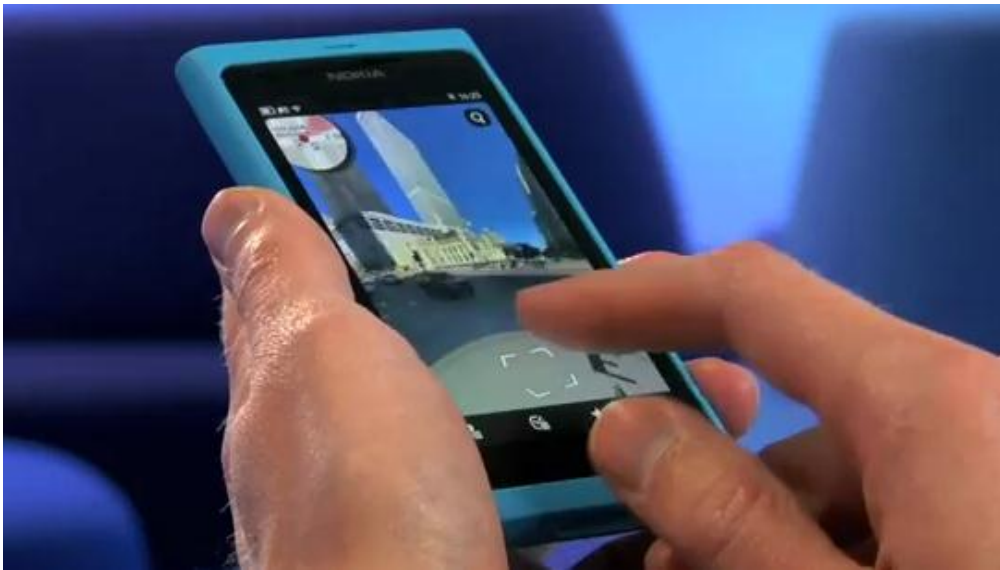


video

**SOURCE:** <http://www.preciseme.com>

**INITIATOR:** PRECISE Trading Co. LLC, United Arab Emirates

## 3D MAPS USING SOCIAL NETWORK INTEGRATION



Nokia recently added real-life 3D maps of a handful of cities to their "N9" phones, showing users where their friends are when they check in on services like Foursquare and Facebook. The company uses its NAVTEQ technology to create the virtual cities in the form of real life animations. Users are also given access to their friends' ratings of the locations they visit, which appear as soon as they are in the vicinity of the same location.



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**SOURCE:** <http://betalabs.nokia.com>

**INITIATOR:** , Japan

## KLM MATCHES PASSENGERS BASED ON FACEBOOK PROFILES



The Dutch airline KLM is now approaching the topic of business trips from a slightly different angle. Using the motto "Social Seating", the company plans to bring people together who share the same interests. Passengers registered to the program can have their Facebook and LinkedIn profiles compared and checked for similarities, such as their profession or musical tastes. KLM then looks for suitable people to sit next to the passengers, particularly on long-haul flights.



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**SOURCE:** <http://www.presettext.com>

**INITIATOR:** KLM Royal Dutch Airlines N.V., Netherlands

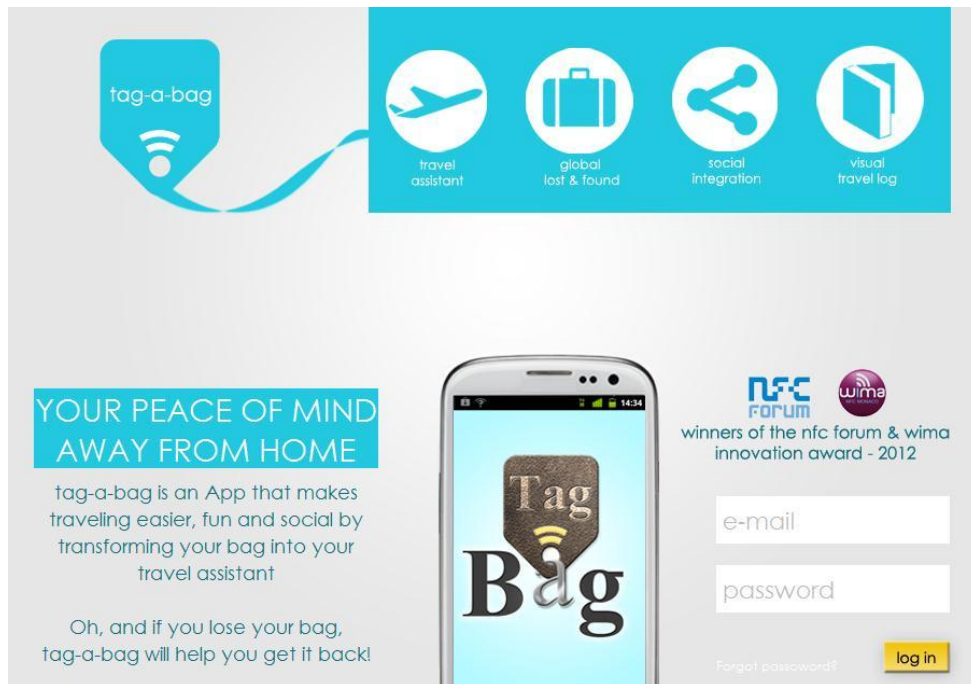
# RATING AND SHARING LOCATIONS FOR FUN SPORTS



The "Best Session Ever" app lets sports lovers log their activities, rate the locations and share their descriptions with a community. Six different summer and winter extreme sports are included, from surfing to snowboarding. The ratings appear together with the respective symbol on a map, where users can look for the best locations and avoid the ones with poor results.



## APP AS TRAVEL ASSISTANT



The smartphone app "Tag-a-bag" acts as a travel assistant to air travellers and brings their luggage safely to its destination. By scanning the NFC tag on their luggage, users can check in at the airport and then receive information about their travel schedule, the local taxi prices, reservations and special offers at the airport. Travellers are also reminded to check that they have all their travel papers and documents. Friends and family are informed of safe arrivals and if the luggage goes missing, the finder can notify the owner via the NFC tag.



## DISCOVERING TOWN WITH WIKIPEDIA QR CODES



The Welsh town of Monmouth has connected itself to Wikipedia using QR codes. These QR codes have been placed on buildings, in museums, pubs and bakeries, and they forward users to the relevant Wikipedia entry. The town is supporting the "Monmouthpedia" project by setting up a free Wi-Fi network and releasing a free Android app for reading QR codes.



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**SOURCE:** <http://blog.wikimedia.org>

**INITIATOR:** Wiki UK Ltd., UK

## FINDING LIKE-MINDED PEOPLE IN THE LOCAL AREA



The Berlin-based start-up Likemind offers a mobile app of the same name that enables like-minded people to get to know each other and meet up for activities. The users of "Likemind" can introduce themselves by stating their age, relationship status and the activities they would like to take part in. People are then brought together by a special algorithm which allows them to chat about where to meet and what to do, such as play a game of table tennis in a public park.

## BIKE-SHARING WITH FITNESS FEATURE

App will find the closest available bike

App will show charge level

Wirelessly unlock the bike

Automatically launch mapping function

Bike safe directions with superimposed range estimation

Fitness mode that can simulate climbs, descents, and flats



As a new feature of their electric bikes, the bike-sharing company Velo has announced a fitness program that helps users to burn off excess calories as they ride. Connected to the handlebars, the smartphone isn't just for navigational purposes, but can also configure the ideal workout. Based on the selected training program, the brakes and gears can be used to simulate climbs, descents and flats regardless of the actual terrain.



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**SOURCE:** [velomotorworks.com](http://velomotorworks.com)

**INITIATOR:** Velo, USA



## LED AND SMARTPHONE GUIDE SHOPPERS TO DISCOUNTS



The start-up ByteLight recently came up with a concept of guiding customers straight to the products they need in a supermarket. Using LED bulbs, instead of conventional lights, and a signal sent to the user's smartphone, shoppers can be guided around the store according to the items on their shopping list. When users are in front of certain shelves, the LEDs could send out wireless, personalised deals to their phones. This system could also be implemented in museums, hospitals, airports and public buildings.

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**SOURCE:** <http://www.bytelight.net>

**INITIATOR:** ByteLight, USA

## AUGMENTED BOOK BRINGS STORIES TO LIFE



Sony has unveiled a peripheral device for the PlayStation 3 that brings books featuring Wonderbook technology to life using augmented reality. The first books to be published using this will be from J.K. Rowling. "The Book of Spells" will allow players to recreate spells and experience them live on screen. Wonderbooks use the PlayStation Eye webcam and the PlayStation Move. The books are narrated on the TV and the webcam allows the player to become the story's protagonist.



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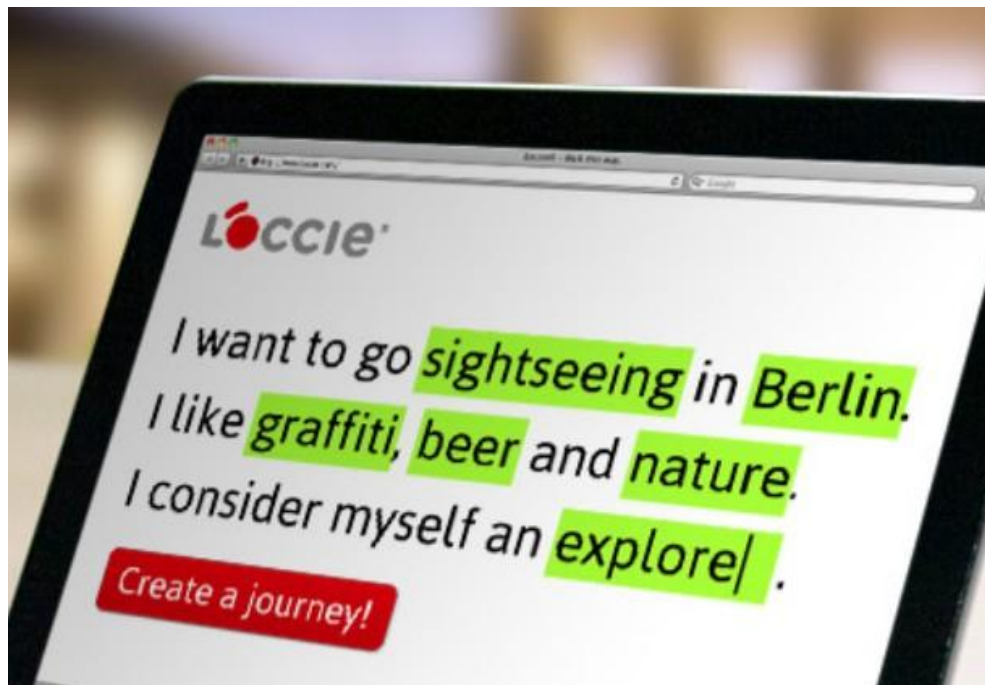


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**SOURCE:** <http://blog.us.playstation.com>

**INITIATOR:** Sony Computer Entertainment Inc., Japan

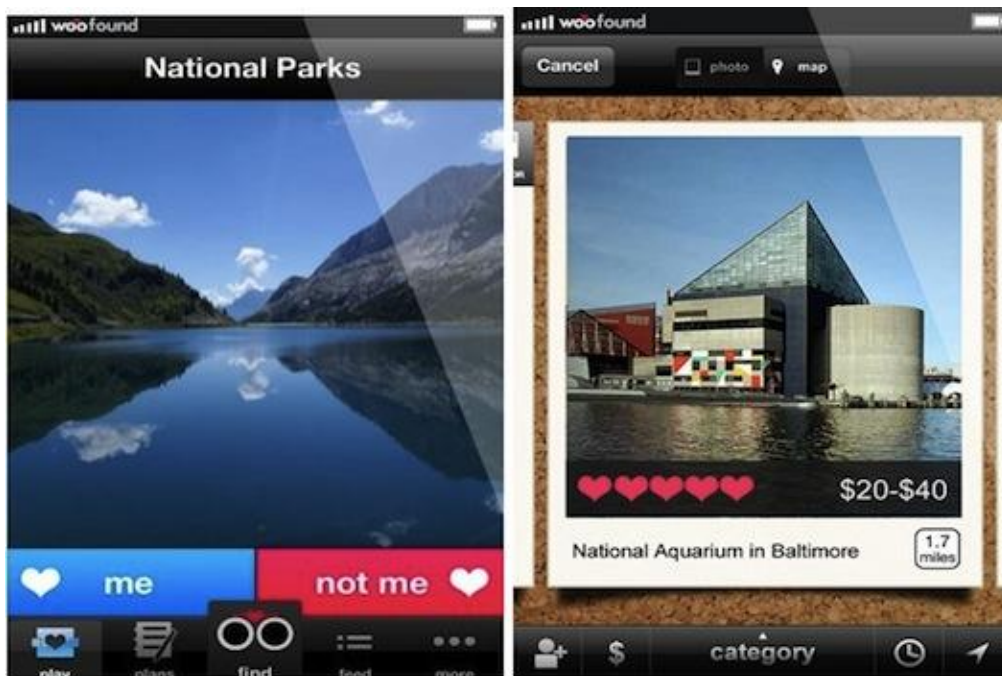
## APP FINDS LEISURE ACTIVITIES BASED ON INTERESTS



The Croatian start-up Loccie searches for leisure activities for travellers in the city they are currently in, based on what they enter. Users enter details regarding their interests into the smartphone app, which uses keywords to return suggestions. The GPS feature then uses colour changes to display when the users are approaching a relevant location, and it also works without an internet connection. The application also has guides in the categories Tourist, Explorer and Hedonist available for download.



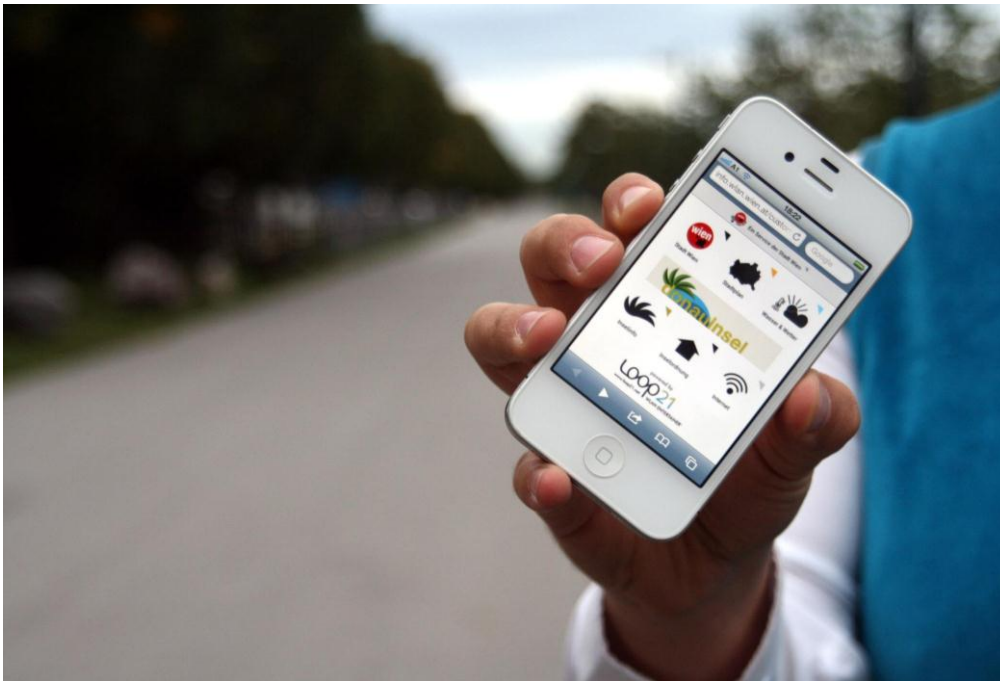
## APP MAKES SUGGESTIONS BASED ON PERSONALITY



The start-up Woofound offers users of its mobile app suggestions on freetime activities based on their personalities. After the download, they are shown a series of images in which to express their interest by pressing either the "Me" or "Not Me" button, and the app gets to know them better. Users then receive tips on restaurants and museums, together with the locations and prices. They can also plan trips to the selected places and invite their friends too. In future, it will be possible to get to know other people with similar interests via the app.



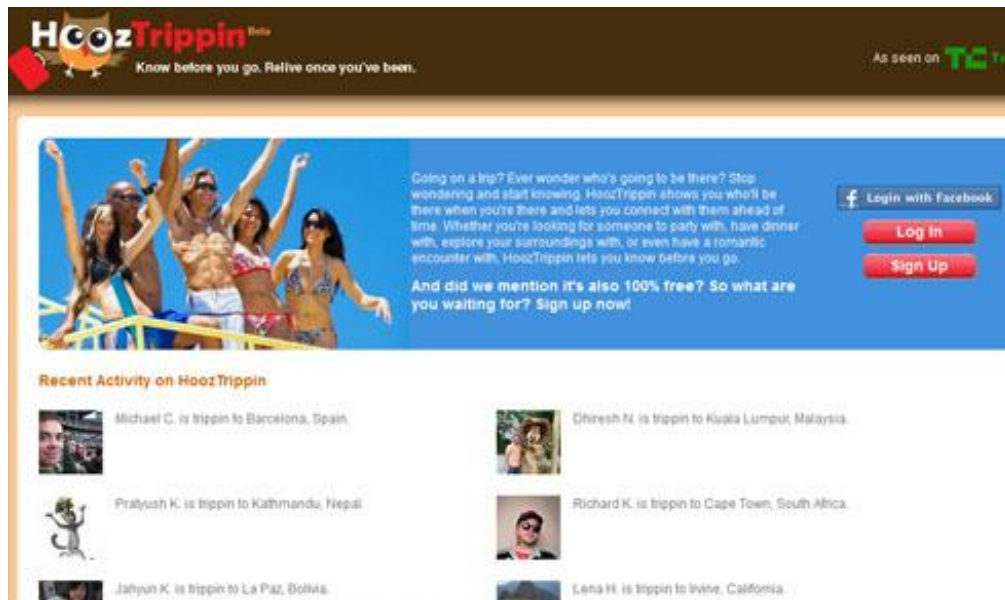
## VIENNA'S WI-FI PROVIDES LOCATION-BASED INFO



A new app that supplies users with location-based information has been launched as part of the introduction of a new citywide Wi-Fi network in Vienna. The location of users within the network is constantly determined by the Wi-Fi transmitter they are currently connected to. Users are provided with sight-seeing tips, details on events, as well as information on public transport timetables, the nearest first-aid stations and nearby public toilets.



# FINDING HOLIDAY COMPANIONS BEFORE DEPARTURE



The Californian online portal HoozTrippin offers holiday-makers the chance to network with each other before they leave. Users can connect through their Facebook accounts and enter their planned trips. This returns a list of other users who will be in the same place at the same time. HoozTrippin then enables users to contact each other to meet each other there. Searches for holiday companions can also be refined using the relationship status.



## GPS-BASED ADVERT



GPS units were installed in taxi tops to illustrate proximity to port.

To give people something of a maritime feeling as they go about their daily lives, the shipping company Carnival Cruiselines had an advert fitted to the roof of taxis showing them the distance from their current location to the port. A built-in GPS receiver and an LED display next to the advert show passers-by, drivers and taxi customers exactly how far away they are from being able to go on an exciting cruise.



## TRYING ON SHOES VIRTUALLY IN 3D



The Hamburg-based advertising agency Kempertrautmann has developed a system for allowing customers to try on shoes virtually in 3D for the shoe chain Görtz. The system simulates trying on a shoe in front of a mirror, which is replaced by a monitor. Three Microsoft Kinects analyse the customer's foot. Then the selected shoe is synchronised to the user's movements in real time. A QR code also allows the customer to buy that shoe immediately from Görtz online. The agency worked on the development for 14 months, also in cooperation with the software developer Nestor Gomez.



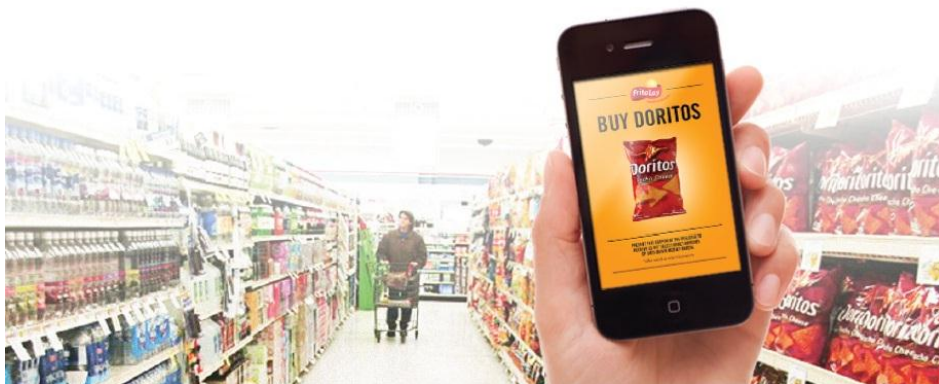
## LED WALL COVERINGS FOR ROOM DESIGN



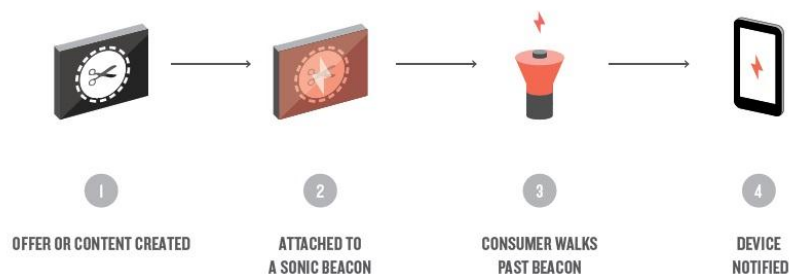
Dutch lighting specialists Philipps have teamed up with Danish experts on wave absorption from Kvadrat Soft Cells to create innovative wall coverings that not only absorb sound but also emit light and optically enhance a room. Philipps LEDs are built into an acoustic panel and can be individually controlled, allowing for dynamic, visual effects and the ability to completely transform a space in a short time.



## AUDIO SIGNALS TRANSFER DATA TO SMARTPHONE



The start-up Sonic Notify is now using audio signals to offer smartphone users exclusive content, such as coupons, applications, websites and videos, straight to their phones. The audio signals, which are inaudible to the human ear, can be broadcast during a television or radio show and received by any smart device with a microphone. Sonic Notify also plans to use this technology in stores by placing tiny speakers on the shelves or on the employees' name badges to provide more information or deals on the surrounding products.



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**SOURCE:** <http://sonicnotify.com>

**INITIATOR:** Sonic Notify LLC, USA