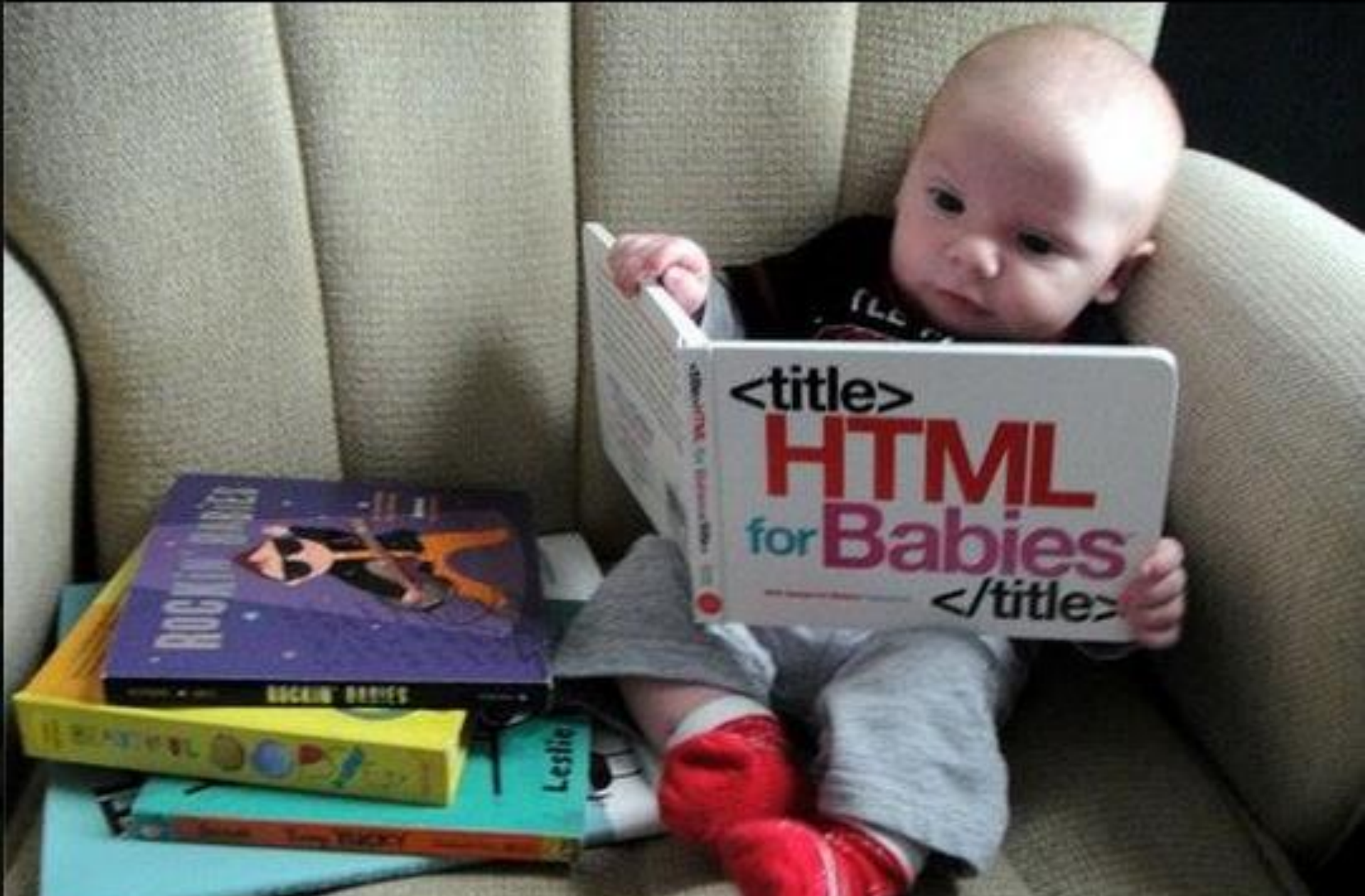




HANDOUT I.E. SMART

WHY TRENDS?

OUR KIDS ARE DIGITAL NATIVE



**„We reinvented the
mobile phone.“**

**Former Apple-CEO Steve Jobs on 9.
January 2007 during the announcement of
the iPhone**

“The idea of *our product* was to make users, less a slave to their device.”

Sergey Brin, Google on 27. June 2012 at a presentation for Google project glasses

2020

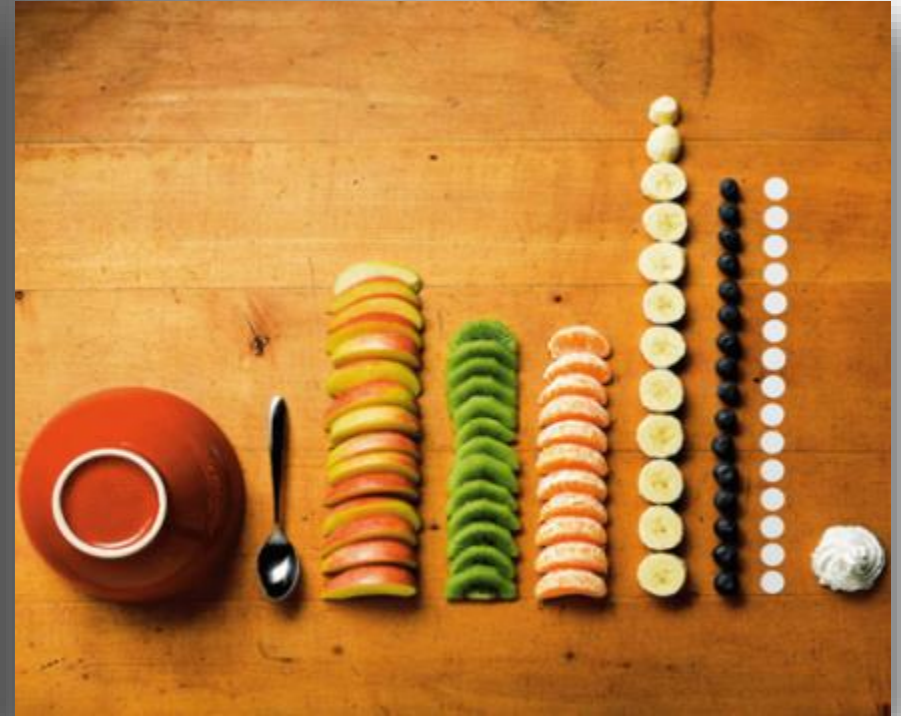
**COMPUTER ARE
INVISIBLE**

WHAT IS TRENDRESEARCH?

THE FUTURE IS FASCINATING!

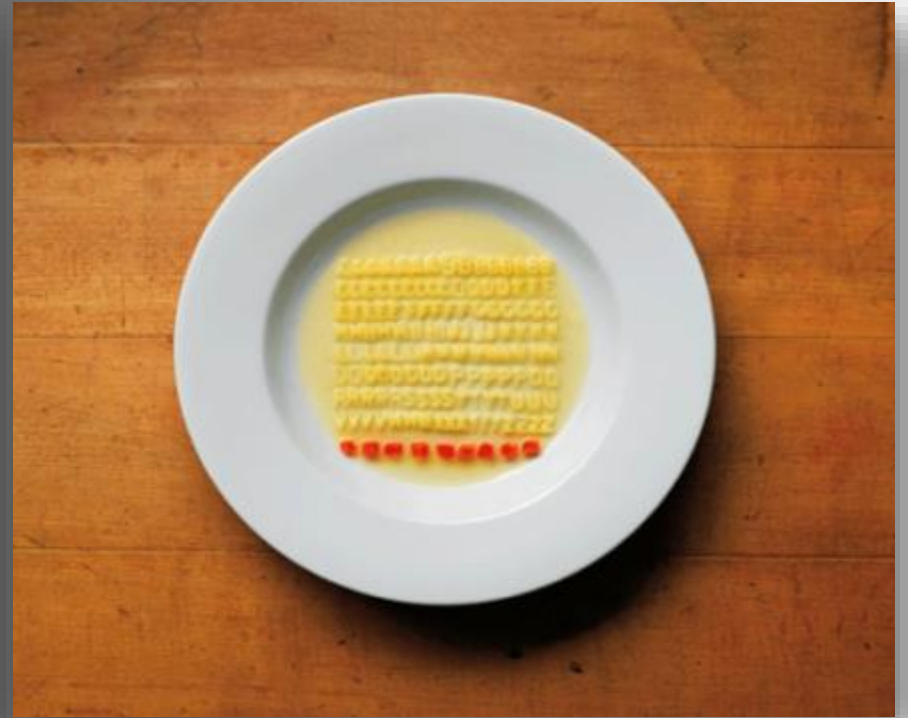


TRENDS REDUCE COMPLEXITY



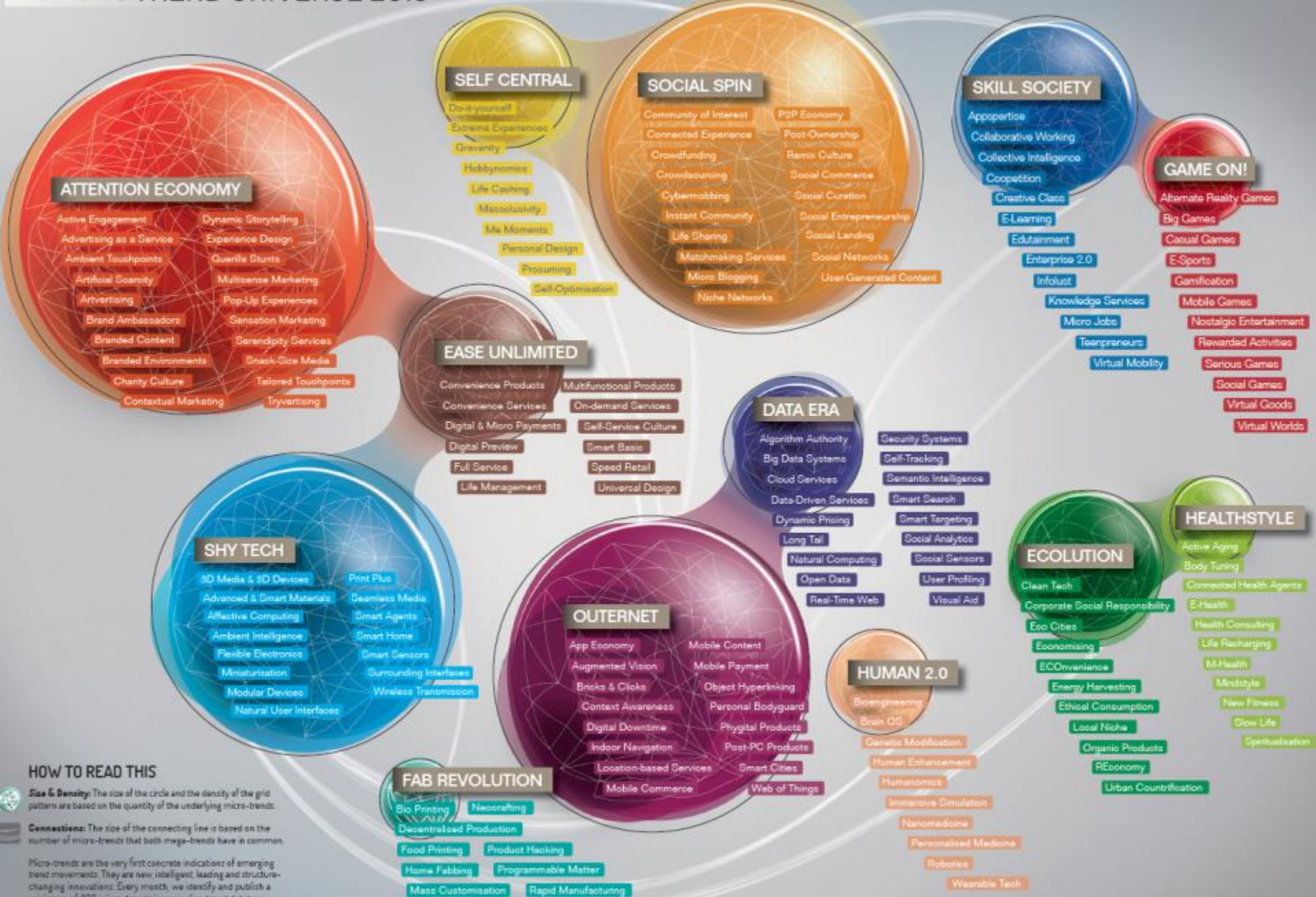
BY SYSTEMATISATION

TRENDS GIVE ORIENTATION



BY PATTERN RECOGNITION

**WHAT ARE
TRENDS?**



HOW TO READ THIS

Size & Density: The size of the circle and the density of the grid pattern are based on the quantity of the underlying micro-trends.

Connections: The size of the connecting line is based on the number of micro-trends that both mega-trends have in common.

Micro-trends are the very first concrete indications of emerging trend movements. They are new, intelligent, leading and structure-changing innovations. Every month, we identify and publish a minimum of 300 micro-trends in our online trend database trendexplorer.com.

HOW ARE TRENDS CHANGING OUR LIFE?

IMAGINE!

HOW TO READ THIS

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We'd like to thank the following wonderful people for sharing their knowledge, passion and time to contribute to this trend universe: Stefan Baumann, Jero Bode, Delia Dumitrescu, Christine de Pinafieu, Katharina Kieck. And of course, a million thanks to all our worldwide trend scouts. You guys do an amazing job!

SOCIAL SPIN INSTANT COMMUNITY



The founder of SeatID has a vision of including social networking into the choice of seating arrangements in buses, planes and sports stadiums. Passengers choosing seats with participating airlines, for example, could check in via their Facebook, Twitter or LinkedIn profiles and look for a place next to someone who matches their selected qualities and also uses SeatID. What's more, the system learns more with every booking and gets to know people's preferences and dislikes really well. Based on this information, SeatID automatically suggests suitable people to sit next to on the next flight.

Source: <http://www.seatid.com>

Initiator: SeatID Ltd.

Country: USA

OUTERNET

FROM LOCAL CENTERS TO GLOBAL CONNECTIONS



OUTERNET LOCAL INFORMATION



A specialist in combining storytelling, design and technology, the company Ying Horowitz & Quinn has launched an e-book called "The Silent History" which only releases part of the content when the reader reaches a certain place. Users of the mobile app get daily updates of 1,500 words about a generation of unusual children born without the ability to create or comprehend language. Details about the story can only be accessed when readers are at a certain location and their GPS data is read.

Source: <http://www.thesilenthistory.com>

Initiator: Ying Horowitz & Quinn LLC

Country: USA

OUTERNET LOCAL INFORMATION



A Facebook campaign called "Must See Map" from KLM encourages travellers to get tips from their friends on the best sights for their destinations. After selecting their destination, users create a map of the chosen city and invite their Facebook friends to mark places on it and add some useful comments together with their name. People taking part in this campaign get a free copy of the map within three weeks together with all their friends' tips so that they are well prepared for their trip.

Source: <http://mustseemap.klm.com>

Initiator: Royal Dutch Airlines

Country: Netherlands

OUTERNET SOCIAL CURRENCIES



For the launch of its healthy range of crisps known as "Special K Cracker Crisps", the food manufacturing company Kellogg has opened a "Tweet Shop" in London that accepts tweets as a currency. To get a packet of crisps, customers only need to tweet a message about the new snack which is then checked by one of the Special K girls wearing red dresses. Kellogg has explained this move by stating that positive support in social media is hugely important when launching a new product. The shop was open for three whole days from 9 a.m. to 5 p.m.

Source: <http://www.specialk.com>

Initiator: Kellogg NA Co

Country: UK

OUTERNET

FROM LOCAL CENTERS TO
GLOBAL CONNECTIONS

FROM ANALOG & DIGITAL
TO POST DIGITAL

OLUTION

leocrafting

Dynamic Pricing

Long Tail

Natural Computing

Open Data

Real-Time Web

HU

Bioen

Brain

Ge

H

App Economy

Mobile Content

Augmented Vision

Mobile Payment

Bricks & Clicks

Object Hyperlinking

Context Awareness

Personalized Environments

Digital Downtime

Personalized Environments

Indoor Navigation

Post-PC Products

Location-based Services

Smart Cities

Mobile Commerce

Web of Things

OUTERNET PHYGITAL PRODUCTS



The "Ludo" from Uncharted Play is a football that converts the amount of time played into points that can, in turn, be used by players to support social projects. It features an integrated chip that recognises when the ball is in motion. This time is recorded and then wirelessly updated to the "Play Fund" platform. Users log in and select a project to donate their money to. The donations come partly from the price of the ball – approx. \$60 – and partly from the participating companies.

Source: <http://unchartedplay.com>

Initiator: Uncharted Play Inc.

Country: USA

OUTERNET PHYGITAL PRODUCTS



The notebook brand Moleskine has teamed up with Evernote, the cloud service for smartphone and tablet notes, to launch notebooks that facilitate and optimize the digitization of handwritten contents via the camera on smartphones. A specially designed dotted paper pattern gives the app all the necessary information to digitize text, calculate distortions in perspective and enhance optical features such as colours and contrasts. Stickers make it possible to determine categories in advance and share the content on the internet.

Source: <http://store.moleskine.com>

Initiator: Moleskine

Country: USA

OUTERNET PHYGITAL PRODUCTS



A London-based hobbyist has modified an old clock to evaluate information and display if he should travel by bike or underground. Small enough to fit in the palm of a hand, the "Nanode" computer collects information available online about the weather, traffic and underground railway system. Various events are evaluated differently. For example, heavy rain is judged as worse than slight overcrowding on the underground. However, if a station is closed, the clock's hand always points to the picture of the bike, however bad the weather may be.

Source: <http://blog.oftcc.net>

Initiator: Richard J. Pope

Country: UK

DATA ERA

DATA ERA

FROM SINGEL DATA
TO SMART SENSORS

Big Data Systems

Data-Driven Services

Dynamic Pricing

Long Tail

Natural Computing

Open Data

Real-Time Web

Complex Systems

Self-Tracking

Semantic Intelligence

Smart Search

Smart Targeting

Social Analytics

Social Sensors

User Profiling

Visual Aid

DATA ERA

A WORLD FULL OF SENSORS

DATA ERA SMART INFORMATION



McDonald's is offering its Australian customers a mobile app called "TrackMyMacca's" that uses GPS and image recognition to provide information on the origin of the ingredients used. Based on the user's location, the app can work out which branch they are currently in and identifies the meal they order from a photo taken of it. Using this data together with the date and time, the app then lists the individual ingredients in the selected menu. With the help of augmented reality, McDonald's customers can then turn their table into a farm to find out more about the origins of the food.

Source: <https://www.facebook.com>

Initiator: McDonald's Corp.

Country: Australia

DATA ERA

SOCIAL SENSORS



ResumUP from Florida provides users of its platform with personalized career plans, and uses information and comments about the future taken from their social networks. Users sign up via their Google+, LinkedIn or Facebook accounts, allowing ResumUP to access details about their current position, work history and qualifications. They are then asked to complete tests on their skills and personalities. ResumUP then analyses the data, compares it to the profiles of others currently in the sought-after position and offers steps that users need to take to achieve their goals.

Source: <http://resumup.com>

Initiator: ResumUP

Country: USA

DATA ERA

DATA ERA

FROM SINGEL DATA
TO SMART SENSORS

FROM WHAT
TO WHERE

DATA ERA SMART LEARNING



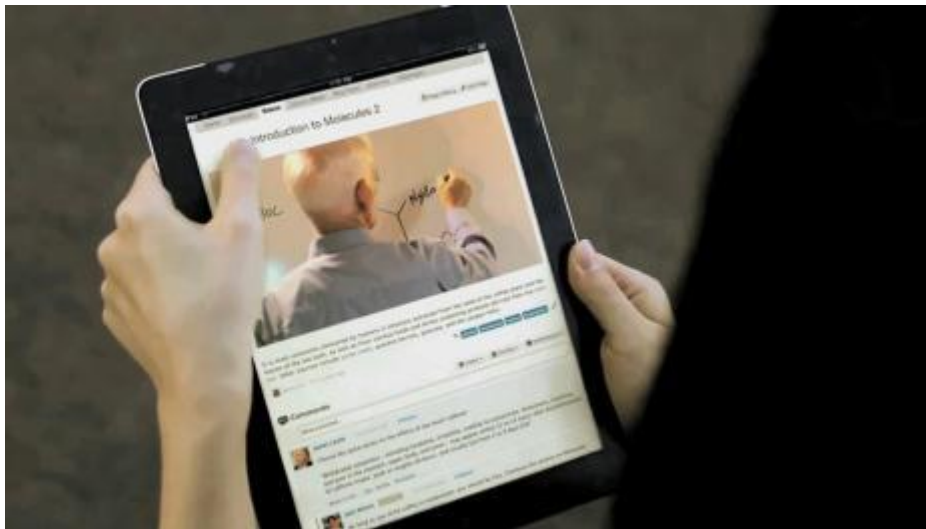
Instagrok is a search engine that only takes content from knowledge-based sources and displays it in graphic format. Schoolchildren and students first get an overview of the search term and related terms. After clicking on these words, relevant definitions, images, videos, sources and explanations are integrated. Students and their teachers can also add to the search results and rate them. As well as an MS Word-like editor, the platform offers some premium features for teachers that enable them to check the progress of research.

Source: <http://www.instagrok.com>

Initiator: Kirill Kireyev

Country: USA

OUTERNET DISTRIBUTED LEARNING



OpenLearning.com is a start-up founded by university lecturers and software developers, which provides individual lecturers and entire centres of learning with an infrastructure for creating and holding online seminars. According to the initiators, the platform is ideal for introductory courses. Knowledge is exchanged through videos and by emulating Facebook and Wikipedia. Students and lecturers can communicate with each other, exchange their knowledge and organise group work.

Source: <https://www.openlearning.com>

Initiator: Open Learning Pty Ltd.

Country: Australia

OUTERNET LEARN & PLAY



Researchers from the University of Washington Bothell recently won the "What Will You Create?" contest launched by KinectEducation in the "Best App" category with a software program that uses a Kinect camera to enhance maths lessons. Content is projected onto the wall via the camera, while the Kinect sensor enables pupils to interact with the projections. Graphs and tables, for example, can be changed by the movements of the user. Students who have difficulties understanding abstract concepts will benefit hugely from the physical interaction.

Source: <http://depts.washington.edu>

Initiator: University of Washington Bothell

Country: USA

SKILL SOCIETY

FROM LIFESTYLE TO WORKSTYLE

SKILL SOCIETY

Collaborative Working

Collective Intelligence

Coopetition

Creative Class

E-Learning

Edutainment

Enterprise 2.0

Infolust

Knowledge Services

Micro Jobs

Teenpreneurs

Virtual Mobility



GAME C

Alternate Reality Gam

Big Games

Casual Games

E-Sports

Gamification

Mobile Games

Nostalgic Enter

Reward-based A

SKILL SOCIETY FUTURE WORKPLACE



To practise maintenance work in a virtual environment at a nuclear reactor, scientists at the Institute for Energy Technology in Norway have reconstructed certain parts of the reactor in a 3D model enabling technicians to move around freely with the help of the Kinect and interact with objects. To get an insight into the interior world of machinery, the machines can be dismantled bit by bit by hand gestures and cut into several parts. An X-ray mode also gives the scientists a look inside the machines. What's more, they can start working processes, pause them and view them from all possible angles.

Source: <http://kinecthacks.net>

Initiator: Institute for Energy Technology

Country: Norway



Gamification

SKILL SOCIETY

FROM LIFESTYLE
TO WORKSTYLE

BUSINESS AND WORK LIFE MIX UP

SKILL SOCIETY

Collaborative Working

Collective Intelligence

Coopetition

Creative Class

E-Learning

Edutainment

Enterprise 2.0

Infolust

Knowledge Services

Micro Jobs

Teenpreneurs

Virtual Mobility



GAME C

Alternate Reality Gam

Big Games

Casual Games

E-Sports

Gamification

Mobile Games

Nostalgic Ente

Reward-based A

WORKSTYLE GAMIFICATION



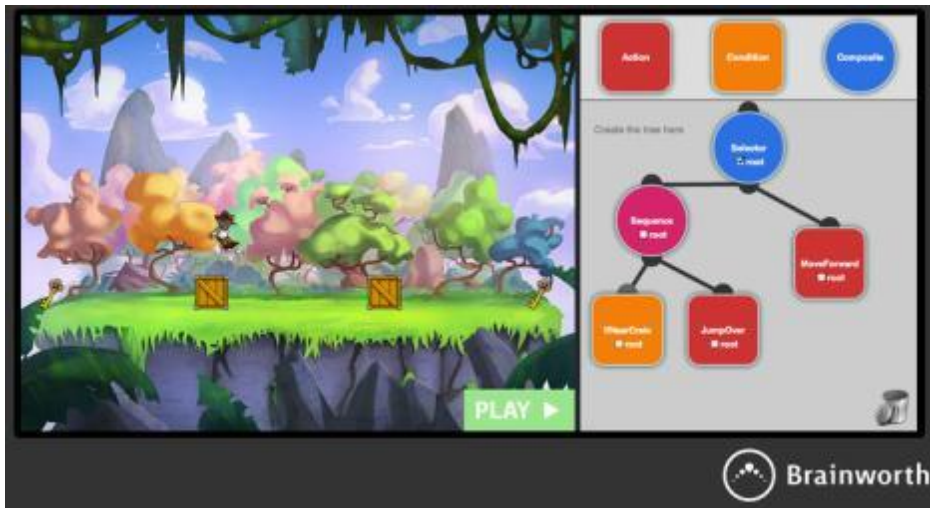
The National Library of Finland and the software company Microtask have developed two video games which draw on players' help to index old archive material for the internet. The "Digitalkoot" project invited Finns to help digitalise old newspapers, magazines and books. Words are displayed in Gothic print, which have to be recognised by players as quickly as possible and re-entered in modern Finnish. Each correct entry earns a reward: the word is used to help build a bridge that smooths the way for the player.

Source: <http://www.digitalkoot.fi>

Initiator: National Library of Finland

Country: Finland

WORKSTYLE GAMIFICATION



An international team of designers and academics from a variety of disciplines has developed an adventure game that currently develops the player's IT skills and, in future, will help them learn more about the humanities. As is the case with role-playing games, players can pass through various levels and rise up the skills path, which is based on their own interests. The game is being sponsored with public money and incorporates stories, cutscenes and graphic design to make it as appealing as possible. The action ranges from easy to highly complex.

Source: <http://www.brainworth.net>

Initiator: Brainworth

Country: Australia

WORKSTYLE

WORK/LIFE BALANCE

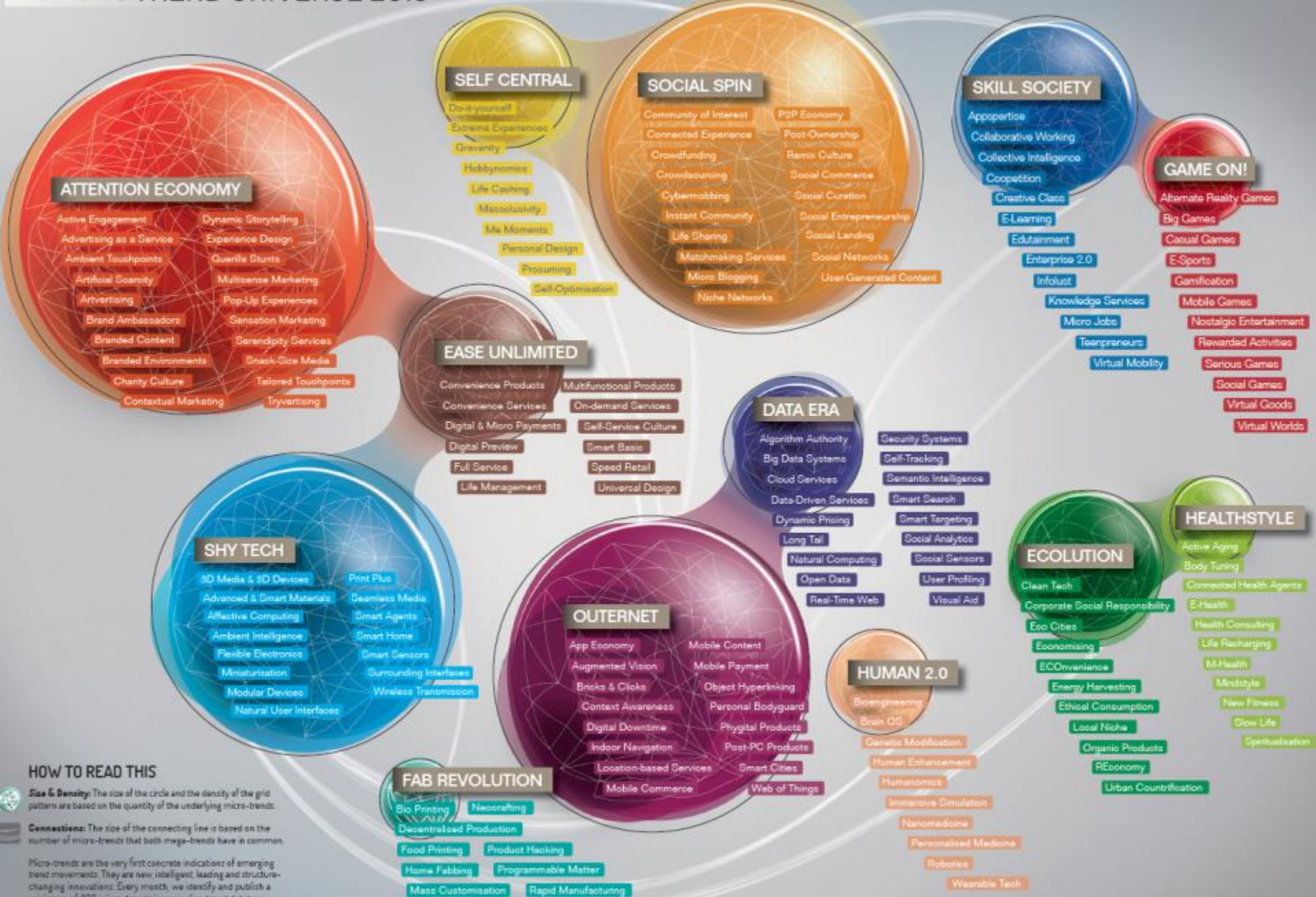


A new trend from Sweden is set to counteract the tiredness felt by many after a heavy lunch, as it combines healthy eating with a portion of partying and dancing. "Lunchbeat" is the name of the event, which has its origins amongst a small group of friends in a Stockholm underground garage. Now enjoyed more widely, Stockholm's cultural centre still organises a "Lunchbeat" for all local workers. For €11, people can get a healthy meal, vitamin-rich drinks and cool party music that makes them move.

Source: <http://www.lunchbeat.org>

Initiator: Molly Ränge

Country: Sweden



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KEEP YOUR

EYES OPEN!



**YOU CAN'T BE A SWIMMER
IF YOU DON'T GET INTO THE POOL**

**AND DON'T
FORGET!**

MEET YOUR FUTURE CUSTOMER



Hi I'm Abbey



trendne



DIRECTOR NEW BUSINESS

MAIL: tollmien@trendone.com