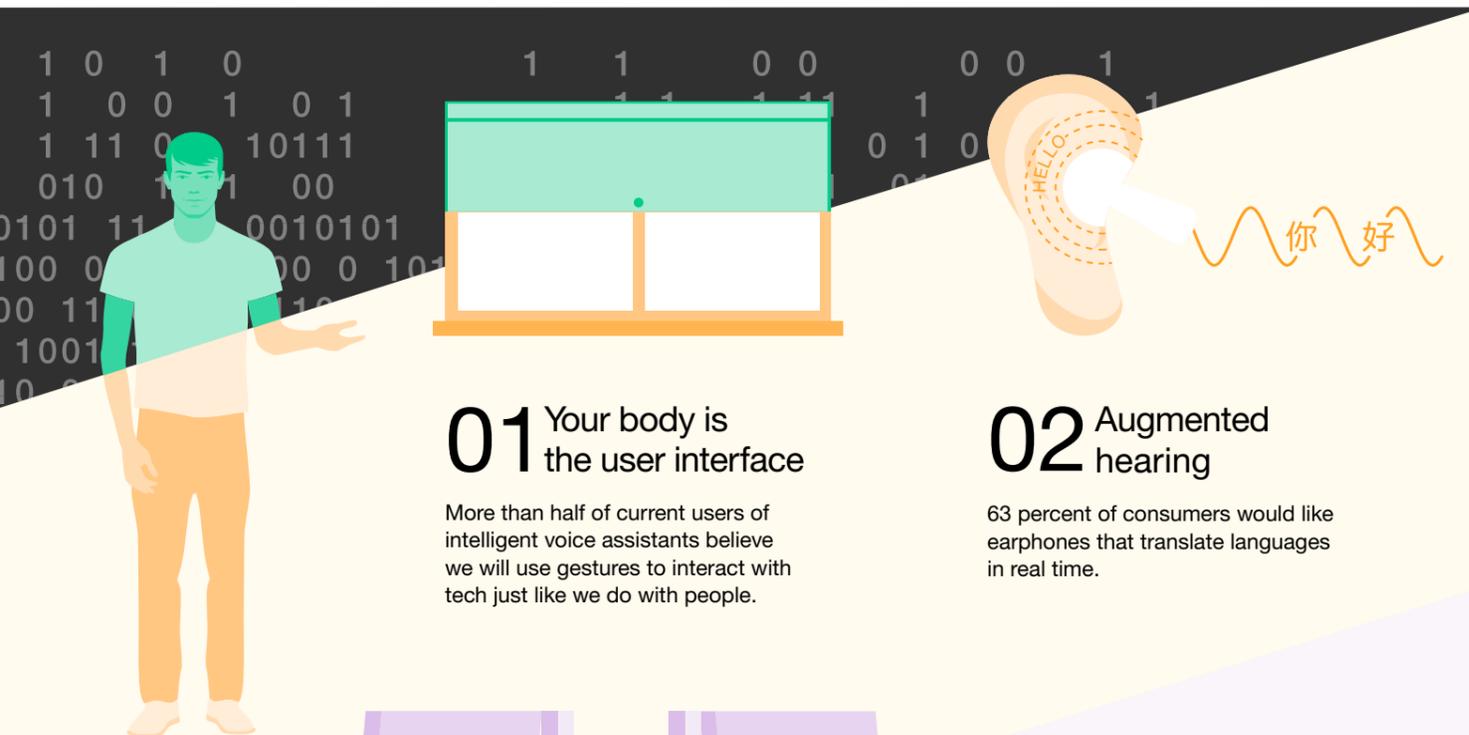
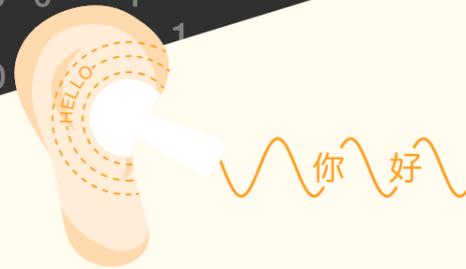


10 Hot consumer trends 2018



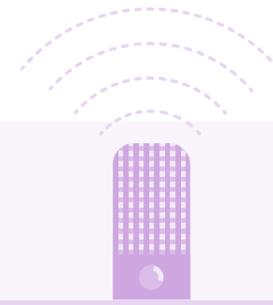
01 Your body is the user interface

More than half of current users of intelligent voice assistants believe we will use gestures to interact with tech just like we do with people.



02 Augmented hearing

63 percent of consumers would like earphones that translate languages in real time.



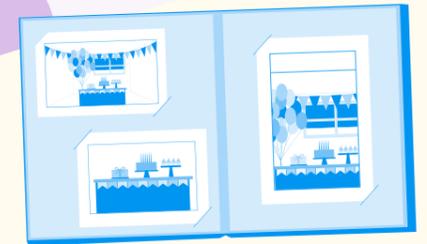
06 Uncanny communication

50 percent of respondents think not being able to tell the difference between human and machine would spook them out.



07 Leisure society

40 percent say they would like a robot that works and earns income for them, freeing up their leisure time.



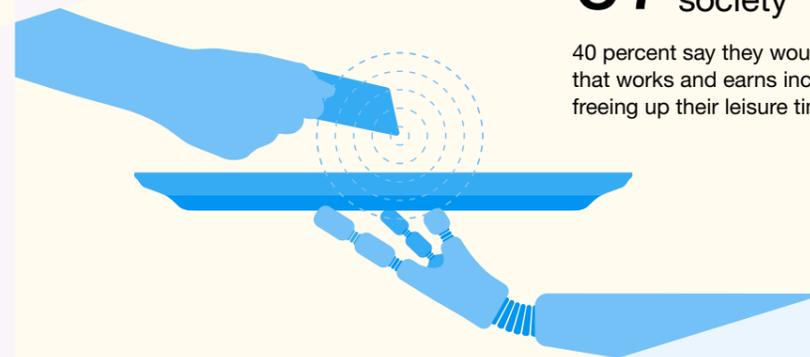
08 Your photo is a room

Three out of four believe that in only five years they will use virtual reality to walk around in smartphone photos.



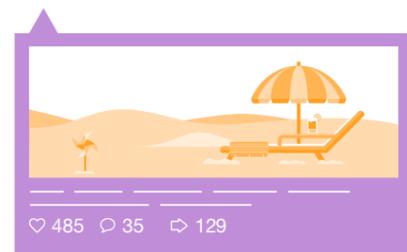
03 Eternal newbies

46 percent say the internet allows them to learn and forget skills faster than ever.



09 Streets in the air

39 percent think their city needs a road network for drones and flying vehicles.

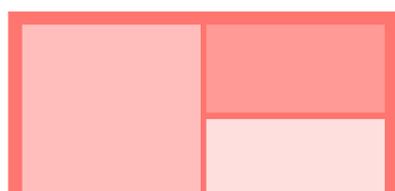
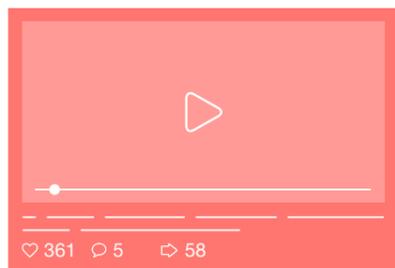


04 Social broadcasting

55 percent think influential groups are using social networks for one-sided broadcast messages.

05 Intelligent ads

More than half of AR or VR users think ads will become so realistic they will eventually replace the products themselves.



10 The charged future

More than 80 percent believe that in only 5 years we will have long-lasting batteries that put an end to charging concerns.

