

MEDIA | MODUS | INVOLVEMENT
1.0 | LEAN BACK | 



**WEB OF CONTENT
ATTENTION**

INTERNET
 TV
 PRINT
 OUTDOOR
 E-MAIL
 SEARCH
 RADIO

MEDIA | MODUS | INVOLVEMENT
2.0 | MOVE FORWARD | 



**WEB OF COMMUNICATION
EMPOWERMENT**

WEB 2.0
 UGC/VIDEOS
 WEBLOG
 INTERACTIVE OOH
 INSTANT MESSAGING
 CROWDSOURCING
 PODCAST
 SOCIAL NETWORKS
 WIKI
 VIRALS
 SOCIAL COMMERCE
 AUCTIONS
 WIDGETS

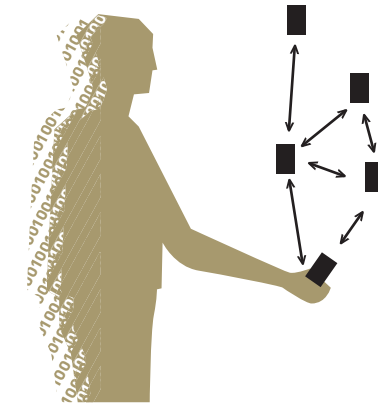
MEDIA | MODUS | INVOLVEMENT
3.0 | JUMP IN |  ...TEMPORARY...



**WEB OF CONTEXT
IMMERSION**

WEB 3D
 CINEMATIC GAMES
 SEMANTIC WEB
 HOLO ENTERTAINMENT
 3D CHAT
 SMART SEARCH
 HOLO TV & GAMING
 VIRTUAL WORLDS
 SMART AV EXPLORATION
 MMORPG
 VIRTUAL SHOPPING
 SMART ADVERTISING
 CONSOLE
 GAMING
 GESTURE CONTROL

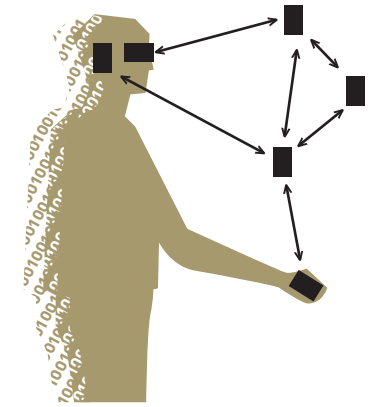
MEDIA | MODUS | INVOLVEMENT
4.0 | ALWAYS ON |  ...PERMANENT...



**WEB OF THINGS
CONNECTIVITY**

OUTERNET
 AUGMENTED REALITY
 PRINT PLUS
 OUTDOOR INWORLD
 HYPERLOCALITY
 GEOSPATIAL WEB
 CONNECTED SPACE
 AUGMENTED GOOGLES
 AI AGENTS
 ULTRA LOCAL NETWORKS
 CLOUD COMPUTING
 VOICE PROCESSING
 WEARABLE TECHNOLOGY
 MOBILE COMMUNITY
 TACTILE INTERFACE
 FACE RECOGNITION
 OBJECT RECOGNITION
 SHY TECH

MEDIA | MODUS | INVOLVEMENT
5.0 | PLUG IN |  ...IMPLANTED...



**WEB OF THOUGHTS
EXTENSION**

BRAIN COMPUTER INTERFACE
 TOTAL IMMERSION
 ACTIVE CONTACT LENSE
 AUGMENTED VISION
 TELEPATHY
 NEURO WEB INTERFACES
 5 SENSE IMMERSION
 CLAYTRONICS
 ARTIFICIAL BRAIN
 REAL WORLD AVATARS
 NEUROBOTS
 NATURAL LANGUAGE PROCESSING
 NEURO ENHANCEMENT
 EYECCHIP
 IMPLANTS
 HUMAN TECHNOLOGY CONVERGENCE
 FULLBODY PROSTHESIS
 VOICELESS COMMUNICATION
 BRAINWAVE CONTROL
 HUMAN 2.0