



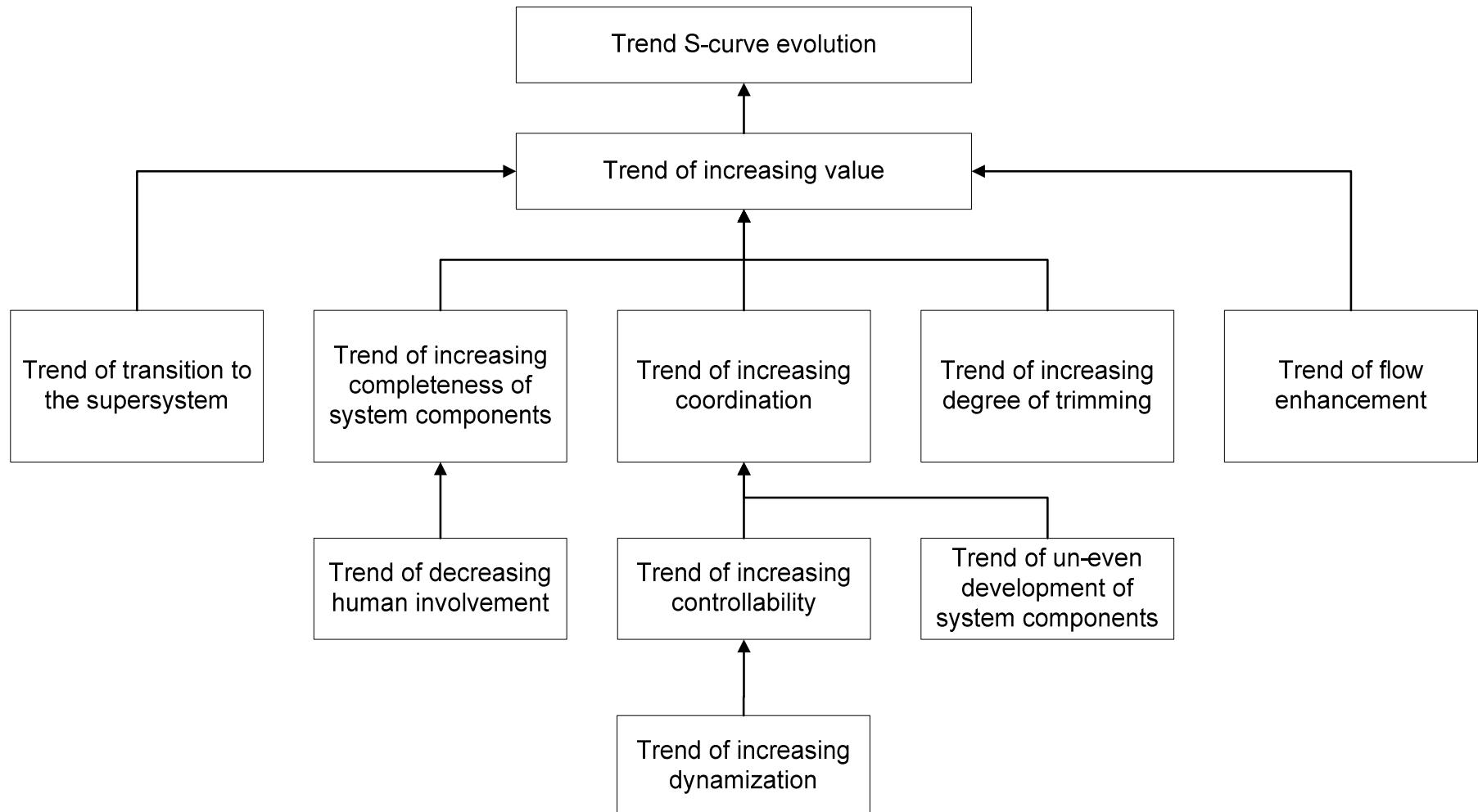
## **TREND OF INCREASED ADDRESSING OF HUMAN SENSES**

**- Focus on Sound -**

---

**Oliver Mayer**

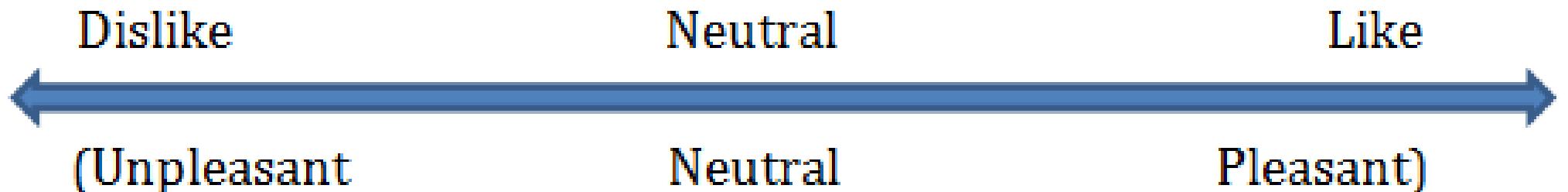
# Structure of Trends according to Gen3 Partners



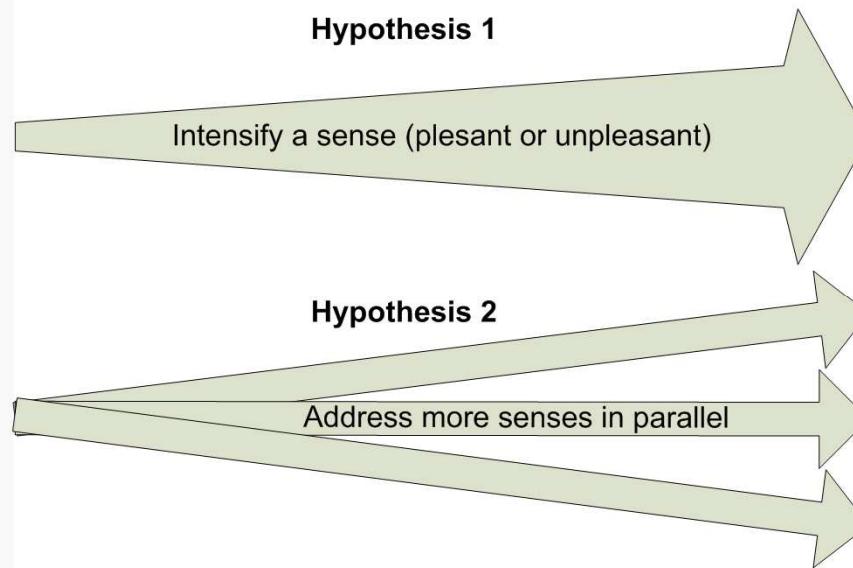
Slide source:  
Gen3Partners

# Human Senses

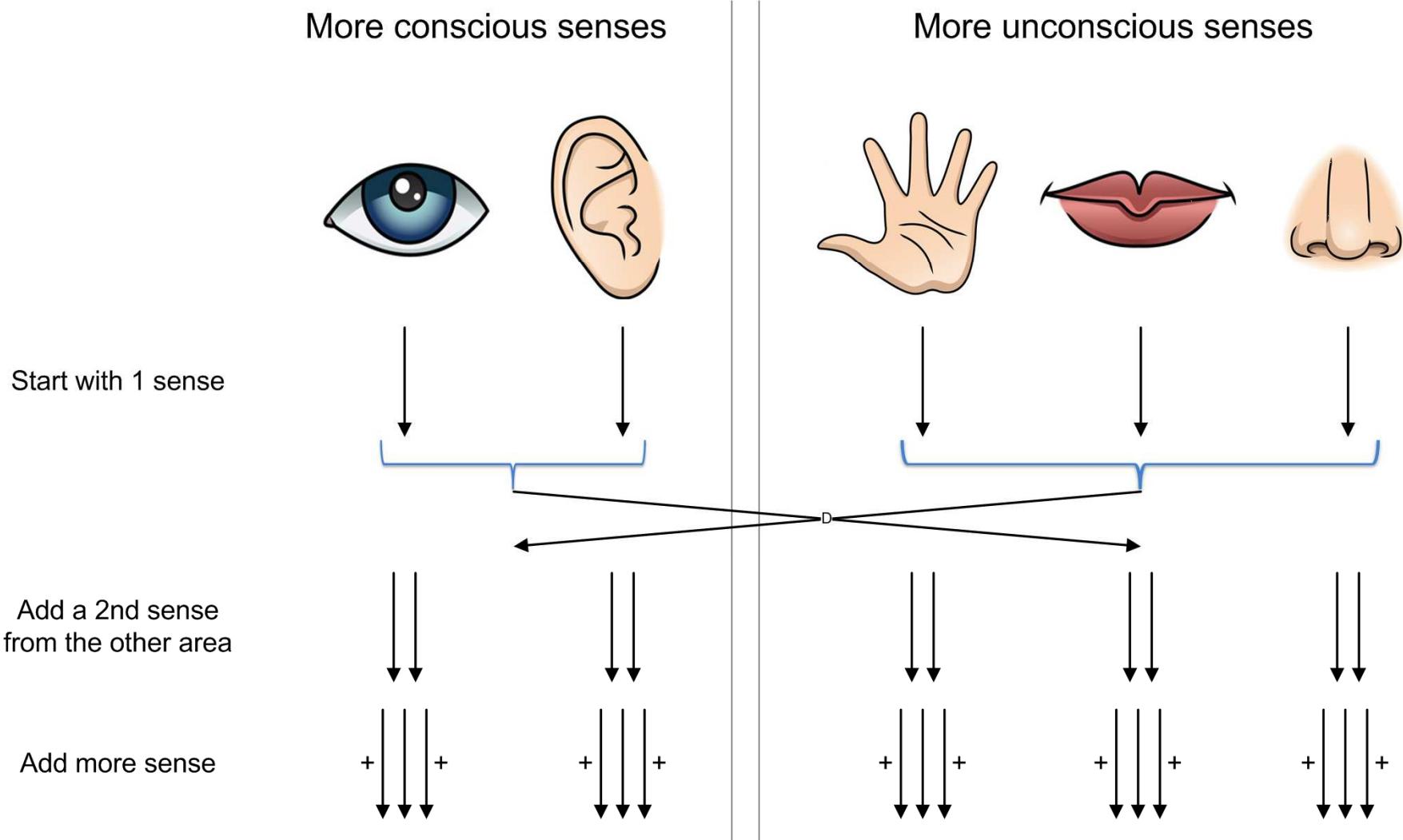
- Seeing (visual) – distance sensing
- Hearing (acoustic) – distance sensing
- Sensing (touching), which may be separated into 3 separate aspects: touching, temperature, pain – nearby sensing
- Tasting (chemical) – nearby sensing
- Smelling (chemical) – nearby sensing



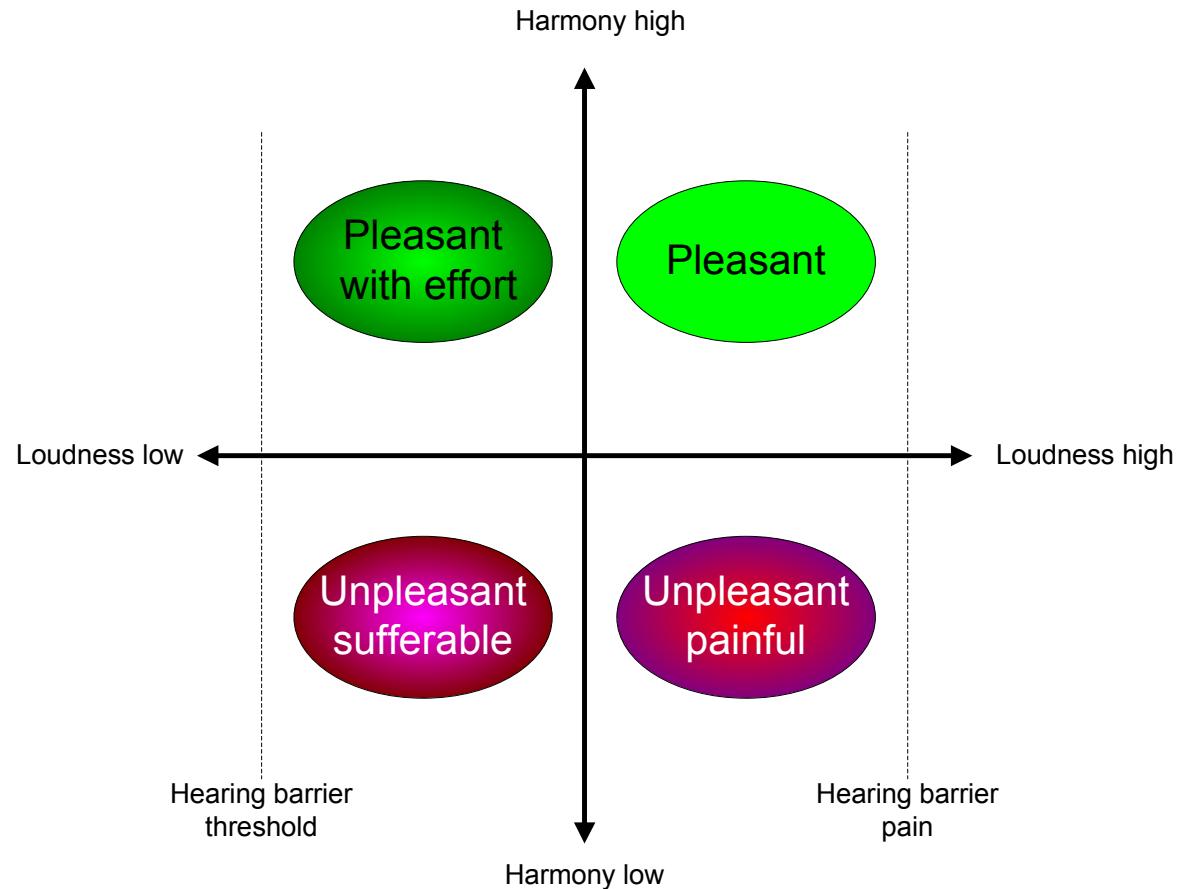
# Hypothesis on Trends of Human Senses



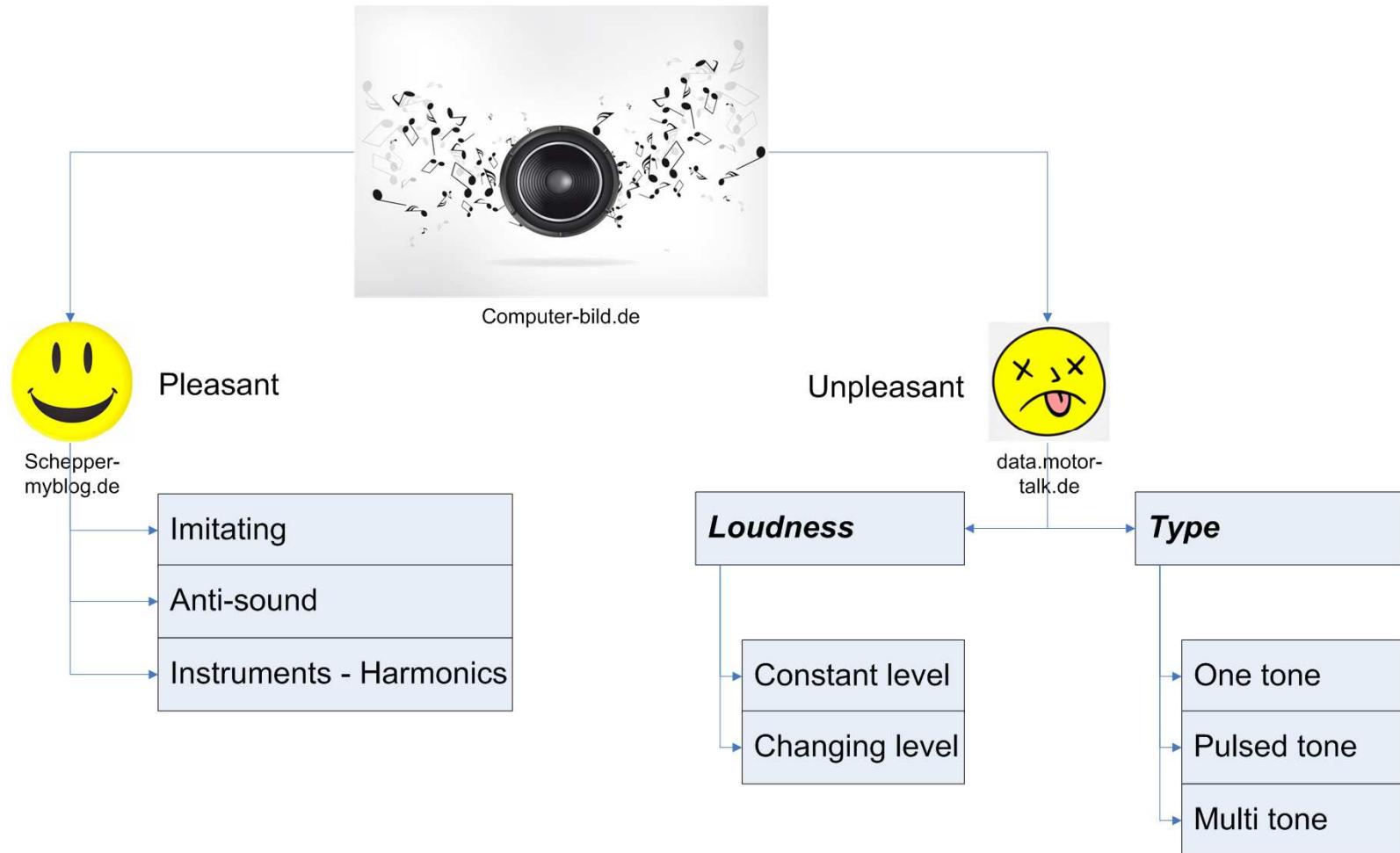
# Evolution of Trend



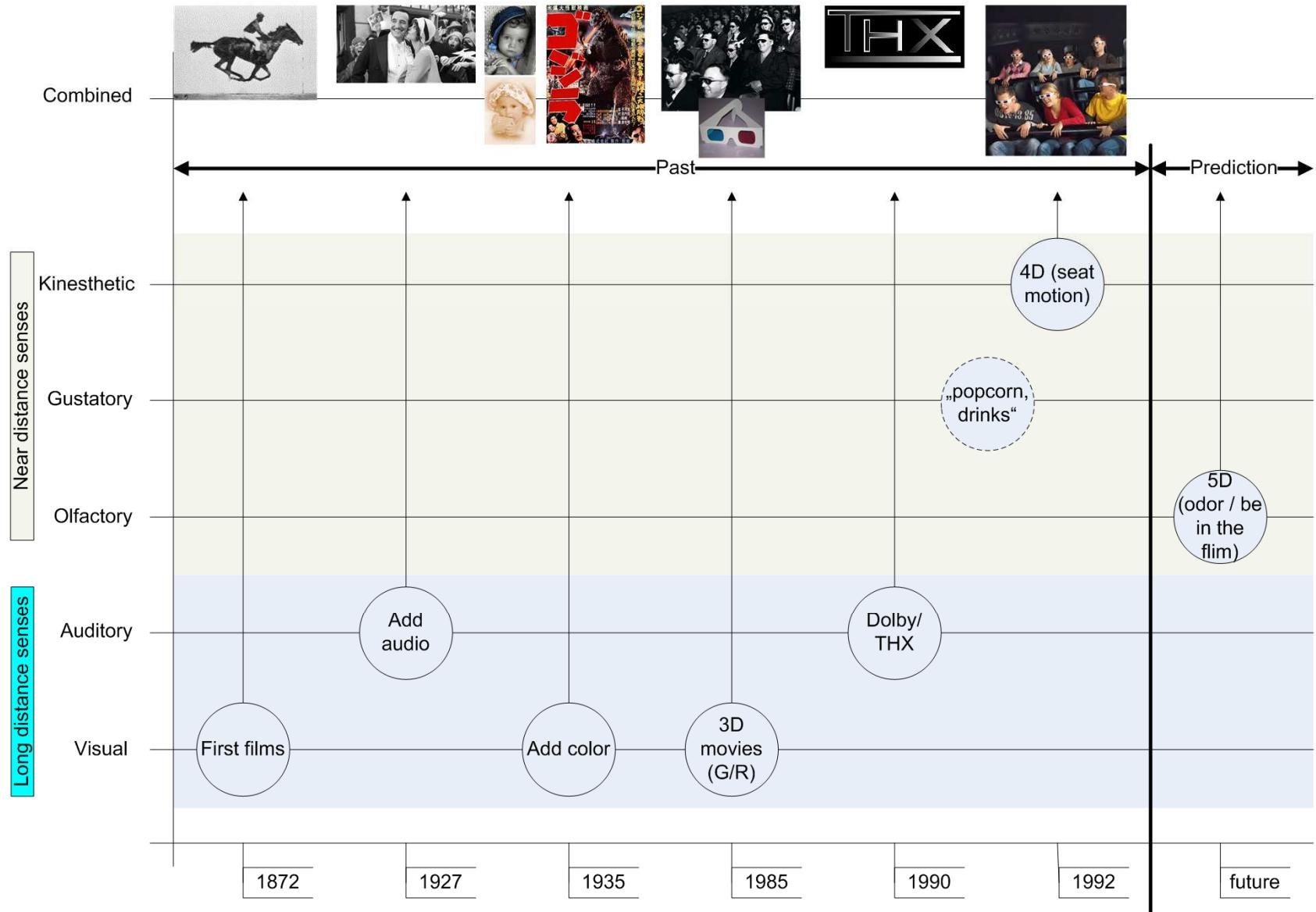
# Sound 1



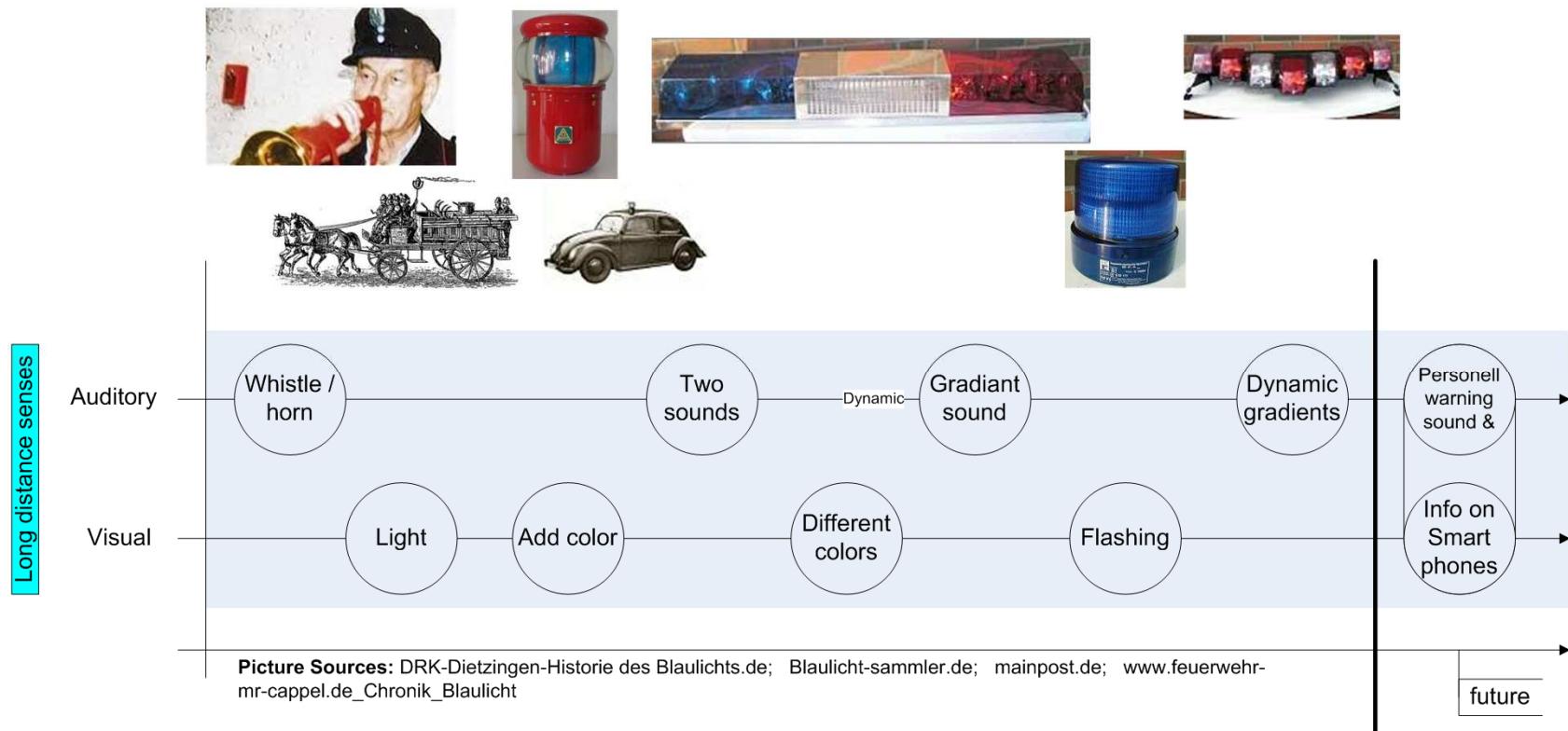
# Sound 2



# Evolution of Movie



# Evolution of Police & Birebrigade Lights & Sound



# Benefit

- By analyzing the history of different products and developments we can see how a sense itself has developed (dynamized, increased, decreased, inverted). This allows a further projects for the sense itself.
- By analyszing the composition of the five senses gaps of development can be detected and future developments can be predicted.
- This allows the projection of system evolution

# Further Development / Research

- Evaluate further products
- Evaluate the other senses
- Establish a guideline for evolution