INTERNET OF CARING THINGS

Why consumers will embrace connected objects with a clear mission: to actively care for them.
Consumers don't care about the Internet of Things.
Okay, most of them don't.

All too often, the Internet of Things looks like this. The Samsung T9000 is a wifi-enabled smart fridge that allows users to Tweet via a touchscreen embedded on the door. It retails for USD 4,000.

Is tweeting via a fridge the next wave of the social web? Our bet is no.*

* We know, yet another bashing for smart fridges. Which innovator will nail the smart fridge that truly serves the eternal need for useful information and greater convenience?
Let's focus on people for a minute.

At heart, human beings have a set of unchanging, fundamental needs and wants. Just a few:

- Physical health
- Mental wellbeing
- Safety and security
- Connection to loved ones

Consumers will lavish love and attention on products, services and experiences that *unlock new ways to serve these (and other) imperatives.*

In 2014, then, consumers will embrace a network of connected objects that does just that. An *INTERNET OF CARING THINGS.*
DEFINITION

INTERNET OF CARING THINGS
A network of connected objects brought to life by a clear mission: to actively care for consumers – their physical and mental wellbeing, homes, loved ones, and more.
WHY NOW?

1. Some numbers

The INTERNET OF THINGS is happening now. And it's only going to get bigger.

In 2005, there were 2.5 billion connected devices, most PCs, smartphones, tablets. By 2020, there will be over 30 billion connected devices, most not PCs, smartphones, tablets.

(GARTNER, NOVEMBER 2013)

100 ‘things’ are coming online every second.

(CISCO, JULY 2013)
WHY NOW?

2. Technologies converge

Four forces are paving the way for the explosion of the INTERNET OF THINGS in 2014.

• **Cheaper and more efficient wireless connectivity chips.** Making it viable to add connectivity to more objects, from toothbrushes to bike locks.

• **Rising adoption of cloud storage** means more consumers will have a place to put all the data that the INTERNET OF CARING THINGS will create.

• **Ultra-precise geo-location** now allows a consumer’s physical location to be known with ultra-precision (Apple’s iBeacon, part of iOS7, allows location to the nearest centimeter): a necessary condition for some interactions with the INTERNET OF CARING THINGS.

• **The crowdfunding revolution.** All kinds of objects are being made smart; consumers can choose the winners.
These changes are driving the demand for a network of CARING objects, designed to *protect* and *assist* people in their daily lives.
THE RESULT?

Caring Objects

At last, smart objects that put people first.

The INTERNET OF CARING THINGS means connected objects that serve consumers’ most important needs: physical and mental wellbeing, safety, security, oversight of loved ones, and more.

You’re probably already familiar with the innovations that have blazed an early CARING trail. The Nest smart thermostat*, NIKE fuelband and Fitbit, for example.

But now, the INTERNET OF CARING THINGS will evolve in exciting new directions.

Check out the examples below – divided into five categories of CARING – for a glimpse of these...

* Indeed, just after we first wrote about this trend in December 2013, Google placed a USD 3.2 billion bet on it with their purchase of Nest Labs. Signal enough that this is a trend worth following? ;)

EXAMPLES

INTERNET OF HEALTHY THINGS

Connected objects that weave self-tracking through daily life will supercharge self-improvement of fitness and physical wellbeing.
INTERNET OF HEALTHY THINGS

Cuptime

Chinese smart cup allows users to track hydration levels
Athos

Smart fitness suit tracks and visualizes muscle activity
INTERNET OF HEALTHY THINGS

Stir Kinetic Desk
Smart desk tracks health data and encourages activity
EXAMPLES

INTERNET OF MINDFUL THINGS

Stressed, time-poor, over-stimulated consumers will expect the INTERNET OF CARING THINGS to attend to their mental wellbeing, too.
NeuroOn

Smart sleep mask increases productivity by promoting power napping
INTERNET OF MINDFUL THINGS

Vigo

Wearable device tracks and optimizes individuals’ alertness
EXAMPLES

INTERNET OF SAFETY THINGS

Physical safety is one of the most fundamental human needs. Now, a network of CARING objects can unlock new ways to serve it.
Skully

Smart motorcycle helmet helps eliminate blindspots using cameras and an HUD display
INTERNET OF SAFETY THINGS

Nest

Google buys smart home appliance manufacturer for USD 3.2 billion
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EXAMPLES

INTERNET OF SECURITY THINGS

A truly smart network of connected objects means enhanced oversight and control of valuable or cherished possessions.
The Cricket

Smart bike alarm automatically sends cellphone notifications
Goji Smart Lock

Smart lock sends picture alerts to cellphone
Supercharged oversight of the physical world doesn’t only apply to possessions. It will also help consumers stay close to their loved ones.
Toymail

Talking toys allow parents to send voicemails to kids
INTERNET OF FAMILY THINGS

Mother

Smart device monitors home and family
T.Jacket

Smart jacket lets parents give remote ‘hugs’
What does the emergence of the INTERNET OF CARING THINGS mean for brands?
1. Heightened expectations of care

When consumers live amid their own personal network of caring objects, they will naturally ask: how are brands using their INTERNET OF CARING THINGS to look after me – in store, online, during delivery, and more?
2. New data

Life amid an INTERNET OF CARING THINGS generates an avalanche of data: on daily movements, mood, sleep, and interactions with the home. Who will help consumers enhance their lives by drawing actionable insights out of their datasphere?
3. Rising privacy concerns

The data created by a network of CARING objects means fresh grounds for concern over privacy. Is the INTERNET OF CARING THINGS the phenomenon that finally brings the privacy issue home to most consumers?
4. UPGRADIA

A network of connected objects means a network of upgradeable objects – and that means a shift away from the standard ‘purchase, use, discard’ consumption model.
The Internet of Things doesn't have to serve the deep human need for care – there are plenty of other fundamental needs and wants it can serve, too. Go ahead: claim your own Internet of Things!
Now Apply!

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