

A green highway sign with white text and an arrow. The sign is mounted on a metal structure with several brackets. The background is a clear blue sky.

The Future

NEXT EXIT



**INTERACTIVE
PACKAGING**



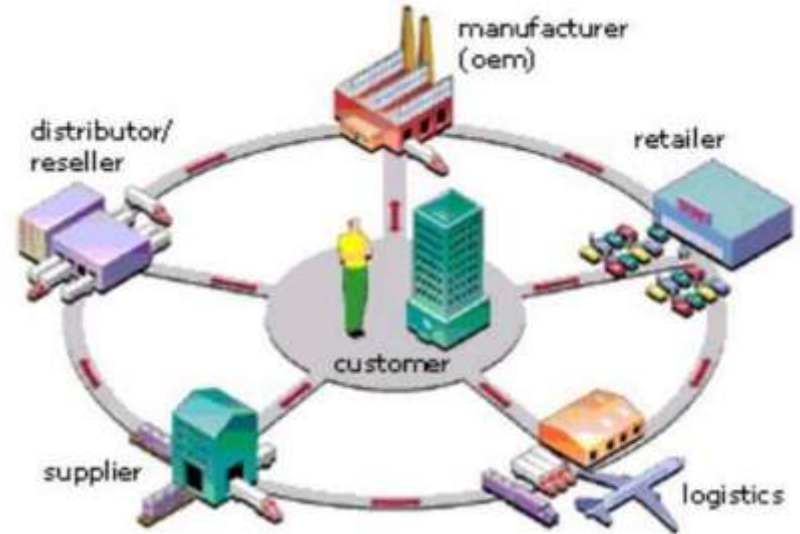
**FARADAY CENTRE
FOR RETAIL EXCELLENCE**

Faraday

Centre for Retail Excellence

The Faraday Centre for Retail Excellence is a new type of University consultancy that delivers specialist knowledge to the consumer packaged goods and retailing industries.

Our aim is to take the risk out of innovation enabling our clients to build better and more profitable product and customer experiences.



Faraday

What makes us unique

Faraday has a truly global search capability, providing you with a one-stop shop on the hottest research from around the world...

... combined with over 14 years experience of sourcing novel packaging solutions, makes us best placed to answer your packaging innovation needs.



Faraday

Member companies



UPM RAFLATAC



An elderly woman with short dark hair and glasses is shown from the chest up. She is wearing a dark patterned blouse under a light-colored ribbed cardigan. Large white headphones are around her neck. Her right hand is on a vinyl record on a turntable. The background is a wall with a repeating floral damask pattern. A dark semi-transparent banner is at the bottom left with white text.

DRIVERS
NEW EXPERIENCES

Why are brand owners and retailers alike investing in developing new consumer pack experiences?

Shelf Stand Out



Create Experiences

As humans we live and are willing to buy experiences



Create Experiences

By creating or capturing an experience your consumers want you can:

- Create a connection with the consumer
- Reinforce your brand values
- Differentiate yourself from the competition
- Add value to your product offering

Create Experiences

- Experiences enable you to premiumise your offering!
- Experiences offer an escape to competing on price!



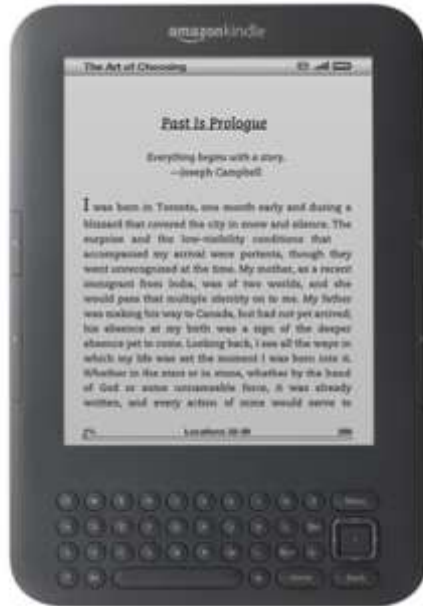


PLASTIC ELECTRONICS

The Plastic Electronics Promise

- Mass Produced
- Printed
- Low Cost
- Electronic Functionality
 - Improved pack functionality
 - Improved pack appeal

What Works Now



MariSense shelf tickets as part of the IBM Smarter-Plant project

What Works Now



LG 55EM960V



**LEEDS
METROPOLITAN
UNIVERSITY**
Faraday Centre
For Retail Excellence

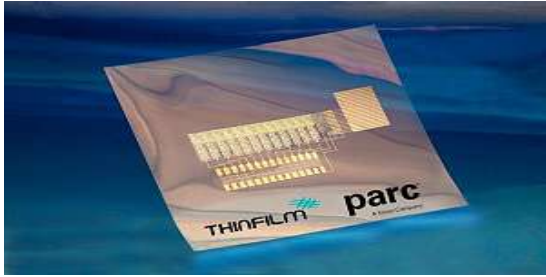
What Works Now



What Works Now



What Works Now



Barriers

- Lower performing components (exception OLED)
- Power
- High initial costs due to large R&D investment
- What to do with PE?
 - Lack of PE understanding and concepts
 - Difficult to imagine something new!
- Legislation

Concepts



Real Concepts



Real Concepts





**AUGMENTED
REALITY**

Augmented Reality



Augmented Reality

A brief history

- PC webcam based
- Mobile phone
- Projector
- Gesture
- Obvious markers
- Hidden markers



Augmented Reality

The future

- Projectors in your phone?
- Augmented Reality glasses



The Age of the Smart Phone

- Over 50% of UK mobile phone users use a smartphone
- Average smartphone data usage nearly tripled in 2011
- Smartphones = 95% of O²'s total contract handset sales for Q4 in 2011
- Mobile network connection speeds grew 66% in 2011



Reality Now

Thunder Cats and Ben10 toy packaging by Bandai



Reality Now

LEGO Technic Augmented Reality booth



Benefits of Augmented Reality

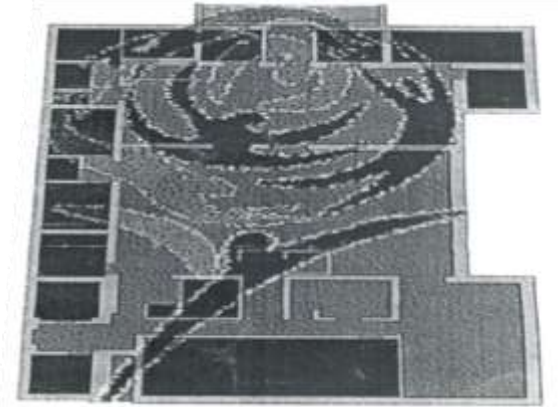
- You don't have to do anything to the pack other than print the marker!
- The cost is in developing the software
- It can be interactive
- It is available now!



Augmented Reality

At Leeds Metropolitan University

- Our work is at the cutting edge of possibility.
- We have all the latest software and technology.
- Our expertise is far wider than AR, enabling us to develop fully bespoke AR solutions from idea to 3D modelling to completed app.





IN CONCLUSION

Summary

Your customers or your customers customers, are and will increasingly be looking to increase packaging's engagement and interaction with the consumer at more than the visual level.

Advances in and access to the latest consumer handheld devices means there are new ways in which packaging will be perceived by the consumer.

What This Means for You

- The future is not so far away!
- Much of what you have seen is achievable now!
- The push for more interactive packaging experiences will only increase!

The Future is Here!

TESCO's Homeplus
subway pop-up
shop format in
Korea and now
Gatwick



Thank You

To discover more about Faraday or any of the areas covered today please feel free to talk to me.

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