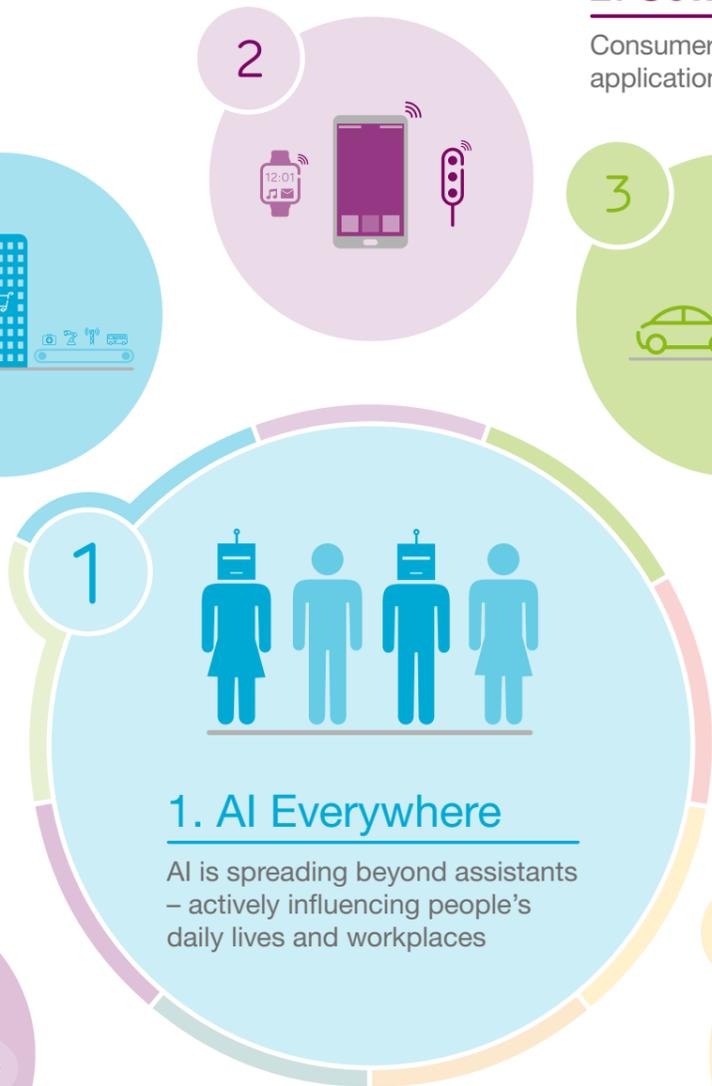


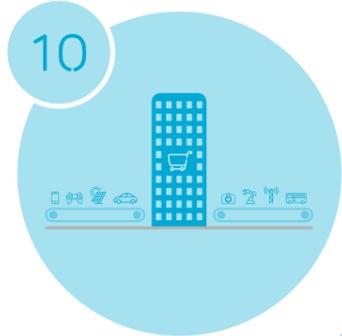


HOT CONSUMER TRENDS 2017



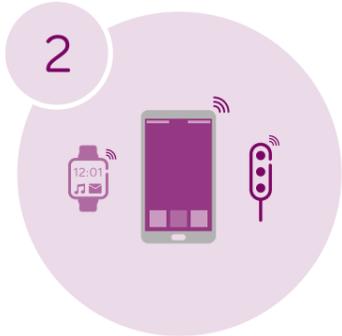
10. Big Tech for All

Most advanced internet users believe that in five years they will buy everything from the biggest five IT companies



2. Setting the Pace for IoT

Consumers are increasingly using automated applications, influencing overall IoT adoption



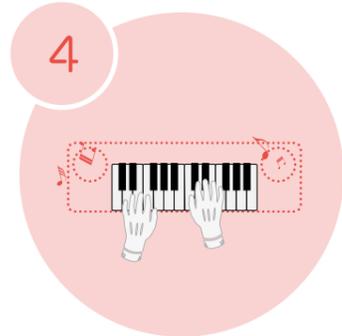
3. Pedestrians Drive Autonomous Cars

Autonomous cars could replace drivers – and pedestrians say this would make them feel safer



4. Merged Reality

Advanced VR users think virtual, augmented and physical reality will fully merge in only three years' time



5. Bodies Out of Sync

As autonomous cars and virtual and augmented reality become more common, consumers see motion sickness increasing



6. The Smart Device Safety Paradox

Phones help keep us safe, but consumers take more risks because they rely on smart devices



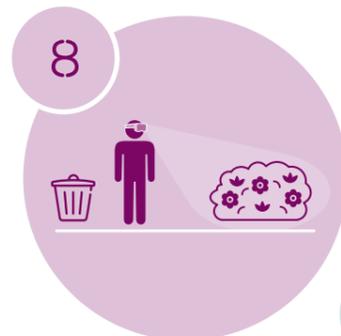
7. Social Silos

People turn their social networks into silos, limiting their exposure to opposing ideas



8. Augmented Personal Reality

Consumers want to use AR to customize the way the world looks around them



9. The Privacy Divide

Some people only want to use encrypted services, but others believe privacy no longer exists



1. AI Everywhere

AI is spreading beyond assistants – actively influencing people's daily lives and workplaces

