











AI Across Industries

	Introduction Special Features and Definitions Megatrend Matrix	3 4 5			
	8 Trends and Insights Humanized Assistant Virtual home and retail assistants are humanized to better resonate with users	6 7			
	Smart Parking Tech companies are striving to make the parking experience easier for consumers	9			
	Accessible Assistant Voice Assistant technologies prioritize the removal of barriers	11			
	Holographic Assistant AI-based holographic assistants enhance engagement and customization	13			
				Wellness Chatbot Chatbots focused on maintaining mental and physical health are on the rise	15
				AI Label AI technology is being employed in packaging and label design to improve experience	17
				Dementia Support People with dementia are supported with the help of technology	19
				Retail Chatbots AI chatbots in the retail space enhance customer service	21
				Hospitality Panel Research Review of Trends	23
				Specific Examples Relevant Ideas & Case Studies	24

Introduction

This Report explores how Artificial Intelligence and related technologies are shaping and changing industries that impact consumer life.

AI has improved the daily routine of consumers across various industries. This report focuses on the advancements in healthcare, fashion, retail, and CPG through the use of chatbots, virtual and holographic avatars creating a smarter and more connected environment around us. The demand and need to create seamless experiences for the consumer and improve their way of life at every interaction is key for brands and small businesses to create for their customers.



Special Features and Definitions

Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in the trend report, as well as a breakdown of the scoring system that's used to evaluate the performance of the content in your report.

Retro Electric
8.8 Score

Expedition Camper Vehicles
9.2 Score

Top Lists

Consumer Insights: The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

Specific Examples: Carefully selected individual innovations to provide more in-depth analysis.

Clustered Lists: Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

8.8
Score



Demographics:
The target audience. This value is determined by the researcher, not by site statistics.

Freshness:
The relative newness of an article.

Activity:
The amount of people interacting with an article, including scrolling through images and sharing on social media. Something, like a bacon cupcake, might not be Popular, but could score high on Activity if people share it a lot.

Popularity:
Scoring of appeal based on how many people choose an article when given other options in the same category or cluster.

Overall Score:
All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

Megatrend Matrix

Each trend relates to one or more of 18 megatrends defined by TrendHunter. The megatrends are categorized under 6 patterns of opportunity (A-F)

 <p>A) Acceleration 1. Perfecting One Thing 2. Aspirational icon 3. Exaggerated Feature 4. Reimagined Solution</p>	 <p>Prosumerism From user-generated content to maker culture, today's customers are content creators and experts</p>	 <p>B) Cyclicity 1. Retro . Nostalgia 2. Generational 3. Economic. Seasonal 4. Repetitive Cycles</p>	 <p>Nostalgia Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years</p>
 <p>Catalyzation Businesses have taken a role of accelerating the personal development of customers</p>	 <p>AI We are entering a transformative new era, denoted by an exponential growth in data, RAM and intelligence.</p>	 <p>Naturality The desire for sustainable products. Including local, organic, recyclable and pronounceable ingredients.</p>	 <p>Youthfulness The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life</p>
 <p>C) Reduction 1.Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription</p>	 <p>Instant Entrepreneurship New services make it easier than ever to conceptualize, fund launch and companies</p>	 <p>D) Redirection 1. Refocusing 2. Reversing 3.Surprising 4.Gamifying</p>	 <p>Tribalism Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <p>Curation Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <p>Simplicity In a fast-paced, cluttered world simplicity stands out, resulting in focused businesses & clean design.</p>	 <p>Gamification The application of game dynamics to real-world problems results in a world that's more competitive and engaging</p>	 <p>Experience In a world abundant with stuff, experience becomes a more important currency and life priority.</p>
 <p>E) Convergence 1. Combining + Layering 2. Adding value 3. Co-Branding 4. Physical + Digital</p>	 <p>Multisensation Tech, AR and interactive experiences are raising our expectations in the realms of entertainment, retail –even food.</p>	 <p>F) Divergence 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashioning 4. Generational Rebellion</p>	 <p>Authenticity Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <p>Co-Creation Businesses, products, services and customers are increasingly co-creating an interdependent world.</p>	 <p>Hybridization Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <p>Personalization Small batch production technologies and more personalized media are creating an expectation for personalized</p>	 <p>Many-to-Many A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy</p>

A hand is shown on the left side of the image, pointing towards a glowing network diagram. The network consists of numerous white nodes connected by thin white lines, set against a dark teal background. The nodes are arranged in a somewhat circular pattern, with some nodes being brighter than others. The overall aesthetic is futuristic and data-driven.

Trends & Insights

Overlooked Opportunities & Examples

The global consumer trends and insights highlight the what and why of major industry shifts.

They are split into two sections:

1. **the trend section**, which identifies a new opportunity in a given industry, and
2. **the insight section**, which explores the specific target customer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.

Humanized Assistant

Virtual home and retail assistants are humanized to better resonate with users



Humanized Assistant

Virtual home and retail assistants are humanized to better resonate with users

Trend - Brands are humanizing virtual assistants in an effort to help these AI-driven technologies better connect with the people who use them. These humanizing features offer a sense of trust and comfort, particularly among age groups that may not be as accustomed to the adoption of assistive tech in the home or in retail.

Insight - Today's online-driven culture has left some consumers feeling disconnected or generally removed from how people connect and live their lives. Brands in the tech space are actively working to be more inclusive and trustworthy for these consumers, allowing technology to not just create feelings of isolation, but to also help resolve those feelings.



Exclusive Virtual Pop-Ups

Nike's Store Only Takes Air Max Credits Earned from Previous Purchases. [Read more.](#)



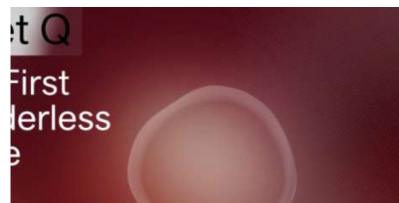
Real-Time Conversational AIs

Tech Giant Nvidia Launched Its Configurable Chatbot: Jarvis. [Read more.](#)



Holographic AI Assistants

The Clova AI on Gatebox Sounds Just Like a Human Person
[Read more.](#)



Non-Binary Tech Voices

Virtue Creates 'Q' — the First Genderless Voice for Smart Technology
[Read more.](#)

7.9
Score



Authenticity

4 Featured, 36 Examples

★ Advisor Pick

61,495 Total Clicks

URL: [Hunt.to/451485](https://hunt.to/451485)

8

Smart Parking

Tech companies are striving to make the parking experience easier for consumers

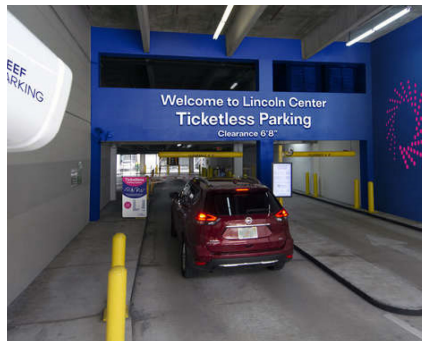


Smart Parking

Tech companies are striving to make the parking experience easier for consumers

Trend - Through the increasing incorporation of various technology—from robots to artificial intelligence—companies are launching tools that will assist individuals in finding and navigating parking spaces.

Insight - Since urban populations are exponentially growing, contemporary consumers in these environments are placing a premium on efficiency and convenience. As they attempt to navigate the demands of their busy lifestyles, they are looking for ways to make some experiences more seamless in order to avoid any unnecessary stress. In this space, many are emphasizing the use of technology as they are aware of its potential.



Multipurpose Parking Hubs

REEF Technology is Transforming Parking Spaces for the On-Demand Economy. [Read more.](#)



Parking Spot Rental Remotes

The Conceptual 'Parkey' Lets Drivers Find a Parking Spot Fast. [Read more.](#)



Automated Car-Parking Robots

This Stanley Robotics Robot will Streamline Airport Parking. [Read more.](#)



AI-Powered Parking Technology

The Effectiveness of Fetchi.ai is Being Tested in Munich, Germany. [Read more.](#)

7.4
Score



☁ Simplicity
🧠 Artificial Intelligence

4 Featured, 36 Examples
56,681 Total Clicks
URL: [Hunt.to/440920](https://hunt.to/440920)

★ Advisor Pick

10

Accessible Assistant

Voice Assistant technologies
prioritize the removal of barriers

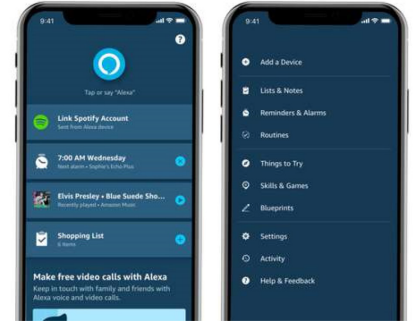


Accessible Assistant

Voice Assistant technologies prioritize the removal of barriers

Trend - Assistive voice technologies are increasingly being designed with accessibility in mind—whether that’s related to helping people with disabilities or reducing costs. This shift comes as brands prioritize inclusive design to remove barriers and accommodate as many consumer needs as possible.

Insight - As technology continues to advance at an unprecedented rate, consumer expectations of the barriers it can help close are accelerating as well. Despite the fact that technology has negatively impacted the lives and routines of many people, this more hopeful side of technology is something that consumers can feel genuinely positively about.



Accessible Smart Home Assistants
Amazon Alexa Has Added a Voice Speed Accessibility Feature. [Read more.](#)

AI Assistant Health Apps
The 'XUND' Health App Guides Users Through Medical Journeys. [Read more.](#)

Accessible Smart Home Bulbs
The Wyze Bulb Provides an Array of Intelligent Features. [Read more.](#)

Reworked Smart Assistant Apps
Amazon Made the Alexa App More User Friendly and Customizable. [Read more.](#)

4.1
Score



Catalyzation



Artificial Intelligence



Personalization

4 Featured, 54 Examples

67,952 Total Clicks

URL: [Hunt.to/410464](https://hunt.to/410464)

12

Holographic Assistant

AI-based holographic assistants enhance engagement and customization



Holographic Assistant

AI-based holographic assistants enhance engagement and customization

Trend - Smart assistive technology is now being developed with holographic functions that enhance interactivity between the customer and the product. These holographic assistants can be found in everything from cars to home assistant devices and offer an element of novelty that most standard smart assistants don't yet have.

Insight - Holographic technology on its own already satisfies the need for more engaging tech that is humanized, but holographic assistants add a much-needed element of personalization. A tech service tailor-made for one person and one person only is the pinnacle of unique and authentic product experience. In the digital age, consumers are wary of being seen as a number or statistic in consumer data; they want products that acknowledge their humanity. Personalization, whether via technological services or tangible products, acknowledges their nuanced needs.



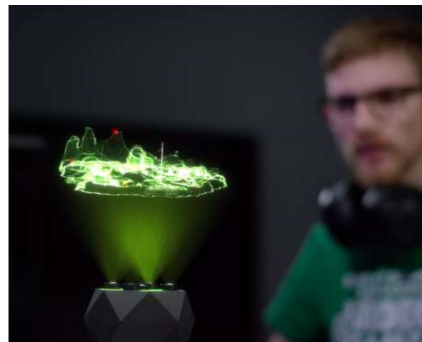
Holographic AI Stylists

The BAFTA Awards' CGI Model 'Shudu' Lets Consumers Shop Looks from Home. [Read more..](#)



AI Car Dashboard Assistants

FAW's Vehicles Will Soon Be Equipped with a Holographic Assistant. [Read more.](#)



Holographic Gaming Assistants

GeForce RTX R.O.N is an AI-Powered Assistant for PC Gaming. [Read more.](#)



Holographic Automotive Assistants

EyeLights' Car Assistant Handles Navigation, Calls, Music & More. [Read more.](#)

4.7
Score



4 Featured, 53 Examples

131,128 Total Clicks

URL: [Hunt.to/407108](https://hunt.to/407108)

14



Wellness Chatbot

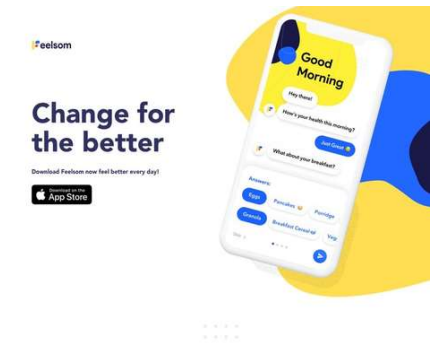
Chatbots focused on maintaining mental and physical health are on the rise

Wellness Chatbot

Chatbots focused on maintaining mental and physical health are on the rise

Trend - As more consumers prioritize their mental and physical health, they're turning to AI-based chatbots that assist them in the process of achieving "wellness." These chatbots cover varying aspects of consumers lives, whether those are mental and physical fitness, or their ability to build and maintain relationships.

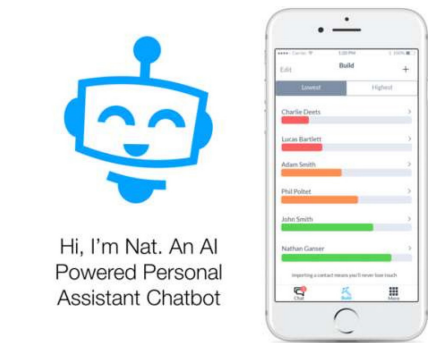
Insight - For consumers, one of the challenges that come from increasingly popular "self-improvement" journeys is that they can be difficult to prioritize on top of the many responsibilities they already have. Even individuals who are serious about these processes still require guidance and accountability in order to make time for them and see them through, and these consumers seek out curated products and services that offer them those support systems.



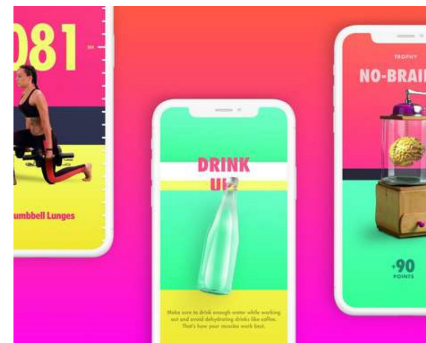
Chatbot Lifestyle Health Apps
The 'Feelsom' App Tracks Routines Using a Witty Chatbot. [Read more.](#)



Digital Mental Health Chatbots
Tess is a Conversational Bot That Helps Users Through Tough Times. [Read more.](#)



Relationship-Fostering Chatbots
'Nat Bot' Helps Users Keep Track of Pertinent Info and More. [Read more.](#)



AI Fitness Chatbots
Butterfly Coach's Digital Trainer Tailors Routines to Individual Users. [Read more.](#)

4.8
Score



- Artificial Intelligence
- Personalization

4 Featured, 32 Examples
28,271 Total Clicks
URL: [Hunt.to/427961](https://hunt.to/427961)

★ Advisor Pick
16

AI Labels

AI technology is being employed in packaging and label design to improve experience



AI Labels

AI technology is being employed in packaging and label design to improve experience

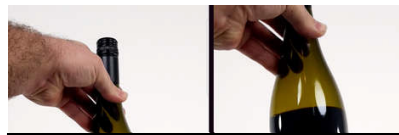
Trend - Brands are embracing artificial intelligence in packaging more boldly, with the hopes of improving the consumer experience through convenience, authenticity, accessibility, and trust. The implementation of such technology in this sector enables fluid storytelling and even self-translating capabilities.

Insight - Contemporary consumers are setting the bar higher for brands as they consider multiple factors before making a purchase, including supply chain transparency, sustainability, accessibility, and so on. In this space, they are looking for concise and accessible information that alleviates any effort needed on their part. When this demand is met, consumers feel at ease with their decision and are more trusting of the brand.



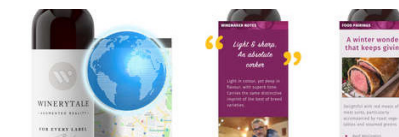
Smart AI Packaging

Illing Company Inc. Seeks to Expand the Packaging Vision of Its Clients. [Read more.](#)



Self-Translating Wine Labels

Third Aurora's Technology Lets Shoppers Read Labels in Any Language. [Read more.](#)



Location-Aware Wine Labels

Third Aurora's Bottles Use Their Exact Location to Enhance Marketing. [Read more.](#)



Self-Translating Pharmaceutical Labels

Third Aurora's Tech Lets People Read Labels in Any Language. [Read more.](#)

6.6
Score



4 Featured, 28 Examples

33,434 Total Clicks

URL: [Hunt.to/445147](https://hunt.to/445147)

Dementia Support

People with dementia are supported
with the help of technology

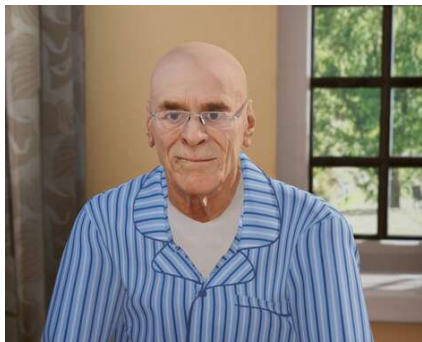


Dementia Support

People with dementia are supported with the help of technology

Trend - Brands are creating tech-based support for people with dementia--either in the form of training for caregivers or products and services that are in direct contact with those with dementia. Innovations in this space include therapeutic robot canines and digital training avatars.

Insight - Advances in technology have been crucial in innovations related to accessibility, comfort and quality of life. People with mental and physical disabilities, and their allies, have pushed for inclusion--in part by encouraging businesses to cater to their needs in both direct and indirect ways.



Artificial Intelligence Dementia Avatars

Ted the AI Avatar Will Be Launched in Early 2021.

[Read more.](#)



Therapeutic Canine Robots

Tombot Robotics Designed a Realistic Puppy for Dementia Therapy.

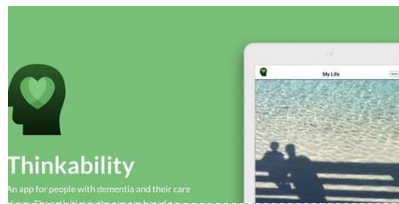
[Read more.](#)



Virtual Reality Caregiver Training

Michener Received a Grant to Develop Its Technology Further.

[Read more.](#)



Dementia-Specific Memory Apps

Thinkability is an App for People with Dementia & Their Care Givers.

[Read more.](#)

7.0
Score

Popularity

Activity

Freshness



Experience

Artificial Intelligence

4 Featured, 19 Examples

23,159 Total Clicks

URL: [Hunt.to/442733](https://hunt.to/442733)

20

Retail Chatbots

AI chatbots in the retail space
enhance customer service



Retail Chatbots

AI chatbots in the retail space enhance customer service

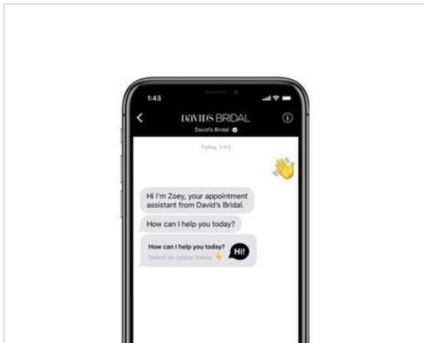
Trend - Innovative technology in retail is increasingly popular as brands in this space compete with ecommerce, and chatbots are one piece of smart technology that these brands are integrating. These tools help personalize the customer experience, and help shoppers make purchase decisions faster.

Insight - For many consumers, the convenience of ecommerce has in many ways overshadowed the act of going into stores to purchase items. Now, managing purchase decisions over household needs and personal items is much easier because it can easily be done from the home. For brands that are looking to engage customers who have grown accustomed to this level of convenience, they'll have to replicate in-store some of the qualities that have made ecommerce so popular.



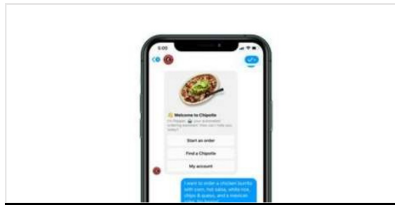
Phone-Shaped Product Displays

Salesforce's Display Helps Consumers Try on AR Sunglasses. [Read more.](#)



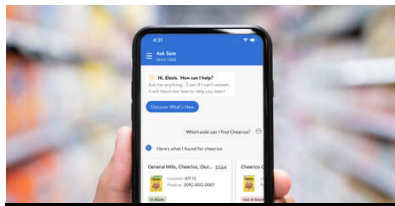
Anti-Holding Customer Service Chatbots

David's Bridal Launched a Concierge Chatbot Named Zoey. [Read more.](#)



Facebook Messenger Food Ordering

Chipotle Mexican Grill Launches an Ordering System on Messenger. [Read more.](#)



Employee Voice Assistants

Walmart's Ask Sam Lets Employees Look Up Prices, Find Products & More. [Read more.](#)

5.9
Score



Simplicity

Experience

Personalization

4 Featured, 45 Examples

51,472 Total Clicks

URL: [Hunt.to/427936](https://hunt.to/427936)

Haaga-Helia's experts studied the impact of the trends presented in this report in Finland.

Approximately one-third of the panellists surveyed work in the restaurant or accommodation sector. The panel also included professionals in the fields of education and event management.

Among the trends presented in the report, the respondents say that the most important factors in Finland are chatbots that help with customer service and AI and robotic solutions that aid with parking.

AI-based hologram responders were not considered a very significant trend in Finland, although hologram environments and Microsoft Hololens2-based discussion platforms were mentioned in free comments.

Respondents reported that they have come across artificial intelligence at their workplaces, such as collecting customer experience, robot kitchen, bots, accounting programs, online banks and the airline's website. The majority (86%) of respondents believed that the amount and/or use of holograms, chatbots and artificial intelligence will increase, especially in entertainment use over the next year.

Do you want to hear more about the results of the Hospitality Panel Research or use our professional panel as part of your own research?

Get in touch and let's figure out how we can best help you!



How do the trends affect Finnish companies?*

Trend 2: Smart Parking

3.8

Trend 8: Retail Chatbots

3.8

Trend 3: Accessible Assistant

3.6

Trend 6: AI Labels

3.6

Trend 5: Wellness Chatbot

3.5

Trend 7: Dementia support

3.5

Trend 1: Humanized assistant

3.4

Trend 4: Holographic Assistant

3.0

* n=28, scale 1-5, : 1 = does not affect at all, 2 = not much, 3 = somewhat affects, 4 = affects quite a lot, 5 = affects very much

Specific Examples

Relevant Ideas & Case Studies

These ideas and case studies can consist of anything from campaigns, concepts, products, services and more.

This section offers a more detailed exploration into those individual standout innovations that relate back to the topic of this report.

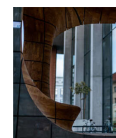


Tech-Infused Public Furniture

This Smart City Furniture from Hello Wood is Futuristic

This smart city furniture has been designed by Hello Wood as pieces for the modern cityscape that would offer deliver an impressive user experience that accommodates the needs of urbanites. The pieces include the Fluid Cube and the City Snake, which are each characterized by their very different designs but similar in their integration of technology like WiFi hotspots and USB charging outlets. The City Snake is paired with conventional solar panels, while the Fluid cube is constructed with a glass roof overlaid with solar cells.

The Hello Wood smart city furniture from the Budapest-based studio is constructed nearly entirely from wood, which would give it a distinctly natural touch when placed amongst metal and glass buildings.



9.3
Score

Popularity

Activity

Freshness



9 Related

57,460 Total Clicks

URL: [Hunt.to/451816](https://hunt.to/451816)

★ Advisor Pick

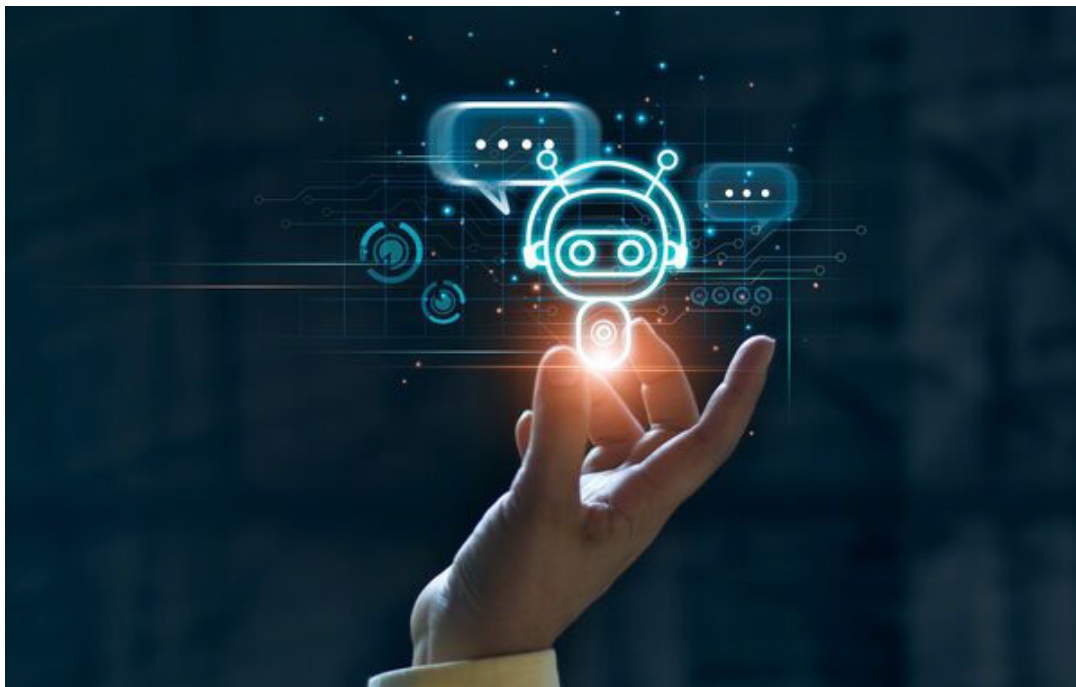
25

Self-Service AI Chatbots

Verint IVA Chatbots Offer Businesses User-Friendly Automation

Verint IVAs—Intelligent Virtual Assistants—allow businesses to outsource customer service tasks to chatbots, saving time, money, and human resources. The low-code, user-friendly software can be customized to businesses' needs by incorporating large volumes of informative data drawn from the business' current conversation logs. This process allows the Verint IVAs to adapt to a multiplicity of roles on demand effectively.

Mindful of the failings within AI-driven technology, the Verint IVA Pro Package has built-in functions that allow businesses to measure the ROI of its deployed chatbots actively as well as continuously improve them through concurrent processing of conversation data. As the e-commerce world explodes, Verint IVA is an industry leader in the growing movement toward AI-powered customer service solutions. Virtual chatbots offer an easy way to scale up businesses without expending valuable resources.



7.5
Score

Popularity



Activity



Freshness



7 Related

4,246 Total Clicks

URL: [Hunt.to/451403](https://hunt.to/451403)

★ Advisor Pick

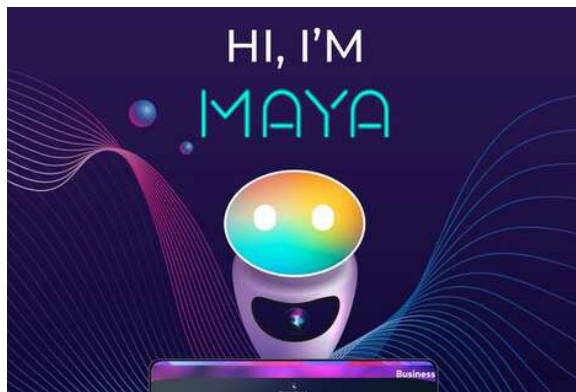
26

AI Business Development Bots

The 'Maya' AI Business Bot Saves Time on Operations and R&D

The 'Maya' AI business bot is a virtual solution for entrepreneurs that will help them to automate some of their workflow to reduce the amount of time they need to spend on specific tasks. The artificial intelligence (AI)-powered solution works by helping to manage operations as well as R&D, which could enable the entrepreneur to focus on building the business as a whole. This could help them to reduce the number of hours they spend dealing with the daily operations to in turn focus attention elsewhere that it is more pertinently required for.

The 'Maya' AI business bot is one of a growing number of AI-powered business solutions that enable business owners to reduce the amount of time they spend on important but not pertinent tasks.



6.8
Score



9 Related
5,825 Total Clicks
URL: Hunt.to/441104

★ Advisor Pick

AI eCommerce Assistants

Haptik's Artificial Intelligence Assistant Works Like an In-Store Agent

Buzzo is the name of Haptik's artificial intelligence assistant and it was created to enhance digital shopping experiences. The AI-powered voice assistant is said to bring "the simplicity of an in-store assisted experience to apps and websites," as it helps users navigate product choices with a voice-enabled interface.

Buzzo taps into meta data like filters, reviews, pricing and tags to understand a user's voice commands given in natural language. Like an in-store service agent, Buzzo helps to make meaningful recommendations, as well as suggest upsells, cross-sells to make the shopping experience as worthwhile as possible.

Research supports the fact that eCommerce is only continuing to grow, especially in the midst of a pandemic, and "digital is now the default way of shopping for most Millennials."



6.5
Score

Popularity



Activity



Freshness



9 Related

4,216 Total Clicks

URL: [Hunt.to/447744](https://hunt.to/447744)

Scalable AI-Powered Chatbots

Spectrm Helps Simplify the Process of Building Customer Relationships

Chatbots have become a popular way for businesses to interact with consumers in real-time. Run by a computer program, chatboxes stimulate human conversation via voice or text commands. One brand leading the industry is Spectrm, a Berlin-based conversational technology company that developed a scalable chatbox designed to improve and enhance the customer experience. The system operates on multiple messaging channels including Facebook, Instagram, and Google Business Messages.

The Spectrm technology leverages analytics in order to make data points actionable. The program uses this data to optimize the sales funnel and segment customers. In addition, the chatboxes can identify consumer intent and offer product or content recommendations in real-time. Ultimately, using Spectrm will help simplify the process of building customer relationships.



6.7
Score

Popularity



Activity



Freshness



4 Related

3,375 Total Clicks

URL: [Hunt.to/447357](https://hunt.to/447357)

★ Advisor Pick

29

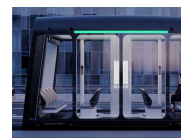
Autonomous Monorail Pods

The Conceptual Urban Monorail Shuttle Pods Seat 10 Passengers

The conceptual Urban Monorail Shuttle pods are the design work of Russia-based Working People and provide a futuristic vision of what public transportation in the city could look like in the near future.

The monorail pods feature an autonomous design that would enable up to 10 passengers to get around the city in an efficient manner. The trams could operate on the existing roadways in an urban environment with minimal changes to the infrastructure, while also keeping maintenance costs low.

The conceptual Urban Monorail Shuttle pods are designed with air purification technology along with circulation and cooling systems to keep everyone far more comfortable during their ride. The friendly design of the trams would make them a welcome addition to the cityscape, while also allowing them to seamlessly run in either direction without looking out of place.



8.3
Score



9 Related

36,951 Total Clicks

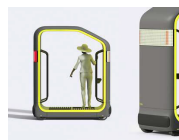
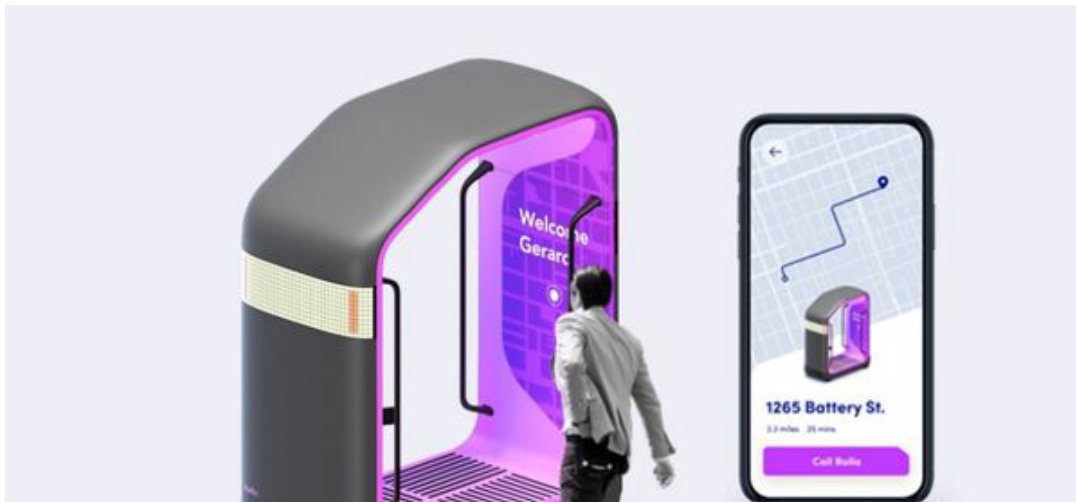
URL: [Hunt.to/451828](https://hunt.to/451828)

Hop-On Public Transportation Pods

The 'Rolla' Autonomous Transportation Pods are Forward-Thinking

The conceptual 'Rolla' autonomous transportation pods have been designed by NewDealDesign as a futuristic rendering of what could be done to drastically enhance the capabilities of public transportation. The SIM card-shaped transportation pods are instantly recognizable on city streets and would provide riders with the ability to summon them from their smartphone. The color-coded design of the units would denote their function with yellow for public transportation, purple for private rides and even blue for fixed private routes like on educational or business campuses.

The conceptual 'Rolla' autonomous transportation pods would be powered by electricity and also feature a low level hop-on style, which would make them more accessible by families with children and seniors alike.



9.0
Score

Popularity

Activity

Freshness



9 Related

16,355 Total Clicks

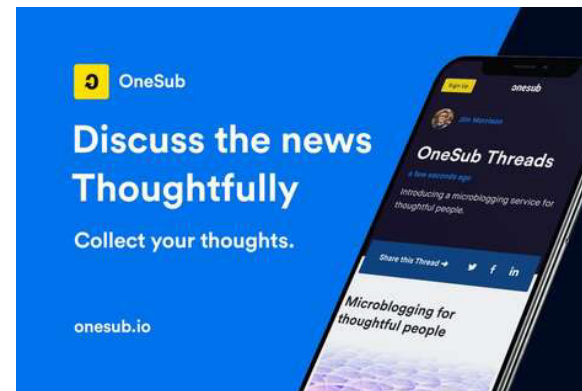
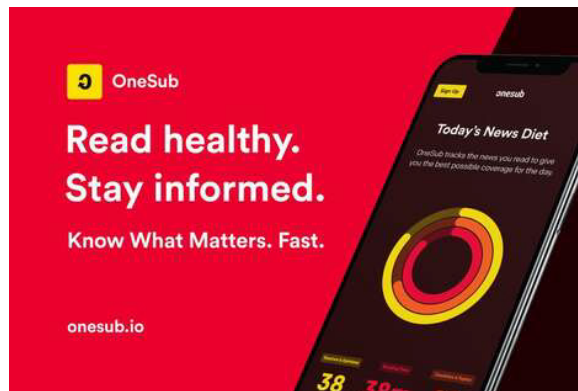
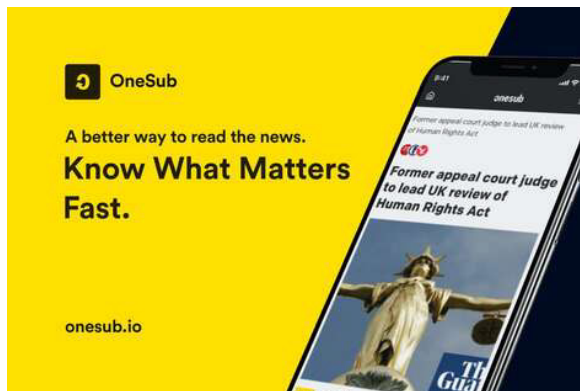
URL: Hunt.to/448175

AI-Powered News Platforms

'OneSub' Analyzes Breaking Stories for Personalized Feeds

The 'OneSub' platform is a news solution for users in search of an optimized way of accessing content that is right in line with what they are interested in most. The platform makes use of artificial intelligence (AI) to analyze how hundreds of newspapers will characterize breaking stories in order to offer a personal feed of information that is balanced. This will make the process of finding out what's going on far easier and intuitive without the need to dedicate too much time to the process.

The 'OneSub' platform is part of the continued shift towards more balanced news access methods as consumers seek out hyper-personalized ways to stay informed of what's happening in the world.



4.8
Score



8 Related

3,030 Total Clicks

URL: [Hunt.to/448752](https://hunt.to/448752)

Smart City Transportation Solutions

The Conceptual Volkswagen 'MUT. E' Has a Flexible Membrane

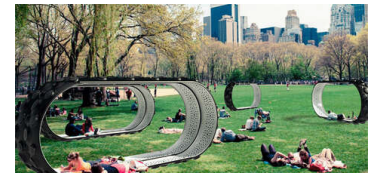
The conceptual Volkswagen 'MUT. E' is an ultra-futuristic transportation solution that would provide citizens of an urban area with the ability to get around town on their own terms. The mobility solution would work by being summoned by the passenger via their smartphone and would provide them with a customized seat thanks to an adjustable design. The flexible design of the vehicle itself would shift in order to accommodate the needs of one or more riders to keep them in the utmost comfort as they traverse city streets.

The conceptual Volkswagen 'MUT. E' is the design work of Dayvid Almeida and is the first place winner of the 20th Michelin Design Challenge 2020. The transportation concept is imagined for the year 2035 to help reduce traffic congestion and further eliminate the need for individual vehicle ownership.



The user can order the VW MUT. E on your phone or smart device. When requested, the vehicle leaves its zone and autonomously follows the encounter with its user.

As soon as it approaches the user, the vehicle expands its modular seat.



7.2
Score



9 Related

13,737 Total Clicks

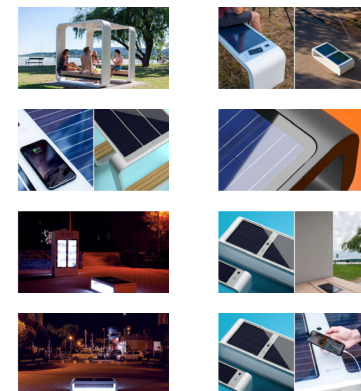
URL: [Hunt.to/432908](https://hunt.to/432908)

WiFi-Enabled Charger Smart Benches

The Kuube Solar-Powered Bench Satisfies Connectivity Needs

The Kuube solar-powered bench is a connectivity focused solution for the modern city that would enable citizens and travelers alike with a way to stay connected like never before. The benches are designed in three size options and are equipped with solar panels on the top that will passively capture the sun's energy to deliver charging access to people as they sit either through a USB port or a Qi-enabled wireless charger spot. The urban furniture piece would also provide access to WiFi to support travelers who need a way to connect to find their way around a new city and beyond.

The Kuube solar-powered bench imagines the future of urban furniture fixtures and would help to support the shift towards connected cities.



9.4
Score



8 Related
21,598 Total Clicks
URL: Hunt.to/447692

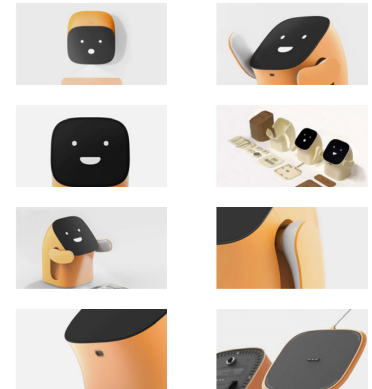
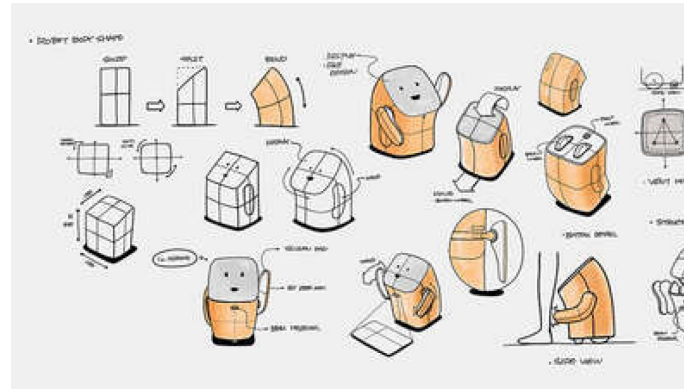
Sign Language-Interpreting Robots

The Conceptual 'Hearingbot' Has Smart Home Connectivity

Smart home solutions focus primarily on voice control and auditory signals to keep users connected which leaves deaf and hard-of-hearing users unable to make use of them, so the conceptual 'Hearingbot' has been created as a more inclusive alternative.

The artificial intelligence (AI)-powered robot features integrated smart home system control that will interpret gestures and sign language in order to activate or change settings. The unit will communicate with the user using subtitles to allow for a more seamless level of interaction.

The conceptual 'Hearingbot' is the design work of the Fountain Studio, JC HAM and Boseon Kwon, and identifies what can be done to make smart solutions more inclusive going into the future. This will help to keep users of all kinds accommodated instead of feeling left out of the mix.



8.2
Score



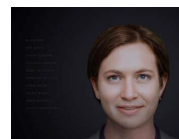
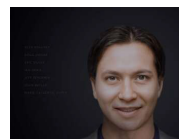
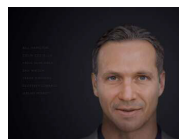
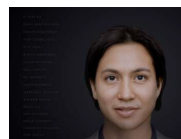
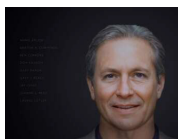
9 Related
14,777 Total Clicks
URL: [Hunt.to/443272](https://hunt.to/443272)

Facially Amalgamated AI Films

Face the Future is a Film of Faces Showing Jury History

'Face the Future' is a transformative film that uses an amalgamation of faces to show how the ANDYs Jury has changed through the years. The film was built with a technology trifecta, an amalgamation of faces on top of a deep fake/face swap, and a head replacement. Using artificial intelligence, each year's jury's portraits were integrated, averaging each unique face into one reflective of the group. Deep faked onto an actor's performance, the amalgamation became the talking face of the industry. To make the evolution even more clear, the artists also created amalgamated with juries from past years. This turned the video into a piece of commentary on the changing face of advertising.

Made in partnership with Pereira O'Dell, the film was produced by Stept Studios. The team pushed beyond traditional filmmaking and combined cutting-edge technology. Stept VFX Director and Supervisor Ruel Smith led the ambitious project. A true visual effects virtuoso, Smith has worked on blockbuster films including Black Panther, Captain Marvel, Flags of Our Fathers, Riddick, and The Jungle Book.



5.5
Score



9 Related
22,851 Total Clicks
URL: Hunt.to/449268

Vertical Smart City Farms

The 'Planty Cube' Won an Innovation Award at CES 2020

The 'Planty Cube' is a smart vertical farming solution that has been developed by the South Korea-based agriculture and IoT startup n.thing as a potential solution for cities to help them grow produce in small spaces. Shown off at CES 2020, the vertical farming solution keeps the functionality of a 40-foot smart farm concealed in a shipping container-like enclosure. The interior has shelves and rows filled with capsules called Pickcells that can be used for growing high-quality vegetation in an automated hydroponic manner thanks to a computer-operated system.

The 'Planty Cube' won an Innovation Award at CES 2020 and is capable of being remotely controlled to further enhance the hands-off functionality of the farming system.



7.9
Score



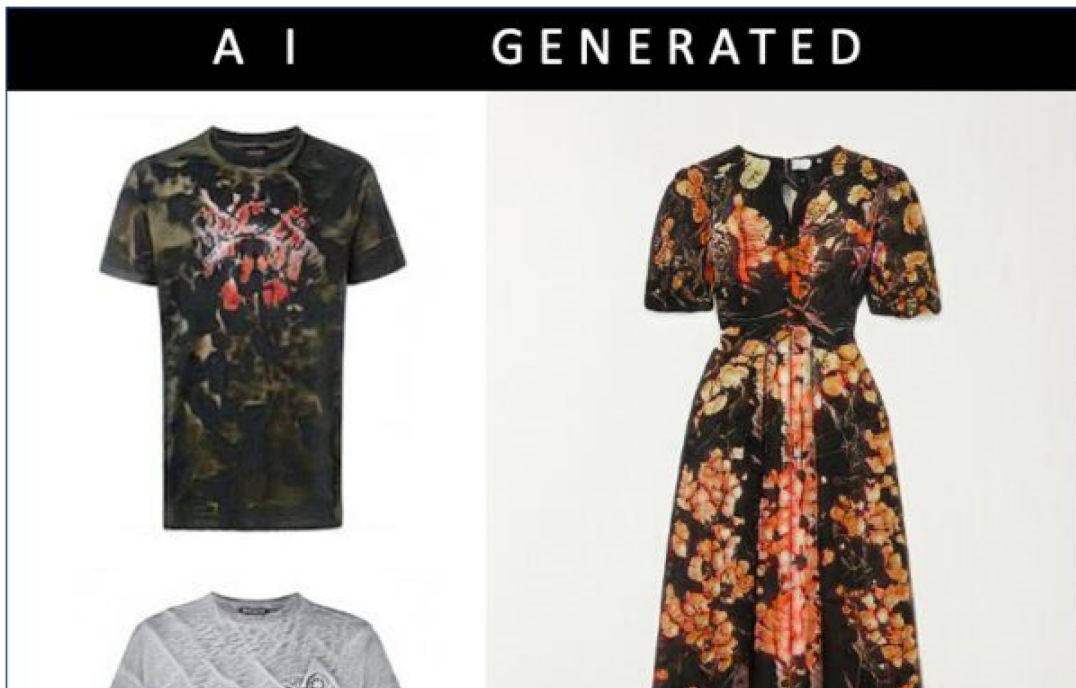
9 Related
35,720 Total Clicks
URL: [Hunt.to/421307](https://hunt.to/421307)

AI-Generated Fashion

XNFY Lab Helps Retailers Create and Test Innovations

XNFY Lab's AI-generated fashion is powered by patent-pending technology that generates new synthetic original images so that designers, brands and marketplaces can generate high-definition images of clothing, find what works and innovate faster. This means that it's possible to create clothing images before they even exist, helping to predict demand and prevent unsold inventory. According to XNFY Lab, "The technology capacity can also be used to "re-think" and generate new design ideas based on unsold inventory and deadstock fabrics for example."

The innovative project comes in collaboration with Microsoft Azure Machine Learning, so that ideas can be validated and tested faster in a matter of hours, rather than days. XNFY Lab is preparing a limited-edition crowdfunding run that promises to put designs generated by artificial intelligence in the hands of consumers.



9.7
Score



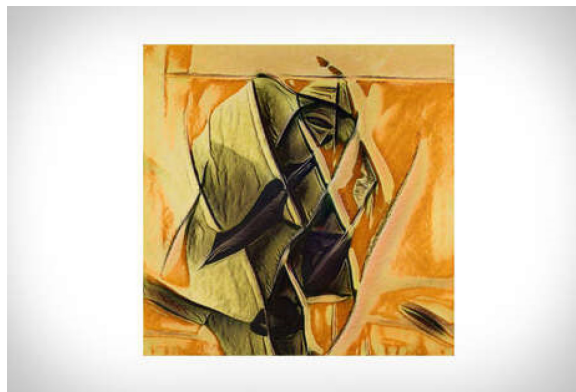
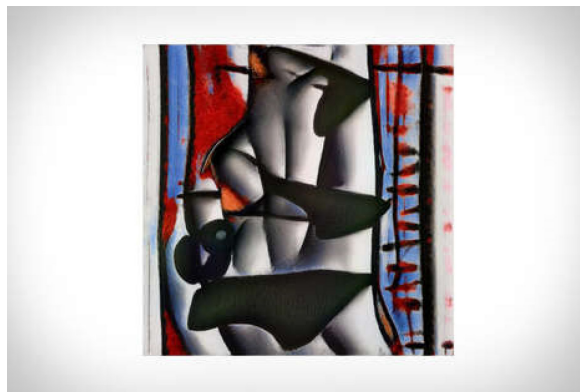
9 Related
13,801 Total Clicks
URL: [Hunt.to/451278](https://hunt.to/451278)

AI-Made Art Galleries

AI Art House Offers Access to One-of-a-Kind Digital Creations

The AI Art House is a service that highlights digital artistry in a bid to help offer consumers and collectors alike one-of-a-kind creations that are perfect for adding to their collections. The service puts artwork that has been created by artificial intelligence (AI) in the spotlight, which can be purchased at an accessible price point instead of costing as much as a custom piece by a human artist might cost. Only a single copy of each piece is created upon being made available for purchase and is removed from the site after being bought to ensure it stays uniquely that of the buyers.

The AI Art House offers the artwork for sale on museum-quality canvases that come ready to hang right out of the box or can be fitted with an optional frame.



8.0
Score



9 Related

6,040 Total Clicks

URL: [Hunt.to/446741](https://hunt.to/446741)

AI-Generated Artworks

The Playform AI Pop-Up Sells Art by Artificial Intelligence

This holiday season, Playform AI is selling art by artificial intelligence for the holidays, helping to create a destination for people to explore art created with machine learning. The pop-up shop gives people the chance to explore the works of artists who prominently use artificial intelligence in their creations, which take the form of everything from prints and puzzles to masks.

Within the shop, there are accessibly priced pieces that come in at about \$60, as well as those that go all the way up to the \$1,500 range.

Putting technology at the forefront of the experience, the shop gives people the ability to preview the works of art using augmented reality before they commit to a purchase.



7.7
Score

Popularity 

Activity 

Freshness 



9 Related

7,589 Total Clicks

URL: Hunt.to/441677

AI Makeup Machines

Lip Factory by Color Tailor Creates Customized Color Products On-Site

Amorepacific has been named a CES 2021 Innovation Award Honoree for Lip Factory by Color Tailor, which uses an artificial intelligence application to recommend and create customized lip colors on the spot in a store. The lip makeup manufacturing system uses a deep learning algorithm to analyze users' facial features and make individualized recommendations accordingly. The integrated online-offline lip makeup manufacturing system boasts the ability to create over 2,000 lip color makeup shades.

The innovative system can be found at the Amore Seongsu flagship store in Seoul, Korea and in the future, the system will be further enhanced to improve upon accessibility and convenience. At the upcoming virtual CES event, Amorepacific will be showing the Lip Factory by Color Tailor online.



8.6
Score

Popularity



Activity



Freshness



9 Related

7,555 Total Clicks

URL: [Hunt.to/443341](https://hunt.to/443341)

AI-Powered Recipe Chatbots

The Kroger Chefbot Offers Recipes to Reduce Food Waste

Knowing what to make with a range of ingredients in the fridge can be difficult, so the Kroger Chefbot has been created to help provide consumers with an intuitive way to help whip up a high-quality meal.

The new recipe tool from the grocery retailer makes use of artificial intelligence (AI) along with Twitter in order to reach as many consumers as possible. Users only need to tweet a photo of three ingredients in their pantry or refrigerator to the @KrogerChefbot handle, which will then analyze the items before searching through the 20,000 recipes on Kroger.com to provide a suggestion.

The Kroger Chefbot was explained further by VP of Marketing Mandy Rassi who said, "Last year, we launched Kroger's 'Fresh for Everyone' brand transformation campaign to underscore our commitment and belief that everyone should have access to fresh, affordable and delicious food. Chefbot is one of the ways we're delivering on that brand promise by making it even easier for our customers to achieve their meal aspirations, especially as the majority of shoppers are eating meals prepared at home multiple times a day during the pandemic."



7.1
Score

Popularity



Activity



Freshness



9 Related

4,053 Total Clicks

URL: Hunt.to/438420

Talking Wine Bottles

Third Aurora's Interactive Product Packaging Answers Consumer Questions

Interactive product packaging is taken to the next level with Third Aurora's talking packaging prototype, which is a concept that allows consumers to chat directly with a bottle of wine and get replies from a Siri-like voice. The concept relies on a variety of technologies, including artificial intelligence, language processing and cloud data, and for the sake of demonstration, Third Aurora added a virtual chatbot character, although this character does not normally appear during interactions.

Although the proof-of-concept has been applied to wine bottles, it has the potential to be used across a range of other products and applications in the sectors of manufacturing, health, education and beyond. This solution is incredibly relevant, especially at a time when consumers and retailers are looking for solutions to help reduce interactions between people.



6.0
Score



9 Related

17,890 Total Clicks

URL: [Hunt.to/431241](https://hunt.to/431241)

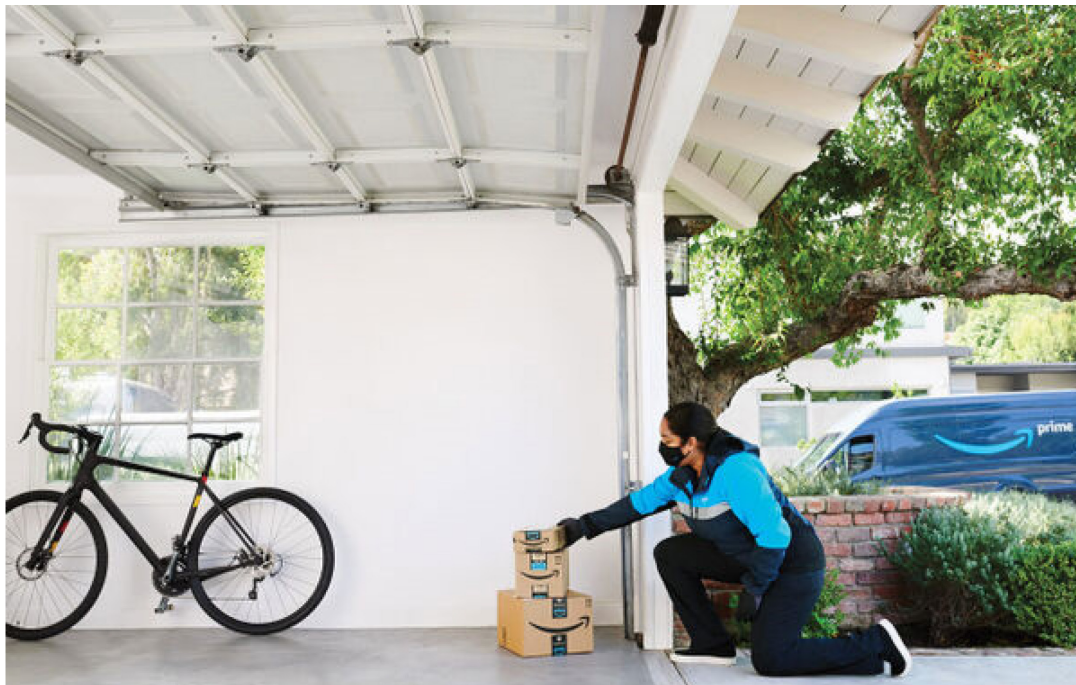
Garage Delivery Service Launches

Amazon Expanded Its Garage Delivery Service to 4,000 U.S. Cities

Amazon expanded its Prime accessible Key in-garage delivery services to over 4,000 cities across the United States and will expand product delivery options from both Whole Foods Market and Amazon Fresh.

In order to access the Key in-Garage service, customers will need to have a myQ smart garage door installed in their home, allowing delivery personal access to their garage. Additionally, the e-commerce giant is incentivizing new customers to access the service. First-time customers of Amazon's Key in-Garage Grocery Delivery service will be eligible to receive a \$30 credit, and also \$20 for their first grocery order.

Expanding the service to 4,000 cities will make Amazon's garage delivery service available to the majority of American consumers, and may find early success as COVID-19 cases continue to rise in many parts of the United States.



5.2
Score



9 Related

3,023 Total Clicks

URL: Hunt.to/440808

Book-Recommending Chatbots

The 'Readow' Chatbot Recommends Books Using AI Technology

The 'Readow' chatbot is a literature-focused solution for users who are looking for a way to discover new books to read that will suit their taste in books and various kinds of content. The chatbot harnesses the power of artificial intelligence (AI) technology in order to provide users with suggestions that will actually match their preferences instead of being based on premade lists. The solution will come as welcome news to those who want to explore new content without relying solely on the suggestions that they get from friends or family.

The 'Readow' chatbot features a simple, intuitive interface that encourages users to have an open conversation with it to help it provide better recommendations that will be hyper-specific to their tastes.



5.0
Score



6 Related

3,322 Total Clicks

URL: Hunt.to/422663

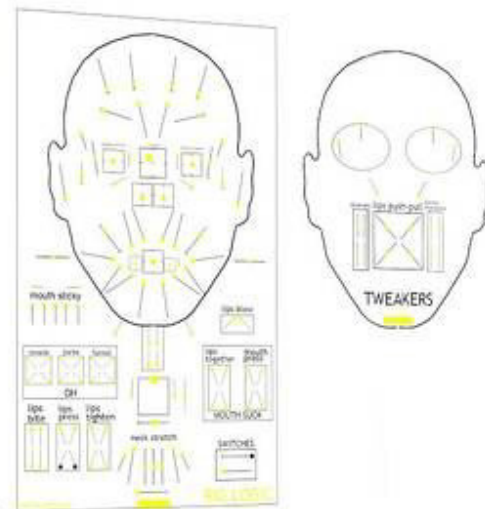
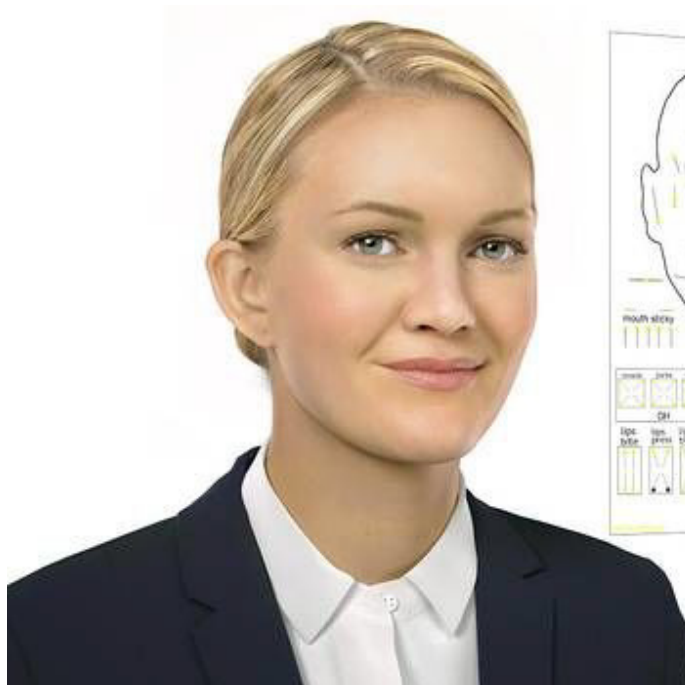
Assisting Digital Colleagues

Allstate Installs an AI-Powered Chatbot to Answer Employee Questions

'Amelia' is a digital colleague used by Allstate Insurance Co. to make its call center more efficient. Since the installment of the AI-powered chatbot, the average call has dropped from 4.6 minutes to 4.2.

Amelia utilizes artificial intelligence algorithms, including deep learning, natural language processing, and data analytics to deliver fast, up-to-date answers to the question she is asked. The digital colleague is made accessible to employees via an instant messaging platform on their desktop. The traditional alternative was to "consult with documents, databases or colleagues" which proves to be immensely time-consuming.

This interactive, tech-savvy feature has immense value, especially to employees who are just starting out at Allstate Insurance Co. and who may have outstanding questions about company operations and etiquette.



4.5
Score



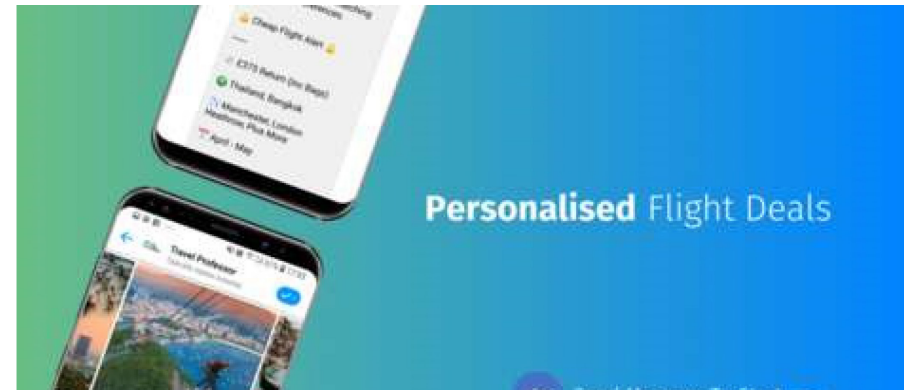
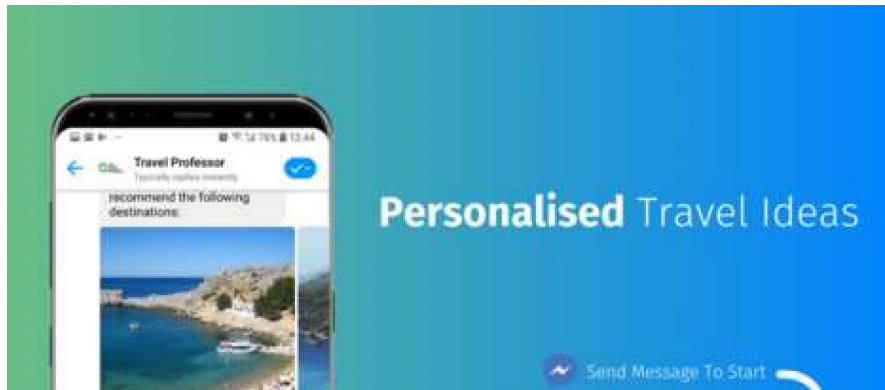
4 Related
8,581 Total Clicks
URL: [Hunt.to/398118](https://hunt.to/398118)

Personalized Travel Deal Chatbots

The 'Travel Professor' Lets Users Pinpoint the Best Deals

Finding the best travel deal usually consists of endless searching and competitor comparisons, but the 'Travel Professor' chatbot is positioned as a way to change this to make the process easier. Working through Facebook Messenger, the travel chatbot will allow users to find the best deals based on their preferences with little to no work required on their end. Presently available for use by consumers in the UK and Ireland, the chatbot can be setup to alert users to the best deals when they come about to ensure they never miss out on a low-cost flight again.

The 'Travel Professor' travel chatbot is part of the growing automated technology market that is providing consumers with a more intuitive way of accessing the products and services they want.



5.0
Score



9 Related

5,608 Total Clicks

URL: Hunt.to/397072

LAB8 Trends | What We Offer?

The future is full of changing factors and new opportunities. In order to understand the future of customers and innovations, predicting changes is essential. **LAB8's Trends spots rising trends and answers your questions about the most recent phenomena in your field.**

Identify future trends and scenarios

LAB8's trend report provides an overview of the hottest topics in the service industry, taking a peek at rising and hidden trends. Our customized workshops delve into trends and future scenarios important for your business.



TRENDS

LAB8 | Haaga-Helia



LAB8's Trends Workshops:

1. Guided trend workshop

Our guided trend workshop uses the Consumer Trend Canvas tool to find trends important for your company. Identifying trends is an important part of finding innovation opportunities.

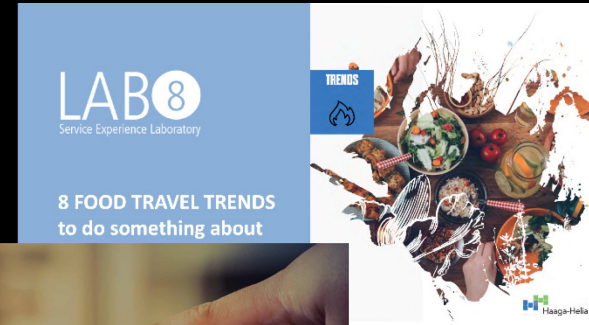
2. Guided scenario workshop

Led by LAB8's specialists, the workshop helps your company develop and test scenarios by making assumptions about future prospects and changes.

LAB8 | Customised Trend Reports

- As a corporate customer of LAB8, you can get customised reports on your sector or field of interest.
- Schedule and scope can be arranged depending on your needs.

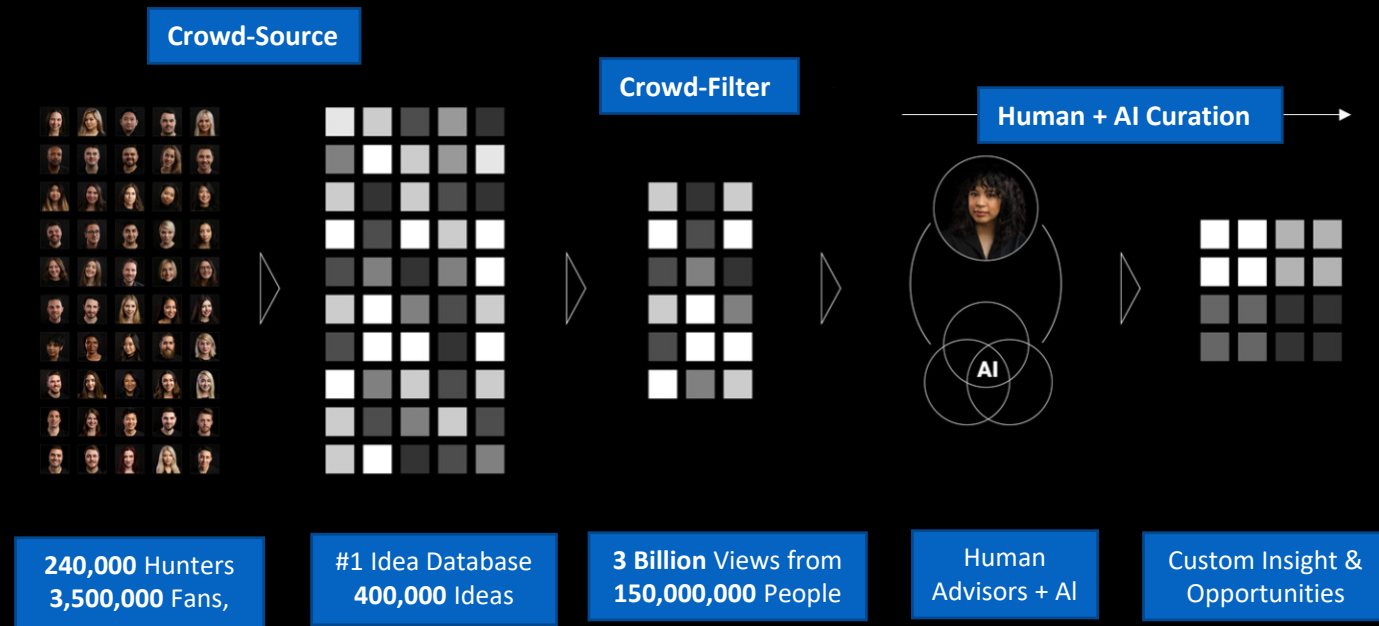
More information ➔



Report Process

TrendHunter has built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster!**

LAB8 Customizes a trend report utilizing the Hospitality Barometer four times a year together with TrendHunter.



After TrendHunters curation, we ask the Haaga-Helia's Hospitality Online Panel to review the trends and how they apply in the Finnish hospitality and retail field.



LAB8 | Haaga-Helia

Come play with us!



<https://www.haaga-helia.fi/lab8>



[lab8\(at\)haaga-helia.fi](mailto:lab8(at)haaga-helia.fi)



LAB8 by Haaga-Helia



LAB8 by Haaga-Helia

**POETS OF
HOSPITALITY**