

TREND UNIVERSE 2012

THE MEGA-TRENDS WITH THEIR CORRESPONDING
MACRO-TRENDS FROM TRENDBOOK 2012

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HOMING

AMBIENT ASSISTED LIVING
CONNECTED HOME
DELIVERY SERVICES
DO-IT-YOURSELF
FUNCTIONAL FURNITURE
HOME DESIGN
HOME ENTERTAINMENT
HOME SHOPPING
INPERIENCE
SECURITY & SURVEILLANCE SYSTEMS
SHEF

INDIVIDUALISATION

ADVENTURE TRAVEL
BODY SCANNING
CONFIGURATOR
CONTEXTUAL MARKETING
EXTREME EXPERIENCES
EXTREME LUXURY
GRAVANITY
LONG TAIL
MASS CUSTOMISATION
MISOCULINITY
PERSONAL DESIGN
SEGMENT OF ONE
SMART TARGETING
USER PROFILING

SUSTAINABILITY

BACK TO BASICS
CAUSE-RELATED MARKETING
CHARITY
CLIMATE CHANGE
CORPORATE SOCIAL RESPONSIBILITY
ECO CITIES
ECONOMISING
ENERGY BY THE WAY
ETHICAL MARKETING
FAIR TOURISM
FAIR TRADE
GREEN POSITIONING
GREENSTYLE
INFORMATION TRANSPARENCY
LOCAL NICHE
LOHAS
ORGANIC PRODUCTS
PREMIUM BIO
RECYCLING
SMART BASIC
SOCIAL LENDING
URBAN FARMING
ZERO EMISSION

KNOWLEDGE SOCIETY

COLLECTIVE INTELLIGENCE
COUNTERFEIT
CREATIVE CLASS
CREATIVE COMMONS
EDUTAINMENT
E-LEARNING
ENTERPRISE 2.0
INFOLUST
INFORMATION ON DEMAND
INFORMATION QUALITY
INTELLIGENT SEARCH
KNOWLEDGE AGENT
KNOWLEDGE SERVICES
KNOWLEDGE SPECTRUM
MOBILE OFFICE
SEMANTIC WEB
SOCIAL SEARCH
WIKI
VISUAL SEARCH

HEALTHSTYLE

ALTERNATIVE MEDICINE
ANTI-AGING
BODY TUNING
COACHING
CONNECTED HEALTH AGENTS
E-HEALTH
FUNCTIONAL FOOD
GLOBESITY
HEALTH CONSULTING
LIFE RECHARGING
M-HEALTH
MINDSTYLE
NEURO-ENHANCEMENT
NEW FITNESS
RISE OF ALLERGIES
SLOW FOOD
SPIRITUALISATION
WORK/LIFE BALANCE

ATTENTION ECONOMY

ACTIVE ENGAGEMENT
ADPERFORMANCE
ADVERTISING AS A SERVICE
AMBIENT MEDIA
AMBUSH MARKETING
ARTVERTISING
AUDIO BRANDING
BLOW UP
BODY ARTVERTISING
BRAND ENVIRONMENT
EVENTISM
EXPERIENCE DESIGN
GUERRILLA MARKETING
INTERACTIVE MEDIA
NEURO-MARKETING
POP-UP STORES
RECOMMENDATION MARKETING
RESENSATION MARKETING
TRYVERTISING

COMMUNITY

CLUB CONCEPTS
COMMUNITY OF INTEREST
CONNECTED EXPERIENCE
CROWDFUNDING
CROWDSOURCING
DIGITAL COMMUNITY
DIGITAL DATING
FOLKSONOMY
INSTANT COMMUNITY
LIFE SHARING
LOCAL NETWORKS
OPEN SOURCE
THIRD PLACES

YOUMOCRACY

CITIZEN JOURNALISM
CENTRALISED ME
ADJUSTING
CORPORATE BLOGS
DIGITAL NATIVES
DO-AD-YOURSELF
FAN FICTION
FILE SHARING
FREELANCING
HOBBYNOMICS
LIFE CACHING
MICRO BLOGGING
MICRO BUSINESS
OPEN CONTENT
PARTICIPATION BUSINESS
PEER TO PEER
PROSUMER
REAL-TIME WEB
REWARDED ACTIVITIES
SOCIAL NETWORKS
SOCIAL COMMERCE
USER-GENERATED CONTENT
VIRAL MARKETING

GAME ON

ALTERNATE REALITY GAMES
AUGMENTED REALITY GAMES
BIG GAMES
CASUAL GAMES
CINEMATIC GAMES
E-SPORTS
GEOCACHING
IN-GAME ADVERTISING
MICRO GAMES
MOBILE GAMES
MULTIPLAYER
NOSTALGIC ENTERTAINMENT
ONLINE GAMES
SERIOUS GAMES
SOCIAL GAMES

TIMELESS TIME

ACCELERATED CULTURE
CONTENT ON DEMAND
CONVENIENCE PRODUCTS
CONVENIENCE SERVICES
DEEP SUPPORT
DIGITAL DISTRACTION
ECONOMY OF TIME
FAST CASUAL DINING
FULL SERVICE
KIOSK SYSTEMS
LIFE MANAGEMENT
MICRO BOREDOM
MULTIFUNCTIONAL PRODUCTS
SELF-SERVICE
SNACK-SIZE CONTENT
SPEED RETAIL
SPEED TRAVEL
SPEED WELLNESS
TIME SHIFT TELEVISION

CONVERGENCE

BRAND CONVERGENCE
BUSINESS MASHUPS
CONTENT CONVERGENCE
E-READING
INTERACTIVE BROADCASTING
IPTV
MASHUPS
MEDIA CONVERGENCE
MOBILE TV
PRINT PLUS
TECHNOLOGY CONVERGENCE
UNIFIED COMMUNICATIONS
VOICE OVER IP

LIFE SCIENCE

ARTIFICIAL INTELLIGENCE
BIOMETRY
BIONICS
BIOTECHNOLOGY
GENETIC ENGINEERING
HUMAN TECHNOLOGY CONVERGENCE
IMPLANTS
MANOTECHNOLOGY
NEUROSCIENCE
ROBOTICS
WAR ON CANCER

OUTERNET

AUGMENTED REALITY
CONTEXT AWARENESS
DIGITAL MAPS
GEOTAGGING
GPS & TELEMATICS
LOCAL INFORMATION
LOCATION-BASED ADVERTISING
LOCATION-BASED SERVICES
MOBILE 2.0
MOBILE APPS
MOBILE COMMERCE
MOBILE CONTENT
MOBILE COUPONING
MOBILE PAYMENT
MOBILE SERVICES
OBJECT HYPERLINKING
PERSONAL BODYGUARD
RFID & NFC
WEB OF THINGS
UBIQUITY

VIRTUALISATION

3D MEDIA & 3D DEVICES
5 SENSE IMMERSION
CLOUD COMPUTING
CYBERMOBBING
DIGITAL IDENTITY
DIGITAL PREVIEW
DIGITAL RIGHTS MANAGEMENT
HOLOGRAPHY
SMART SHOPPING
VIRTUAL CONFERENCES
VIRTUAL CURRENCES
VIRTUAL GOODS
VIRTUAL MARKETING
VIRTUAL REALITY
VIRTUAL SERVICES
VIRTUAL WORLDS

SHY TECH

ADVANCED & SMART MATERIALS
AFFECTIVE COMPUTING
AMBIENT INTELLIGENCE
CONNECTIVITY
DIGITAL & MICRO PAYMENT
DIGITAL ID
FUNCTIONAL CLOTHES
GESTURE RECOGNITION
HUMAN MACHINE INTERFACES
MINIATURISATION
MODULAR DEVICES
OBJECT & FACE RECOGNITION
PHOTONICS
POLYMER ELECTRONICS
SMART SENSORS
SMART SPLICITY
SMART SENSORS
SPEECH RECOGNITION
TACTILE INTERFACES
UNIVERSAL TECHNOLOGIES
WEARABLE TECHNOLOGIES