



retailing to the customer of one in the



INTERNET OF THINGS AGE

SNAPSHOT OF THE WPP THOUGHT LEADERSHIP EVENT

The Store WPP Event Report

October 2015



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not a big fish
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– and invite them in
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WELCOME TO THE

FUTURE

...or at least a taste of Things to come. The Internet of Things is already beginning to shake up not just the world of retail, but the way we live. WPP's recent interactive IoT thought leadership event, in collaboration with Intel, showcased some of the latest ideas and explored the implications of this huge technological shift.

This report captures the most salient points, curious facts and thought-provoking comments from the seminar. There are links throughout to videos of each session, which can all be viewed at www.internetofthingsage.com.

If you'd like to roll up your sleeves and experiment with what happens when "things" get smart, we've launched an Internet of Things Kit – a box of tricks we hope will spark creative exploration.

For a chat about how WPP and your business can explore the future together, feel free to contact me directly.

Best wishes



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**THE
SHAPE
OF THINGS
TO COME**

INTERNET OF THINGS:

The network of physical objects or 'things' embedded with electronics, software, sensors and connectivity to enable objects to collect data and 'converse', machine to machine...

...OR LIFE



HOW THE INTERNET OF THINGS WILL ROCK THE RETAIL WORLD

David Roth
 CEO
 The Store WPP, EMEA and Asia
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“Imagine a world where every single object will be smart and interconnected. That’s either very liberating or phenomenally scary.”

The connectedness of objects with the internet – and with each other – was the subject of a lively interactive event presented by WPP in London. Hosted by BBC Newsnight journalist Emily Maitlis, the event featured industry leaders and WPP experts discussing the latest ideas, insights and actionable learnings surrounding the Internet of Things.

Innovations ranging from smart pasta to connected cattle, touch-sensitive walls and robots that order your take-away and read to your children were all presented as portents of the future – a future in which connected ‘things’ promise to revolutionise the way people live, shop and relate to the brands they buy.

David Roth, CEO, The Store WPP, EMEA & Asia, described the meteoric pace of change, and the sense that we’re currently at an inflection point. While we are still adjusting to the creation and sharing of content across digital platforms, we must prepare for a world in which the majority of content will be created not by people but by things, and shared between those things.

“Just when we think we’ve understood one wave, another wave comes with another perspective and a new way we can talk to consumers, have a relationship with them and build brands,” he said.

The implications of such change for the world of work came under the spotlight at the event, along with the challenges and opportunities for advertisers at a time when products will reorder themselves as they run low, and no one need ever make a shopping list again.

Speakers looked at digital security and people’s willingness to share data in exchange for a tailored experience, the value of innovation to brands, and the need to see value in consumer relationships that endure well beyond the point of purchase.

FAST FACTS:

- In 2005 there were already more things than people connected to the internet
- By 2020, there will be 50 billion connected devices
- 7% of consumers own a wearable device; that will be 28% by end of 2016
- Devices for connected homes will be a \$490 billion market by 2019
- Fewer than 1% of ‘things’ that could be connected currently are; the potential is vast



Watch the video:
<http://bit.ly/1jsCfPw>

Download the presentation:
<http://bit.ly/1NMe6Ae>

BE A FAST FISH....



Joe Jensen
Worldwide VP and General Manager
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Intel
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...NOT A BIG FISH



Consumer expectations are being driven ever higher by the advance of technology, and few businesses are keeping up, much less managing to get ahead of rising demand, Intel's Joe Jensen said.

Jensen, who is Worldwide VP and General Manager for Intel's Retail Solutions Division, said too many businesses stopped at 'good enough', and had little understanding of how today's consumers regarded them.

Consumers were not, he said, any longer amazed at being able to buy from their smartphone or at getting same-day delivery. Instead, they complained that the Wi-Fi was too slow on the plane. "Capability comes up and that that's the new baseline," Jensen said. "Next week, that bar's going to go up again." Businesses need to move with the same rapidity; while it used to be the case in business that the big fish ate the small fish, now it's the fast fish eating the slow fish.

"Be the fast fish," said Jensen. "A lot of people (in retail and brands) seem wedded to the old ways of doing business and don't realise they need to be the fast fish to win.

"The people who look at inflection points and look at how they can take those changing attitudes and deliver to those are the big winners." Those who stick to their old ways risk losing out.

Retailers can use technology to help deliver the kind of personalised service that is possible in the best single-store, owner-run outlet; each shopper can be offered something that fits them, suits them, that they'll like and is in stock – rather than the "shotgun approach" to targeting and discount that currently prevails, Jensen said.

Now, he said, technology is affordable, usable and accessible enough for brands and retailers to use data, connected devices and analytics to get closer to the perfect shopping experience for consumers. "The internet of things is going to enable you to do amazing things."



Watch the video:
<http://bit.ly/1jHotbg>

Download the presentation:
<http://bit.ly/1jHoxaY>



THE PRIVACY TRADE-OFF

Andrew Curry
Director
The Futures Company
Andrew.Curry@thefuturescompany.com



Most people's lives are not yet ready for a world that's fully connected in the way that the Internet of Things promises to be, though niche markets are opening up. Andrew Curry, Director of The Futures Company, said that like all new technologies, the Internet of Things needed to meld with consumers' evolving homes, habits and attitudes.



Watch the video:
<http://bit.ly/1VWTIWQ>

Download the presentation:
<http://bit.ly/1Le2emx>



The IoT raises all sorts of questions about privacy and people's ability to control their own lives – questions that individuals have complex answers to. Most people say they're concerned about privacy protection online, and in Europe up to 80% say this is a worry. Yet when the department store Target was hit by digital fraudsters and customers' payment data was breached, the brand attracted plenty of social media anger but saw no drop-off in business. Consumers seem to accept there is always a degree of risk. And, as John Naughton, professor of the public understanding of technology at the Open University, said when Jeep Cherokees were hacked, "There is no such thing as a perfectly secure networked device."

Five to 10 years from now, Curry said, there would be a "pivot to passive involvement" with the internet; rather than seek out what they want online, consumers will be served what they need by algorithms, which people will trust provided three rules apply: utility is high, so people get something they value; the perceived risk of something going wrong is low; and there's a low level of "creepiness". Curry's own Garmin cycling GPS tracker is one device that already ticks all three boxes.

While there is concern about privacy, a significant proportion of consumers, especially the young, want more technology to help them manage their daily lives, be productive and improve themselves. "There's a social desire to adopt the sorts of technologies that the IoT should enable," Curry said. "Successful devices are already out there, finding their niches and finding their way round things. I think we're going to see a short run of broadly single-purpose devices which work very well, and the complex stuff is going to take a while to arrive."

AVOIDING THE CURSE OF THE KITCHEN DRAWER

David Wright
Head of Innovation
Kantar
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“THE PROMISE OF IoT IS IN MOVING AWAY FROM SNAPSHOTS TO GETTING A 24/7 UNDERSTANDING OF PEOPLE.”

David Wright, Head of Innovation at Kantar, pointed to huge potential for the Internet of Things to revolutionise research, by reflecting the entirety of people’s lives through listening, rather than asking. Those businesses that manage to find the “sweet spot” of ultra-personalisation – using the data of one to reach the customer of one – without registering on the

“creep-ometer” will succeed, he said. Others will be bought for their novelty factor and then gather dust in a kitchen drawer.

A combination of algorithms and human input, such as the consumer reviews that contribute to Amazon’s highly successful recommendations, are a powerful model for the future, he said,

pointing to big potential in healthcare in particular for utility to outweigh privacy concerns. He told the story of American Dad and engineer John Costik, who created his own IoT device to upload his diabetic son Evan’s blood sugar readings to the cloud, so he could monitor them while away on business. Within a year, there was a community of 10,000 people doing the same.



Watch the video:
Download the presentation:
<http://bit.ly/1VWTxW1>

“NO ONE WANTS TO BE NOTIFIED BY THEIR WASHING MACHINE EVERY TWO SECONDS THAT THE CYCLE’S HALF-WAY THROUGH.”

PURCHASE PATH EXTENDS BEYOND THE SALE



Jon Hamm
Global Executive Creative Director
Geometry Global
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In the old days, the route from product consideration to purchase was a linear one, usually helped by some above-the-line advertising. Now, there are many interconnected points of influence on decision-making, not all of them equal and, crucially, not all of them before a transaction takes place.

Jon Hamm, Global Executive Creative Director at Geometry Global, explained there was a new role for brands in the connected ecosystem.

For non-emotional categories, or everyday items that shoppers would be happy to have automated, either by a connected appliance or some other means, Hamm said brands needed to work closely with retailers and manufacturers of other products to become part of an automated purchasing system. A detergent brand might link up with a washing machine maker whose machines automatically re-order after a heavy washing day.

For more emotional categories, there is a place for brands to provide reassurance after purchase, creating complementary services that enhance the user experience and build long-term engagement. Intersport, for instance, offered discounts on running gear for customers who had tracked their runs in the shape of their favourite sports brand logo; the longer the run, the bigger the reward.

THE EXTRA MILE



Watch the video:
<http://bit.ly/1VWTCJb>

Download the presentation:
<http://bit.ly/1QAtE7B>





ACCELERATING HARD FROM A SLOW START

Neil Bruce
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ON THE INTERNET OF THINGS TIME LINE,

It's early days for the Internet of Things but Neil Bruce, Head of Mobile, UK at Mindshare Worldwide, says the engines of progress are revving hard. In early 2014, just 2% of British adults had a wearable device. By the start of 2015, that figure was up to 12%, and by early 2016 it will be between 18 and 25%. Global investment in IoT ventures was just under \$1 billion last year.

Smart watches will join smart phones as the remote controls of the Internet of Things as the range of connected 'things' extends from cars and wearable cameras to connected fabrics and even mood rings that could sense when you're feeling down, and hook up with an entertainment provider to offer you a comedy film.

For now, though, media agencies and client brands are not planning machine-to-machine communications campaigns. "We're not thinking of how we're going to advertise to your washing machine or your fridge to try and sell additional products," Bruce said.

WE'RE AT 5.30AM ON DAY ONE

So, what's the opportunity for advertisers? "In a nutshell, it's data," he said. "Having vast data sets coming back from these objects, with geo-data, biometric and behavioural data, and combining these data sets in a really powerful way."

Mindshare is working with tech partners on the future of connected cars, and with sportswear client Under Armour on connected fitness.



Watch the video:
<http://bit.ly/1OyM5fx>

Download the presentation:
<http://bit.ly/1G9AK2R>

MORE THAN YOUR JOB'S WORTH

Lord Wei of Shoreditch
Philip Moynagh, Vice President
Internet of Things Group, Intel,
Ofer Klein, Founder and CEO, kwik,
Szymon Niemczura, Founder, Kontakt.io
Andrew Purcell, CEO & Founder, Child Angel



WHAT HAPPENS WHEN THINGS ARE SMARTER THAN PEOPLE



“As more robots or algorithms start to do the work that humans used to do, what do we pay humans to do? And, can they earn enough from those things that are left to actually make a decent living?”



The rise of robots and smart technology is already shaking up the labour market, with some long-standing jobs verging on obsolescence, and new posts being created.

“I don’t think a lot of people know this but in the last five years, something like a third of PA roles have disappeared,” said Lord Wei of Shoreditch, a member of the British House of Lords and an adviser to the government on the “Big Society”. “I think we’re on the cusp of a massive shift that’s already started to have huge implications.”

Efficiencies could bring opportunities, however, and there is a significant role for people in monitoring the machines; good business required a blend of human intelligence and technology, Lord Wei said.

“Bizarrely, I think the more we automate or commodify life and products and work, there are opportunities for other kinds of work that are very interesting and create the serendipity and the interest that makes things like consumer interaction interesting.”



Watch the video:
<http://bit.ly/1OyMazV>



Lord Wei is one of the key movers behind Maker Wharf, a project to inspire and train the makers of tomorrow. “We need to help people figure out there are other jobs coming, but you need to help people get ready to step into the new world,” he said.

Talented people are at the heart of innovation and its application, Szymon Niemczura, the founder of beacon technology company Kontakt.io, told a panel discussion. “The main challenge is how do you energise people about your technology, how do you innovate enough to stay ahead of everyone? We need to be absolutely focused on the quality of the people we hire.”

Markets and industries have successfully adapted in the past, but never before at such a pace, said Philip Moynagh, VP Internet of Things at Intel. “It means we have got to do what we did several times before, but we have to be real sharp and smart about it and it absolutely involves us understanding, not resisting, the reality of change, making sure that we are paranoid enough to make sure we don’t screw up and make sure we’re open enough that we leverage this for the benefit it is.”

The paranoia of the entrepreneur is held in balance by their passion for their business, said Ofer Klein, Founder and CEO, kwik, a one-click ordering system for household essentials and services. “Every day, you think ‘am I going to have business or not, how do I make it better, how do I find the right people?’ ... you need to truly believe in what you do.”

WHAT'S THE BIG IDEA?

James Bidwell
CEO
Springwise
James@springwise.com



“The technology is there, without a doubt, but the customers aren't quite there yet,”



JIBO



James Bidwell is the CEO of Springwise, so is at the cutting edge of all things innovative, having been an early proponent of the likes of Facebook long before the rest of us imagined a little blue thumb could become a powerful international symbol. He sees the Internet of Things influencing new product design all over the world, driving brand value through innovation.

“The technology is there, without a doubt, but the customers aren't quite there yet,” he said. “The home as the new channel is a fascinating discussion point for retailers. We're quite a long way from all of us changing all the appliances in our homes ... but it will come very, very fast. What we're seeing in the interim is a raft of ideas that are basically retro-fitting the home.”



IoT HOT SPOTS FROM SPRINGWISE:

- Push' a device from South Korea that attaches to any appliance so a button can be pushed remotely
- A digital key chain from Finland so computer users can take their online cookies to the mall for personalised offers
- Jibo, a social robot that uses facial recognition to become a voice-activated, hands-free home helper and 'member of the family'
- A 'Dash' button on washing machines so householders can re-order laundry products from Amazon in a click



Watch the video:
<http://bit.ly/1LxGnbk>

Download the presentation:
<http://bit.ly/1LS9RCQ>

LEARNING TO LET GO

David Brebner, Founder, Umajin
 Steve Newbury, Williams F1 Advanced Engineering
 Andy Jones, Salmon



TRUST AND THE RISE OF THE MACHINES

A panel discussion brought together David Brebner, Founder of Umajin, Steve Newbury of Williams F1 Advanced Engineering, and Andy Jones, Salmon to discuss the way people will interact with intelligent machines as they become mainstream.

Trust, they said, would come gradually; just as consumers learned to trust online shopping and then online banking, they would welcome robots into their lives, whether humanoid forms they begin to have a relationship with, or as purely functional smart machinery. "The tipping point is different for each technology," Brebner said. "People learn to trust when they see it works."

But would art made by a robot still be art? Would we want robots instead of soldiers making life and death decisions and, in surgery, would we actually be safer if we removed the human element?



Download the
 Salmon Technology
 for Ecommerce
 Report 2015:
<http://bit.ly/1kpSayg>



Watch the video:
<http://bit.ly/1RMvJOU>



BEWARE THE LITTLE GUYS...



Hannah Blake
Open Innovation Director
MEC Global
Hannah.Blake@mecglobal.com



...AND INVITE THEM IN

“We’re not all going to have our companies completely disrupted, but what might happen is start-ups will begin to break down little bits of our business.”

Start-ups don’t all pull the rug out from under a multinational, said Hannah Blake, Open Innovation Director with MEC Global. But some make a significant grab for their market share, and every now and then, one start-up becomes a “super unicorn” that changes consumer behaviour entirely. Think Microsoft, Google or Facebook.

For established businesses, particularly those in retail, the focus now should not be on trying to spot the next unicorn, but being wary of the effect they can have on established markets, and considering the value of working in collaboration with start-ups.

“All these companies aren’t necessarily going to be the next P&G, but they could take significant slices off big companies’ markets,” Blake said. The Dollar Shave Club quickly went from tiny player to taking a chunk of Gillette’s giant market share, while UberRUSH and Doodle are challenging established couriers.

By inviting in start-ups for collaborative projects or business incubation, many big businesses are already benefiting from an injection of entrepreneurial dynamism and launching new projects as a result. Unilever, for instance, has partnered with Digital Genius to come up with Chef Wendy, a digital recipe generator that suggest something for dinner based on what an individual has in the fridge that day – and includes a Knorr ingredient.



Watch the video:
<http://bit.ly/1jHqjJk>

Download the presentation:
<http://bit.ly/1jHqpAq>

5 TIPS FOR WORKING WITH START-UPS:

1
PAY FAST
They can’t wait 90 days

2
SAY YES OR NO
Appoint a key decision maker

3
RING-FENCE THE BUDGET

4
GIVE STAFF AN INCENTIVE TO BE BOLD

5
BE HONEST

THE 3 RULES OF IoT SUCCESS

Chris Perry
CEO
Wunderman
Chris.Perry@wunderman.com



**“IT’S NOT WHAT YOU SAY
OR WHAT YOU DO THAT
MAKES PEOPLE REMEMBER
YOU; IT’S THE WAY YOU
MAKE THEM FEEL.”**



There are plenty of clever tech ideas, but only some of them become a real hit. Chris Perry, CEO of Wunderman, gave these three rules for avoiding the novelty scrap heap.

BE RELEVANT

You have to be more interesting than someone’s smartphone to **even** get noticed. Then, bring data sets together, find the humanity within them, and apply insight in a rich, relevant way.

HAVE INTEGRITY

“When you’re in, you’re **very** in, when you’re not in, they filter you out,” Perry said. Ad blockers are **on the rise**; consumers, especially the young, only welcome the brands they believe in.

BE EMOTIONAL

This is the key to being memorable and forming an enduring bond. Uber and Airbnb users don’t just **get a ride** or somewhere to stay – they feel good about being part of a community. “The more you put into the network, the more you get out of it. And if you trash an Uber cab or Airbnb flat, you’re impacting on the network and the network reacts to you.”



Watch the video:
<http://bit.ly/1RMvS4R>

Download the presentation:
<http://bit.ly/1RMvWkY>



STORED POTENTIAL

Boren Novakovic, Head of Digital, Kimberly Clark EMEA
 David Sharp, Head of Ocado Technology 10x
 Joe Jensen, Worldwide VP and General Manager for
 Retail Solutions Division, Intel
 Jon Bird, CEO, Y&R Labstore Global



REVOLUTION IN RETAIL



This panel discussion looked at the idea that technology would help turn physical retail spaces into more exciting, social spaces, and at the same time would remove much of the need for people to enter a store because they can do it all from their home. Or, in an IoT world, the home can do it for them.

But could both these developments co-exist, asked host Emily Maitlis. They would have to, panellists said.

"Today's consumers are really insistent that they're going to do things the way they want at that moment. Sometimes that moment will be social and retail therapy, sometimes it'll be 'I don't want to deal with this right now, I just want it to show up,'" said Joe Jensen, Worldwide VP and General Manager for Intel's Retail Solutions Division.

Boren Novakovic, Head of Digital, Kimberly Clark EMEA, said it was in the space between the automated shop and the fun, social and physical shop

that some brands and retailers would struggle to differentiate themselves.

David Sharp, Head of Ocado Technology 10x, whose company this year is using as many robots as people

*"We're social people
and we crave attention
and relationships;
technology done best
is really enhancing
that connection."*

Joe Jensen

in its warehouse, said he could foresee online shopping becoming a social activity, where friends could see in

each other's baskets and chat as they went. "As it gets easier and easier to do the mundane things like getting your shopping or managing your house, it should free up more time for social engagement with people."

In other cases, technology is taking not just the boredom but the real struggle out of shopping for some people. Y&R Labstore Global CEO Jon Bird said his team in Singapore had worked on beacons in shopping malls linked up with smartphones to guide visually impaired shoppers as they moved about. "It's a different way of thinking about the application of the Internet of Things," he said.

Advertising in this new retail world will require brands to embed themselves in content, to become better storytellers, and to engage consumers in a way that's more creative, interesting and relevant to the individual, panellists said. Relevance was the key to acceptance. "If there's a pay-off, the consumer will want to be involved," said Bird.



Watch the video:
<http://bit.ly/1GKiJ5L>

LIFE IN FLUX — ACCEPTING THAT THE JOB IS NEVER FINISHED

Tim Greenhalgh
Chairman and Chief Creative Officer
Fitch Worldwide
Tim.Greenhalgh@fitch.com



RETAIL IN THE FUTURE IS GOING TO BE IN A CONSTANT STATE OF BETA



The advent of the Internet of Things is changing not only product design but demanding an entirely new approach to design thinking. Tim Greenhalgh, Chairman and Chief Creative Officer of Fitch Worldwide said retail design could no longer be about creating either beautiful destination stores in the physical world or clever apps for online shopping; everything now has to work in concert to cater to every possible way shoppers will be able to buy.

“Retail, at the end of the day, is about people ... the experience of shopping and when they spend time with you, whether at home or outside,” Greenhalgh said. Shopping has

evolved from personal service in a small store, to self-service in a bigger outlet, to the next step of automated shopping; successful retail in future needed to link the best of all those worlds. He said automation must be tempered with sociability and service, so the result is neither fusty nor impersonal.

Retailing is a blend of art and science, Greenhalgh said, and the science doesn't always work. Be mindful of points of frustration for shoppers, he warned. The art aspect of the equation is what he calls “continuous thinking”. “We think continuous thinking is the art of retail and the undeniable future of all things retail.”

THE 3 ELEMENTS OF CONTINUOUS THINKING:

BE RELEVANT

Behaviour. Understand people's behaviour through the lens of their lives, not the lens of an individual platform. Consumers are moving from thinking “what can I buy from you?” to “what can I experience with you?”, which requires a new focus on the after-sales experience. If they dream of getting fit, for instance, a sports brand's impact is less about new trainers and more about a community of runners and health tips that a person can access after the purchase.

CONTINUOUS IDEAS

Retail in future is going to be in a constant state of beta. There will never be in the future a store that is built and it's finished; the ability to adjust for constant innovation needs to be built into retail.

CONTINUOUS TESTING

Test and update all the time, not just digital interfaces but the entire shopping experience. Consider how often, for instance, staff receive advice on customer service.



Watch the video:
<http://bit.ly/1ka45Qz>



Download the presentation:
<http://bit.ly/1X9ffTW>

THE FUTURE IS NOW

David Roth
CEO
The Store WPP, EMEA and Asia
David.Roth@wpp.com



NOBODY HAS ALL THE ANSWERS, BUT WE'RE ALL IN THIS JOURNEY TOGETHER



Two creations to inspire further innovation were launched at the conclusion of the event.

WPP's David Roth presented the Internet of Things Innovation Kit, a set of sensors and other hardware that encourage creative experimentation, enable fast prototyping of connected objects, and make IoT development as simple as adjusting an image with Photoshop. Created in co-operation with Umajin, the kit is available to order now; version two is in the pipeline and will feature a robot structure with customised, 3D-printed skin.

Smart Packaging was also launched, in collaboration with T-ink, linking everyday items as mundane as a toothbrush with the internet through web-enabled ink on the packaging. This creates a new channel through which brands can communicate with the people who buy their products. A pasta pack could offer recipe ideas, a cereal box could give you a game to play over breakfast, and a dress could tell you the story of its design and the source of the fabric. Content could be tailored according to what is known about a person or household, along with the time of day, weather and other data points. Smart Packaging, combined with a smart home surface, such as a bathroom cabinet, could even monitor its own weight, and reorder itself when it's running out.

"It's fair to say that nobody has all the answers," Roth said. "We're all in this journey together...to try and create some of the solutions engagements, the new way of doing things, the continuous learning, the ability for every single surface, every single store, every single product and every single pack to be a way we can grow and develop the relationship that you have with your consumers and your consumers have with your brands."



Watch the video:
<http://bit.ly/1KdwpGJ>

Download the presentation:
<http://bit.ly/1Rf2RxN>



IN ASSOCIATION WITH



THE STORE WPP
THE WPP GLOBAL
RETAIL PRACTICE

SOLUTIONS POWERED BY

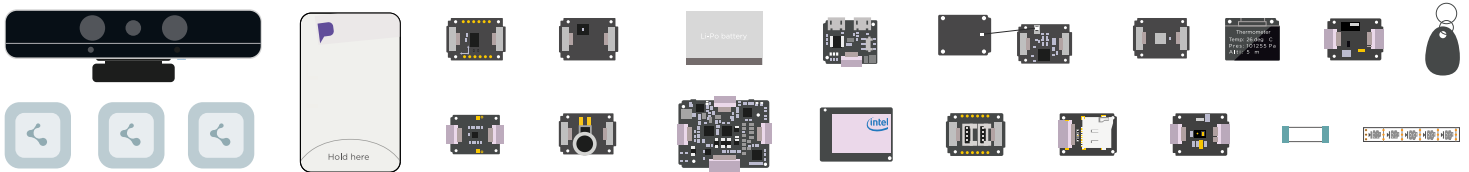
GOT AN IoT IDEA OR CLIENT BRIEF?



The Store WPP Internet of Things Innovation Kit ...For Designers and Planners, Not Engineers.

internetofthingsage.com/iot-kit

Available to pre-order now.



A Futurecasting report by Intel Labs and The Store WPP

A VISION FOR THE FUTURE OF SHOPPING

A must for retailers that want to thrive through this period of transformation rather than just survive.



Download your copy of the report:
<http://bit.ly/1LDRPPh>





SMART PACKAGING MADE WITH REALLY SMART INK!

WATCH THE VIDEO <http://bit.ly/1ORKy2x>



BROUGHT TO WPP COMPANIES BY

THE STORE WPP THE WPP GLOBAL RETAIL PRACTICE

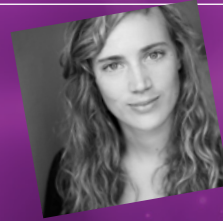
TOGETHER WITH



AND



WHERE IoT CAME TO LIFE



ual: university
of the arts
london
central
saint martins

Produced by: Ged Matthews
Directed by: Laurence Chater
Starring: Francis Lovehall, Eleanor McLouglin,
Anna Procter & David Tudor
Set and Lighting Design: Fridthjofur Thorsteinsson



SMART EVERYTHING EXPERIENCE

The interactive “fashion-esque experience” featured an eclectic mix of concepts, products, applications and ingenuity that showed how we could revolutionise the way we sell and build brands. From smart shelves, wearables, smart packaging to, well, smart everything...

Some of the ideas, concepts, products and innovations we revealed made us gasp... some made us laugh... and some made us think we should be implementing them now...

...But combined they told a theatrical story of what The Future of Retail in an IoT World could be. And where the opportunities lie.

ELLIE MATHIESON Project Manager
STEFAN SLONECZNY Events and Experiences Executive
Central Saint Martins
ANDREA SALAZAR Production Manager
HETTI CURTIS Stage Manager
LISA BERRYSTONE Assistant Stage Manager
RUTH PERRY Assistant Stage Manager
KIRSTY HARRIS Props Master
SARAH READMAN LED Engineer
SDNA Projection Design
BEN DONAHUE Head of Lighting
DAFFYD GOUGH Sound Engineer
LUKE CUNNINGHAM Venue Technical Manager
ALEX HOPKINS Flyman
NAT JONES Operator
DORA VERÓNICA SIMSON Hair and Make Up

With special thanks to
Tommy, Marcus and Alex at Holition
Fabio Piras
Tim Hoar, Luke Whitehead, Anna Kolosova and
Georgina Bourke at UAL Futures



Watch the Smart Everything
Experience here:

<http://bit.ly/1GusSsD>





RESOURCES:

internetofthingsage.com

Here are a selection of some of the companies and ideas that were mentioned, shown or featured in different ways across the entire Internet of Things event.

Doppel

TEAM TURQUOISE
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www.tturquoise.com

Sense Haptic Navigator

UAL Futures and The Store WPP Future Retail competition second place winner
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Customer Engagement Hub

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One-click Purchasing

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Ofer Klein
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E-reflexo

UAL Futures and The Store WPP Future Retail competition commendation
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Smart Shelf

BARROWS
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Search GPS Surf Watch

RIP CURL
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Awear: Frequent Flyer for Fashion

AWEAR SOLUTIONS
Liron Slonimsky
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Shape Shifters Dress

UAL Futures and The Store WPP Future Retail competition entry
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Cycle Surfing Soho Hunt

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Swippi Local Loyalty Card

SWIPII CARD
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www.swipiicard.com

Nest

Google
nest.com

Smart Alarm Clock

Sport.com
sport.com/smart_alarm_clock.html

Connected Fragrance

5th Screen Digital
Keith.Kelsen@5thscreen.com
www.5thscreen.com

Genie

White Innovation
www.geniethefreshway.com

Smardrobe:

The Connected Wardrobe
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Smart Umbrella

Kisha
www.getkisha.com

Screening Hood – Stealth Wear

Adam Harvey
www.ahprojects.com

Screening Hood –

UnPocket stealth fabric
The Affair
www.1984.the-affair.com

Project Jacquard

Google
www.google.com/atap/project-jacquard

Intelligent Self-Learning Vehicle

Jaguar Land Rover
www.jaguarlandrover.com

Social Cycle Cape

Social Cycle
www.socialcycle.co

Artificial Intelligence Operating System

Airocorp
www.airocorp.com

Mood Jumper – XOX Emotional Technology Platform

Studio XO
www.xoxemotionaltech.com

Mood Jumper – GER Mood Sweater

Sensoree
www.sensoree.com

Snapdress

ASAP 54
www.asap54.com

Smart Jewellery – MICA (My Intelligent Communication Accessory)

Opening Ceremony
www.openingceremony.us

Smart Jewellery

Ringly Smart Jewellery
Ringly
www.ringly.com

Actv8me: Marrying the Power of TV with Digital Analytics

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Basis Peak

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Child Angel: Child Locator

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www.child-angel.com

Cimagine: Bringing Intuitive Augmented Reality to Retail

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Kontakt.io Beacons

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Lyst.com: Big Data Visualisation

Holition
info@holition.com
www.holition.com

Magic Mirror

Mirum
newbusiness.london@mirumagency.com
www.mirumagency.com

Open Bionics: Affordable Bionic Hands

Open Bionics
www.openbionics.com

Rebecca Minkoff: Connected Store

eBay Labs
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labs.ebay.com

Spider Dress

Intel
http://iq.intel.com/smart-spider-dress-by-dutch-designer-anouk-wipprecht

Tapit

Tapit
andrew@tapit.com.au
www.tapitww.com

Smart Packaging / Touchcode cards

T-ink
www.t-ink.com

3D Hubs: Local 3D printing services and 3D printers

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Living History: Union Station App

VML
http://www.vml.com/news-and-trends/articles/new-app-living-history-showcases-history-kansas-citys-union-station