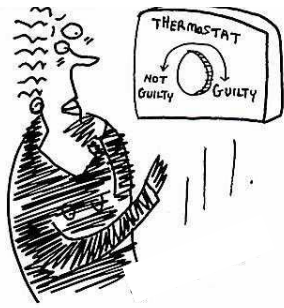


INDOOR CLIMATE

MAKING IT MORE SEXY TO THE OUTSIDE WORLD



15. MAY 2014

LISELOTTE LYNGSØ, FUTURE NAVIGATOR

FUTURE NAVIGATOR

INDOOR CLIMATE - MAKING IT SEXY

THE INVENTOR P. OLE FANGER



INDOOR CLIMATE

IT NEEDS TO APEAL TO THE DIGITAL GENERATION



110 YEARS & 5 CAREERS, POP UP SOLUTIONS, MOBILE, 70% WORK FROM HOME, 75% IN BIG CITIES, 90% INSIDE

ALWAYS ONLINE - PLUGGED IN

THE DIGITAL GENERATION REFUSES TO DRIVE!



“The iPhone is the Ford Mustang of today”
66% of the 18 to 24 year olds in the US would pick internet access over car ownership. Only 15% of those who are older say the same! Koslowski, Gartner 2013

FUTURE NAVIGATOR

MOVING FROM 7 TO 9 BILLION

YOUR MARKET IS HUGE IF YOU DO IT RIGHT

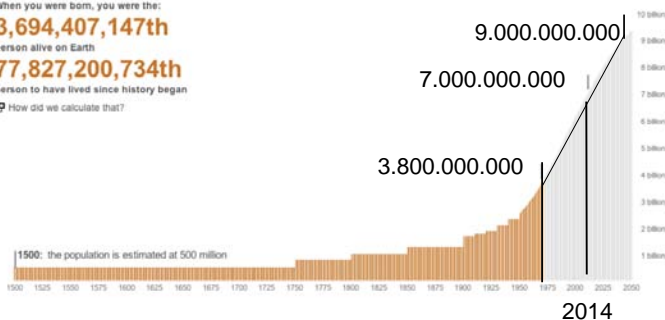
Where do you fit into 7 billion? Enter your date of birth to find out:

23 06 1970 GO

< NEXT >

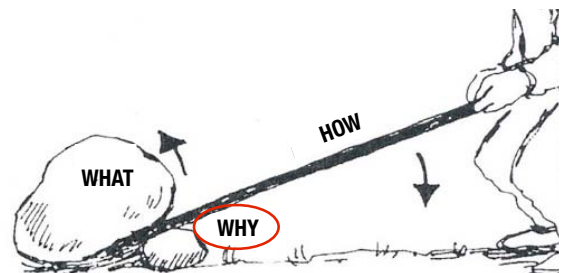
When you were born, you were the:
3,694,407,147th
person alive on Earth
77,827,200,734th
person to have lived since history began

How did we calculate that?



MAKING INDOOR CLIMATE SEXY

SEARCH FOR MEANINGFUL SOLUTIONS



ASK WHY

CHANGE OF FOCUS FROM WHAT TO WHY



ASK WHY

REVERSE MICROWAVE = JUST IN TIME COLD



The new system can cool drinks, including wine bottles and fizzy drink cans, from room temperature to four degrees in a matter of seconds. Photo: ALAMY

FUTURE NAVIGATOR

WHY SOAP?

TO REDUCE CHILD DEATH BY 67%



WHY A BALCONY

FROM BALCONY TO 6 M2 FRESH AIR AND DAY LIGHT



WHY WINDOWS

LIVING DAY LIGHT



WHY INDOOR CLIMATE

URBANISATION - 75 % BY 2050



Stearinlys øger forureningen i danske hjem til Beijing-niveau

Blomsterlys er hjemmets største forureningskilder, og de er en usikkelig kilde.

ARTIKLER

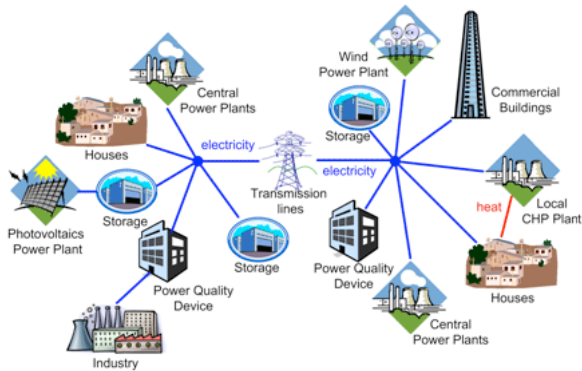
Nu er smoggen i Kina så slem, at solopgangen kun findes på storskærm

Del Synes godt om 85

AF EML NORSSER, 17. JANUAR 2014

WHY INDOOR CLIMATE

CLIMATE CONCERNS & SMART GRIDS



WHY INDOOR CLIMATE

FROM STUFF TO WELL BEING AND FEELING AT HOME



WHY INDOOR CLIMATE

NO BREATH SHARING IN THE HOSPITAL BED - NEW MEGA HOSPITALS



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WHY INDOOR CLIMATE

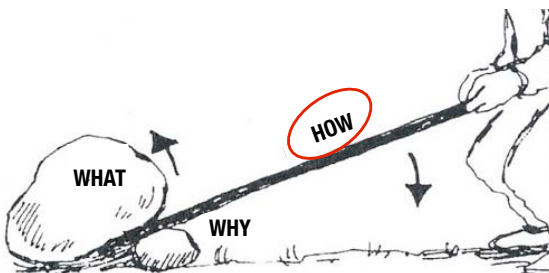
BETTER GRADES - 7000 NEW YOUTH HOUSES



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INDOOR CLIMATE

MAKING IT SEXY



QUIZ

WHAT IS THE MOST IMPORTANT IN ORDER TO ACHIEVE WEALTH, HEALTH, A GREAT JOB, PERCEIVED HAPPINESS AND A LONG LASTING RELATIONSHIP?

- A) A HIGH IQ AND EQ
- B) A LARGE AMOUNT OF SELF CONTROL
- C) A POSITIVE MINDSET

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QUIZ

•B) A LARGE AMOUNT OF SELF-CONTROL



WE HAVE OUR MINDS ELSE WHERE
THE WILLPOWER HAS BEEN CANCELED! FOR MOST OF US



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BODY-HACKING IS THE NEXT BIG THING!
A DIGITAL STICK/GPS FOR THE GOOD LIFE



FUTURE NAVIGATOR

BODY-HACKING
LIFE AS A GAME



FEEDBACK: SMARTER, STRONGER AND LIVE LONGER

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FROM MEASURING TO MONITORING!
MONITOR THE INDOOR CLIMATE



FUTURE NAVIGATOR

BIG DATA
GOOGLE IS ENTERING THE INTERNET OF THINGS



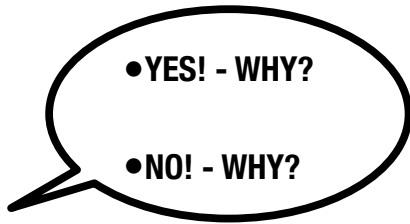
Google acquires Nest for \$3.2 billion: Is it finally time for smart homes to become a reality?

By Sebastian Anthony on January 14, 2014 at 12:59 pm | 4 Comments

FUTURE NAVIGATOR

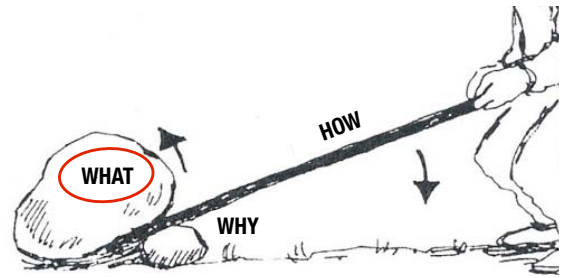
TELL THE PERSON SITTING NEXT TO YOU

WILL YOU USE BODY-HACKING IN 2 YEARS TIME?



INDOOR CLIMATE

MAKING IT SEXY



THINK ABOUT NUDGE

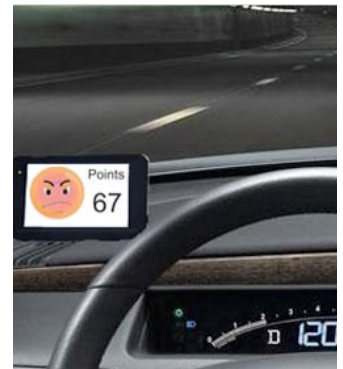
TO GET THE BEST OUT OF PEOPLE



FUTURE NAVIGATOR

NUDGE

FUN AND SIMPLE



ME, ME, ME

FROM STORY-TELLING TO MY STORY



FUTURE NAVIGATOR

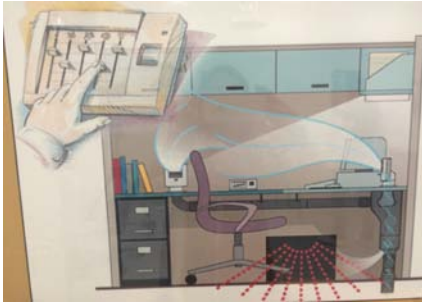
I WANT TO BE IN CONTROL

FROM SERVICE TO ACTIVATION



I WANT TO BE IN CONTROL

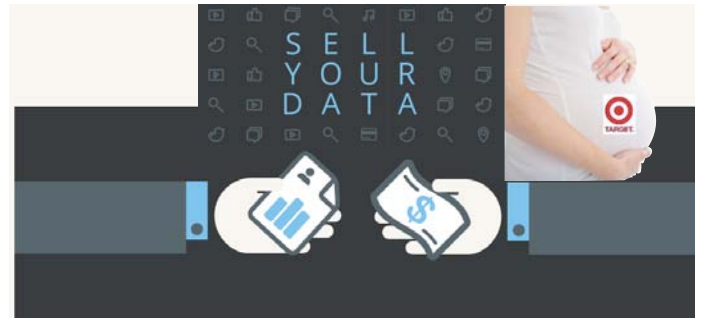
FROM SERVICE TO ACTIVATION



"WE ARE AFRAID OF PLANES BECAUSE WE ARE NOT IN CONTROL
NOT CARS BECAUSE WE ARE IN CHARGE
- EVEN THOUGH ITS FAR MORE DANGEROUS"

PREDICTIVE ANALYSIS

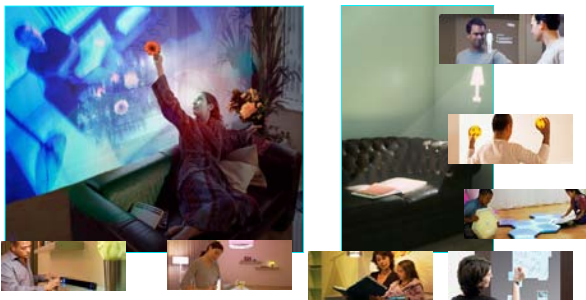
THE DATA IS NOT LYING



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PREDICTIVE DATA

MOOD AND PERFORMANCE ENHANCER

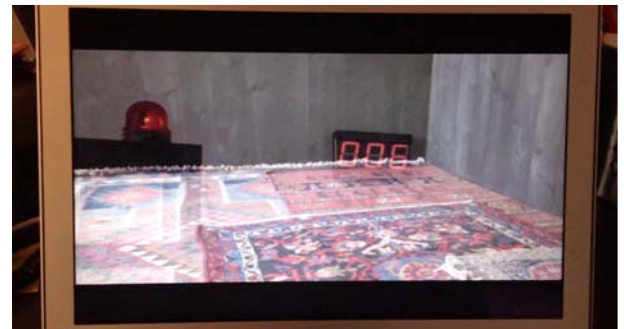


SURROUNDINGS THAT KNOWS WHAT YOU NEED

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FROM KNOWING TO FEELING

FROM INSPIRATION TO TRANSFORMATION - NOVO



IF THE STORY IS NOT TOLD IT DOES NOT EXIST

FROM WORDS TO IMAGES



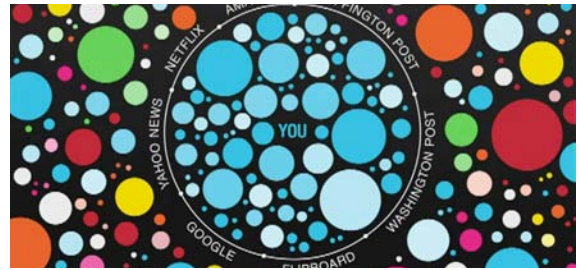
LISTEN LOUDER

ALSO TO THE STUFF THAT WE HAVE NOT ASKED FOR



LISTEN LOUDER

ESCAPE THE FILTER BOBBLE



http://www.ted.com/talks/eli_pariser_beware_online_filter_bubbles.html

ACROSS ACADEMIC BOUNDARIES

THINK 360 DEGREES AROUND PEOPLE






ACROSS ACADEMIC BOUNDARIES

THINK 360 DEGREES AROUND PEOPLE



GET PEOPLE INVOLVED

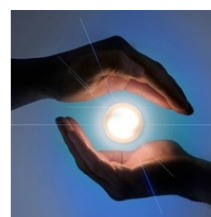
OWNERSHIP, IDEAS, STORY-TELLING, BRANDING, FINANCE

 <p>ChilliBud: The renewable energy microclimate by Rich Cartwright ChilliBud is a tube that creates a micro-climate using renewable energy to enhance sunlight to help grow chilli plants. Oxford, UK</p> <p>0% FUNDED £166 PLEDGED 11 DAYS TO GO</p>	<p>Wireless Smart Headphones</p>  <p>The Dash – Wireless Smart In Ear Headphones by BRAGI LLC. World's First Wireless Smart In Ear Headphones. 1000 Songs. Performance Tracking. Body Sensors. Secure Fit. Munich, Germany</p> <p>1047% FUNDED \$2,722,786 PLEDGED 21 DAYS TO GO</p>	 <p>Mini Cablox by Soren Jensen Mini Cablox is a slimmer version of the original 8x8 Cablox. It's the art of cable management - made smaller. Copenhagen, Denmark</p> <p>SUCCESSFUL! 272% FUNDED \$10,896 PLEDGED MAR 18 2013</p>
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MAKING INDOOR CLIMATE SEXY

PEOPLE ARE NOT RATIONAL - THE PRICE OF COFFEE AND EGGS



FEEL



THE BEST



QUALITY FIT

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THANKS FOR LISTENING

INDOOR CLIMATE - BIG SHIFTS

FROM LINEAR TO EXPONENTIAL

FROM WHAT TO WHY

FROM MEASURING - TO MONITORING

FROM WILLPOWER - TO DIGITAL STICK

FROM SOLUTION - TO MY STORY



GET THE PRESENTATION - SEND A MAIL TO:

LLL@FUTURENAVIGATOR.DK

FUTURE
NAVIGATOR