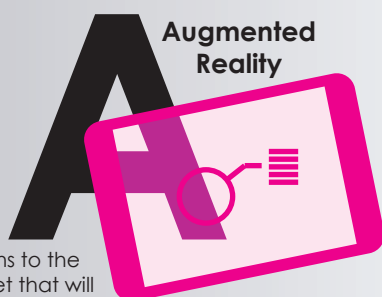


THE A TO Z OF THE OUTERNET

Are you still looking at the Web via a typical browser? That's so 2009. It's time to experience the "Outernet," the virtual arena where digital data overlaid on your smartphone will dictate everything from where you shop and eat to who you date. Check out the 26 trends below to see how you'll soon be experiencing life untethered by the URL's of old.



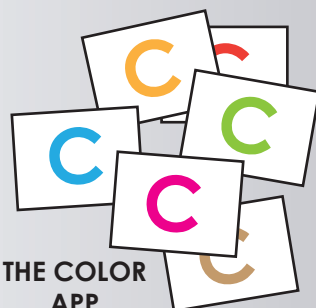
Augmented Reality

The lens to the Outernet that will steer your life like a Virtual GPS



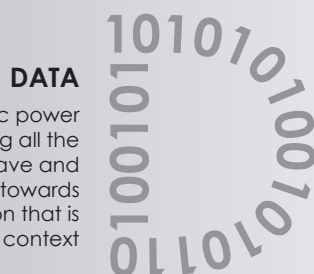
BARCODE SCANNERS

The emergence of Virtual Community Management for social at POS via apps like stickybits



THE COLOR APP

The emergence of proximity influence based on data other than the social graph



DATA

The algorithmic power underlying all the Webs we weave and the trend towards personalization that is deteriorating context



ENGAGEMENT

Interaction via brands evolves from Monologue to Dialogue to Spectacle



FACEBOOK SPONSORED STORIES

The emergence of the mass-scale social advertisement



GAMIFICATION

Leveraging the deep and personal value of play and group engagement for brands



HAPTIC TECHNOLOGY

Device-free actions at POS and home



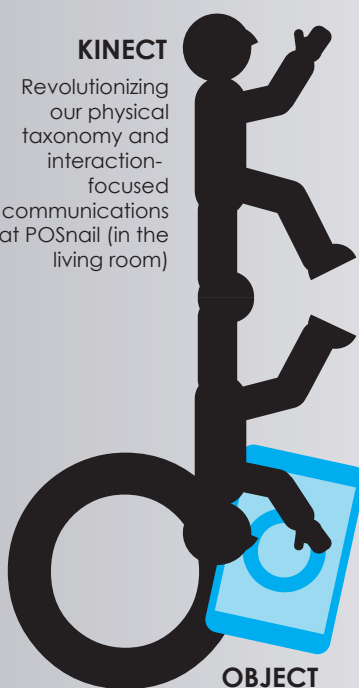
INTERNET OF THINGS

The earth is online



REAL-TIME JOURNALISM

HP's ePrint Live shows how brands can demonstrate their value proposition via interactive entertainment



KINECT

Revolutionizing our physical taxonomy and interaction-focused communications at POSnail (in the living room)



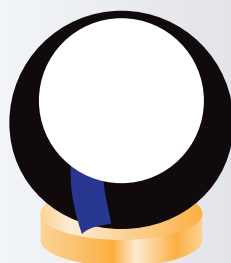
LBS/LATITUDE

Google's automatic check-in's signal the emergence of ubiquitous broadcast social currency



MACHINE LEARNING

IBM's Watson accelerates the notion that machines can evolve and learn



PREDICTIVE TECHNOLOGY

Ford's car that learns your driving patterns to improve safety is just one example from dozens of brands who are leveraging predictive tech to steer sales



NEAR-FIELD-COMMUNICATION

NFC will evolve QR/Barcode scanning and transform smart-shelf, supply chain, and human interaction paradigms



QR CODES

Quick-Response is the technology that will incentivize widespread consumer adoption of all things scan-related



RFID

The technology leading the way for NFC, at-shelf, and supply chain technology



SOCIAL TV

Intel, Google, and Apple are betting with the Networks that Web TV + social media = big bucks. This trend back to corporate viewership is the reason Twitter got two-panes



UBIQUITOUS COMPUTING

Devices talking to you and to each other 24/7



TRANSLATION

Word Lens proves that AR/emerging tech is most rapidly adopted via utility



VIDEO

Streaming video on YouTube will drive real-time customer service



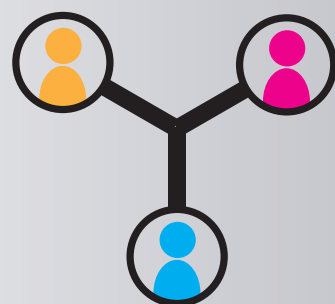
WIKITUDE

The Augmented Reality project that's indexing the world's physical spaces



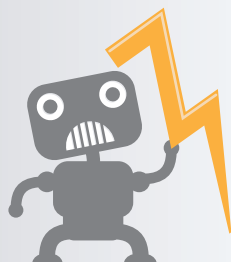
sXsw

The must-attend live event that will feature all these trends within five years



Yahoo/InfoNow

Yahoo's purchase of this Social Entertainment app is a step towards widespread adoption of SocialTV



The Zeitgeist of Singularity

Kurzweil's Singularity is almost here—machines may be smarter than us by 2040, and we're speeding the process whether we like it or not