



jump into the outernet!

a journey into the next web generation.

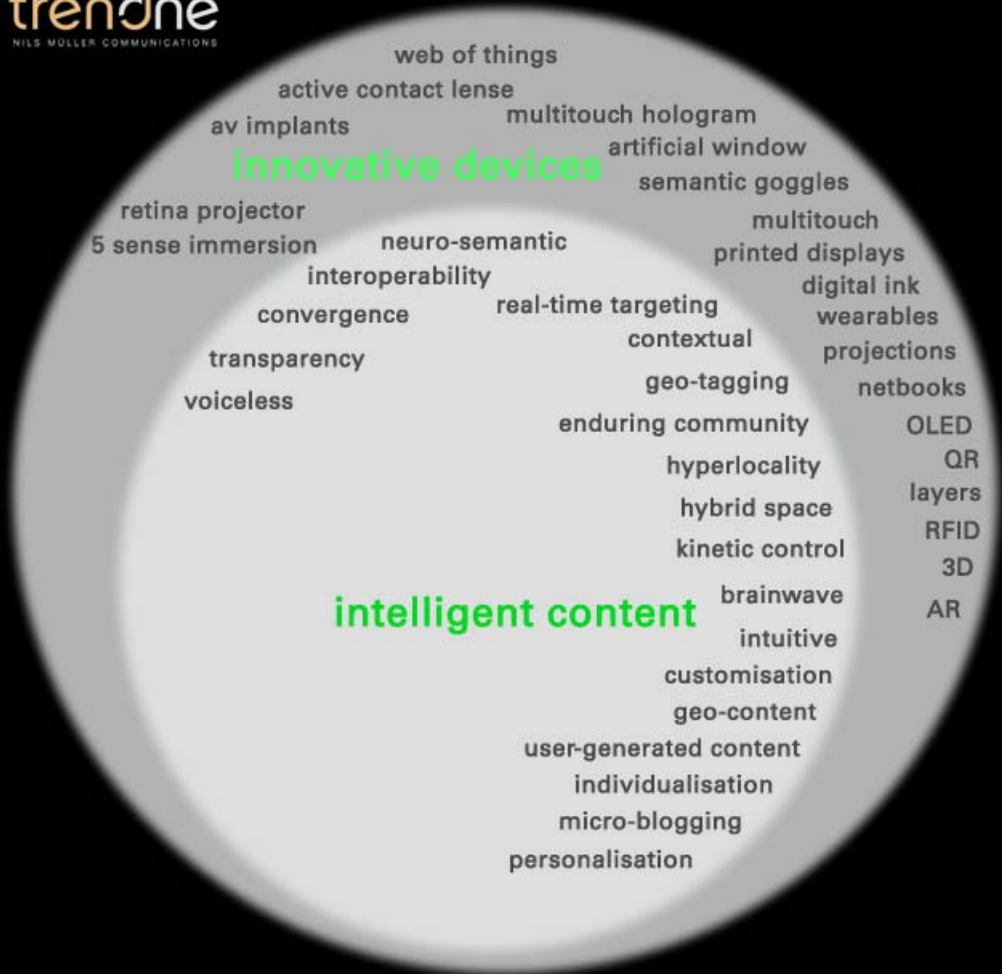
TrendONE, Klopstockstraße 27, 22765 Hamburg.

OUTERNET PREVIEW

social. hyperlocal. geospatial. augmented. ubiquitous. neurosemantic.

***"The internet will explode into the real world."***

NILS MÜLLER, founder and ceo of trendone.



Contextual Mood Marketing?  
Ubiquitous Networks?  
6th Sense Immersion?

Communication has been reinventing itself, ever since we can think. The term "OuterNet" pictures the next digital revolution.

Leaving its well known home - the computer - the web is increasingly paving its way out onto the streets and into the user's daily life.

Devices are continuously becoming more mobile and immersive. Meanwhile content is organised increasingly intelligently - just imagine mobile phones as geo-specific travel agents through socially tagged recommendations.

The internet, optimised for computer usage, may soon be history. The future lies within the OuterNet - a basically new experience to the average web user.

Get to know new business models and marketing ideas for the next generation web! Be prepared and join us on the journey into the future!

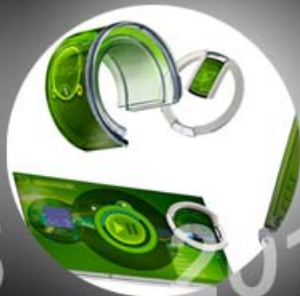
# OUTERNET

= the new digital revolution - content meets innovative **devices**, through a revolutionary **intelligent** organisation.

The internet started to leave our PCs...



2005



2010



2015



2020

...and becomes increasingly mobile, ubiquitous and intuitive.

**TECHNOLOGY.** The internet will become more mobile, augmented and eventually completely immersive.

**MARKETING.** Marketing will turn from persuasion-marketing, to transparency marketing and will one day be more of a perfect information source, than just an advertising tool.

**DAILY LIFE.** Information nowadays is controlled by the active self-management of the user. As devices and content become more intelligent, input and output will become increasingly intuitive.

*"In the future computers will be so small – they will be invisible. They will hide in our environments, our textiles and our bodies."*

NILS MÜLLER, founder & ceo trendone.

## OuterNet - or the paradox of virtual reality.

An increasingly immersive virtuality will reintegrate reality back into our digital lives.

The internet has already begun to move away from bulky static screens, like our well known PCs and will become ubiquitously available - especially through new devices like mobile phones and netbooks.

Content is no longer created by a selected few, as it was during the times of mass communication. With the emergence of Web 2.0, a huge wave of user-generated content has evolved and heralded a new communication era. Intelligently organised by upcoming neuro-semantic search engines, information will one day be perfectly matched to our needs. New input options like multitouch or voice-processing will make it more intuitive to use new devices.

NRU (=near you) – a geospatial, hyperlocal, user-generated mobile community – is one example of how to reintegrate real-life interaction into our digital existence. While walking around the streets of Berlin, you can get live information right onto the mobile screen about whatever might be interesting close to the user – from events, to restaurants, to sightseeing.

We won't have to sit in front of computers any more to communicate with friends around the world. We might just have a little chat with our mobile phone in order to do a Google search.

The TrendONE OuterNet study and its workshops aim to evaluate unique opportunities of technological innovation for business and marketing.

**Join the OuterNet!**

## a statement from the TrendONE ThinkTank "OuterNet"



„Das Outernet befreit sich von den Fesseln des Bildschirms, der Maus und der Tastatur. Es ermöglicht den interaktiven Zugang zur digitalen, virtuellen Welt direkt in der physischen Alltagswelt des Benutzers. Die jedem Menschen vertraute Sinnlichkeit des Alltäglichen wird um eine weitere Sinnebene ergänzt. Der Moduswechsel "Online", ich blicke auf einen Bildschirm, und "Offline", ich blicke in die Welt, fällt weg. Damit erschließen sich neue Benutzergruppen wie z.B. solche, die nichts mit Computern anfangen können oder wollen, sowie Anwendungsszenarien in denen eine Computernutzung nicht möglich oder nicht angebracht wäre.“

LAURITZ LIPP, [inter]active environments, BTK-FH, Berlin



„Finally real life meets digital life. We are excited!“

FLORIAN GMEINWIESER,  
Director, Plan.Net

„The Outernet - a mixed reality with virtual added benefits!“

CHRISTIAN MUEHLENBECK, Management Supervisor, Proximity



“The Outernet brings the magic back into a rational world. It'll make us all wizards doing incredible things: reading thoughts, elevating things, organizing tribes, interpreting omens, lightening fires in dark grottos. It's the next enlightenment.“

CHRISTOPHER QUENTE, Creative Director, Bluhalo Germany



“Das Outernet überlagert unsere Umwelt mit virtuellen Schichten und erschafft so eine neue Dimension der Realität.“

MAX CELKO, Autor and Journalist, GDI



„Mit neuen Mobiltechnologien entpuppt sich das Internet als Outernet und verlässt den Computer wie ein Schmetterling seinen Kokon. Draußen im Alltag wird es zu unserem ständigen und leichten Begleiter und beginnt sofort, jeden Winkel unseres Lebens zu vereinfachen.“

PHILIPP WOLDE, Director, Realitymaker



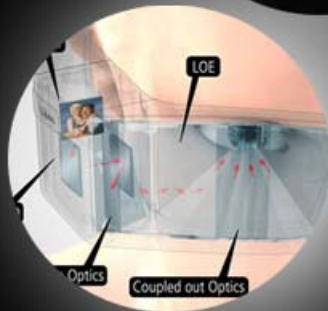
**WIKITUDE, a GOOGLE ANDROID APPLICATION**  
jumping into ubiquitous, geo-specific information

Wikitude, an intelligent Google Android application, displays geo-tagged travel information via GPS directly onto users' mobile phones. This way, geo-specific, contextual information becomes ubiquitously available.



**MIT MEDIA LABS 6th SENSE IMMERSION**  
melting real life with ubiquitous digital information.

The MIT Media Labs has developed a wearable computer system which is linked to a projector. This enables the user to project real-time information from the internet onto any given surface. Information is intuitively organized by an interactive camera tracking system of gestures.



**LUMUS' HEAD MOUNTED DISPLAY**  
projecting information directly on the eyes

Lumus Ltd. has developed a Head Mounted Display (HMD), which is based on the physical phenomenon of total reflection. The "Light-Guide Optical Element" eyewear is connected to a mobile phone or laptop and an integrated micro-projector projects the image onto the lens, which then transmits the image straight to the eye via total reflection.

CBS & Loopt, location based advertisement  
inventing the future of contextual marketing

Promoting location based advertising and providing widespread access, 3 big mobile players in the US (Skyhook Wireless, Loopt and CBS Interactive), pave the way towards the next step contextual marketing.



TONCHIDOT's Sekai Camera  
hyperlinking the entire world

The Sekai Camera from TonchiDot is an application for the iPhone. If you point the camera at an object in the vicinity, the telephone localises where the user is via GPS and sends all the available information on the filmed location or product on the display.



LASTMINUTE.com's NRU (=near you)  
hanging out with a phone that knows all the cool places to go.

Lastminute.com's new G1 Android mobile phone application "nru" (near you), like the modern version of a compass, directs users towards available freetime activities nearby, such as cinemas, clubs, bars and more – sometimes one can even directly book tickets for certain events and locations.



SEPTEMBER 2009 | workshops

### #3. get the best of the OuterNet.

generate ideas for innovations and turn them into real products, together with our partner Shakers&Makers.

- | speeches
- | workshops
- | strategies

AUGUST 2009 | study

### #2. get to know the OuterNet.

read about our vision of the next web generation which is based on hundreds of micro-trends.

- | micro-trends
- | trend analysis
- | future visioning

JULY 10th 2009 | roundtable

### #1. get into the OuterNet.

TrendONE will take you on a journey into the future and together we will evaluate the potential of the OuterNet for your brand.

- | speeches
- | workshops
- | brainstorming

2.480,-€

for BVDW/IAB members: 1.860,-€

turning microtrends into innovations



### NILS MÜLLER

founder and ceo trendone.

Nils Müller is famous for his stirring future journeys and for his inspiring journeys to worldwide Innovation-Hotspots & Trends. He started his career at the IBM Innovation Centre. During his Master programme in Berlin, New York and Milan 2002, he founded PRODICTION, a company that is specialised in micro-trends and weak signals and developed the trend research brand TrendONE. TrendONE is market leader in identifying key trends in fast moving branches of business.

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### SVEN TOLLMIEN

head of digital unit trendone.

Sven Tollmien is in charge of the TrendONE business unit "Digital Media" in Hamburg. During the last three years, Sven has been shaping and developing the topics Online and Mobile Media through numerous company workshops and trend journeys in Germany and Europe. Consulting customers regarding digital topics as well as holding future workshops are only some of Sven's tasks. Currently, Sven is working on the topic "Future Digital Media". His fields of expertise include: Media 4.0, Next Generation Internet, 4th Generation Mobile and the 5th Screen. His experience regarding digital media is making him a highly qualified speaker.

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**JULY 10th 2009 | roundtable**  
get into the OuterNet.

+

**AUGUST 2009 | study**  
get to know the OuterNet.

+

**SEPTEMBER 2009 | workshops**  
get the best out of the OuterNet.

= 2.480,-€ (1.860,-€ for BVDW/IAB  
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plus sales tax.

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