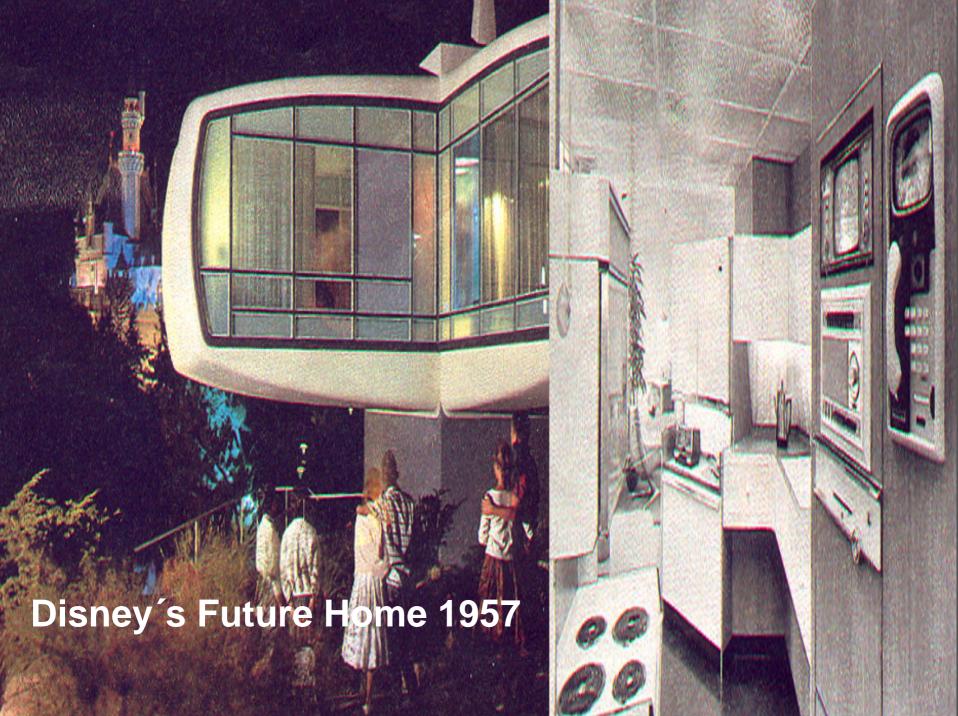
Framtidens hem och Internet

Internetdagarna 24-25, 2005

Linda Bradley, Director Business Development Soul Business Innovation, Tokyo

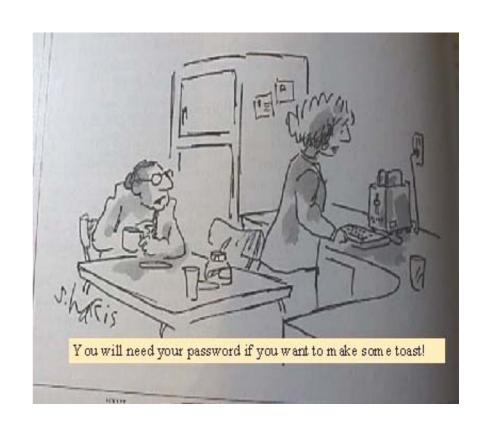






Designing the home of the future – domesticating the computer

- →What is a home when asked?
 - → Secure
 - **→** Familiar
 - → Shelter
 - → Free time and own choices
 - → Very individual





2005-10-28

New lifestyle/behavior Active orientation

Examples:

Working at home
Learning at home
Caring for a sustainable
environment
Health control

Home management Business

Examples:

Security and safety
Paying bills and
booking tickets
Family calendar
E-commerce

Examples:

The mobile lifestyle
Networking human-human
Participation in online
communities
Virtual worlds for new
experiences

Experiences Pleasure

Examples:

Digital TV Video on demand Home cinema E-commerce

Traditional lifestyle/behavior Passive orientation



Soul Business Innovation Group AB

Kungsgatan 26 111 35 Stockholm 08-545 914 50 1-41-7-2002 Tomigaya Shibuya-ku, Tokyo 151-0063

linda.bradley@soul.se www.soul.se

