



#TRENDWATCH

Digital Innovation / Mobile Trends / Customer Experience

Issue 2, November 2015



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APPLE TV EXPERIENCE
Entertainment Content



#2
HOLOGRAMS EXPERIENCE
Holographic



#3
GUGGENHEIM EXHIBITION
Digital Museum



#4
GRABABILITY
E-Commerce



#5
VRGO ELITE
Oculus VR



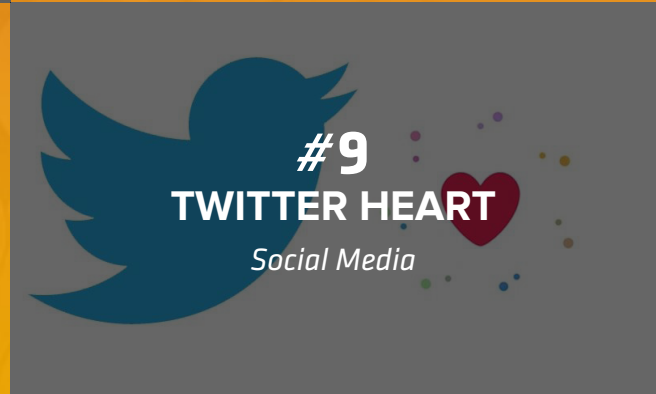
#6
MOLE MAPPER
Mobile Health



#7
ENJOY
Retail Experience



#8
SPRITE SOCIAL ADV
Brand Marketing

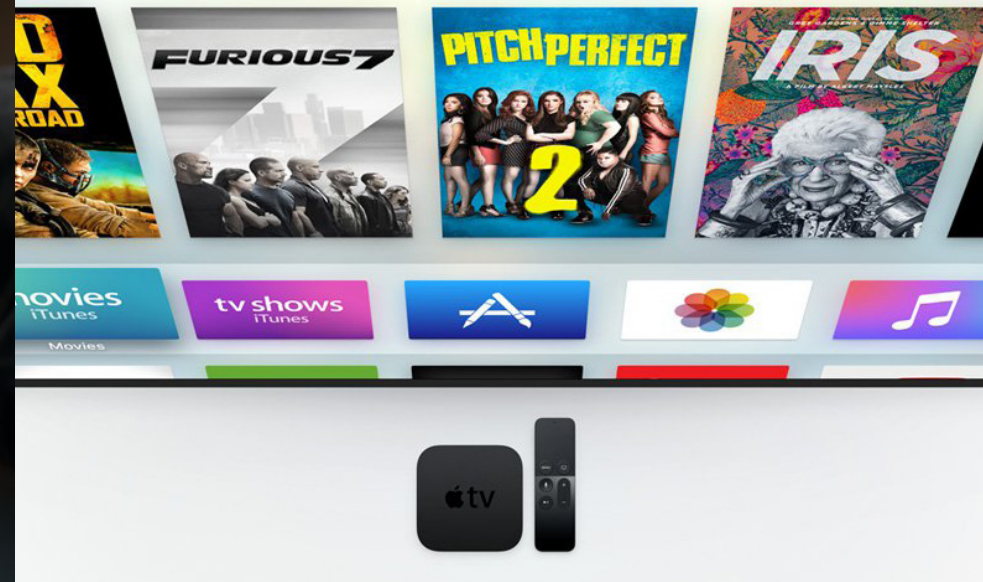


#9
TWITTER HEART
Social Media

#1

APPLE TV EXPERIENCE

Entertainment Content



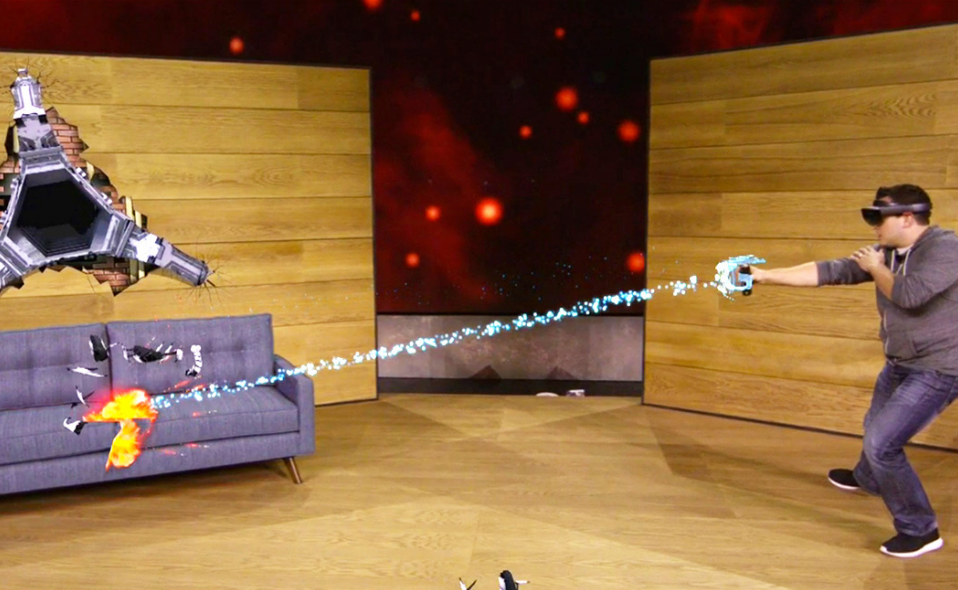
The innovative Apple TV experience: ask Siri to do the work for you, interact directly with the screen and enjoy your favorite show.

apple.com/tv



#2 HOLOGRAMS EXPERIENCE

Hologram



Microsoft HoloLens transform your world with holograms. The new augmented-reality headset will be available to developers in 2016.

microsoft.com/microsoft-hololens



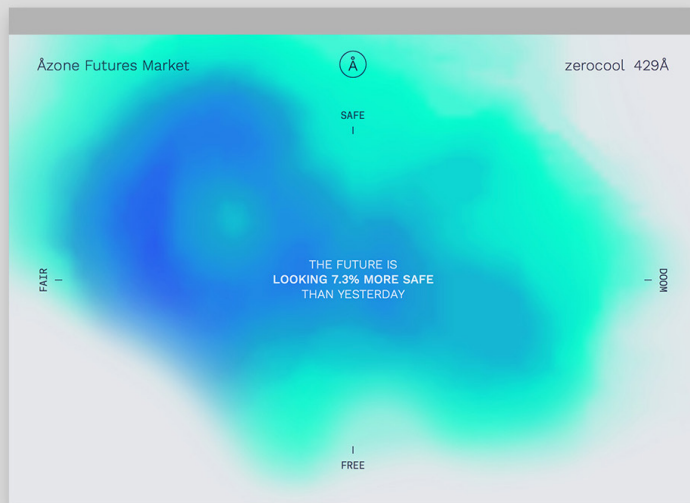
#3

GUGGENHEIM EXHIBITION

Digital Museum

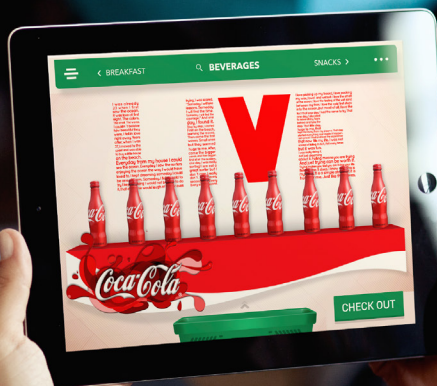
The online exhibition Åzone Futures Market explores the architecture of exhibitions by moving the typical physical experience to digital.

azone.guggenheim.org



#4 GRABABILITY

E-Commerce



The mobile app reinvents online shopping, featuring digital aisles from which users can select products as they would be in a physical store.

grabability.com

#5 VRGO ELITE *Oculus VR*



The hands free controller translates movement in the real world as movement in the virtual reality, for deeper levels of immersion.

vrgochair.com



An iOS mobile app, developed by Ph.D. cancer biologist Dan Webster, to track moles and how they change and grow over time.

Using the iPhone camera, Mole Mapper helps to gather data for melanoma research and, potentially, impact health outcomes.

[Available on the App Store](#)





The online hi-tech retailer that delivers the product along with one hour of personal set-up, instruction and tips and tricks.

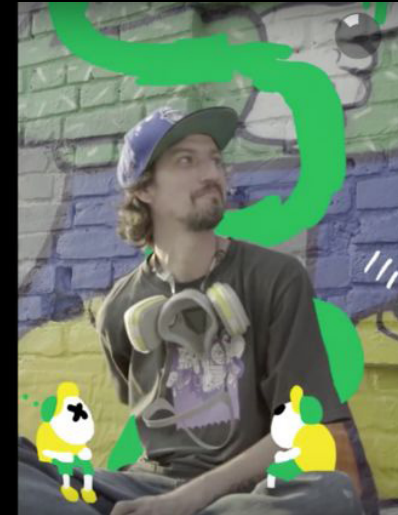
enjoy.com

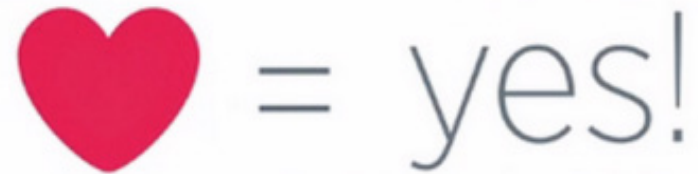
8 SPRITE SOCIAL ADV

Brand Marketing

Sprite launched the first advertising campaign that features Snapchat codes on limited edition cans of the famous drink.

[Read the full story](#)





Twitter's 'favorite' button switched from the star icon to a heart, a universal symbol that resonates across languages and cultures.

twitter.com

DISCOVER THE DIGITAL CUSTOMER EXPERIENCE

