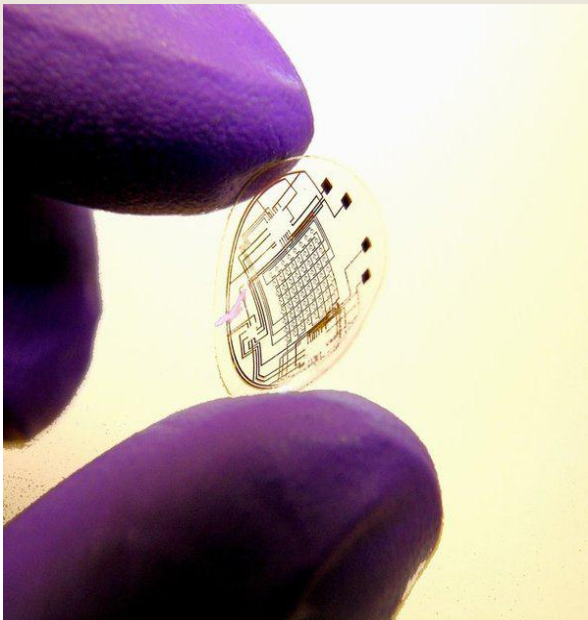


**TRENDONE**

**CONSUMER JOURNEY**



## CONTACT LENS WITH ADDITIONAL INFORMATION



American scientists are currently working on a special kind of contact lens. This modern visual aid is equipped with tiny electronic circuits and LEDs. This new nano technology allows to enhance the field of vision to any desired setting. Next to simple additional information it is possible to play video clips, add information to games or fade graphics in and out. At this time the contact lens is still on trial as a prototype. First tests on rabbits where successful.



## GOOGLE PRESENTS AUGMENTED REALITY GLASSES



As part of an initiative called "Project Glass", Google recently offered its employees the prototype of multifunctional augmented reality glasses and is asking them to send them feedback via Google Plus. The wrap-around glasses feature a see-through lens that can stream everything from the weather to maps to text messages, in real-time. In addition, they can record video, take pictures and the device sends and receives messages through voice commands. Users have reported that the glasses let technology get out of the way, as they no longer need to use a variety of devices.



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**SOURCE:** <https://plus.google.com>

**INITIATOR:** Google Inc., USA

# AUTOMATICALLY RECOGNISING EMOTIONS



The Fraunhofer Institute for Integrated Circuits in Germany has developed software that can interpret facial expressions. This system doesn't just recognise people's gender, but also their emotional reactions and moods. This makes it possible to capture all kinds of consumer reactions, such as the way people respond to posters and other forms of advertising. The system can also be used to enhance user-friendliness, particularly in the software sector, as well as in cars. What makes this program special is the fact that it can use normal cameras and that the analysis works in real time, even with a variety of faces.



# ATTENTION ECONOMY

## INTERACTIVE WALL CONTROLLED BY EMOTIONS



With some help from the agencies DTDigital and Boffswana, Honda recently took visitors to the Australian International Motor Show by surprise with a "Dream Wall". This interactive wall uses visitors' emotions to create fitting animations and ways to control them. The software in the wall installation is based on SHORE technology (Sophisticated Highspeed Object Recognition Engine) from the Fraunhofer Institute. This system can detect in real time the gender, age and mood of visitors, and then use the data to deliver different messages to people in graphic format based on the latest innovations from the Honda group.



## ADVERTISEMENT ONLY VISIBLE TO WOMEN



A series of outdoor advertisements for the charity Plan UK was recently placed on bus shelters in London's Oxford Street and uses facial recognition to show gender-based content to passers-by. The system features a built-in HD camera and boasts a 90% accuracy rate. Only female passers-by are shown the entire advert in the "Because I'm a Girl" campaign, which promotes sponsoring a girl to receive a proper education in a developing country. Men, however, are only directed to the charity's website.



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video

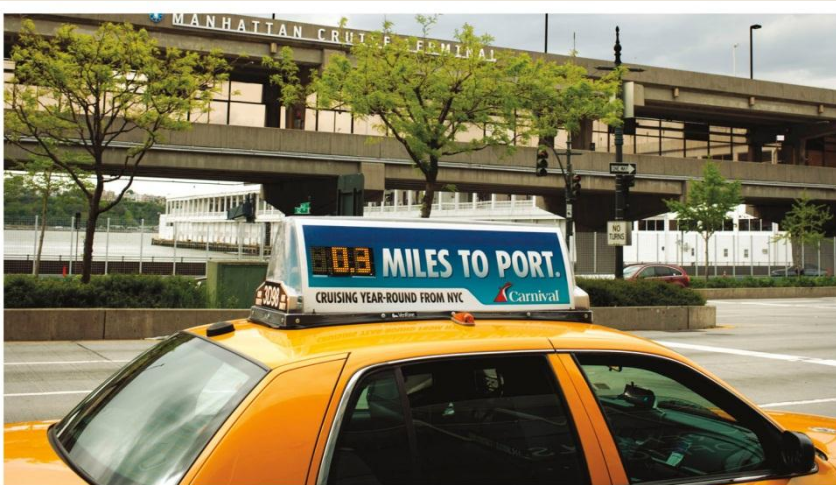


more pictures

**SOURCE:** <http://www.plan-uk.org>

**INITIATOR:** Plan UK, UK

## 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.



## 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.



## 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.



# OUTERNET

## CHOCOLATE BAR BECOMES MOBILE APP



Blippar, the provider of a mobile app with augmented reality, recently celebrated its official launch by teaming up with the confectionery company Cadbury to create a game that incorporates product packaging. Blippar transforms the packaging into a virtual attraction and works together with brands who wish to market their goods in this way. Cadbury has now integrated a game which can be played after taking a photo of the packaging. The game then appears virtually on the photo and players have to tap as many quacking cartoon ducks as they can.



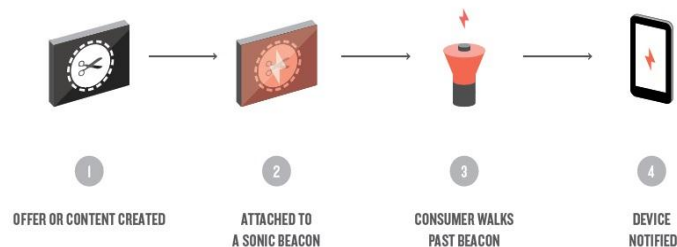
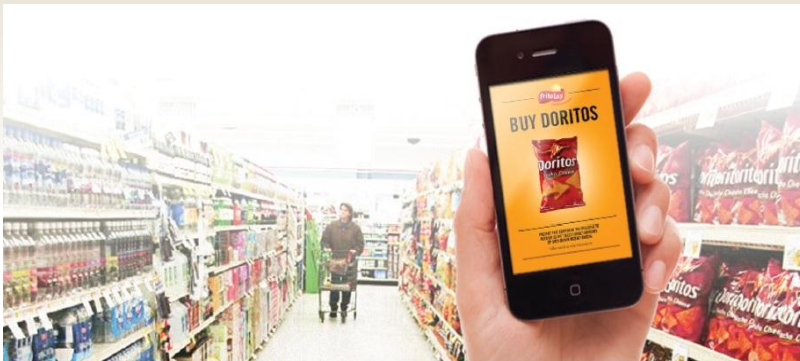
## MOBILE REAL-TIME TRANSLATION



The iPhone application "Word Lens" from the agency Quest Visual translates text directly in the camera program in real time. It automatically recognises words and phrases placed in front of the iPhone camera and uses a selected dictionary to translate them on the screen. Users therefore get the translation they need, even if there's no available internet connection. The app combines character recognition with a simple image manipulation using augmented reality. Translations are currently on offer from Spanish to English and the other way round.



## 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. Sinc 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

## 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

## VIRTUAL TOUCHSCREEN ON ALL LEVELS



The British company Light Blue Optics has developed a system that can turn any flat surface into a virtual touchscreen. "Light Touch" incorporates laser projection technology and includes an infra-red touch sensing system. The user can control the projector and interact with multimedia content and applications simply by touching the projected image. WiFi and Bluetooth connectivity enable device to device communication and applications that connect directly to the internet, such as social networking, multimedia sharing and electronic point of sale.



# YOUMOCRACY

## SHARING PHOTOS FROM SKIING HOLIDAY ON FACEBOOK



The winter sports resort at Vail in the USA will be offering guests in the upcoming season the chance to use a new photo feature in their free smartphone app. With "EpicMix", users can access their vertical feet, the number of days already spent skiing and the very latest weather and snow conditions. They can find out where their friends are and share all the information on Facebook. A new aspect is that professional photographers take shots of the guests and send the pictures automatically to their "EpicMix" accounts. The images are then available free of charge in low-resolution on Facebook and Twitter.



## "LIKE MACHINE" LINKS REALITY TO VIRTUAL WORLD



Thanks to the agencies Promarket and e-dologic, the Coca-Cola Village currently features "Like Machines". The Facebook "Like" feature can now be used by the young people visiting the village in real time by using bracelet IDs which transmit an RFID signal to readable RFID devices. If users like what's on offer, they just hold their bracelet, containing their Facebook data, up to the "Like Machine". An update will then automatically appear stating how good the pool, the food or even the massages at the Coca-Cola Village are. Photos from the camp can also be uploaded to the village's Facebook page.



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PPT export



video

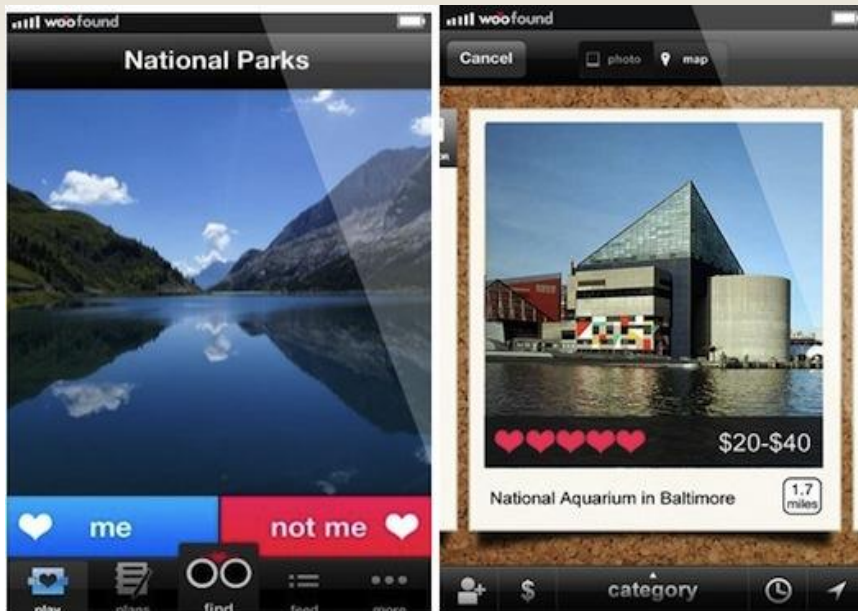


more pictures

**SOURCE:** <http://rfid.thingmagic.com>

**INITIATOR:** The Coca-Cola Company, Israel

## 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.



# INDIVIDUALISATION

## CHECK-INS VIA FACIAL RECOGNITION FOR DISCOUNTS



A development by Redpepper using camera and facial recognition software now makes it much easier to check in to stores and other locations via Facebook. With this development, users can install the "Facedeals" app in their profiles. An algorithm then analyses the users' facial structures and interests. They can be recognised in participating locations by a "Facedeals" camera at the entrance and automatically receive discounts after checking in based on their personal preferences and interests on Facebook.



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

**INITIATOR:** Redpepper Lab, USA

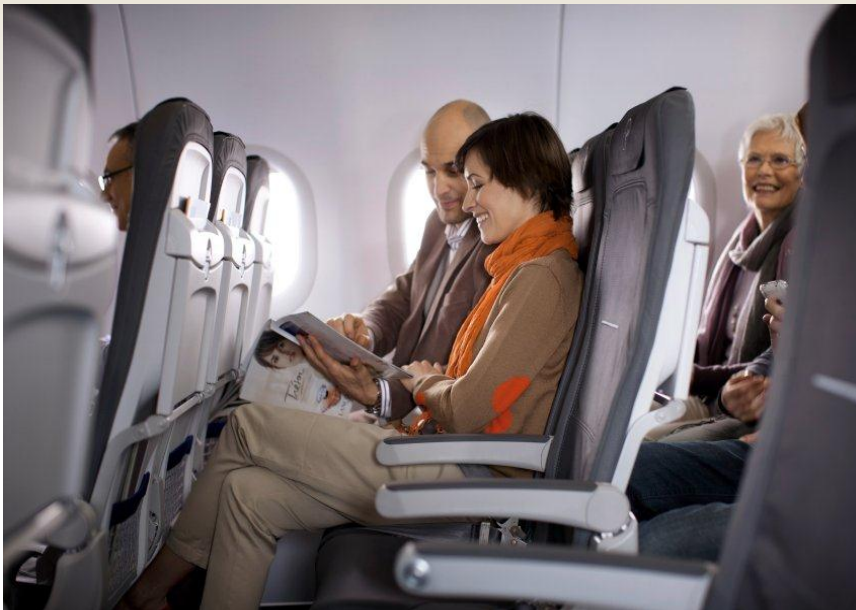
## APP AS TRAVEL ASSISTANT



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.



## 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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PPT export



video



more pictures

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

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

## PISS TO START - THE INTERACTIVE 'PEEING' GAME



More toilet humour! "The Piss-Screen" is a pressure-sensitive urinal inlay, combined with a screen at eye-level which, when 'taking a leak', allows male visitors to control a video game with their stream of urine. The place of fun was a bar in Frankfurt, where it wasn't promoted for entertainment purposes but in actual fact for a very serious cause. Saatchi & Saatchi wanted to draw men's attention to the fact that it was time to take a taxi as soon as they 'missed'. Once the enthusiastic toilet gamer could no longer control his own "joystick" and the game had been lost, an ad for a local taxi firm appeared on the screen!.



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