

Enhancing the Real

Overview

Technology is becoming multi-sensory, taking consumers beyond the flat surfaces and offering richer 360 degree experiences.

Why it's happening:

Users want technology that enhances the 'real' and touches our senses.

The Future:

Static devices will be expected to stimulate beyond sight and sound for a fully immersive experience ('beyond 4D').



Key data measures

Awareness

21% believe digital devices/services enhance their experience in the real world because they engage all their senses.

Engagement

9% are looking for technology to be seamlessly integrated into the real world - Figure is predicted to grow.

Future Intent

37% are interested in more opportunities for multi-sensory experiences.

Marketing Potential

12% expect brands to heighten everyday experiences by engaging more of their senses. 49% are 'much more likely to buy from a brand that allows me to touch and feel their products wherever I am: in a store or on the internet'.