

2017 Trends

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We are Superhuman

Welcome to our 2017 trend outlook where we call out the consumer and technology trends that we believe will shape how we live in 2017 and beyond.

Above all else the advanced technology industry is driven by a desire to create the future. It is only when we venture past our natural limits can the impossible become, well, possible.

Before we get to the future we see glimpses of it on the horizon in the form of emerging trends, unexpected patterns, fringe ideas and new perspectives.

At Samsung our purpose is to drive progress by pushing the boundaries of innovation and new thinking. Sometimes by small surprising refinements, on others disrupting the status quo to make entirely new products.

Together with our partners Foresight Factory, we have canvassed the opinions and forecasts of internal experts Samsung Design Europe to produce this list of ten trends. They span cultural, social and technological aspects of how we will live, shop, work and grow next year. They may not all mature or evolve as we predict but that is what makes creating the future so fascinating.

Before we get into the ten trends, we see one larger change happening in society through technology. We are entering a new era of possibility. We are moving on from the time when we feared new technology, past the idea that we are competing with it and out of the current phase of being almost dominated by it to a new era of balance and control. Consumer technology in the future will offer deep life enhancing interactions for everyone.

This unstoppable evolution will give people the extra power to go beyond our natural possibilities.

To become superhuman.

Looking ahead here are the trends that we think will define the next wave of innovation:

01 Minimalism and declutter



More and more of us will succumb to the urge to replace clutter with quality. We will romanticise small, elegant things that are powerful in performance but simple in design. Minimal, wireless and sleek technology offers us ways to find our own space in a cluttered world.

This also applies to our mental state of mind as silence and relaxation become forms of luxury escaping stress and commotion.

02 The ageless society

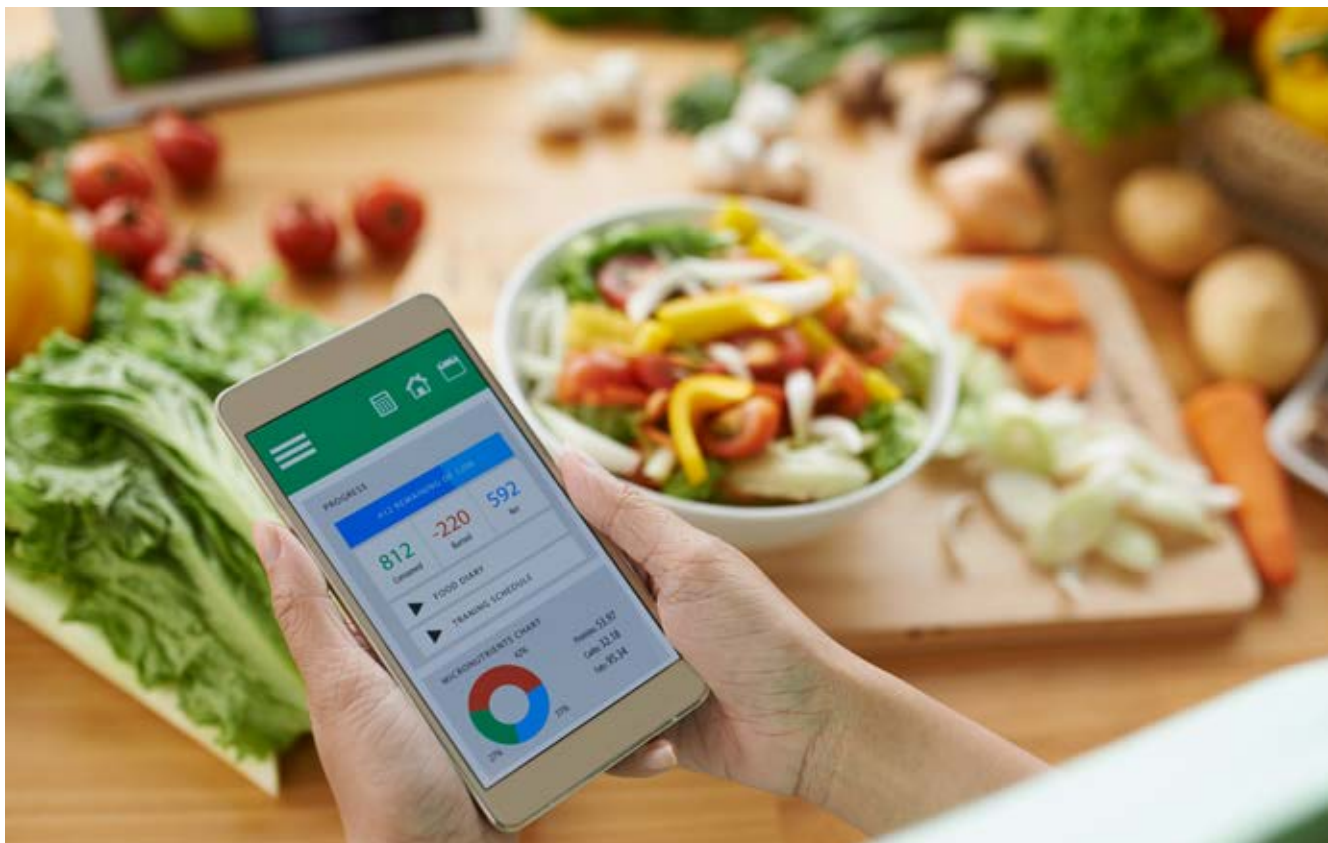


Rather than being excluded from the potential of technology, baby boomers are embracing it and the connected lifestyle it offers at unprecedented levels. Staying in touch, learning, creating, working later and health-awareness through technology allow us to defy normal aging assumptions – making real the idea of active aging. The fastest growing segment in smartphones is over 65s [IDC] and 70% of EU over 55s agree keeping fit and healthy is important to their identity (1).



(1) Foresight Factory

03 AI and smart coaches



Computer says ‘yes you can.’ We are just at the beginning of machines that talk to us in our human language and voice through sensors that understand us. As our life is tracked or quantified smart machines will coach us based on what they know of us and our behaviour from data. Your personal assistant will advise that it is “time to change your breakfast diet

as your daily energy levels are declining.” Intuitive assistants could be the next ‘must have’ personal products and will be powered by AI software. These devices will provide most help to those less tech savvy.

04 Amplify my life



Augmenting and amplifying what is real is one of the four mega trends identified by The World Economic Forum. It is right at the cutting edge as it has the potential to radically transform how we live. Mixed reality experiences, combining virtual reality, (e.g. Gear VR headsets) and augmented reality (AR) such as Pokemon GO will catapult us to new levels of experiences in entertainment, travel and sport. Your real life is a canvas to project games and holograms for example virtual pundits beside you while watching sport. As life gets more and more routine we use technology to escape and amplify it. Microsoft's HoloLens is a great example.

05

Story seekers and personal growth



The trend for personal growth and smart downtime to turn unproductive time into worthwhile activity is amplified as more of us seek enriching experiences we can share. Ordinary seeks extra-ordinary. The popularity of live 360 content, enabled by platforms like Facebook and YouTube, will boom. 50% of us say we go on holiday for unique experiences rather than to relax. 68% of Europeans (1) state a need for new experiences making story seeking a trend with universal appeal.



(1) Foresight Factory

06 Next generation wearables and implants



As smart-watches and fitness bands become commonplace, the focus will be on how mobile sensors can be further integrated into how we live. It will move from a wearable monitor to seamless sensors that can detect mood, conditions and boost performance and learning. Digital pills or ingestibles, which sound science fiction, are already in the research development labs of major firms. Wearables, in the form of patches, could come to market that will contain mood-impacting technologies based on neuro-science. 39% of Europeans are interested in a device that monitors and improves their health (1).



(1) Foresight Factory

07

The networked family



We will see the growth of families that are networked across generations using technology to overcome emotional, financial and even physical challenges. Life360 is an example of an app that allows families to create circles to talk, connect and coordinate how they live. Something we have already seen is more young people living at home longer due

to high property prices, and as populations age across Europe, older dependants will create three generation families in one household. 48% of 18-34s in Europe live with their parents (1).

(1) Foresight Factory

08 Multi-sensory experiences



We live in a world dominated by visual stimuli and sensations that technology and its leading creators often ignore other senses. Not anymore. Going beyond visual to provide multi-sensory experiences will be big for entertainment next year. Wearing trackers purposefully programmed to physically stimulate us during movies or events will amplify life.



Taste, smell and using our hands in viewing experiences will further enhance the moment as we all seek more thrilling or deeper experiences.

Nanotechnology and TV



Nanotechnology and specifically quantum dot particles was the surprise new technology at CES and IFA this year and we expect the tiny little particles to cause a revolution in next generation television technology. The nano crystals semi-conduct to create amazing new colours depending on their size.

Quantum dot technology will also improve healthcare where it could be used in bio imaging to treat cancer cells. It will be the next superstar to emerge in smart material.

Quiet technology – mind, body and soul



Orthodoxy suggests that using screens and technology over stimulates us. Checking our phones 80 times a day, we are online and stressed out. But the same technology will soon be helping us zone out. And you don't have to unplug to check out. A big trend for next year will be using the very same technology, which is being adapted all the time, to achieve that monastic feeling of purifying your mind. Virtual Reality apps are at the forefront of new methods to help those with fears and phobias and researchers are looking at technology as part of new mental health therapies.

Connected earbuds will play mindfulness lessons as we sit on the train and 10 minutes in virtual reality each morning will transport us to a peaceful green space to bring calm before the start of the day. Wearable sensors will track our chemical reaction to stress and give us coping tips, fast tracking to better well-being and more spiritual 'me time'.

Summary

With our ten trends for 2017, we predict that we are moving into a new era in technology where the impossible becomes possible.

Advanced technology allows us to be smarter through constant learning, fitter through coaching and tracking and more ambitious because our own individual operating systems will save us time and money by doing life's essentials better than we can.

Never before have we had the opportunity to move beyond the possible. A vision of super-humans is on the horizon but it needs to be available for all. Our mission at Samsung is to help create this future by putting cutting edge technology in the hands of the many, not the few.





