

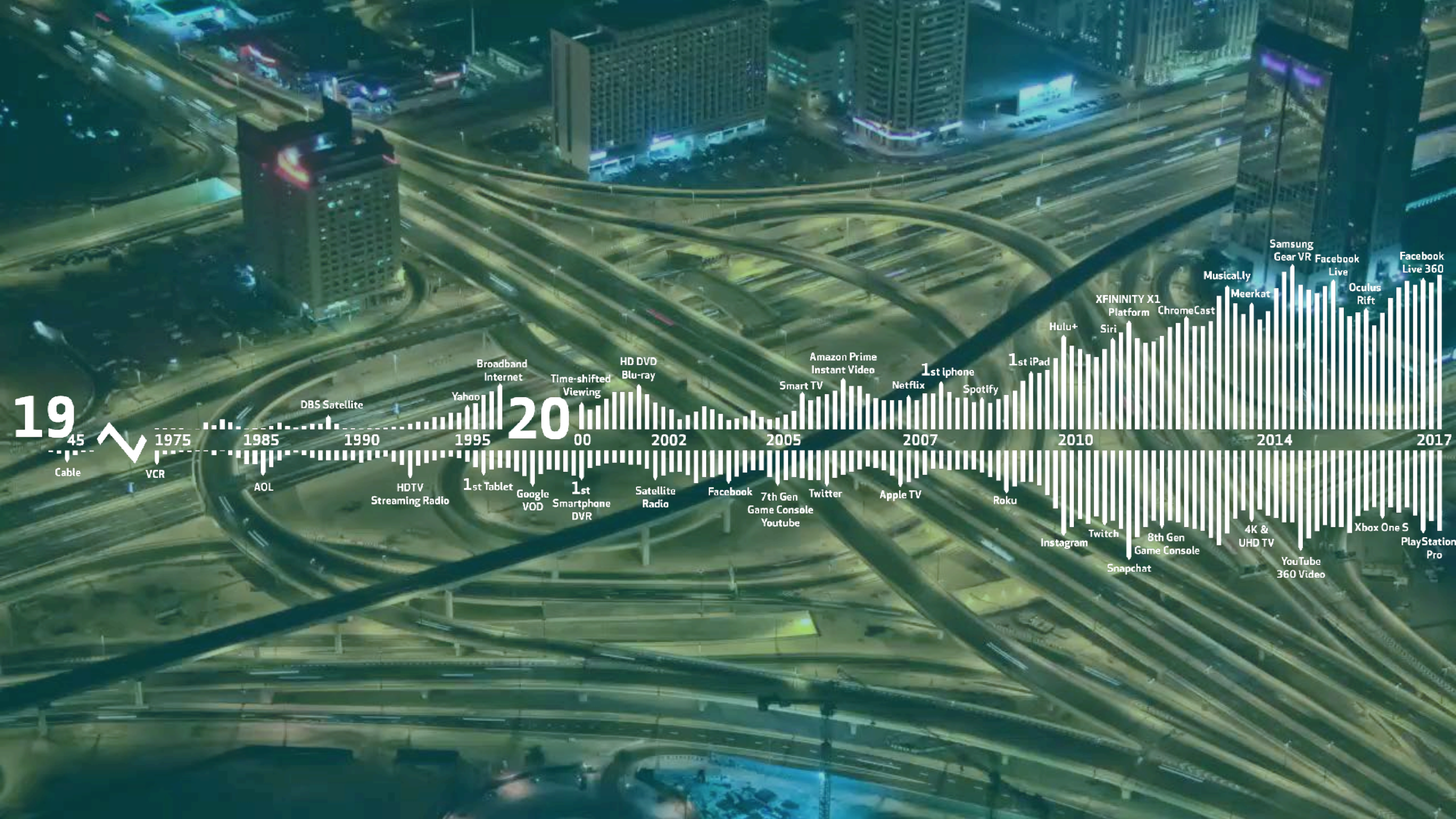
REACHING

CONNECTED CONSUMERS

ANDA
NOVEMBER 8, 2017

IPG MEDIA LAB





19

20

Cable

VCR

1975

1985

1990

1995

00

2002

2005

2007

2010

2014

2017

AOL

HDTV
Streaming Radio

1st Tablet

Google
VOD

1st
Smartphone
DVR

Satellite
Radio

Facebook

7th Gen
Game Console
Youtube

Twitter

Apple TV

Roku

Instagram

Twitch

Snapchat

8th Gen
Game Console

4K &
UHD TV

YouTube
360 Video

Xbox One S

PlayStation
Pro

DBS Satellite

Yahoo

Broadband
Internet

Time-shifted
Viewing

HD DVD
Blu-ray

Smart TV
Amazon Prime
Instant Video

Netflix

1st iPhone

Spotify

1st iPad

Hulu+

XFINITY X1
Platform

Siri

ChromeCast

Musical.ly

Meerkat

Samsung
Gear VR

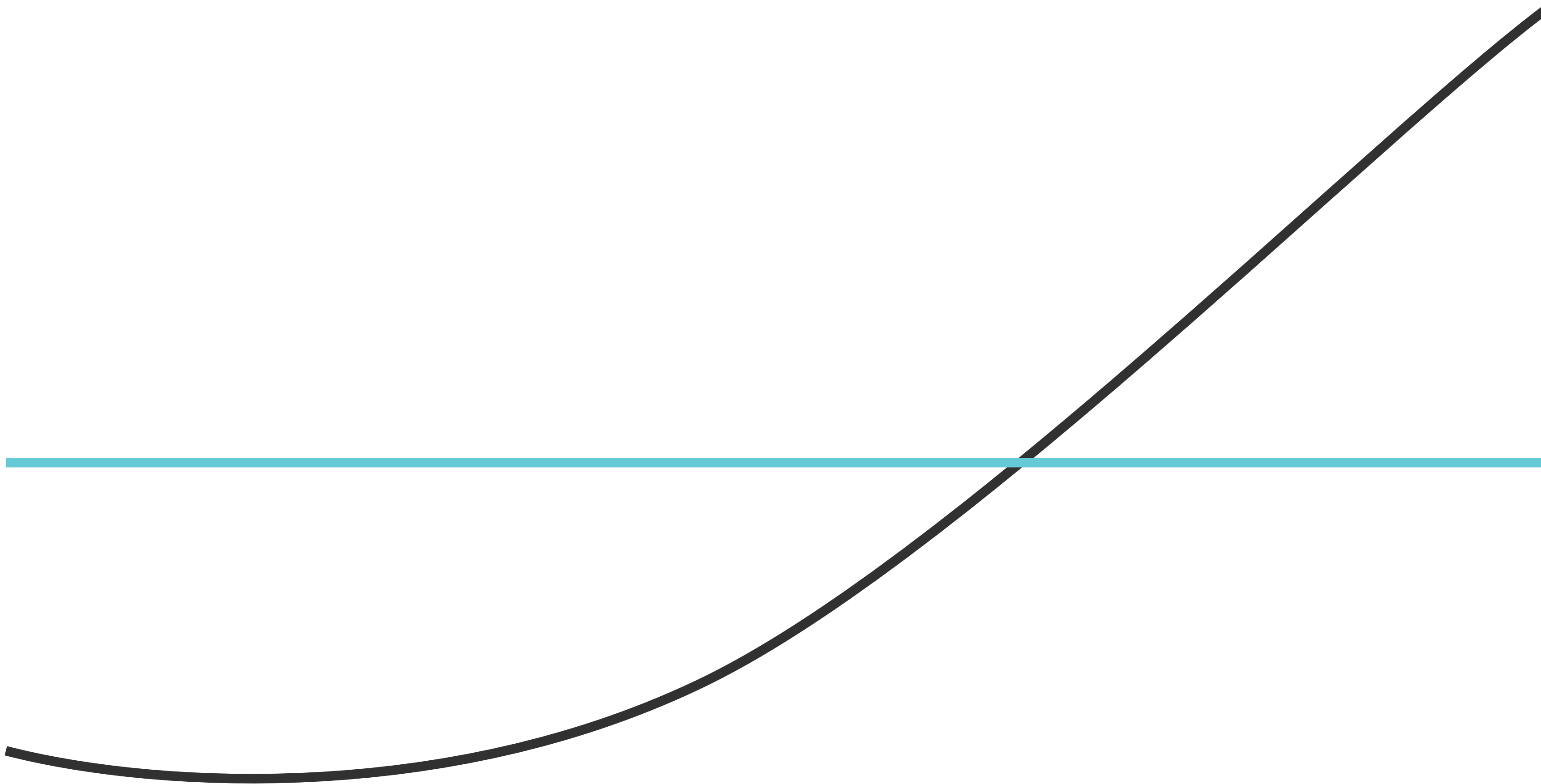
Facebook
Live

Oculus
Rift

Facebook
Live 360

CONTENT

TIME





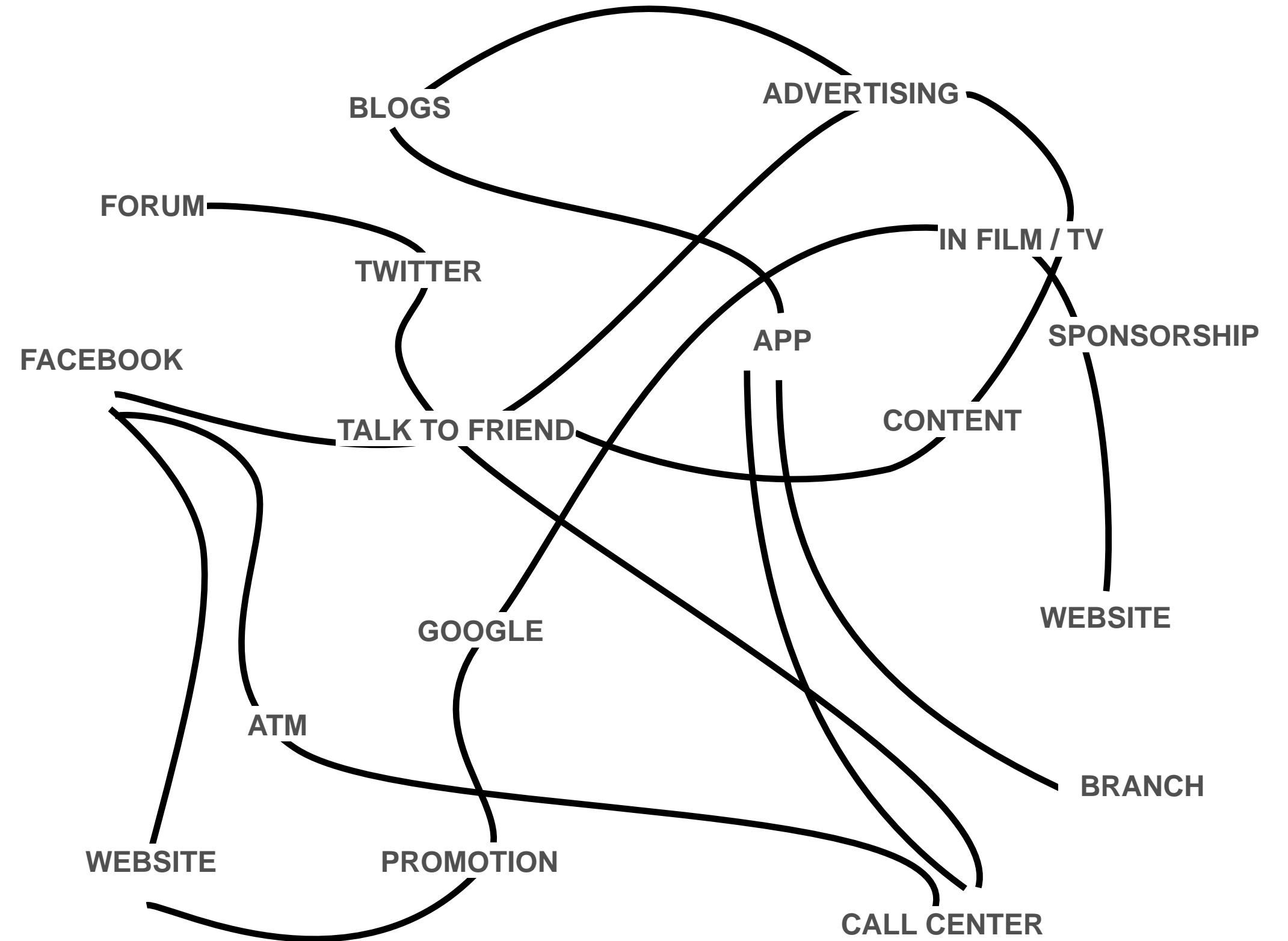
The image consists of two identical red circles with white borders, positioned side-by-side. Each circle contains white text. The left circle contains the text '2000' and '12 SEC.' while the right circle contains '2013' and '8 SEC.'. This visual comparison highlights a reduction in time over the specified period.

2000
12 SEC.

2013
8 SEC.



YESTERDAY



TODAY



MAKE GIFS AT [GIFSOUP.COM](https://gifsoup.com)

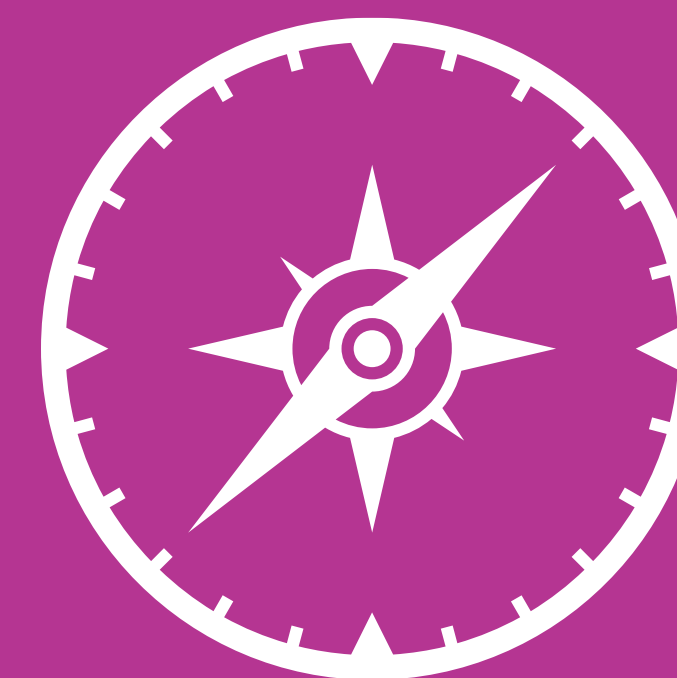


**Longest Running Media
Futures Agency**

IPG MEDIA LAB



300+ Partners Each Year



**Perspective, Publishing
And Proactive Guidance**



THE NEXT WAVE OF COMPUTING

IPG MEDIA LAB

**“THERE ARE ONLY TWO BUSINESS MODELS:
BUNDLING AND UNBUNDLING.”**

JIM BARKSDALE

Radio Shack
AMERICA'S TECHNOLOGY STORE

PRESIDENTS' BIRTHDAY SALE!
DON'T DELAY!

3-DAY SPECIALS ABOVE GOOD SATURDAY THRU MONDAY ONLY!

0% INTEREST!
NO PAYMENTS UNTIL MAY!
NO DOWN PAYMENT!

HURRY! OFFER ENDS TUESDAY FEBRUARY 19

COME IN AND TAKE ADVANTAGE OF THESE OTHER FANTASTIC VALUES!

INTRODUCTORY SPECIAL!
TANDY 1000 TL/3 Computer System
Save \$670
\$1599
Low As \$159.99 Per Month
Reg. \$2269.99
286-Based PC Compatible
Color Monitor
20MB SmartDrive Hard Drive
Easy-to-Use 10-in-1 DeskMate Software
BONUS PACKAGE
Lotus Spreadsheet For DeskMate
DeskMate Q&A Write
Quicken
2-Button Mouse

VHS Camcorder
Save \$100
\$799
Low As \$69.99 Per Month
Reg. \$899.99
Realistic Model 102 includes video light for indoor shooting, 2-lux battery, with accessories, \$79.99

3-Way Speaker With Massive 15" Woofer
Save \$110
\$14995
Low As \$149.95 Per Month
Reg. \$1609.95
Optimus Match Two! System pumps out sound you can feel... 2" horn tweeter, 5" midrange, 15" woofer

All-Weather Stereo
Cut 34%
\$1188
Reg. \$1799.99
Realistic STEREO-MATE AM/FM personal receiver shrugs off wind, water, ice! 142 channels with 12 presets

AM/FM Clock Radio
30% Off
\$1388
Reg. \$1999.99
Chronomatic 281 clock radio's compact size cuts right-hand clutter, too! 142 channels, 12 presets

In-Ear Stereo Phones
HALF PRICE!
\$788
Reg. \$1599.99
Realistic in-ear phones weigh just 1/8 ounce! With carry pouch, \$49.99

Micro-Thin Calculator
39% Off
\$488
Reg. \$799.99
Radio Shack EC-413 is almost the size of a credit card! Solar powered, \$49.99

Mobile Cellular Telephone
Save \$100
\$199
Low As \$19.99 Per Month
Reg. \$299.99
Realistic 1000 is a true mobile phone with all the features you need to stay in touch. \$19.99

Deluxe Portable CD Player
Save \$40
\$15995
Low As \$159.95 Per Month
Reg. \$199.95
Realistic CD-3250 has 6 selection memory. Head phones extra, \$49.99

Tiny Dual-Superhet Radar Detector
Save \$60
\$7995
Reg. \$859.95
Road Patrol XX1 detector lets you drive with confidence. Separate X and K band tones, \$29.99

Compact 10-Channel Desktop Scanner
Save \$30
\$9995
Reg. \$129.95
Low As \$9.99 Per Month
Realistic PRO-57 lets you catch the news as it happens! Hear police, fire, rail, military, 110 more, \$19.99

Mobile CB With Channel Controls on Mike
HALF PRICE!
\$4995
Reg. \$99.95
Realistic 1100-410 lets you get highway info on the radio... you'll never have to drive alone! \$49.99

Our Easiest-to-Use Phone Answerer
Cut 17%
\$4995
Reg. \$59.95
ANSWON 120-247 answerer is ready to use—just plug it in. Has built-in announcement, \$49.99

Handheld Voice-Activated Cassette Tape Recorder
40% Off
\$2995
Reg. \$49.95
Realistic CTR-85 makes an excellent "dictator" for students, secretaries or executives. \$49.95

20-Memory Speed-Dial Phone
Cut 33%
\$2995
Reg. \$44.95
Radio Shack RT-200 "Bart Phone" is ideal for home or office. Tone-pulse, \$49.95

Check Your Phone Book for the Radio Shack Store or Dealer Nearest You

Most Major Credit Cards Welcome

1991



2007

Watch Now

HBO NOW

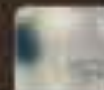
Continue

Season 1, Episode 3

Up Next



Westworld



DRAMA



Watch Now

Up Next



Westworld
Season 1, Episode 3



Power
Season 5, Episode 1



Homeland
Season 5, Episode 1

What to Watch



The Night Of
We're mesmerized and terrified all at once by Riz Ahmed's performance.



Hunt for the Wilderpeople
A tough-talking tween goes on the run with his foster dad in this Kiwi delight.

Library Watch Now Store Search

Watch Now

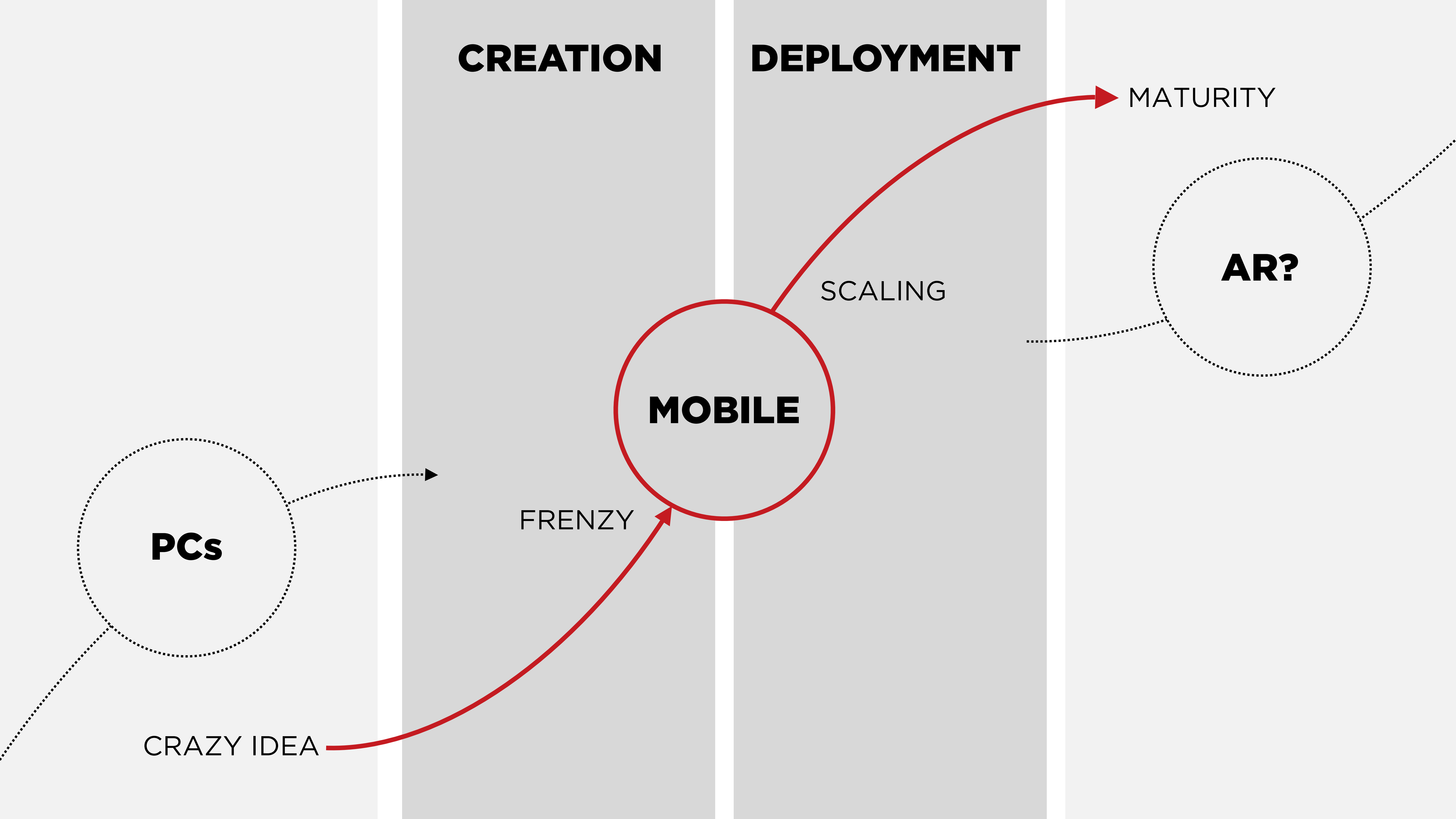
Up Next



Westworld
Season 1, Episode 3

What to Watch





CREATION

DEPLOYMENT

MATURITY

AR?

SCALING

MOBILE

FRENZY

PCs

CRAZY IDEA

A hand holds a white tablet. The screen is dark blue and displays the text "What can I help you with?" in a light blue, sans-serif font. Above the text is the time "10:45" and a signal strength indicator. Below the text is a light blue microphone icon. The background is slightly blurred, showing a laptop keyboard and a cup of coffee.

ADVANCED INTERFACES

Looking Beyond the Smartphone



CIPA camera production 1933 - 2014

x1000 units

140000
120000
100000
80000
60000
40000
20000
0

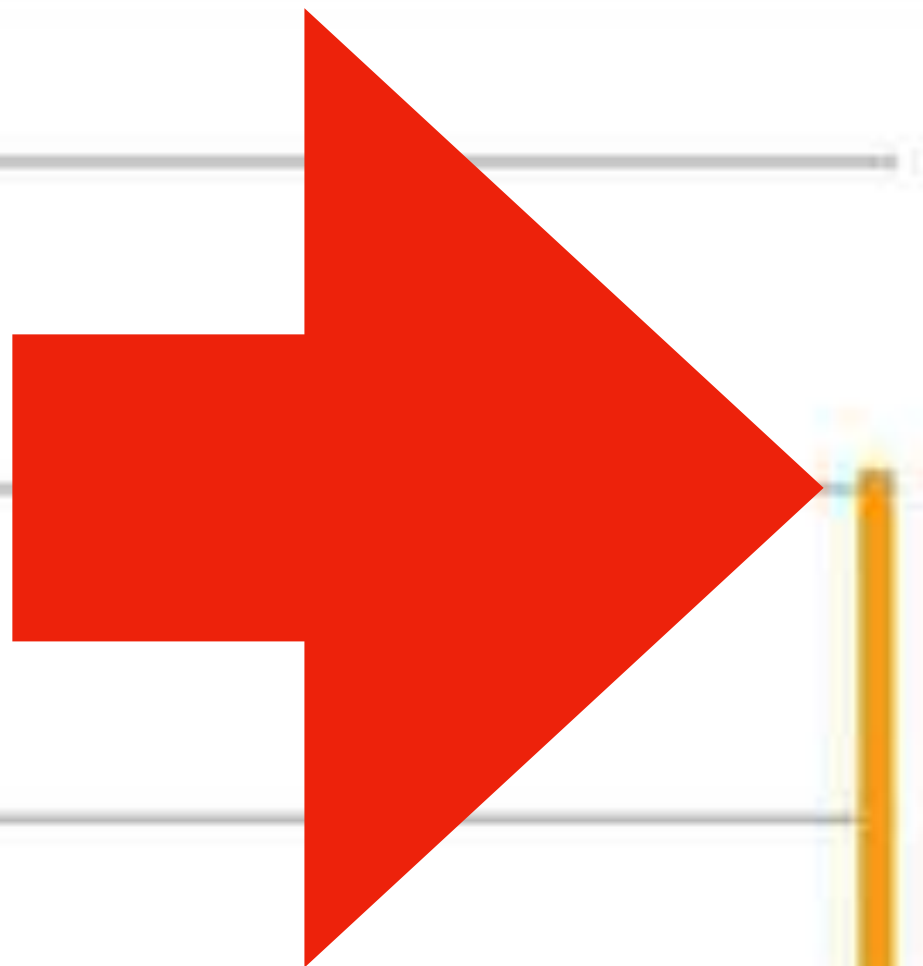
1933 1935 1937 1939 1941 1943 1945 1947 1949 1951 1953 1955 1957 1959 1961 1963 1965 1967 1969 1971 1973 1975 1977 1979 1981 1983 1985 1987 1989 1991 1993 1995 1997 1999 2001 2003 2005 2007 2009 2011 2013

CIPA Analog Compact Digital D-SLR Mirrorless Smartphone



1,300,000

1,200,000







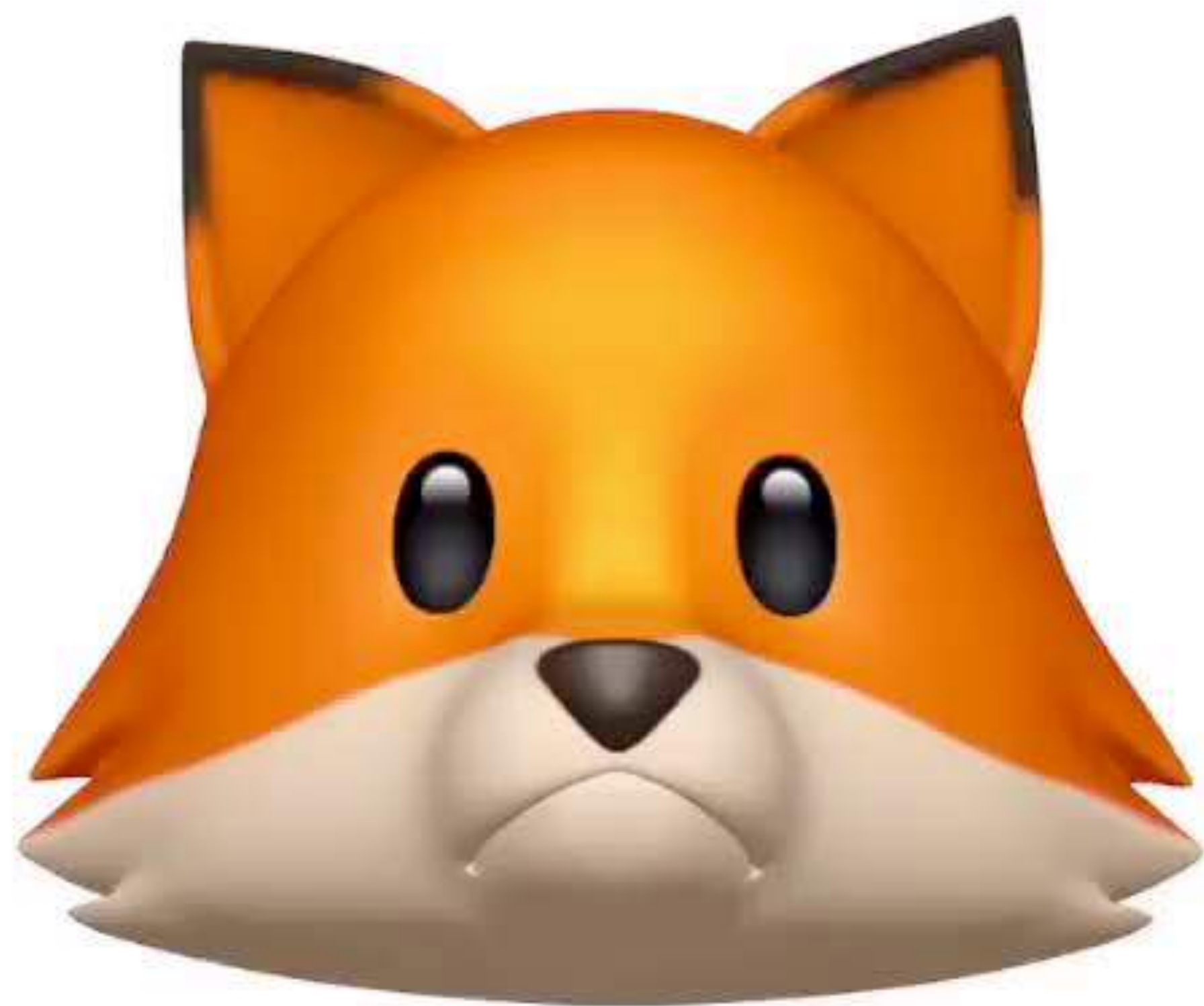


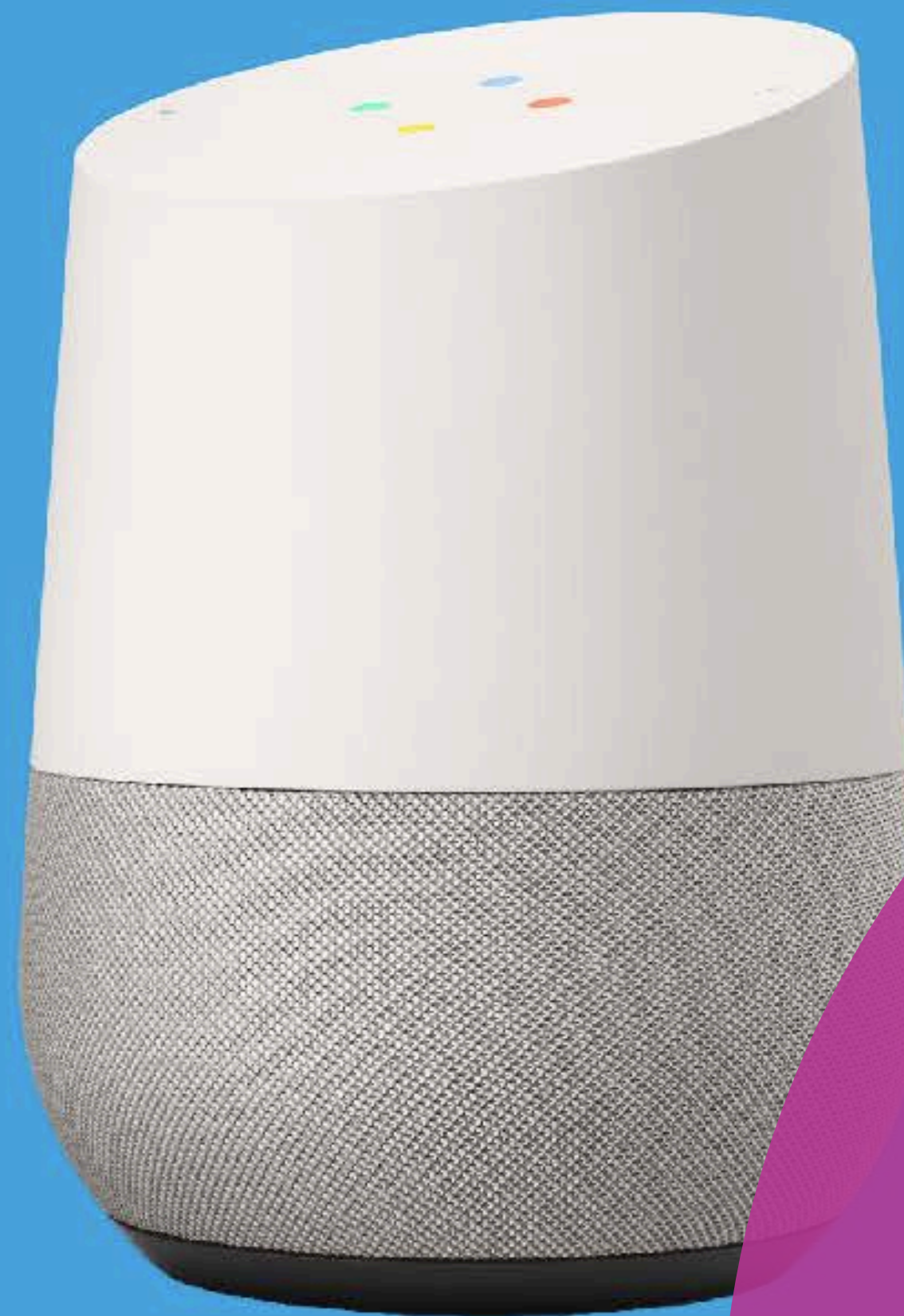


Ambient light sensor
Proximity sensor
Flood illuminator
Infrared camera
Speaker
Microphone
Front camera
Dot projector





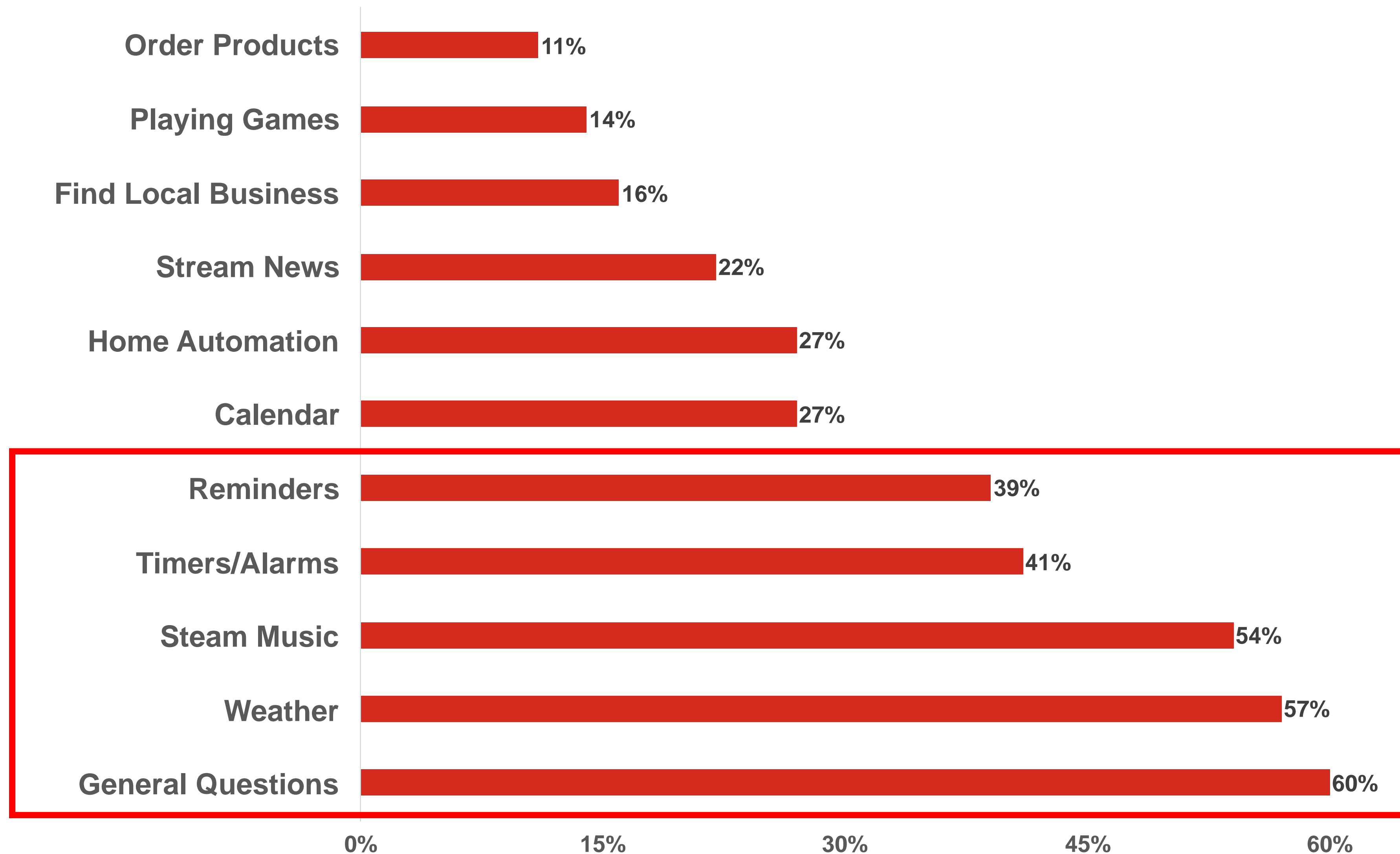




75%

**OF US HOUSEHOLDS
WILL HAVE SMART SPEAKERS
BY 2020**

WHAT ARE SMART SPEAKERS USED FOR?



SOURCE: comScore, US Homes With Smart Speakers Q1 2017, via Statista

27.4%

**OF US MESSAGING APP USERS
HAVE USED A CHATBOT TO
CONNECT WITH A BUSINESS
OR BRAND**

KIA / **NIRO**
Let's chat. **Send Message** to get started.



Crimson Red
Metallic



Silky Silver
Metallic



Aurora
Pearl



Black






A background image showing a person's hands interacting with a tablet and holding a credit card, suggesting a digital retail or payment process. The image is slightly blurred and has a dark overlay.

RETAIL DISRUPTION

Focusing on Experience and Convenience



NO-LINE LUNCH
GO AHEAD

70%

**OF MILLENNIAL SHOPPERS
WANT AI-POWERED RETAIL
RECOMMENDATIONS**



SHOP GAP ONLINE
WE'LL PICK IT UP FOR YOU





KATE SPADE SATURDAY





ALEXANDER WANG

[illegible]

ALEXANDER WANG



ALEXANDER WANG



JITLINDER WANG



STUDY NO. 1



TEXT TO BUY TEXT TO BUY TEXT TO BUY TEXT TO BUY
(917) 512-7715 (917) 512-7715 (917) 512-7715 (917) 512-7715



1000000



1992



1999



1000



100



10



1



10



10



1



10



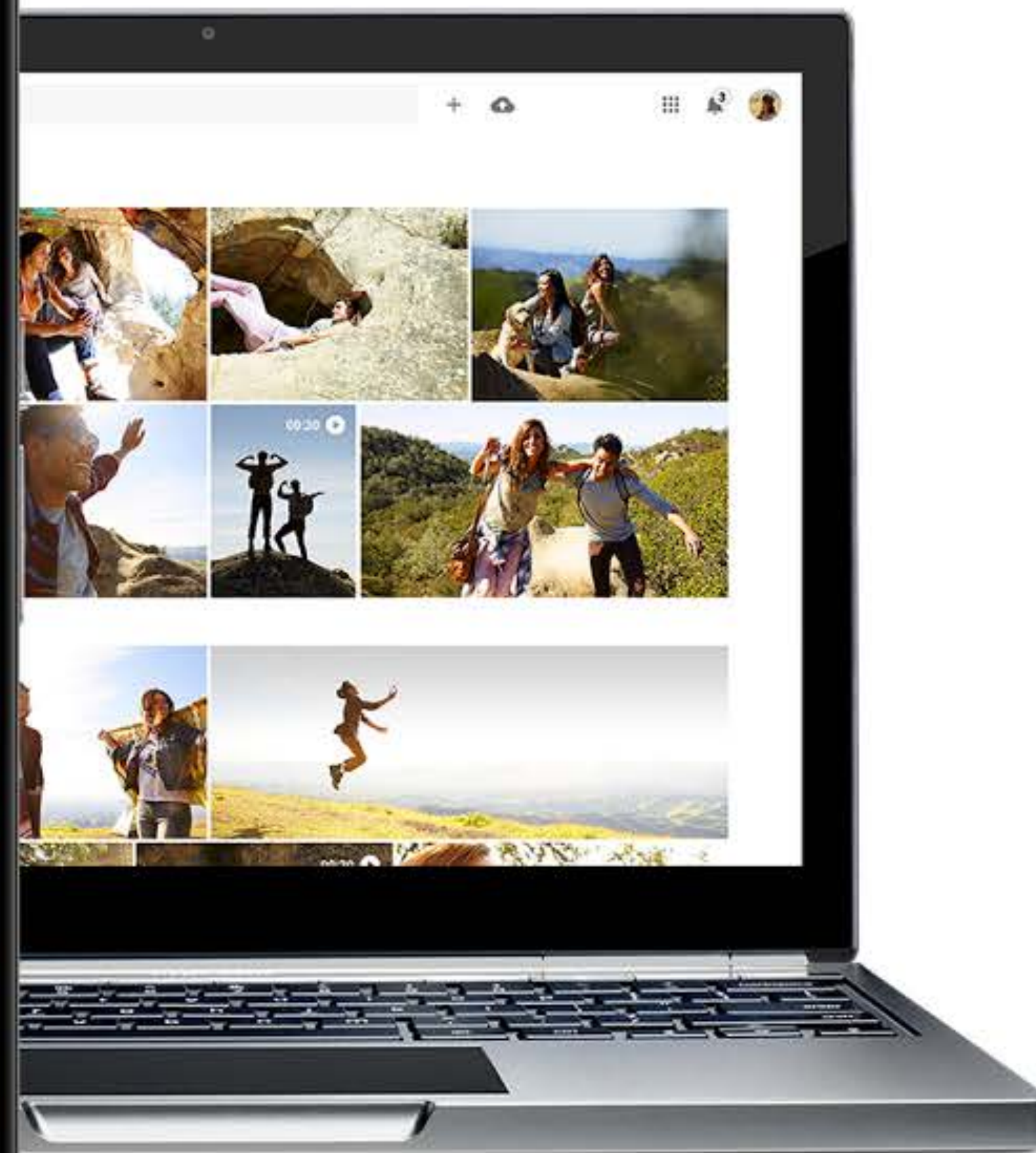
PARK



UNBUNDLED SEARCH

Ears and Eyes for Our AIs

IPG MEDIA LAB

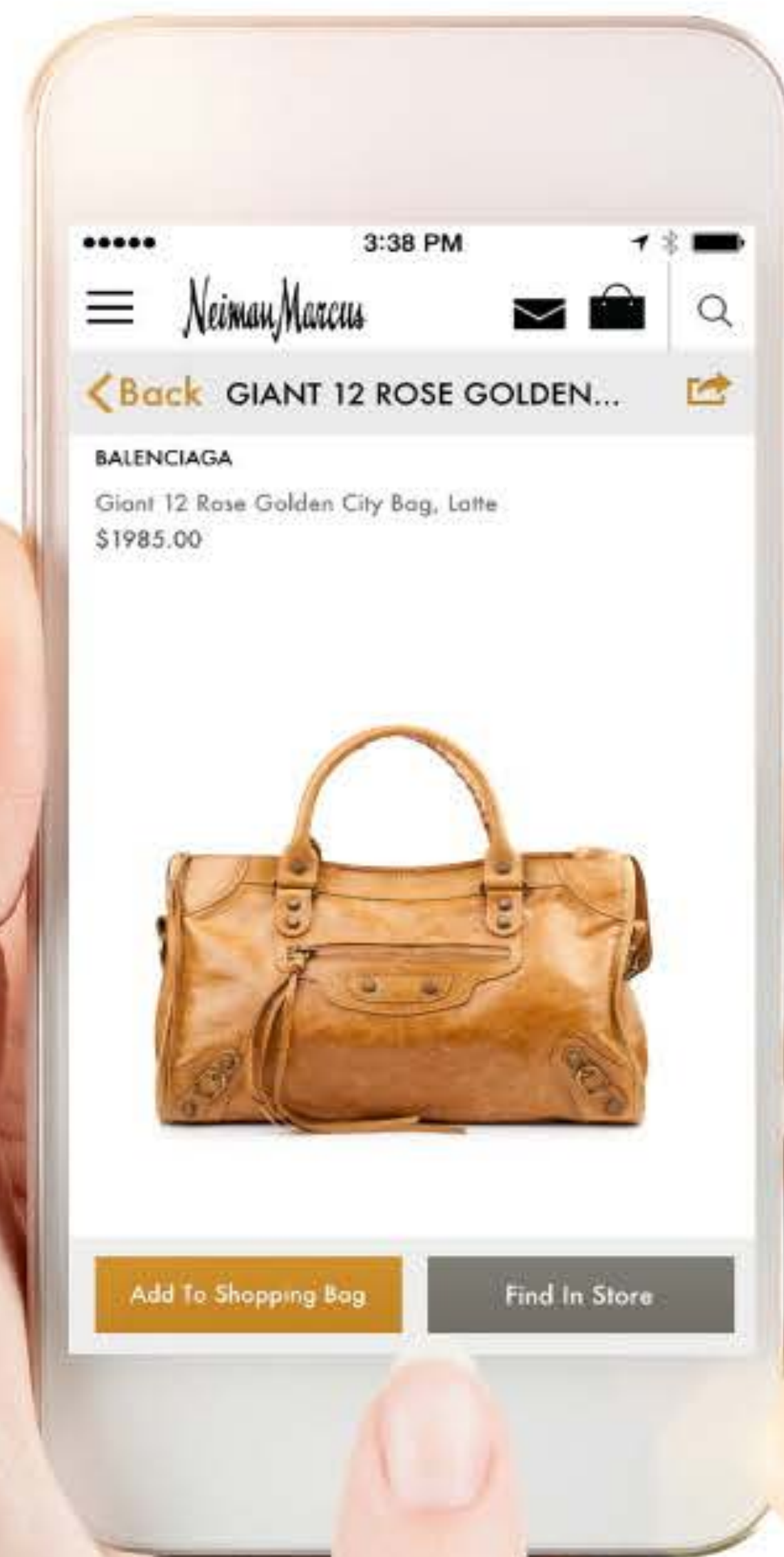


75%

OF US INTERNET USERS
REGULARLY OR ALWAYS
SEARCH FOR VISUAL CONTENT
BEFORE MAKING A PURCHASE

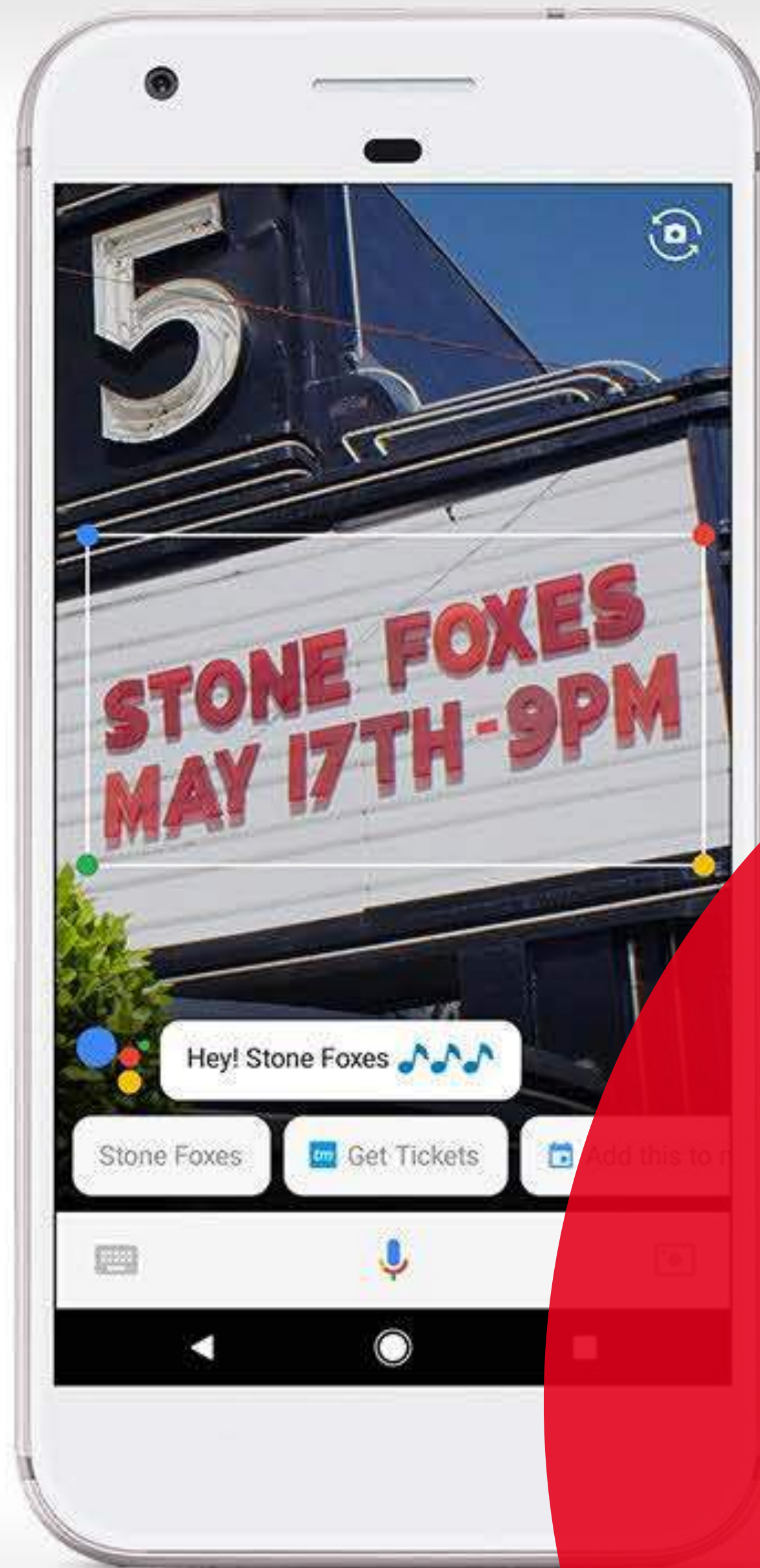








Google Lens



20%

**OF SEARCHES WILL BE
VISUAL BY 2020**



30%

**OF SEARCHES WILL BE
VOICE-BASED BY 2020**

A wide-angle photograph of the London skyline, featuring prominent skyscrapers like the Shard and the Gherkin. In the foreground, the River Thames flows, with several bridges crossing it. The sky is overcast and grey. A large white banner with the text 'AUGMENTED REALITY' is superimposed across the middle of the image.

AUGMENTED REALITY

Bridging the Gap Between the Physical and Digital

IPG MEDIA LAB

A woman with long dark hair is wearing a white and black VR headset. She has her mouth open in a joyful expression and her hands are raised in the air. The background is blurred, showing what appears to be a convention or exhibition space with other people and lights. A large purple circle is overlaid on the left side of the image, containing the text '8MM+'.

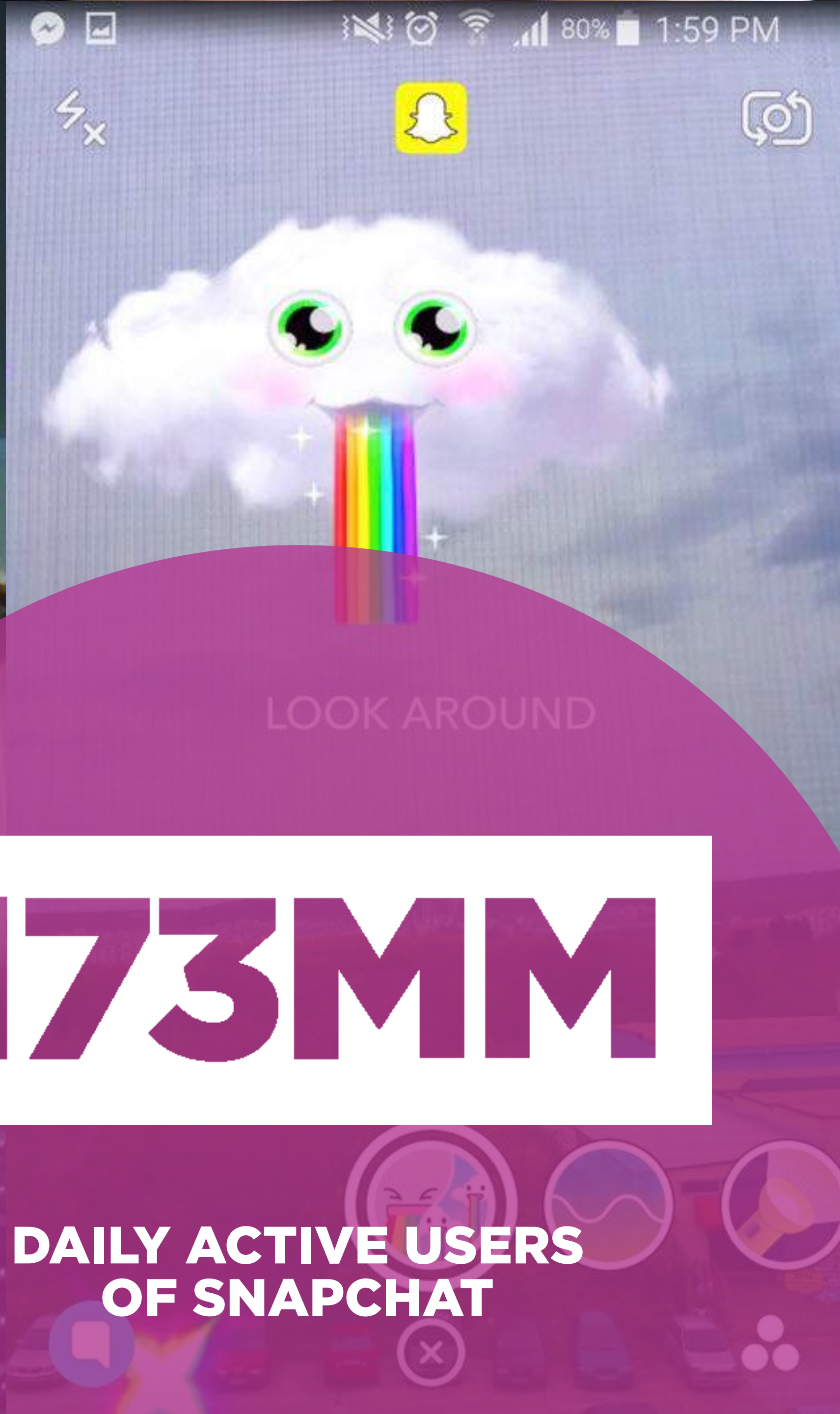
8MM+

**CONSUMERS NOW OWN
A PREMIUM VR HEADSET**



65MM

**MONTHLY USERS STILL PLAY
POKEMON GO TODAY**



173MM

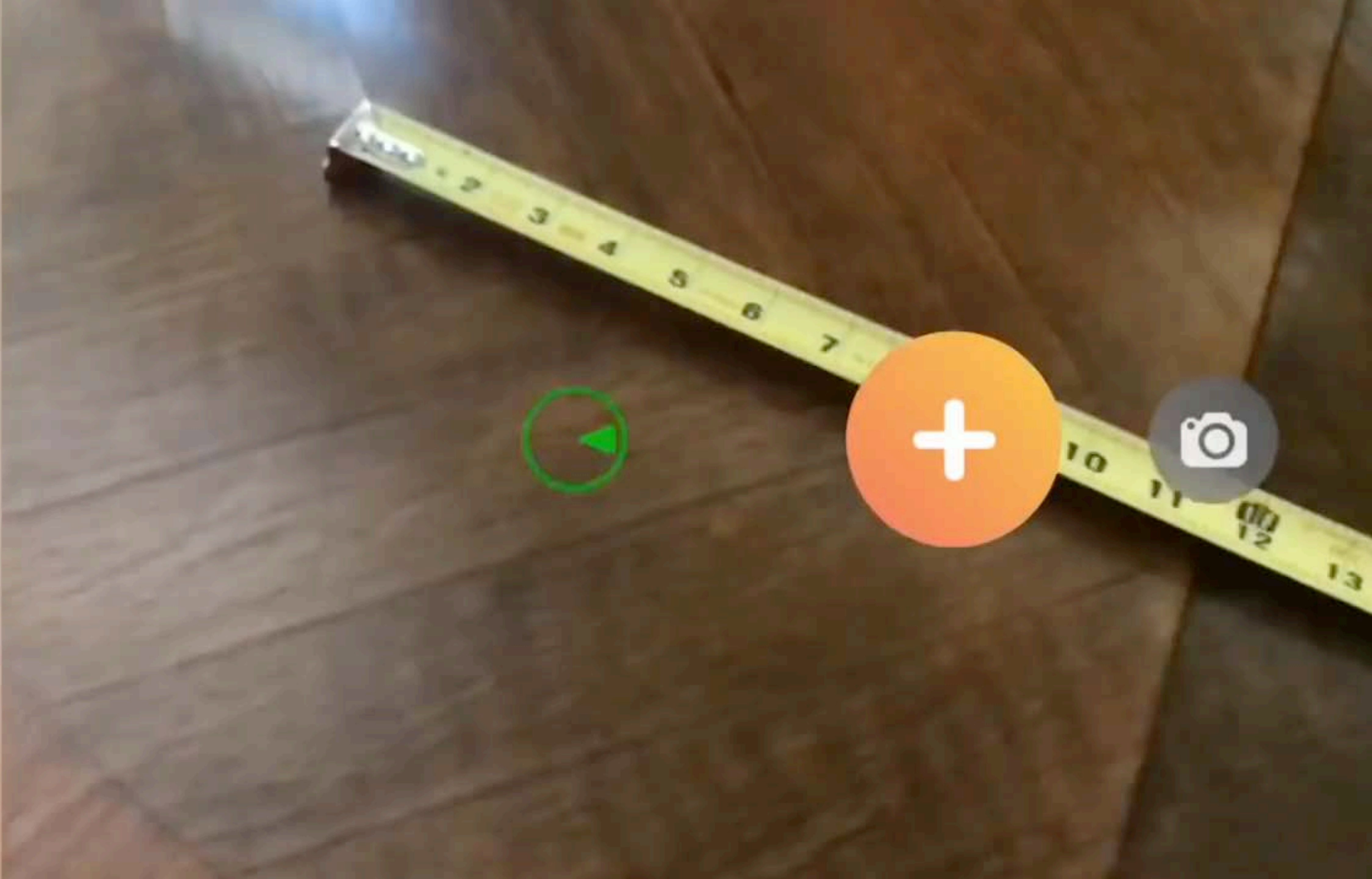
**DAILY ACTIVE USERS
OF SNAPCHAT**

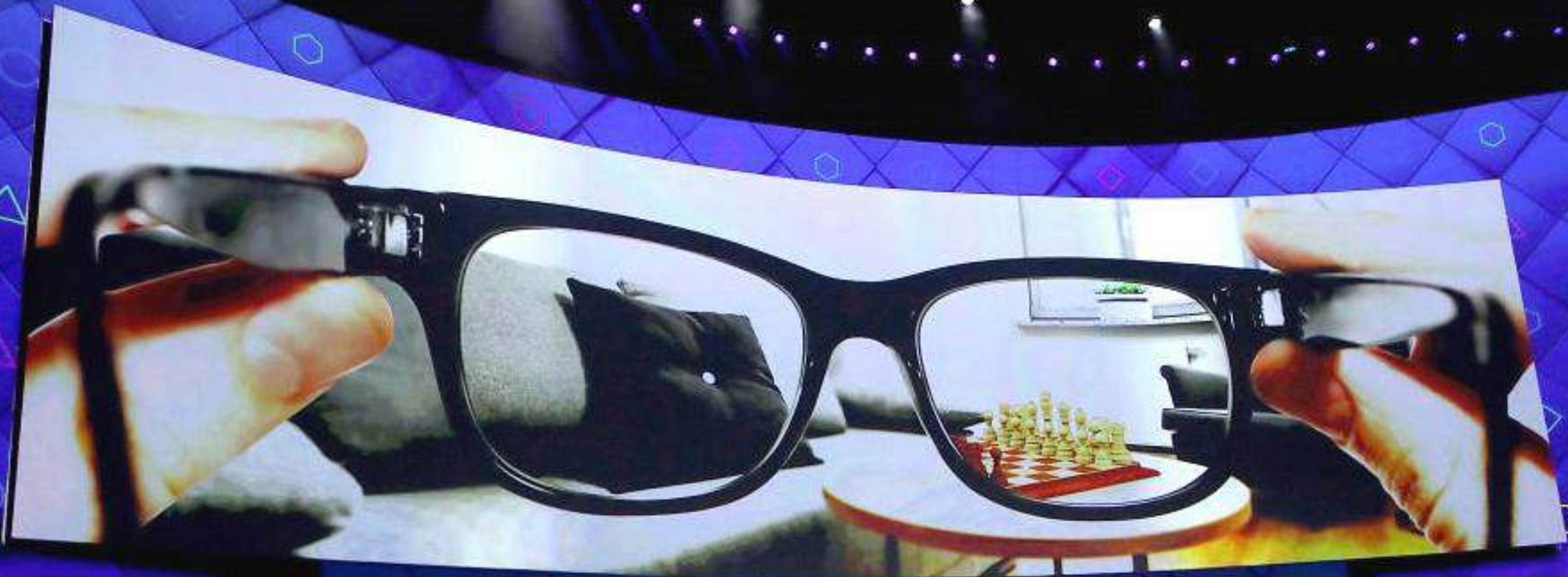


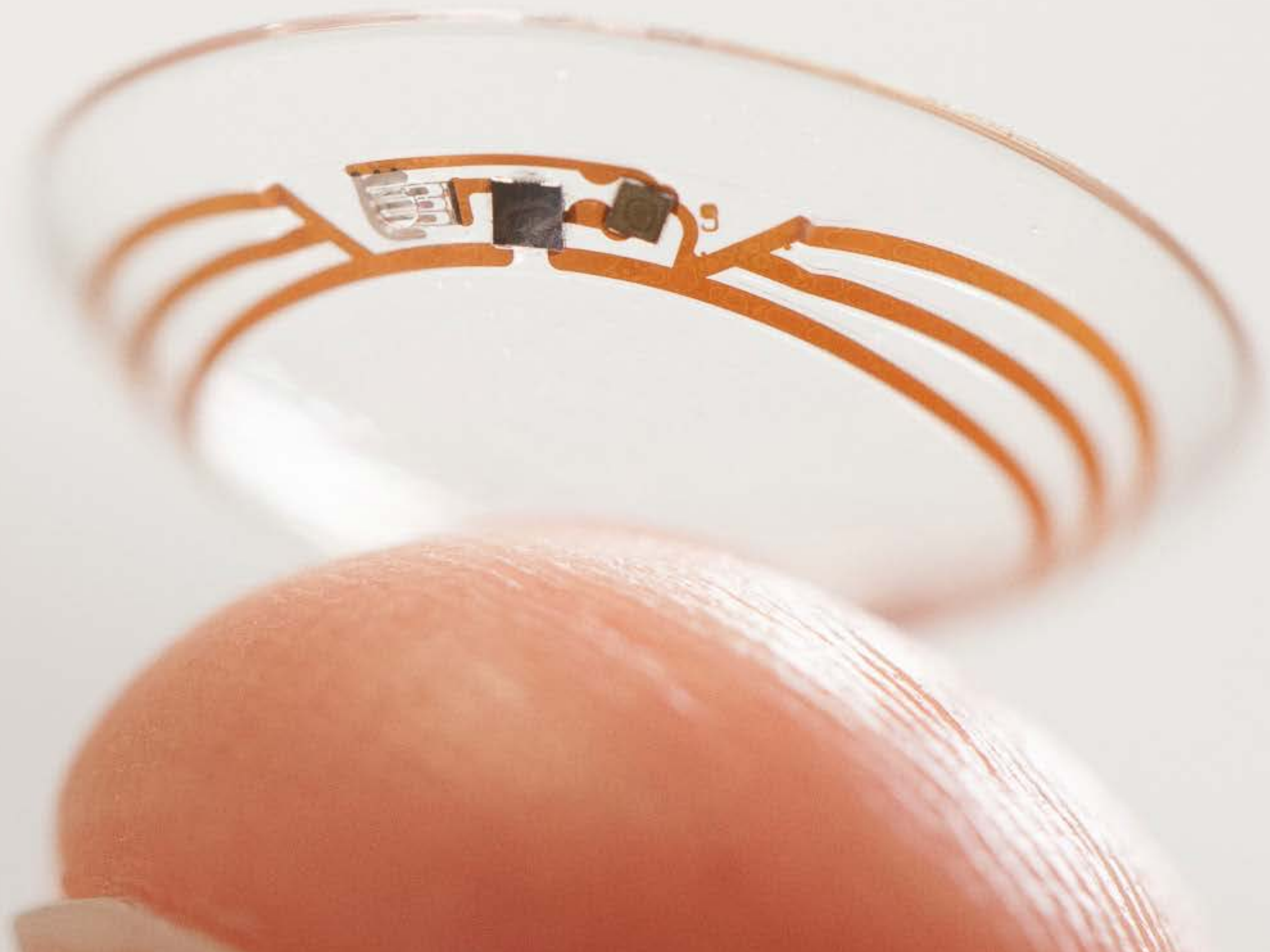
1B+

**PROJECTED ACTIVE USERS
GLOBALLY FOR MOBILE AR BY 2021**









The background is a vibrant cosmic scene. It features swirling nebulae in shades of deep purple, magenta, and fiery orange-red. Scattered throughout are numerous small, bright yellow and white stars, some appearing as distant galaxies. The overall effect is one of a vast, dynamic universe.

THANK YOU