

DECEMBER 2011



WHAT WE'LL COVER

- Background
- Our Track Record
- Our Things to Watch in 2012

BACKGROUND

- In addition to our 10 Trends for 2012 forecast, JWT presents 100 Things to Watch in 2012.
- Some of the items on our list reflect broader shifts we are spotlighting for 2012:
 - **Navigating the New Normal:** As the new normal becomes a prolonged normal in the hampered developed world, we'll see more brands in more categories offering Smaller SKUs and Stripped-Down Products/Services to appeal to extremely cost-sensitive consumers.
 - **Food as the New Eco-Issue:** The environmental impact of our food choices will become a bigger concern, driving greater brand and consumer awareness and action around Curbing Food Waste.
 - **Screened Interactions:** As more flat surfaces become screens and more screens become interactive—with consumers touching them, gesturing at them and even talking to them—we'll see screens infiltrating restaurant and retail experiences, making for Screened Dining and Screened Shopping.
 - **Objectifying Objects:** As objects get replaced by digital/virtual counterparts, people are fetishizing the physical and the tactile (like Stationery). As a result we'll see more Motivational Objects, items that accompany digital property to increase perceived value, and tools that enable things like Digital-Into-Physical Postcards.
- This list also includes noteworthy events on the calendar, people to keep an eye on, tech tools and devices, and much more, including new behaviors and ideas with the potential to ladder up to bigger trends.

OUR TRACK RECORD

- Our Things to Watch from last year included:
 - **F-commerce:** By November, 88% of the Internet's Top 200 retailers were integrated with Facebook. Major retailers like ASOS and Express in the U.S. began selling directly through Facebook, while others experimented with insider sales and pop-up shops. The gold rush had reason: According to TechCrunch, half of visitors to e-commerce sites in 2011 were also logged into Facebook, making F-commerce as integral to online shopping as the anchor store is to offline.
 - **P-to-P Car Sharing:** Baby, you can drive my car. Person-to-person car sharing schemes gained steam in 2011, including Spride and Getaround in San Francisco, RelayRides in Boston and San Francisco, WhipCar in the U.K. and DriveMyCar in Australia. Each matches car owners whose vehicles are idle with people who need wheels.
 - **Self-Powering Devices:** In 2011 engineers made strides toward harnessing kinetic energy to power our devices and homes. (This science pulls energy from thousands of tiny movements, like human motion or spinning wheels.) For instance, startup Tremont Electric began selling its nPower PEG, a battery rod that collects kinetic energy. At year-end, IBM's annual "5 in 5" forecast (five tech advances the company foresees happening within five years) included the idea that we'll be self-powering our homes, offices and cities.

OUR TRACK RECORD (cont'd.)

- Our Things to Watch from last year included (cont'd.):
 - **Voice-Activated Apps:** In 2011, mobile devices went fat-finger-free. Siri, the iPhone's voice-controlled personal assistant, garnered the most buzz but was far from the only example. Siri may be followed in 2012 by an Android equivalent, but Android users already have voice-controlled apps like StartTalking, Vlingo and Google's Voice Actions. Fun rumor: Google's Siri equivalent may be named after Majel Barrett-Roddenberry, the actress who gave voice to the Starship Enterprise's computer on Star Trek.
 - **YouTube the Broadcaster:** YouTube took a bold step forward from video clips into original content in 2011. The company announced in October that it would launch 100 content channels produced by Hollywood creatives, celebrities, new media and news agencies. Participants include Madonna, Ashton Kutcher and Amy Poehler, business data provider Thomson Reuters and online magazine Slate.
 - **The Nail Polish Economy:** Nail polish has taken lipstick's place as an anecdotal economic indicator and ascended to an "it" accessory. Soaring sales for polish—up 54% globally in 2011—seem to reflect a search for affordable luxury. Meanwhile, we've seen unexpected variety—including textured polish, python-print nails, metallic ripples and DIY nail art pens—and some nifty marketing tie-ins, including Gossip Girl and The Hunger Games branded lines.

OUR TRACK RECORD (cont'd.)

- For 2010, we spotlighted Mobile Money, Coconut Water, Foursquare, Ethical Fashion and Bacon Everywhere.
- For 2009, we highlighted Lady Gaga, Crowdfunding, WikiLeaks, Cloud Computing, Gluten-Free and the Decline of Email.
- For 2008, we listed Radical Transparency and the Staycation, and for 2007, Barack Obama, Jennifer Hudson, companies going green and age shuffling.
- Check out the following slides to see what you'll be hearing more about in 2012.

OUR THINGS TO WATCH IN 2012

1. Access Everywhere
2. Album Evolution
3. All Things Military-Inspired
4. Antique Eats
5. Anywhere, Any-Way Shopping
6. App Overload
7. Apps for an Aging World
8. The Attention Economy
9. Batuka
10. Benefit Corporations
11. Book Club 2.0
12. BYOD (Bring Your Own Device)
13. Cloud Security
14. Crowdsourced Commutes
15. Crowdsourced Learning
16. Curbing Food Waste
17. Danger Zone Travel
18. Digital-Into-Physical Postcards
19. Electric Fleets
20. Facebook's IPO
21. Facial Recognition Fury
22. Fat Taxes
23. Flipped Classrooms
24. Floating Yoga
25. For-Profit Chains, Nonprofit Stores
26. Fuel From Waste
27. Garden Camping
28. Gen Z
29. Gesture Recognition
30. Healthy Vending Machines
31. Heirloom Everything
32. *The Hobbit*
33. Honey
34. Hydration Stations
35. Indian E-commerce
36. Inhaling
37. Internet-Enabled Cars
38. iTV
39. LCD Art
40. Leadership Shakeups
41. Lighter Cars
42. Loosecubes
43. Lytro
44. Marques Toliver
45. Mobile Security
46. Motivational Objects
47. Mushrooms as Functional Food
48. Mushrooms Go Green
49. Myanmar
50. Nadine Ponce
51. Olympics' New Sport
52. Online Lives, in Print
53. P-to-P Experiences
54. The Personal Retailer
55. Play as a Competitive Advantage
56. Pluerry
57. Public Bookshelves
58. Rainwater Harvesting
59. Remaking "Made in China"
60. Rolling Stones' 50th Anniversary Tour
61. Rooftop Farming
62. Roots Revival
63. Scooter Surge
64. Screened Dining
65. Screened Shopping
66. Senior Cohousing
67. Silence
68. Silicon Valley Siblings
69. Smaller SKUs
70. Smart Clothing
71. Smarter Check-ins
72. Social Seating
73. Solar Gets Simpler
74. Spiking Food Prices
75. Split-Personality Smartphones
76. Stationery
77. Stripped-Down Products/Services
78. Sundance London
79. Sustainable Palm Oil
80. Tablets Replace Paper
81. Tap-and-Pay Incentives
82. A Titanic Anniversary
83. Tokyo Sky Tree
84. Tom Daley
85. Toys for Tablets
86. TV Commerce
87. "Ultra"
88. Unwrapping the Process
89. Vdio
90. Video-grams
91. Virtual Fitting Rooms
92. Voice-Based Microblogging
93. Voice Control
94. Web Chat Everywhere
95. Wii U
96. Women-Only Hotel Floors
97. Your Public Story
98. YouTube, the New Boob Tube
99. Zimbabwe
100. Zink

1 ACCESS EVERYWHERE

With the proliferation of cloud-based services and Internet-enabled everything, consumers will be accessing music, books and video—media they either own or buy into through subscriptions—on a multitude of Web-connected devices wherever they are. We'll be listening to Spotify and the like from Internet-enabled cars, speakers and even fridges; watching movies on tablets or TVs via services like Netflix and the upcoming Vdio or the new “digital content locker” UltraViolet; and catching up with TV everywhere as providers expand access to all our devices.



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2 ALBUM EVOLUTION

Technology has mostly outpaced creativity when it comes to the album format. But in 2011 Björk set a high bar with an “app album,” *Biophilia*, that allows for rich exploration of the work’s themes. The duo Bluebrain released two “location aware” albums: apps that play music based on the listener’s location on Washington, D.C.’s National Mall and in New York’s Central Park. And The Roots complemented *undun* with an app designed to flesh out the fictional character at the album’s center. Expect more re-imaginings of the album from artists collaborating with software developers and multimedia or transmedia innovators.



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3 ALL THINGS MILITARY-INSPIRED

On the heels of Osama bin Laden's takedown, a slew of tragic natural disasters and the popularity of apocalyptic themes, we'll see more gear like Goruck's Brick Bags (redesigned military sacks made from top-grade material) and the Crovel (an "extreme" folding shovel that combines 13 survival tools). And challenges inspired by military training are on the rise, like Tough Mudder and the Goruck Challenge, which test endurance on extreme courses or under extreme conditions. This boots-on-the-ground mentality is a subconscious preparation for the worst, at a time when survival skills feel more essential.



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4 ANTIQUE EATS

The heritage trend is making its way to food, with chefs digging up recipes and adding ingredients from yesteryear. The hot restaurant Dinner by Heston Blumenthal in London serves bygone British dishes. Some of this is for the more adventurous (e.g., Grant Achatz's duck with blood sauce in Chicago), but in the U.K., at least, everyday consumers are preparing meats that hearken back to older eras, like pheasant, venison and wood pigeon.

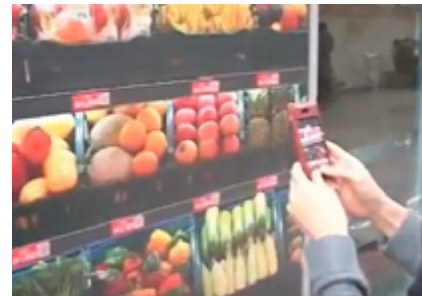
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BY heston blumenthal					
Meat Fruit (c.1500)					
<i>Mandarin, Chicken Liver Parfait and Grilled Bread</i>					
<i>£14.50</i>					
Roast Marrowbone (c.1720)					
<i>Parsley, Anchovy and Mace, Pickled Vegetables</i>					
<i>£15.00</i>					
Broth of Lamb (c.1730)					
<i>Slow Cooked Hen's Egg, Celery, Radish, Turnip and Sweetbreads</i>					
<i>£14.50</i>					
Salamugundy (c.1720)					
<i>Chicken Oysters, Salsify, Marrow Bone & Horseradish cream</i>					
<i>£16.50</i>					

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5 ANYWHERE, ANY-WAY SHOPPING

As e-commerce and brick-and-mortar retailing integrate and overlap, shopping will entail simply clicking—buying products from a PC or mobile device—and then collecting the order at a physical location or having it immediately delivered. Multichannel buying will be faster and more streamlined, with less time in lines and shorter waits for online shoppers. Some supermarkets are setting up displays where shoppers scan QR codes for the items they want, then have them delivered or pick them up in-store. We'll also see click-and-deliver for in-store shoppers who want different sizes, shorter waits or less heavy lifting.



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6 APP OVERLOAD

Navigating the vast world of apps is already daunting, and the app-ifying of everything (desktops, cars, TVs, etc.) is only just beginning. Apple's App Store, for example, offers more than half a million options, with a slew of "copycat apps" cluttering up those virtual shelves. The novelty of apps will wear off as consumers become paralyzed by too many choices.



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7 APPS FOR AN AGING WORLD

As marketers Retool for an Aging World, one of our 10 Trends for 2010, expect more apps aimed at older demographics. The GlassesOff iPhone app, for example, due in 2012, is a program that purports to improve vision by training readers' eyes to adapt to certain patterns. The Tell My Geo app can help caregivers keep track of elderly friends and family.



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8 THE ATTENTION ECONOMY

With consumers more distracted than ever, marketers will offer little bribes for their attention. Websites such as Loffles provide prizes for watching and responding to ads from clients including the American Red Cross, UNICEF and Kellogg's. CouponNetwork.com is rewarding shoppers who watch a short branded video with higher-value digital coupons. Services like GamesThatGive let brands (e.g., Pepsi and Starbucks) sponsor Facebook games, rewarding participants with options for charitable donations. And Free ATMs NYC is looking to install cash machines with screens for ads, enabling users to skip the out-of-network fee in exchange for watching a marketing message.



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9 BATUKA

Launched in Spain in 2005, Batuka is primed to be the next international dance-fitness craze. Like Zumba, Batuka relies heavily on Latin American-inspired moves but also incorporates a wellness philosophy, emphasizing good nutrition, a positive outlook and the mind-body connection. It also uses only original compositions from musician Kike Santander. Teacher training courses launched in North America in fall 2011, and plans call for expansion throughout Europe in 2012.



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10 BENEFIT CORPORATIONS

While corporations traditionally focus on increasing shareholder value, Benefit Corporations operate under legal provisions that enable a company to take all stakeholders into consideration, not only stockholders. The legislation, adopted in several U.S. states so far, allows businesses to embed sustainability principles into their DNA. Alternatively, companies can seek certification as a “B Corp” from the nonprofit B Lab; close to 500 have now been certified in North America and Europe. As Shared Value gains steam—one of our 10 Trends for 2012—watch for more corporations to tweak the modern capitalist model.

Why Become a B Corp?



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11 BOOK CLUB 2.0

The mass-reading experience that Oprah kick-started is evolving into book clubs that span Web tools. In 2011 *More* magazine used Skype group video-calling to enable nine U.S. book clubs to chat concurrently about a Meg Wolitzer novel, with the author participating. *The Atlantic's* 1book140 uses Twitter as a platform: Tweeters nominate and vote on books, then tweet about the selections. In January *The Huffington Post* launches a book club that encourages readers to contribute via Twitter, Facebook, YouTube, Flickr and Instagram; bookstore events are also in the mix.



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12 BYOD (BRING YOUR OWN DEVICE)

With the mobile device now an Everything Hub and content accessible through the cloud, businesses will need to adapt to BYOD culture. Employers are scrambling to formulate BYOD policies as more workers bring their own devices to the office. Airlines including Virgin America, American Airlines and Germany's Condor are offering audio and video via Wi-Fi for those who eschew the seat-back screen in favor of their own. Likewise, some hotel guests will be able to watch pay-per-view movies on their own devices as well as the room's TV.



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13 CLOUD SECURITY

As more businesses store more customer and proprietary information in the cloud, the threat of hackers accessing scores of credit card numbers, pending patents and more will prompt a rise in cloud security concerns and services that claim to be a solution. Companies including CloudLock, Cyber-Ark and CipherCloud are already selling security measures to big businesses. And Google, Verizon, Intel, McAfee and Microsoft have all joined the Cloud Security Alliance, dedicated to best practices for cloud security.

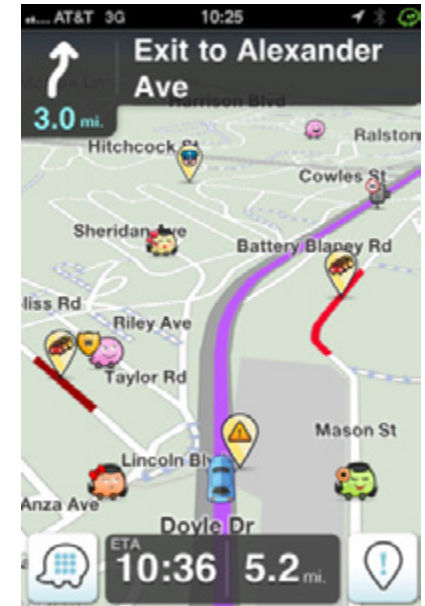
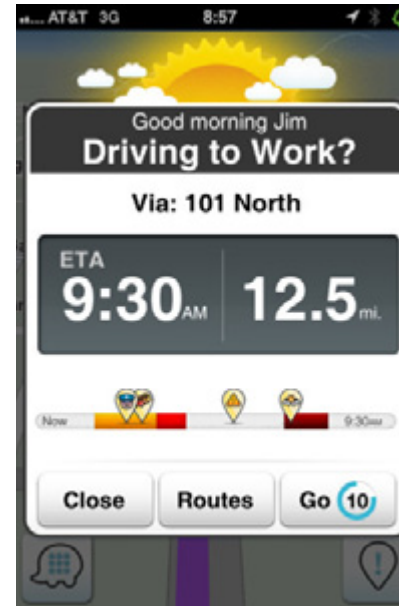


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14 CROWDSOURCED COMMUTES

Apps that collect data from commuters will help to guide a growing number of drivers on their routes. Navigation apps, most notably Waze, act like a GPS device in directing drivers but also use real-time data from phone sensors, along with active user input, to make smart adjustments based on traffic and other road issues. Waze already counts 8 million drivers worldwide and is planning expansion into China.



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15 CROWDSOURCED LEARNING

Knowledge seekers will increasingly look beyond the traditional student-teacher structure: Learning is becoming more democratic on- and offline as people connect with teachers, hobbyists and experts looking to share their interests and impart their knowledge. Users can build their own courses at sites like Udemy.com; take lessons and ask and answer questions about them on Sophia.org; and answer test questions on Veri. Offline, people are learning from peers through Skillshare and participating in local education hubs like Brooklyn Brainer, where low-cost classes range from “How to Kill at Karaoke” to “Statistical Literacy.”



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16 CURBING FOOD WASTE

As the environmental impact of our food choices becomes a bigger concern—one of our 10 Trends for 2012—watch for more awareness around waste, with brands working to educate consumers and to reduce their own waste. In the U.K., packaging will no longer feature a “sell by” date, an attempt to reduce the £12 billion worth of food thrown out annually, while in India the government is trying to rein in traditional lavish weddings in a bid to stave off food scarcity. Unilever’s Food Solutions unit recently launched United Against Waste, a campaign to drive waste reduction in the food-service industry.



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17 DANGER ZONE TRAVEL

For some travelers, government advisories against visiting certain regions are serving as a contrarian lure. One expert calls it “macho tourism,” and its adherents include adventurers with an eye on social media bragging rights and luxury travelers looking to outdo been-there-done-that peers by venturing where few else can or will. Expect a steady rise in travel to spots like the Congo that offer rich experiences for the intrepid.



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18 DIGITAL-INTO-PHYSICAL POSTCARDS

Sincerely's Postagram app and Postcard on the Run allow vacationers and others to turn snapshots into snail-mailed postcards. They make it easy to send personalized greetings from afar while satisfying today's rising appreciation for physical objects and slower forms of communication. This is one manifestation of Objectifying Objects, one of our 10 Trends for 2012.



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19 ELECTRIC FLEETS

The transition to electric vehicles will be a gradual one for consumers, but more immediately, we'll see electric delivery trucks and vans zipping around urban areas as businesses replace diesels with these greener, cheaper (in terms of fuel costs), quieter and good-for-PR alternatives. Companies including Staples and Frito-Lay are buying trucks like the Newton (from Smith Electric Vehicles), while commercial customers such as the Norwegian postal service are adopting Ford's Transit Connect electric van.



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20 FACEBOOK'S IPO

The mother of all social networks has come a long way from its Harvard-student days: The hottest IPO of 2012—expected sometime between April and June—could value Facebook at a whopping \$100 billion, setting some records and spawning a new cohort of millionaires in Silicon Valley.

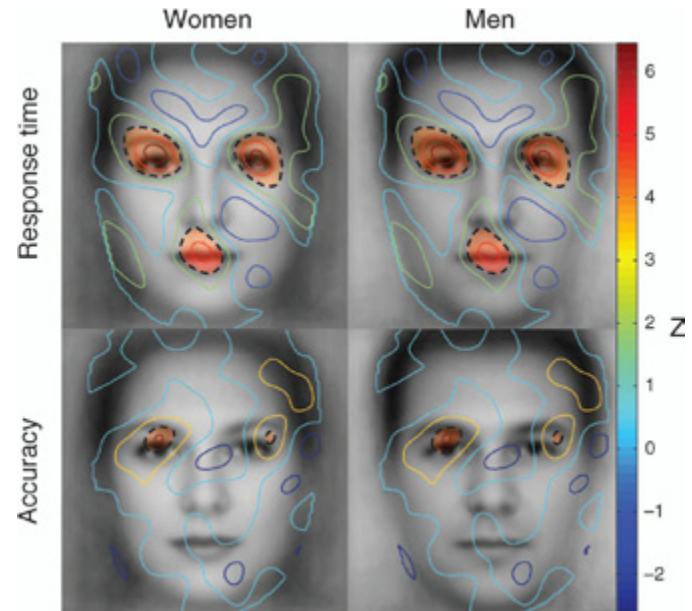


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21 FACIAL RECOGNITION FURY

As it's implemented more widely, facial recognition software will raise a lot more concern about the Big Brother implications, with alarms raised by legislators and other privacy advocates stirring anxiety among consumers. One new program developed at Carnegie Mellon University, for example, can pinpoint the identity of a total stranger in minutes. Google, Apple and Facebook are all experimenting with facial recognition, as are some governments.



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22 FAT TAXES

The fat tax is the new sin tax: In a bid to put the brakes on obesity, governments will try to push consumers away from unhealthy foods with cost disincentives. In 2011, Hungary introduced an added tax for foods with high fat, salt and sugar content, along with a higher tariff on soda (and alcohol), while Denmark added a tax for high-saturated-fat foods. Similar legislation has been proposed in Australia and Britain. Look for more national and local governments to follow.



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23 FLIPPED CLASSROOMS

This new idea in learning flips the classwork/homework model on its head, with students watching lectures online from Kahn Academy, Tegrity and others, then using classroom time to discuss and practice the relevant concepts. With this model opening up access to quality learning materials for students worldwide, look for it to be more widely adopted as an alternative to failing traditional methods.



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24 FLOATING YOGA

“Flo-yo” is the lovechild of two trendy fitness activities, standup paddle boarding and yoga. From Seattle to Australia and Hawaii, well-balanced souls are floating their way onto calm bodies of water for modified classes atop paddleboards, which force yogis to keep their core engaged. Watch for flo-yo to be on the activity list for the 2012 beach vacation.



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25 FOR-PROFIT CHAINS, NONPROFIT STORES

Retail chains are testing an innovative idea in social responsibility: nonprofit retail endeavors that leverage what the companies do best to benefit communities. Customers take part by simply consuming as normal. Nordstrom's new Manhattan concept store, Treasure & Bond, gives all proceeds to local charities, as does Panera Bread Co.'s Panera Cares restaurants, where customers can pay what they wish. With growing expectations that brands enhance the well-being of the communities where they do business, watch for these nonprofits to gain wider adoption.



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26 FUEL FROM WASTE

New technologies make it possible to convert used plastics—such as nonrecyclable grocery store bags and e-waste—back into oil, a process that several companies will commercialize in 2012. Not only does this keep plastics out of landfills, it's also cheaper to produce than traditional oil. “It seems almost like science fiction, but the technology is now here,” says Greg Wilkinson of environmental consulting firm Third Oak Associates. Virgin Atlantic plans to test synthetic fuel derived from steel mills’ industrial waste.

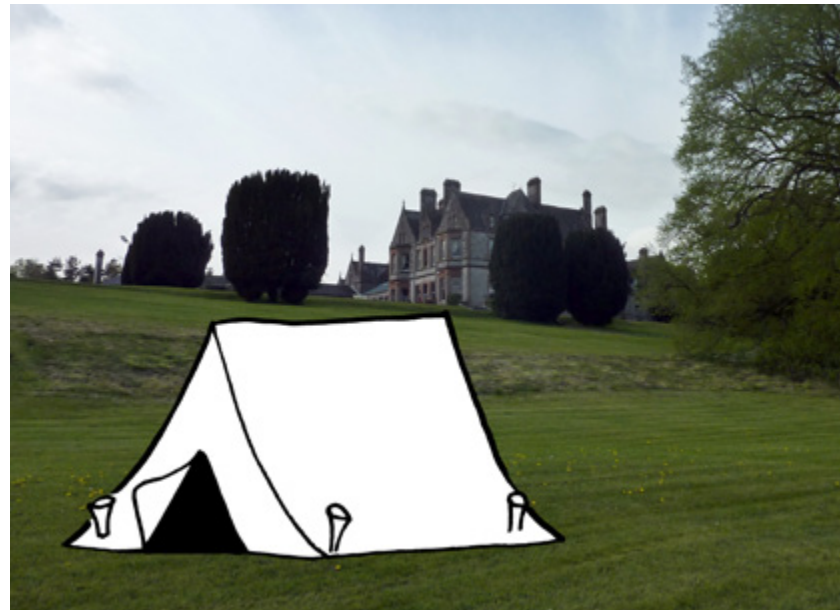


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27 GARDEN CAMPING

Watch for a new idea from the U.K. to expand beyond Britain: An uber-affordable take on Airbnb, Campinmygarden.com lets people rent their backyards to travelers. The London Olympics will heighten awareness, providing a hotel alternative for those willing to pitch a tent.



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28 GEN Z

Born after 2000 and weaned on smartphones, these kids are the first true digital natives. For many families, this gadget-savvy group that's up on all things Web is the go-to source for information, giving Gen Z major influence over household purchasing decisions and behaviors. This generation is also more brand aware than any before it (by age 3, a child can recognize almost 100 brands).



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29 GESTURE RECOGNITION

Kinect-like technology is coming to gadgets and screens. Human-computer interaction, or HCI, will make computers even more intuitive and easy to use, allowing people to trade their keyboard for any surface and their mouse for hand movements. For example, Bally Total Fitness' "Results Center," a video wall that responds to gestures, shows fitness and nutrition information and workout tips for gym members. And in Spain, technology group Tedesys linked a PC and monitor to a Kinect, allowing surgeons to examine patient records during operations with the wave of a hand.

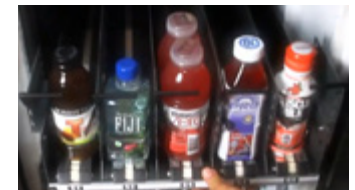


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30 HEALTHY VENDING MACHINES

Machines that sell snacks like carrots and apples, hummus, meal replacement bars and yogurt are popping up in response to consumer interest in nutritious eating, combined with legislation aimed at limiting junk food in schools. As these policies become more widespread, expect more such vending machines—and a black market of sorts for sugary, fatty, salty fare.



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31 HEIRLOOM EVERYTHING

“Artisanal” has become the overused term du jour in food; “heirloom” will follow. While it’s been around for a while, starting with tomatoes and beef, lately everything from corn to beans has been getting an “heirloom” designation, generally meaning an older variety that’s genetically distinct from commercial products. (“Heirloom” is mostly used for crops, “heritage” for livestock.) The term is becoming shorthand for “quality” and “natural” (and higher prices). Can it be long before we see heirloom potato chips?



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32 THE HOBBIT

2012 is the 75th anniversary of J.R.R. Tolkien's classic fantasy novel charting the adventures of Bilbo Baggins. It will be marked with new editions—including *The Art of the Hobbit*, featuring the author's sketches, drawings, paintings and maps, many unpublished—and the long-awaited two-part epic film from director Peter Jackson at year-end.



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33 HONEY

Look for honey to pop up in more foods—touted as a more natural alternative to high-fructose corn syrup or sugar—and treatments for everything from coughs to scars and aging skin. Vicks, for instance, recently introduced a natural formula for its NyQuil brand that uses honey as the sweetener.



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34 HYDRATION STATIONS

As the movement to cut the use of plastic and ban the sale of bottled water grows, we'll see a proliferation of water stations—already popping up on college campuses and in some public spaces—where people can fill reusable bottles.



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35 INDIAN E-COMMERCE

India's e-commerce market is huge—more than 100 million Internet users and growing fast—and largely untapped. Foreign firms like Amazon and Walmart are making significant investments, while homegrown companies such as Flipkart and Snapdeal know the market well enough to tailor their services to its quirks, such as a predilection for cash over credit cards. The likely upshot: a wave of acquisitions and partnerships in early 2012.



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36 INHALING

From a Harvard professor of biomedical engineering comes inhalable caffeine and chocolate—his company, Breathable Foods, is rolling out AeroShot Pure Energy, an inhaler containing a hit of caffeine mixed with B vitamins; Le Whif provides a chocolate experience sans calories. The company is working on more products that provide flavorful or nutritional benefits without calories or the need for pills.



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37 INTERNET-ENABLED CARS

In-car Internet is about to leave the starting line. Cloud-stored music, restaurant recommendations, info on nearby ATMs and gas stations will all be an index finger away in Wi-Fi-enabled cars. Toyota's new Entune system uses mobile phones as a data pipe for the car, as does Ford's SYNC. BMW and Daimler also offer in-dash Internet, while Ford's Evos concept aims to personalize the experience by accessing home entertainment libraries. In-car Internet will increasingly become an expected accessory.



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38 iTV

Perhaps the most buzzed-about tech launch of 2012 is a TV from Apple—it's all just rumors and rampant speculation as yet, most of which involve the company introducing a television in the second half of the year that would sync with other Apple devices, stream from the Web and allow gesture control. The product, one of the things Steve Jobs had been focusing on before his death, could help to disrupt a new category.

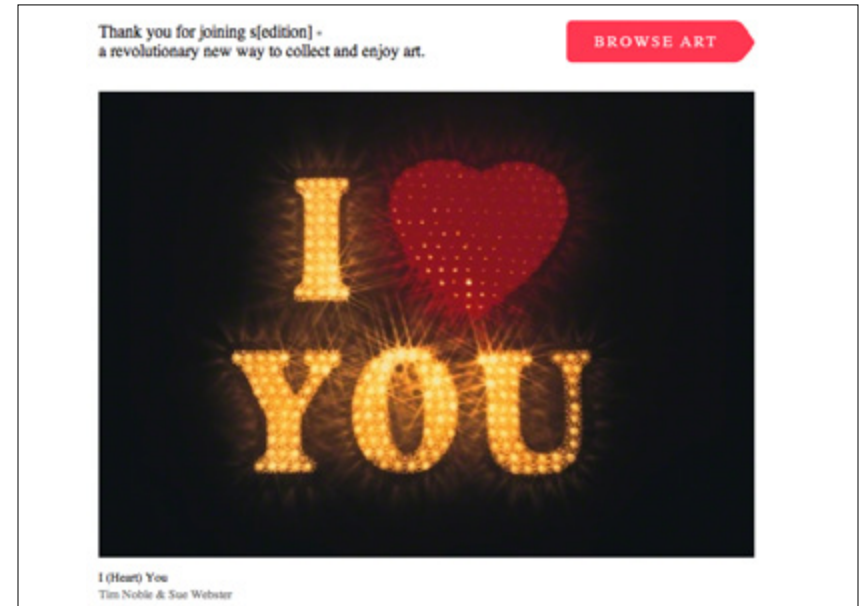


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39 LCD ART

“Turn your screens into art,” proclaims U.K. startup s[edition], which has signed up A-list artists like Tracey Emin to produce limited-edition digital works accessible via mobile devices, PCs and connected TVs. And in 2012 Samsung will produce “digital canvases”—high-res screens designed for displaying artwork, to be distributed by Planar Systems.

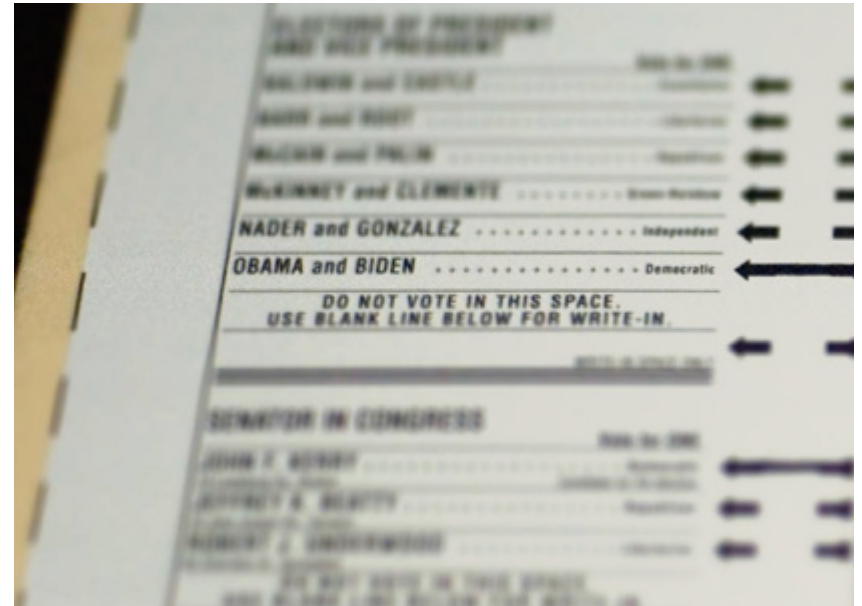


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40 LEADERSHIP SHAKEUPS

With some key players on the world stage running for re-election, we could see a major shift in political dynamics. Americans and the French will grapple over the best way forward for their economies as Barack Obama and Nicolas Sarkozy fight to stay in power. Hugo Chávez will run for a third term in Venezuela, and in March Russians will weigh in on Vladimir Putin. Replacing any—or all—of these incumbents could reset world diplomacy, putting policy making on the back burner just as it's needed most.



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41 LIGHTER CARS

It's the new goal for automakers, which are working to replace steel with materials like lightweight aluminum, carbon fiber and improved plastics to achieve better gas mileage and an increase in battery range, and prepare for more stringent fuel regulations. Jaguar Land Rover, for instance, has appointed a head of lightweight vehicle strategy. While ultralight vehicles will dominate in another decade, more immediately we'll see small weight reductions as various parts and components slim down.



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42 LOOSECUBES

This worldwide peer-to-peer marketplace connects work spaces and the freelancers, small-businesspeople, artists and entrepreneurs who need to get out of the coffeehouse. Akin to Airbnb, the Loosecubes site allows users to rate the spaces they use (productivity, community and cool factor are some of the criteria) and aims to foster connections and friendships between users. Loosecubes' model is right on the mark for what we're calling Generation Go, young by-their-bootstraps entrepreneurs who don't want to go it entirely alone.



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43 LYTRO

In early 2012, the startup Lytro is releasing a new kind of camera, one being touted as an advancement that's "similar to the leap from film to digital." While more consumers are relying solely on their ever-improving mobile phone cameras, hobbyists will want to play around with a camera that takes "living pictures"—they can be refocused by both the photographer and viewers after the image is recorded—at a starting price not too far beyond digital point-and-shoots.



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44 MARQUES TOLIVER

This 24-year-old singing violinist—who fuses classical styles with powerful R&B-laden vocals—got his start as a street performer in Brooklyn. He moved to London in 2009, where he won over Adele as a fan, landed a record deal and became the first unsigned artist to appear on the BBC’s *Later with Jools Holland*. Toliver released an EP in 2011 and is working on his debut album, set for a 2012 release.



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45 MOBILE SECURITY

As smartphones become pervasive, so too will security issues. App usage, mobile browsing and mobile payments all put personal data at risk. The Android system, the top target of malicious software, saw a near-fivefold increase in malware between July and November. As the risk rises, computer security firms like McAfee, Symantec and Sophos are ramping up investments in mobile security, as are manufacturers (Samsung, for instance, is offering the Secu-NFC chip for NFC-enabled phones).



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46 MOTIVATIONAL OBJECTS

In the digital era, the value of intellectual property is up for grabs, since consumers used to feel they were paying in part for the record or the printing costs. So-called motivational objects are one solution: physical items that accompany the digital property, increasing the perception of value and satisfying a need for tangibility. A few bands have experimented with the idea, selling novelty items, T-shirts and even cassette box sets that all come with a download option.



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47 MUSHROOMS AS FUNCTIONAL FOOD

What's new about edible fungi? With more varieties now populating supermarket shelves in the West, we'll see a growing awareness that this low-calorie but highly flavorful food packs a nutritional punch. Euromonitor notes that the benefits of mushrooms—which can lower cholesterol, boost the immune system and (some say) even fight cancer—“remain woefully underappreciated”; at a time when consumers are looking to add more so-called functional foods to their diet, they won't remain overlooked for long.



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48 MUSHROOMS GO GREEN

Mushrooms are going into more than stir-fry: They've been discovered as an energy-saving ingredient—reducing the amount of Styrofoam and plastic required—for packaging, building and manufacturing materials. Ford is partnering with Ecovative Design, which opens its first factory in 2012, to replace some plastic components with compostable parts derived from mushroom fibers. Dell is shipping some of its servers with mushroom-based packaging. And look for construction companies to test mushroom-based material for insulation and building blocks.



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49 MYANMAR

As diplomatic relations with the rest of the world thaw, due to the reforms we pointed to in our 2008 Things to Watch, this lightly visited realm of Buddhist temples and pagodas will become more attractive to Western travelers. Several new hotels offer luxury accommodation, and luxury travel company Abercrombie & Kent has created three high-end programs for 2012.



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50 NADINE PONCE

A laid-back model in her late teens who started late by fashion-industry standards, Ponce made a strong debut in European shows in fall 2011. Look for this new face from Brazil to be all over international runways, and beyond, in 2012.



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51 OLYMPICS' NEW SPORT

Social media will be the name of the games at the Summer Olympics in London, which will go down as the first to be wholly infused with social—driven by marketers, athletes and fans alike. The International Olympic Committee has now sanctioned athletes' social media use during the games, giving followers a unique perspective. (The IOC is already using social media in a teen-targeted campaign.) Social TV and newspaper tools (like *The Guardian's* Facebook app) will help virally spread the word, spurring interest and viewership. And social media will be the cornerstone of many marketing campaigns. Expect #Olympics to be trending for months.

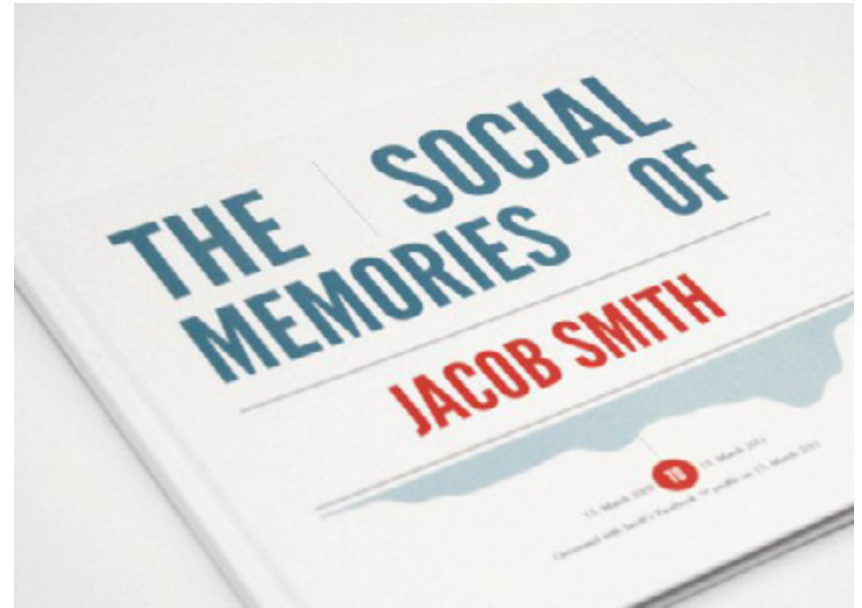


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52 ONLINE LIVES, IN PRINT

The Web holds our virtual memories and our archives, a huge store of information that's being extended into the physical realm as people come to feel a need for more tangible things. Deutsche Post DHL's Social Memories project lets people transform Facebook data into an impressive book; services like Printstagram turn Instagram photos into stickers, flipbooks and magnets; and coming in 2012 is Little Printer, a thermal printer that turns smartphone data into receipt-sized prints.



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53 P-TO-P EXPERIENCES

New tools allow travelers to find niche experiences and the locals who can provide them. A crop of peer-to-peer startups offering unique and often personalized activities and tours are aiming to change the way travelers plan trips. The sites enable experts to offer an eclectic mix of opportunities, from introducing travelers to Berlin's famed currywurst sausage (via Vayable) to walking them through New York's Central Park with a wilderness instructor (via SideTour). Shiroube, out of Japan (the name means "to be a guide"), is a platform to connect guides and travelers looking for customized tours.



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54 THE PERSONAL RETAILER

There's a new wrinkle in the product-personalization trend: consumers profiting from their creations while benefiting the brand. Beverage company uFlavor will soon enable customers to dream up flavor combos, adding the option to test and sell the drinks via social media. Converse is testing a Facebook app that lets users market their custom-designed sneakers to friends (receiving freebies in return for sales). And the Kaiser Chiefs let fans select songs and artwork to create their own version of 2011's *The Future Is Medieval*—then take a commission on sales.



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55 PLAY AS A COMPETITIVE ADVANTAGE

Adults will increasingly adopt for themselves the newly popular idea that kids should have plenty of unstructured play to balance out today's plethora of organized and tech-based activities. In an age when people feel they have no time for activities that don't have a specific goal attached, there will be a growing realization that unstructured time begets more imagination, creativity and innovation—all competitive advantages. One example: The growing popularity of hackathons, which free programmers to collaboratively play around with ideas and approaches without worrying about specific end goals.



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56 PLUERRY

This hybrid fruit, a combination of a plum and cherry, was developed for plum lovers who don't like juice dribbling down their chin. Breeders have perfected the combination after years of experimentation, and it could be in supermarkets soon.



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57 PUBLIC BOOKSHELVES

Free book exchanges are flourishing in Germany—where local groups sponsor shelves in public spaces and in supermarkets and other stores—and Israel, where books at bus stops started as an art project. Online-based tools for swapping and trading goods have taken off in the recent past—next, watch for more simple analog ideas that tap into the same spirit.



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58 RAINWATER HARVESTING

With water gaining more notice as a limited and precious resource, and severe droughts increasing, watch for more people and corporations to burnish their green credentials and save money by harvesting rain. Delhi Metro, for example, is constructing stations with harvesting systems built in. The industry around rainwater harvesting, however, is just getting started.



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59 REMAKING “MADE IN CHINA”

As more Chinese brands such as Li-Ning and Haier continue to expand internationally, we'll see a push to change perceptions around what it means to be “Made in China,” with Chinese companies addressing some of the key issues associated with that label, among them poor quality, copycatting and lack of trust.



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60 ROLLING STONES' 50TH ANNIVERSARY TOUR

While nothing has been confirmed, odds are that Mick, Keith and the boys will regroup for a 50th anniversary go-round that would be billed as their farewell tour. Some say Mick is still hurting from revelations in Keith's tell-all memoir; Jagger has said he's too busy promoting his group SuperHeavy. But with the group getting into their golden years, "it's now or never," as Rolling Stone notes.



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61 ROOFTOP FARMING

The rooftop-gardening concept is evolving into large-scale farming projects. Brooklyn Grange, for example, is a rooftop organic farm that sells its produce in markets and businesses around New York City; in the U.K., Food From the Sky is a similar initiative atop a supermarket in London that sells produce in the market below. And BrightFarms is a New York-based company focused on helping food merchants transform their roofs.



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62 ROOTS REVIVAL

Globalization is spurring a new appreciation for national and regional traditions and things unique to one's heritage. In music, for instance, the typical tango orchestra is newly popular in Argentina, Peruvians of all social classes are embracing cumbia music, and Indian clubs are pumping out domestic tracks. Likewise in food: In Greece, for instance, local brands are prospering and touting their Greekness, while major foreign brands are playing up Greek ingredients or "Made in Greece."



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63 SCOOTER SURGE

Consumers are turning to scooters as a cheaper and more agile alternative to cars. U.S. sales rose nearly 30% in the first half of 2011, while year-over-year November sales in India jumped 39%. In 2011 Larry Crowne, starring scooter fan Tom Hanks, prominently featured the vehicles, and L.A.'s Petersen Automotive Museum is currently hosting a show on the history of scooters. Looking ahead, an influx of electric scooters will hit the market. One issue will be coexistence with cyclists and drivers.



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64 SCREENED DINING

Interactive screens are coming to restaurants, replacing menus and sometimes workers, and helping to entertain diners. Patrons will be ordering and sometimes paying using iPads and other tablets, touch-screen tables and self-order kiosks. For instance, diners at a restaurant in the Manhattan department store Barney's can order at one of 30 screens in a glass-covered communal table, then browse the store's catalog while eating. And McDonald's has deployed touch-screen kiosks in venues across Europe. This is one manifestation of Screened Interactions, one of our 10 Trends for 2012.



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65 SCREENED SHOPPING

Retailers are placing interactive touch screens in and outside stores to provide customers with a more immersive and engaging experience. For example, in 2011, Clinique debuted Microsoft Surface touch screens in the flagship Manhattan Bloomingdale's, enabling customers to place specially tagged products on the screen to see more information. In South Africa, mobile brand 8ta's retail outlets feature sound-emitting touch-screen windows that allow passersby to browse the catalog after-hours; screens in the stores let shoppers explore the inventory in greater depth. This is one manifestation of Screened Interactions, one of our 10 Trends for 2012.



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66 SENIOR COHOUSING

Look for the Danish concept of cohousing—co-op-style communities whose residents are actively involved in their operation and joined by close social ties—to catch on with Boomers. Cohousing communities, some initiated by residents and others by developers, offer one way to live near friends in retirement and to share senior-focused facilities, products and services.



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67 SILENCE

The world is getting ever more crowded, chaotic and noisy, with mobile conversations everywhere—from public restrooms to underground trains—and media filling once-quiet spaces (cabs, elevators) with chatter. Over-stimulated, we'll increasingly look not only to De-Tech (one of our 10 Trends for 2011) but to retreat from the noise, whether at home, in spas or even in nature (the “silent hike”). One interesting manifestation: the 2011 silent film *The Artist*, which looks likely to win some big industry awards in 2012.



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68 SILICON VALLEY SIBLINGS

Tech hot spots are growing in a slew of cities. Among them: Berlin, whose Mitte and Kreuzberg districts are home to SoundCloud, 9flats, Amen, 6Wunderkinder, Wooga and Etsy's European HQ (SoundCloud's founder calls it the best startup city in the world for its cheap rent, talent, growing investor interest and creative buzz); Belo Horizonte in Brazil, which claims Google's R&D offices and startups including Samba Tech and O2 Games; and Moscow's Skolkovo IT Cluster, founded last year as an initiative of President Medvedev.



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69 SMALLER SKUS

Food and beverage brands are swinging in the opposite direction from the mega-sizes and bulk offerings they have targeted at budget-savvy consumers: Smaller sizes at minimal prices will target extremely cost-sensitive customers in the developed world. H.J. Heinz, for example, is introducing several reduced sizes at a suggested retail price of 99 cents in the U.S. and around one euro in Europe, including a 10-ounce ketchup pouch and a 9-ounce mustard. Kraft is selling 50-cent gum packs with five sticks of Trident or Stride. This is one manifestation of Navigating the New Normal, one of our 10 Trends for 2012.

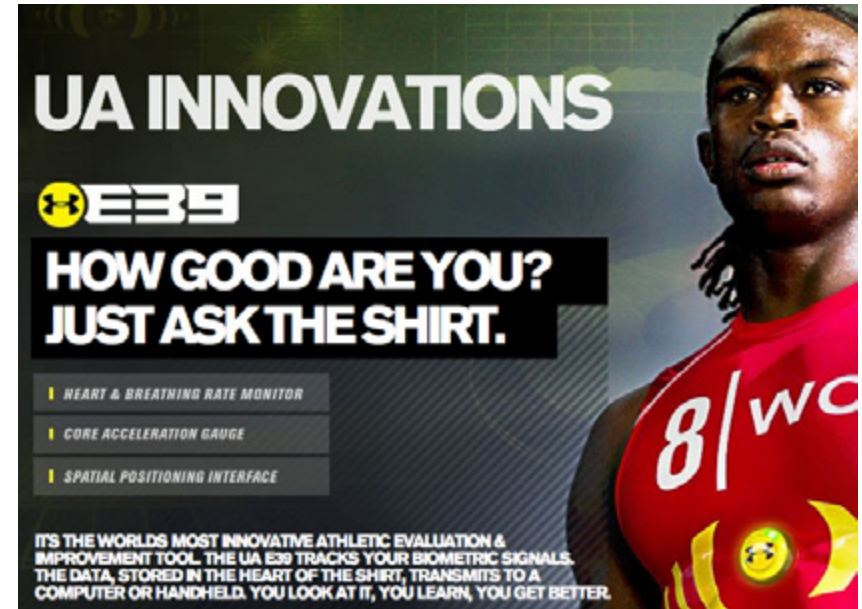


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70 SMART CLOTHING

We'll see garments help wearers monitor their bodies. Nyx Devices will introduce the Somnus shirt, developed at MIT, which can monitor sleep patterns. Sportswear brand Under Armour has the E39, a shirt with a removable sensor pack that provides body data (heart rate, temperature, etc.), which wearers review on their mobile device. A Jawbone bracelet similarly provides activity and sleep data. Reebok is developing concepts like leggings with accelerometers for measuring distance, and AT&T says it plans to sell bio-tracking clothes for athletes, first responders, military personnel and senior citizens.



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71 SMARTER CHECK-INS

Forward-thinking hotels and airlines are using RFID and NFC, combined with customer phones, to smooth and speed up check-ins. Qantas' frequent flyers now get an RFID-enabled card that functions as a boarding pass; they use it to check in at a kiosk upon arrival, then flight details are sent to their phone. Similarly, hotels including Starwood's Aloft and Aria in Las Vegas issue RFID loyalty cards that double as room keys (the Aria card also automatically activates in-room amenities, turns on lights, opens curtains and personalizes the TV). Hotels are also enabling guests to use NFC-equipped smartphones as room keys.



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72 SOCIAL SEATING

Watch for more booking agents to overlay the social graph, asking users to sign in with their social media accounts for the opportunity to handpick desirable seating arrangements. In 2011, Ticketmaster rolled out interactive seat maps with Facebook integration, allowing customers the chance to see where friends (as well as strangers) are sitting in a concert venue. KLM Royal Dutch Airlines is planning a similar initiative, giving flyers the chance to choose seatmates based on social media profiles.



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73 SOLAR GETS SIMPLER

Consumers and businesses will enjoy easier off-the-shelf options for solar power. 3M plans to begin selling a solar see-through film designed to be easily applied to any window. It reduces heat and generates power—a square meter is enough to charge an iPhone under peak sunlight. And Dow Chemical division Dow Solar is introducing a solar shingle that blends with traditional asphalt shingles and is easy to install and durable enough to walk on.



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74 SPIKING FOOD PRICES

As extreme weather wreaks havoc on crop yields, watch for already-high food prices to spike further thanks to droughts, flooding and other irregularities brought on by climate change. For example, Thailand, the world's biggest rice producer, is expecting smaller yields thanks in part to its disastrous floods. In the U.S., drought in Texas thinned cattle herds, which will likely push up beef prices by about 8%.



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75 SPLIT-PERSONALITY SMARTPHONES

As employees increasingly use their personal mobile devices for work (see BYOD), more services will enable people to toggle between business and pleasure while keeping them distinct, reducing the need for multiple devices. In the U.S., AT&T's new Toggle app allows users to easily switch from work mode to personal mode. In Germany, BizzTrust lets users turn their Android devices into secure "work phones" and sets up "work" and "personal" partitions for applications.



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76 STATIONERY

Paper fans, many of them Millennials, are dialing back on digital and penning notes sent through the mail. Etsy is packed with stationery products, and U.K. retailer John Lewis reported a 79% year-over-year increase in writing-paper sales in mid-2011. The further from email the better, with letterpress-printed cards and embossed papers especially popular; some stationery fans write with fountain pens. This ties into our 2012 trend Objectifying Objects, an embrace of the physical and tactile.



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77 STRIPPED-DOWN PRODUCTS/SERVICES

In line with Navigating the New Normal, one of our 10 Trends for 2012, more brands in more categories will embrace the idea of “pay less, get less,” with “less” referring to amenities, features, conveniences, etc. For example, U.S. gym chain Equinox launched Blink Fitness in 2011—very cheap fitness centers that offer the basics and nothing more. And hotelier Ian Schrager opened the first in a planned line of value-oriented hotels, dubbed Public, that “will only offer services that matter, those that guests really want and need rather than an array of superfluous services they do not use.”



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78 SUNDANCE LONDON

Robert Redford exports his influential indie festival from Utah to London in April. With a goal of creating a more diverse picture of American culture, Sundance London will screen films seen at the Utah-based festival three months earlier and feature live music, panels and other programming.



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79 SUSTAINABLE PALM OIL

The production of palm oil, an ingredient in everything from cosmetics to cookies to cleaning products, often results in deforestation and habitat destruction. Awareness of the issue is bubbling up, with manufacturers slowly switching over to sustainable palm oil or pledging to do so. Watch for brands to tout their use of GreenPalm certificates (akin to offsets)—e.g., in 2012, boxes of Girl Scout cookies will start bearing the logo—or conformance with various certification standards.

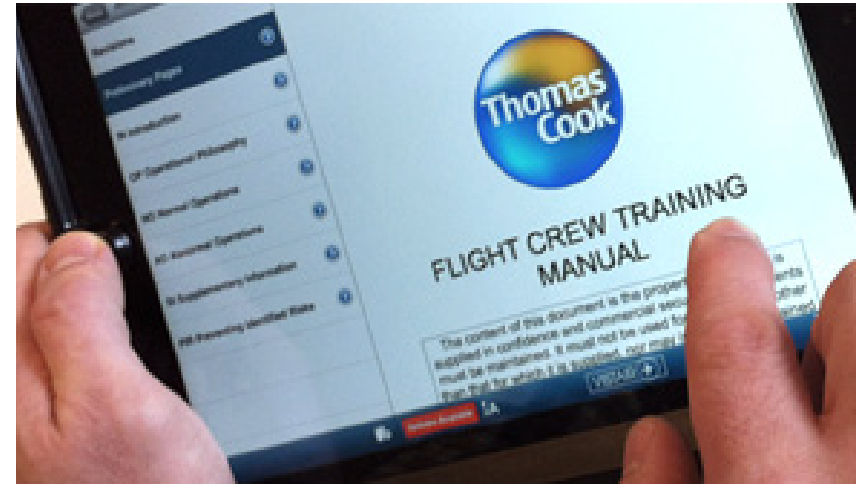


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80 TABLETS REPLACE PAPER

Businesses and governments are trading paper for iPads and other tablets, saving money and promoting efficiency. In the U.S., airlines are now allowed to rely on tablets instead of hefty onboard paper manuals, checklists and charts; Continental and United are among those decluttering their cockpits in favor of iPads. Amsterdam city council members now get iPads, retrieving documents through a custom app that other Dutch government agencies are set to adopt. Some American cities and states are doing or considering something similar.



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81 TAP-AND-PAY INCENTIVES

Tap-and-pay technology faces a chicken-and-egg problem, with retailers reluctant to foot the cost for terminals without clear shopper demand and consumers entrenched in their ways. Watch for the companies behind the technology to offer both groups more reasons for adoption, such as lower retailer fees on contactless purchases and loyalty rewards for participating consumers.



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82 A TITANIC ANNIVERSARY

The 100th anniversary of the Titanic's sinking, on April 15, will be marked with titanic goings-on. The eponymous James Cameron film will be released in 3D, and the director will host a National Geographic TV special on the topic. Titanic Belfast will open in Ireland ("the world's largest Titanic visitor experience"), and a host of centennial memorabilia will vie for aficionados' attention.



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83 TOKYO SKY TREE

At 2,080 feet, this tower will be the world's tallest when it opens in the spring, according to Guinness World Records. Tokyo Sky Tree stands 111 feet above the current record holder, China's Canton Tower, and is designed to withstand an 8.0 magnitude earthquake. The building will function as a broadcast tower and tourist attraction, with two observation decks and an enclosed walkway with a 360-degree view of Tokyo.



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84 TOM DALEY

At 14, the British diver was one of the youngest competitors at the Beijing Olympics. A world champion in the 10-meter platform in 2009, this teenager with a compelling backstory—he changed schools after being bullied and lost his father to cancer in 2011—will be aiming for gold before his hometown crowd at the London Olympics.



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85 TOYS FOR TABLETS

The next generation of kids entertainment combines tablets and toys to create a more physical-and-digital interactive experience. Toys that feature embedded sensors can communicate with an app on the tablet, like Disney's new AppMATEs range, which pairs toys based on characters from Cars 2 with an iPad game that turns the tablet into a road surface.

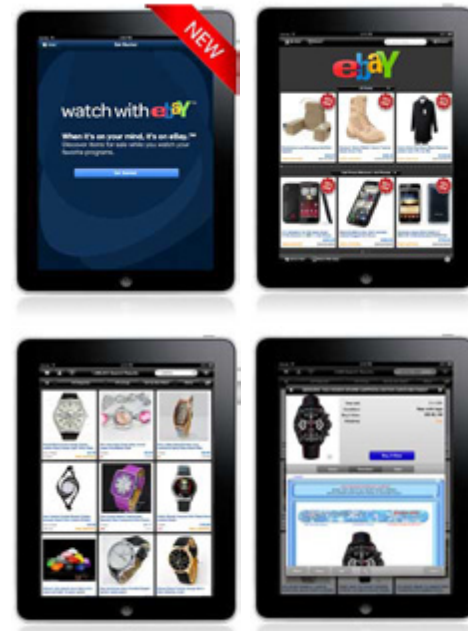


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86 TV COMMERCE

Retailers have been experimenting with selling products shown on television shows and commercials in real time: Old Navy partnered with Shazam, giving mobile users an easy way to buy featured outfits, and Verizon paired with TV Wallet to sell items seen on several History Channel shows. eBay, which plans a big push into TV commerce via partnerships with media entities, recently added a Watch With eBay feature to its iPad app. In 2012, watch for a gold rush as product placement deals open a new channel for retailers, media companies and app developers.



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87 “ULTRA”

For the past decade or so, everything from sports to drinks to couponing has been “extreme”—and when it’s all extreme, how to set oneself apart? By becoming “ultra.” Intel has trademarked “Ultrabook” for some of its next-generation computers, and Pennzoil is pushing its “Ultra” synthetic oil. Michelob Ultra light beer will soon have plenty of namesakes.



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88 UNWRAPPING THE PROCESS

We'll see more about the “making of” as consumers' expectation of Radical Transparency from brands and content creators evolves to include interest in the process behind the product. In October 2011, *The Guardian* began an experiment in opening up the news desk, showing what stories its reporters are working on and asking readers to tweet relevant suggestions. Lay's created a supermarket installation showcasing how its chips are made. And Rough Draft is a project in which visual artists and performers create pieces in front of audiences sans rehearsal.



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89 VDIO

Skype, Kazaa and Rdio co-founder Janus Friis is launching a TV- and movie-streaming service, currently in closed beta in the U.K. Watch for an interesting battle in that market as Netflix and rivals like Amazon's LoveFilm, which operates via Xbox Live, compete for home viewers.

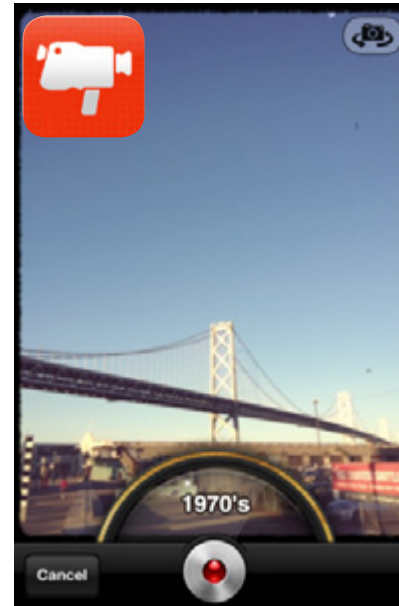


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90 VIDEO-GRAMS

Everything old is new again: Just as Instagram has transformed the way people show off their smartphone photos, new apps are doing the same with smartphone video. Viddy, Vlix and Socialcam allow users to easily add cinematic filters and music to their footage, then share it over their networks. And Instagram, which has racked up some 15 million users, looks likely to add its own video component in the future. Color, the much-hyped 2011 startup, is currently testing a Facebook app that enables mobile users to share live 30-second broadcasts.

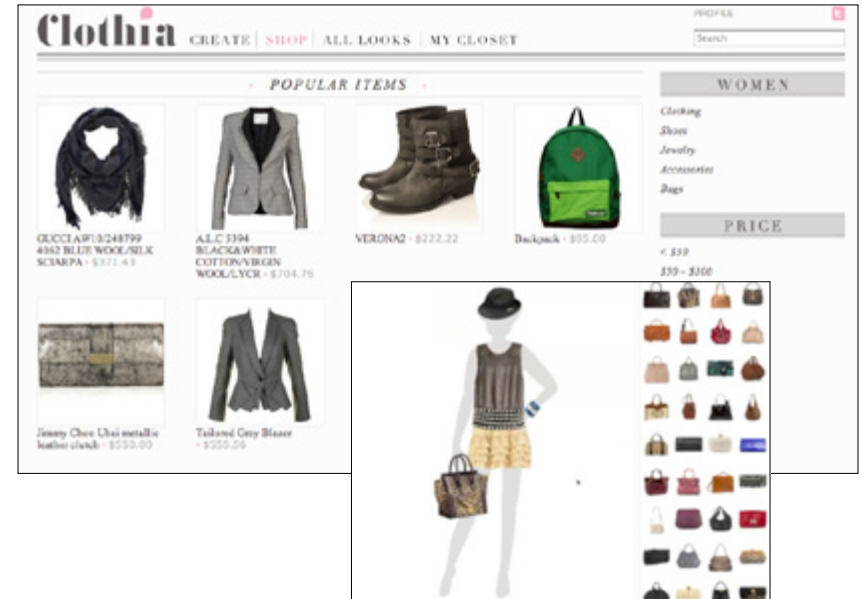


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91 VIRTUAL FITTING ROOMS

Variations on this have been promised for a while; now, the technology that allows people to try on clothes without leaving home is coming to market. Using augmented reality via a webcam, startups such as Clothia make it easier for online shoppers to see how they look in garments they like, pair these with clothes they already own and share results with their social network.

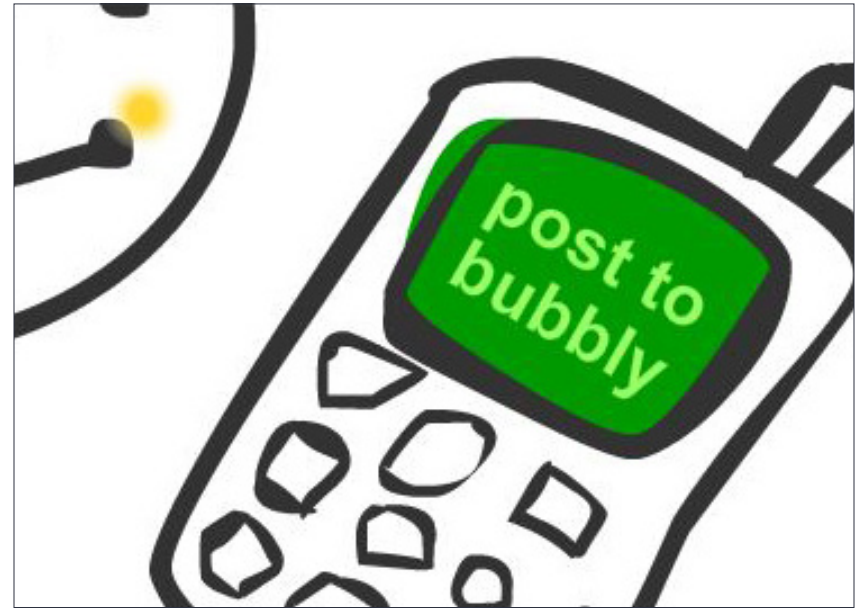


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92 VOICE-BASED MICROBLOGGING

The concept isn't new: Bubbly—a service that sends users texts carrying sound files from people they follow—was touted by some as the new Twitter back in 2010. Singapore-based Bubble Motion has now amassed 12 million Bubbly users in several Asian countries, including India, Indonesia and Japan, and is finally looking to go global with plans for iPhone and Android apps. Competitors in the space include Audioboo, as well as newcomers Yiip and QWiPS.



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93 VOICE CONTROL

Siri is just the beginning. Voice commands went mainstream with Microsoft's Kinect and then with Apple's feature for the iPhone 4S. Next, watch for spoken commands to control everything from thermostats to televisions—Apple's rumored TV is said to include voice recognition, and Samsung, LG and Sharp are among those planning voice-enabled TV sets and related products, perhaps making remote controls obsolete.



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94 WEB CHAT EVERYWHERE

New tools offer opportunities for social and informational exchanges across the Web. With the Web plug-in Tokkster, currently in beta, users can chat with others concurrently visiting the same Web page; it's billed as "a fun way to meet new people and make new friends while surfing the Internet." ChatID is a tool that allows brands to talk to interested shoppers on third-party sites (e.g., someone shopping for a Nikon on BestBuy.com could click a button to discuss products with Nikon employees).



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95 Wii U

Nintendo's highly anticipated Wii successor, scheduled to launch sometime in 2012, has a tablet-like control system that allows seamless game play between TVs and the system's touch-screen controllers. With the console market suffering from the rise of social games, Web-connected TVs and tablets, the industry will be watching the Wii U to see whether the category has a future in this new, hyper-connected world. And for Nintendo, which expects 2011 to mark its first annual loss in three decades, 2012 could be a make-or-break year.



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96 WOMEN-ONLY HOTEL FLOORS

With more women traveling solo, many for business, hotels from Vancouver and Copenhagen to Singapore and London are reviving women-only floors, an old concept once dismissed as sexist by the feminist movement. These offer more security—some hotels even require a key card to access the floor—and add room amenities like fashion magazines, hair tools (curling irons, flat irons) and additional hangers. Some hotels also provide female room attendants and tables for solo female diners, as well as networking events.



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97 YOUR PUBLIC STORY

The social network is fun, but so far it hasn't told the whole story of who you are as a person. Now, people will take more control over public profiles to tell their stories in new, unique ways. Indeed, Facebook is betting on it with its new Timeline. In 2011, Intel's "Museum of Me" touched on the idea of reshaping your public information, something Storyvite does for your professional story; about.me users create personal splash pages, and Cowbird enables users to craft public audiovisual diaries.

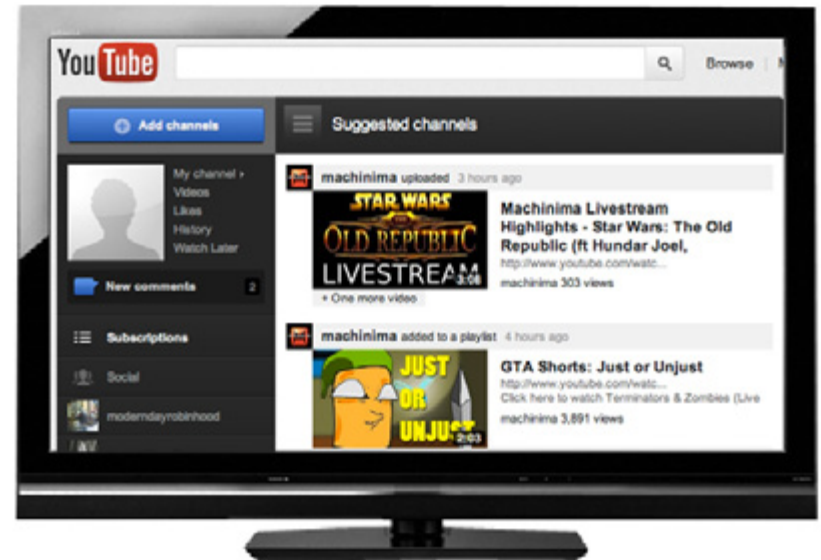


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98 YOUTUBE, THE NEW BOOB TUBE

With YouTube's new channel format making the site look more like a TV provider and Google TV struggling to catch on in the living room, the two may come together for one killer app for the TV. Now that it's spending millions on high-end programming, YouTube has something viewers are going to want to see on larger screens; parent company Google has a way to bring it to them.



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99 ZIMBABWE

Tourists stopped coming to Zimbabwe—where they can see Victoria Falls and some of Africa’s best game parks—as the country descended into political and economic chaos over the last decade. The economy is stabilizing, and as more tour operators resume Zimbabwe tours, travelers are on the uptick. “The country has the potential to once again be among the top tourist destinations in Africa,” says Euromonitor.



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100 ZINK

The name means “Zero Ink,” and Zink’s products are exactly that: printers that use a special thermal paper, requiring no ink or toner. Through partnerships with Dell and Polaroid, Zink markets a device that prints photos directly from a camera anywhere, easily. With \$35 million in venture capital funding and 180 patents to its credit, Zink will be expanding. Xerox might emerge as a challenger, with a rumored inkless printer of its own that uses wax sticks.



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