

LifeStream

The use of technology & enabled conversations to enhance life balance and wellness.

Fitness Tracking Devices

Wii Fit
Nike+
Garmin GPS
Pedometers
Connected Treadmills
Heart rate Monitors

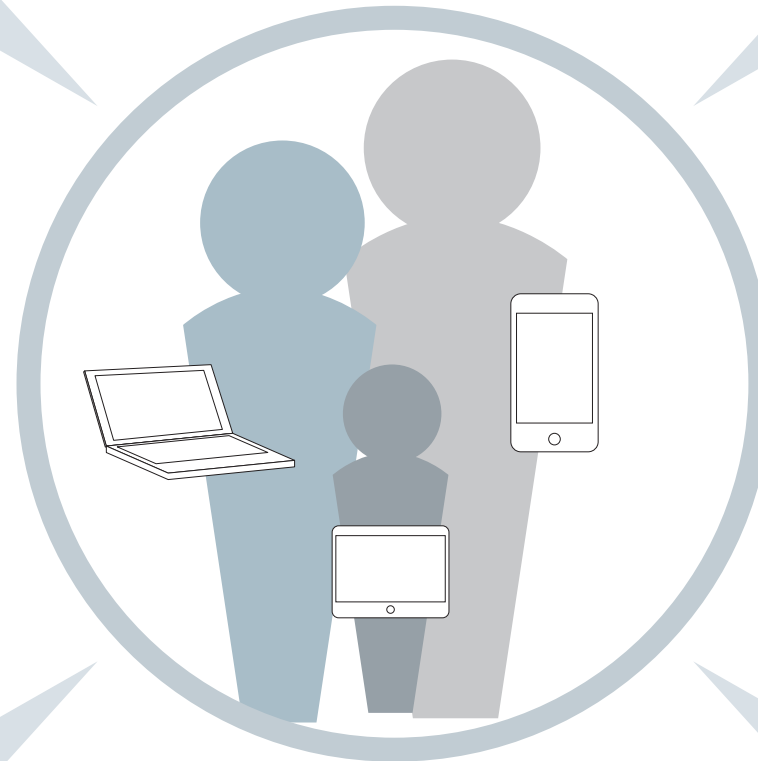
Nutrition + Health Monitoring

Calorie Counters
Personal Metrics (BMI, Energy Level, Sleep)
Pillbox (Vitamins, Medications)
Goal-Based Diet
Age-Based Needs
Dietary Restrictions + Allergies

Other Connected Devices

XBox / Nintendo DS / Playstation
TiVo / DVR
Scales
Personal Medical Devices
Smart Home Devices / Appliances
Ergonomic Meters

Data ubiquity, combined with hyper-connected devices, results in new, relevant and meaningful ways to communicate brand and product benefits, while directly connecting with consumers.



Influencers

Movies / Television / Video Content
Podcasts / Digital Magazines
eBooks
News Feeds
In-Store Display

Home / Family

Shared Menu / Recipe Box
Family + Shared Calendars
Family + Shared To-Do Lists
Shopping List Generators
Advanced Family Devices

Client Considerations

Product Identification to Connected Devices
Semantic Data about Ingredients & Nutrition
Contextual Inclusion into LifeStream Content
Immediate Loyalty / Instant Coupons
Campaigns for Proximity Advertising

- Shared Calendars
- To-Do Lists / Reminders
- Txt / Tweet / Email / Notifications
- Shopping Lists (w/proximity)
- Recommendations
- Enrollments + Participation