



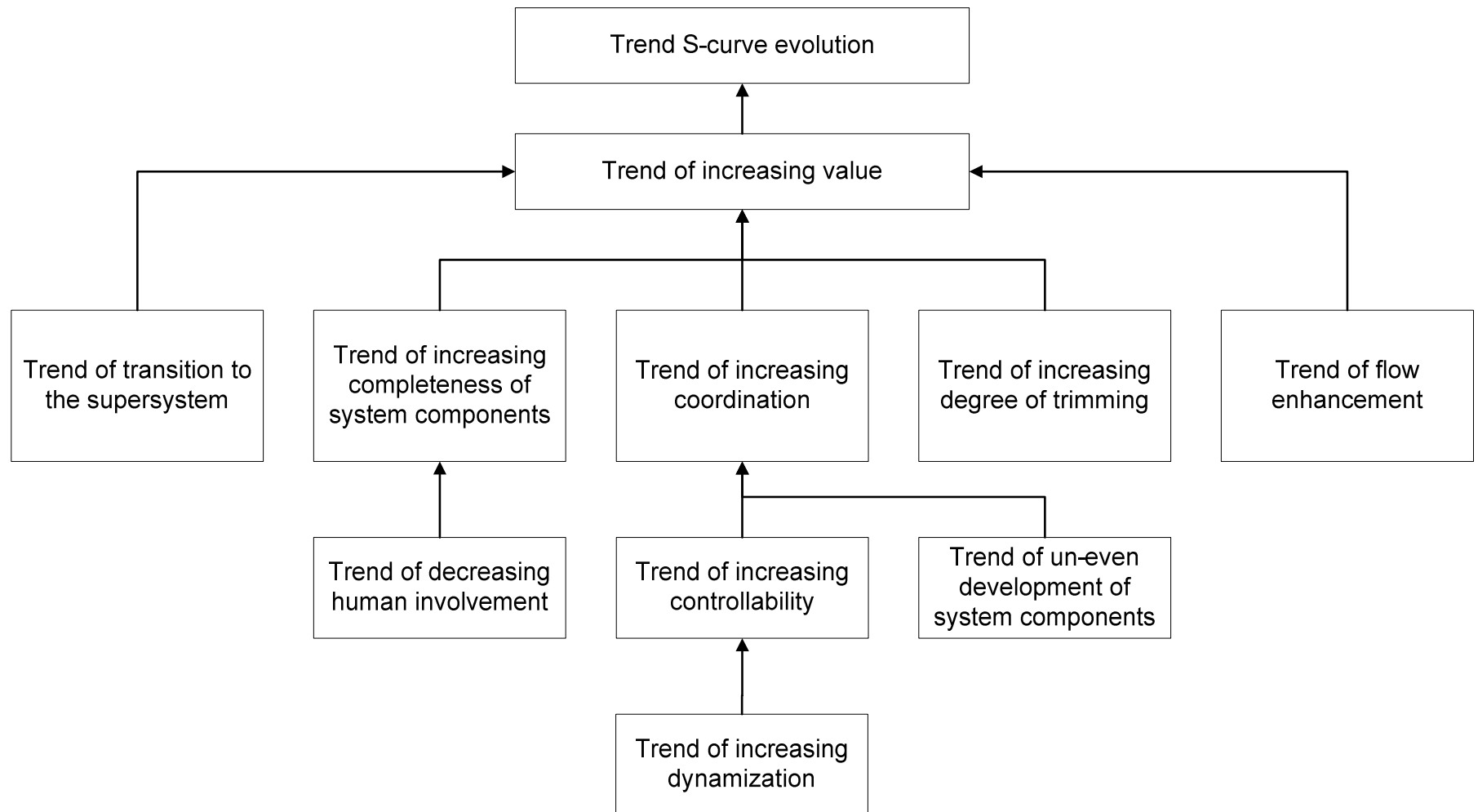
## TREND OF INCREASED ADDRESSING OF HUMAN SENSES

### - Focus on Sound -

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**Oliver Mayer**

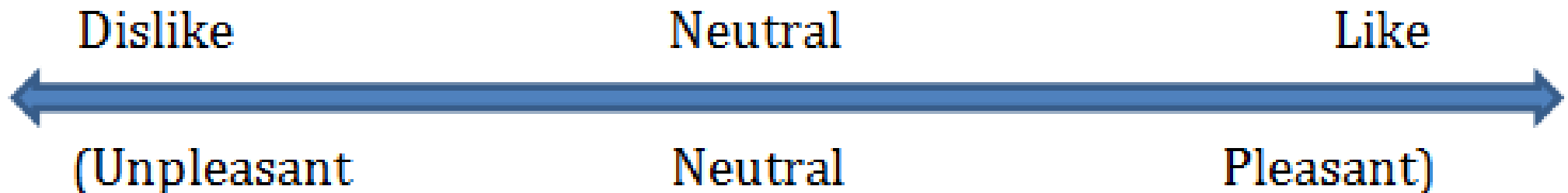
# Structure of Trends according to Gen3 Partners



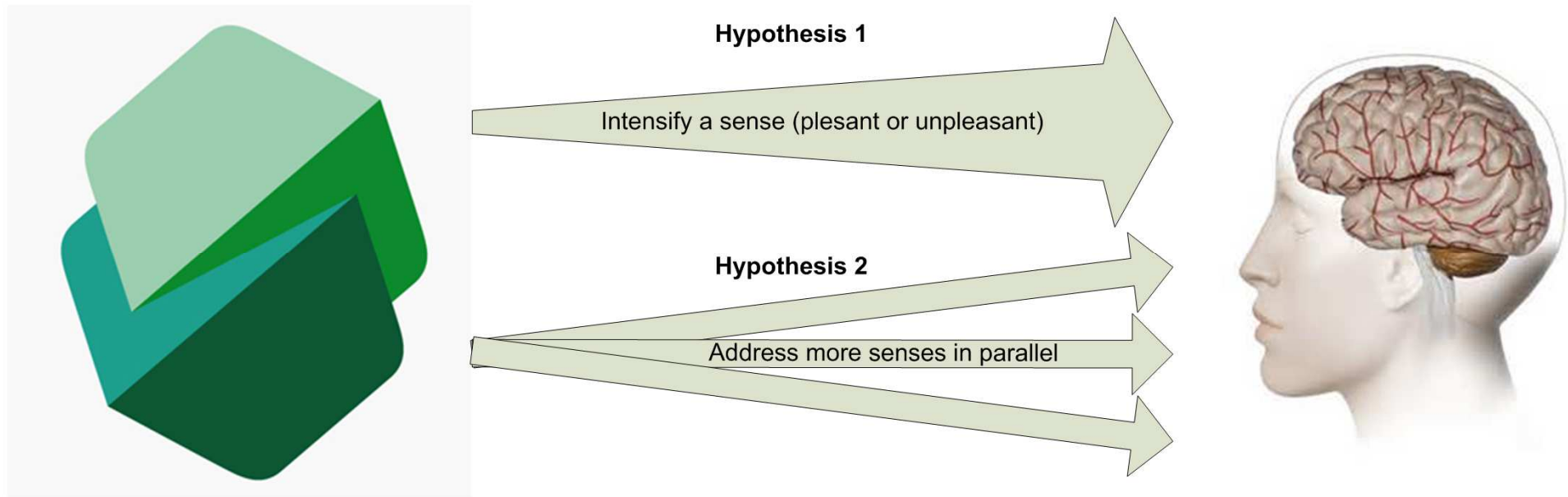
Slide source:  
Gen3Partners

# Human Senses

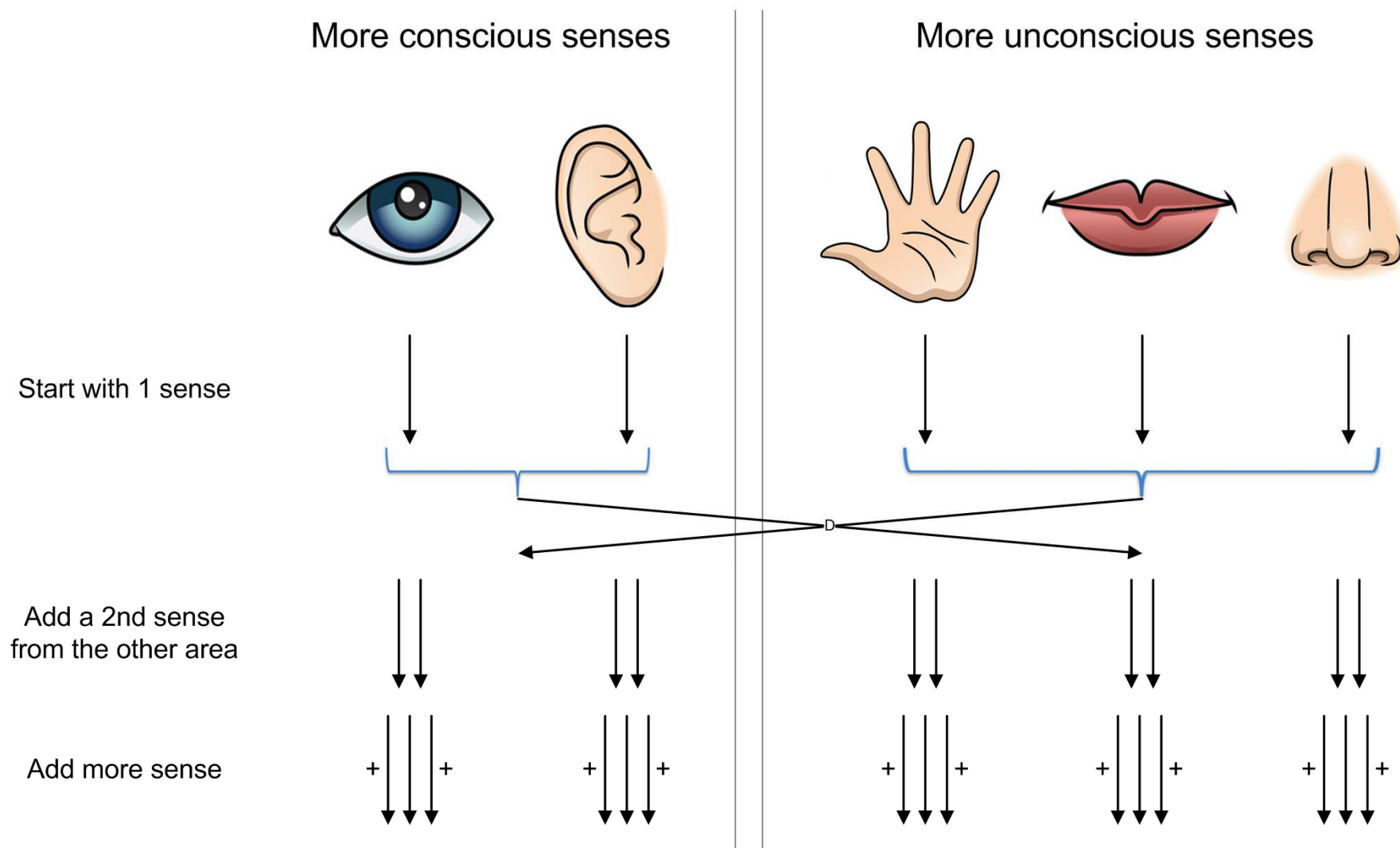
- Seeing (visual) – distance sensing
- Hearing (acoustic) – distance sensing
- Sensing (touching), which may be separated into 3 separate aspects: touching, temperature, pain – nearby sensing
- Tasting (chemical) – nearby sensing
- Smelling (chemical) – nearby sensing



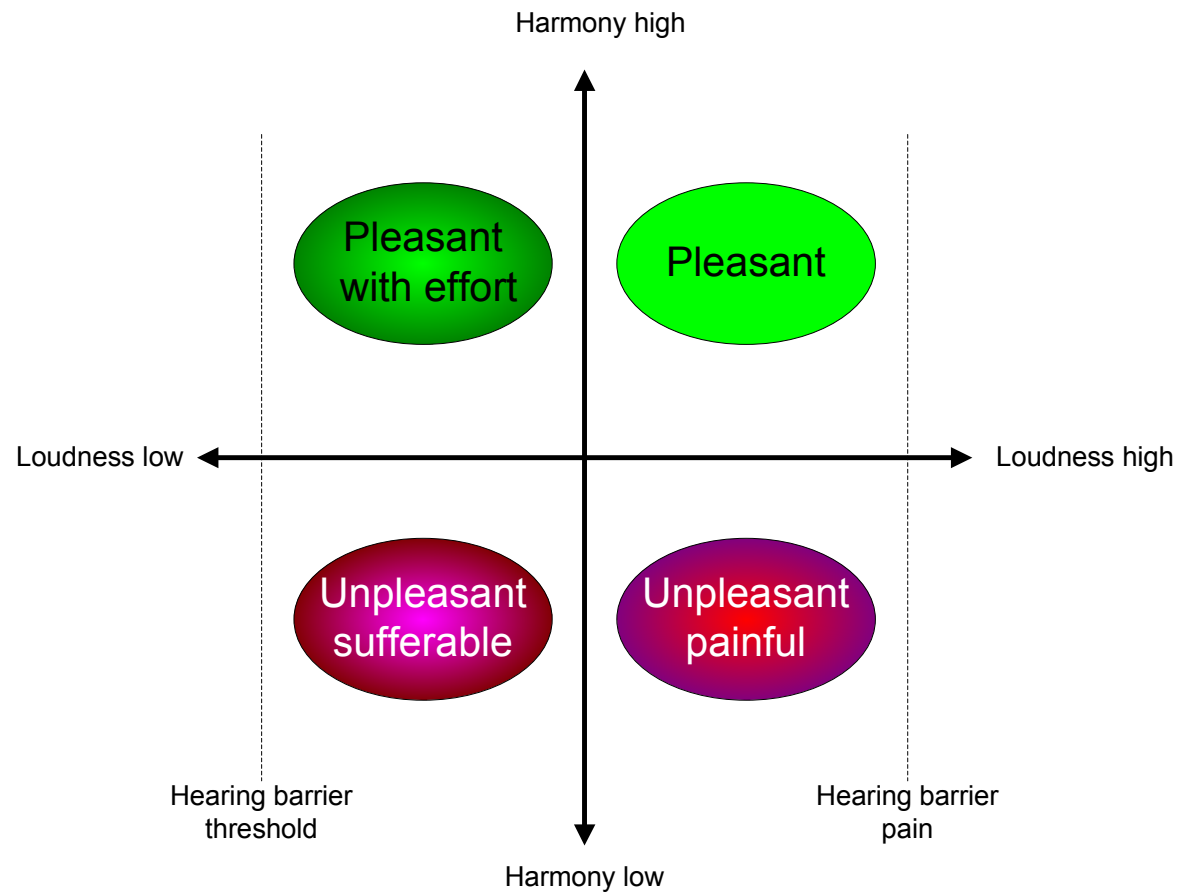
# Hypothesis on Trends of Human Senses



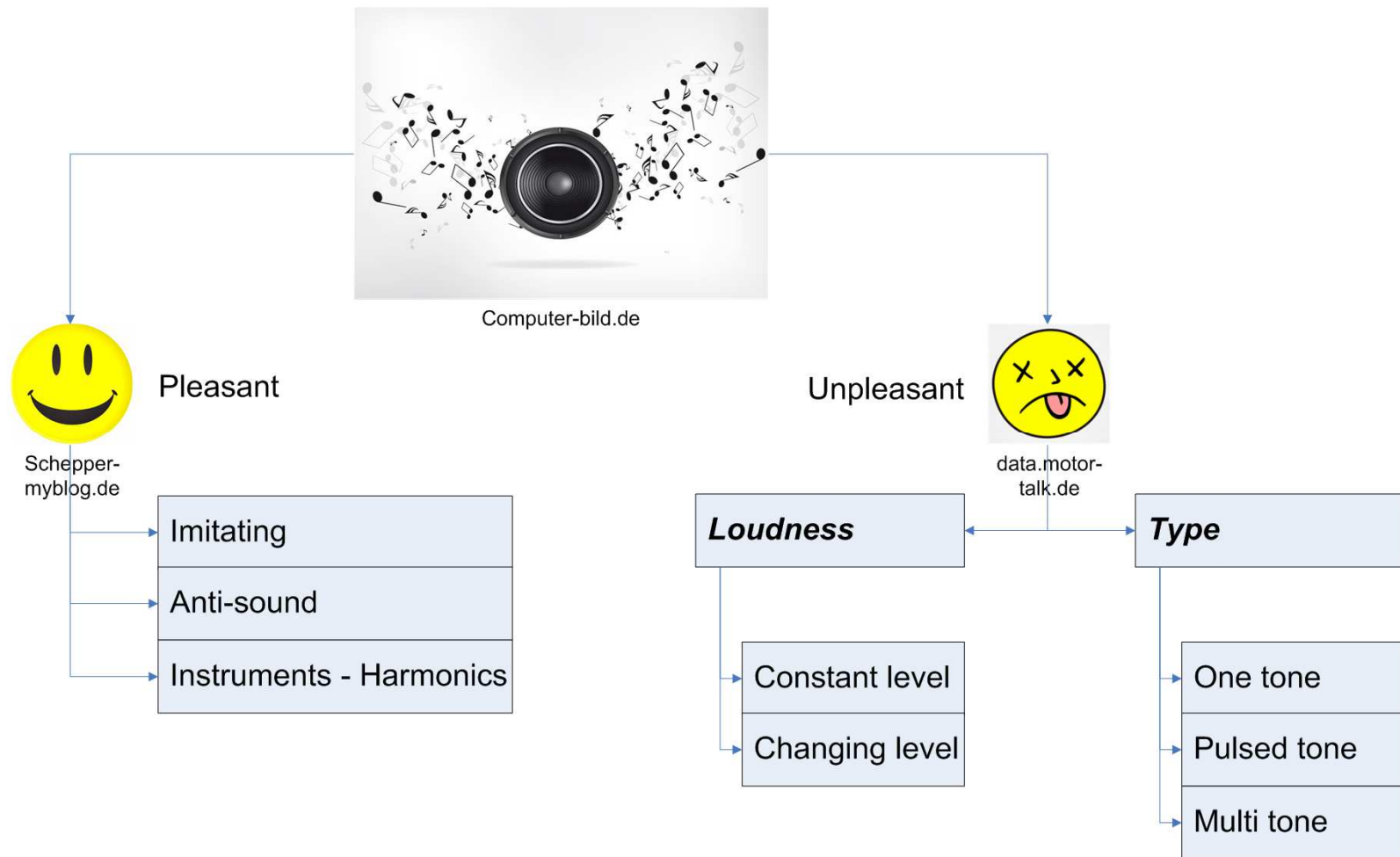
# Evolution of Trend



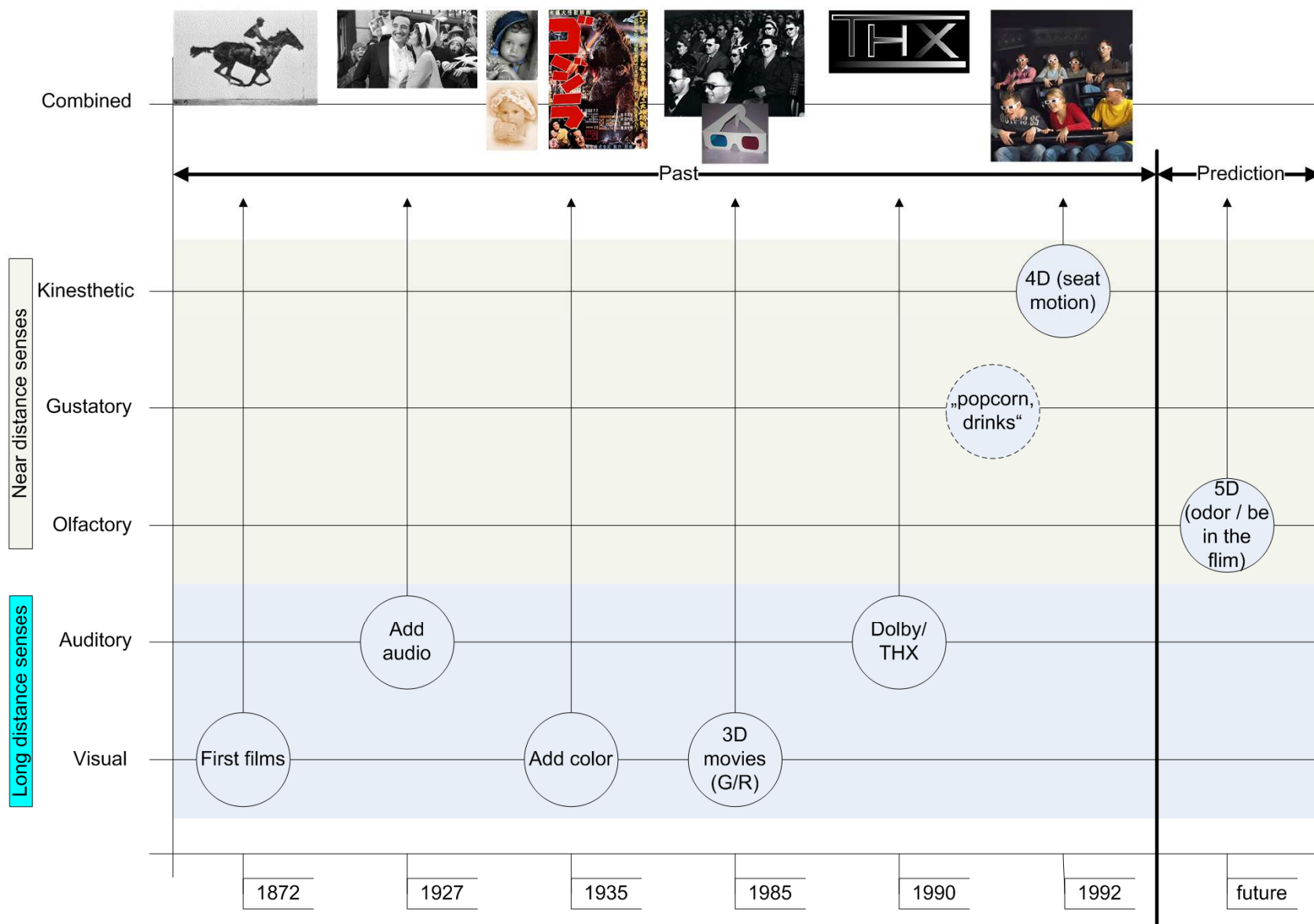
# Sound 1



# Sound 2

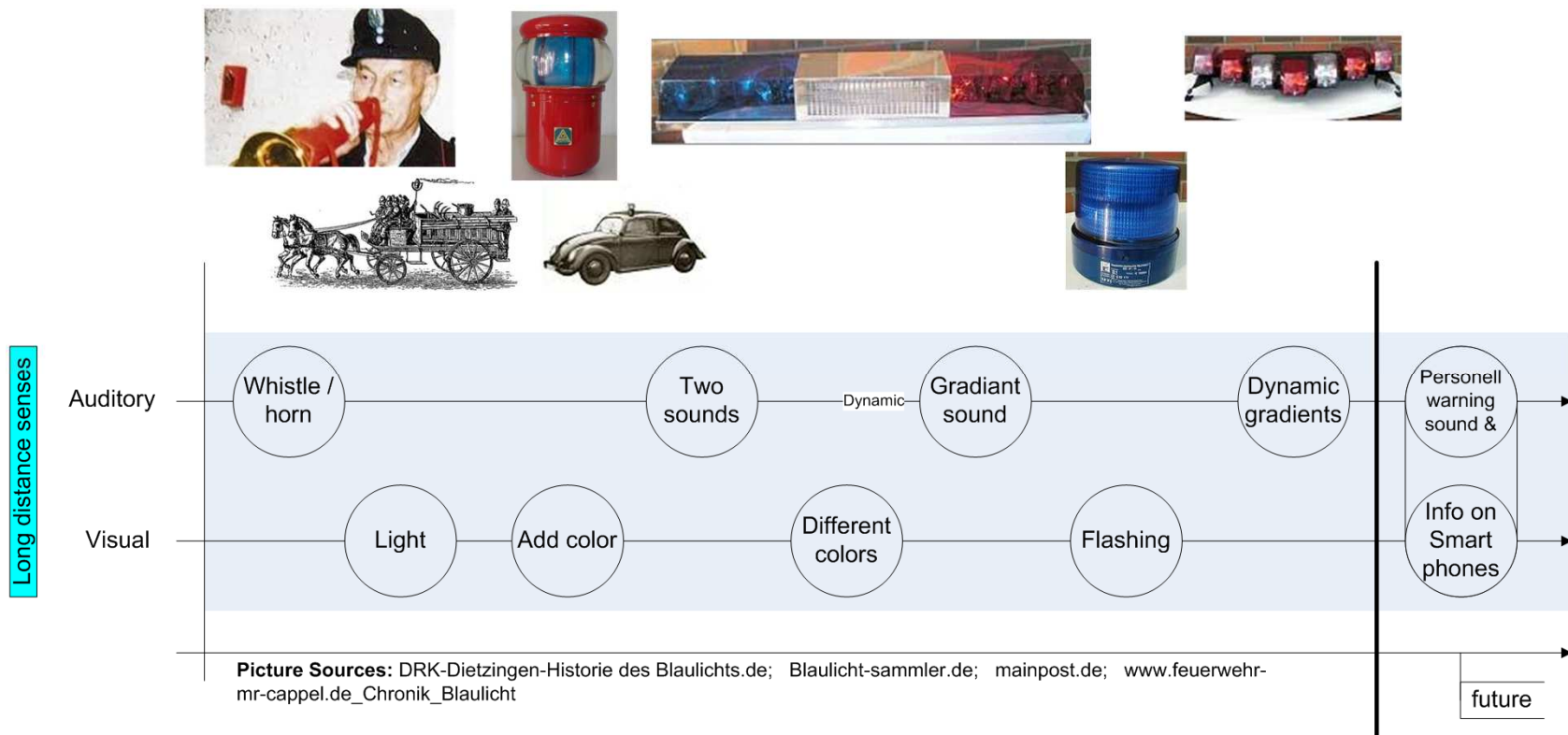


# Evolution of Movie





# Evolution of Police & Firebrigade 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