

The Digital Consumer:

Activating Consumers through the Intersection of Media & Technology

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Digital Lifestyles

Predicting the future of consumer interaction

Consumers will control the conversation

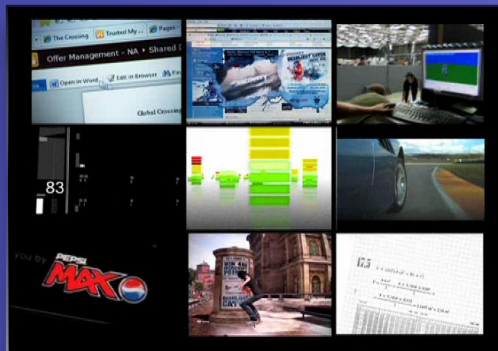


AppStores will become major outlets for content

People will become channels



Online video consumption is becoming mainstream



.30 sec commercial will be irrelevant

60% of TV's sold in 2012 will be connected to the internet

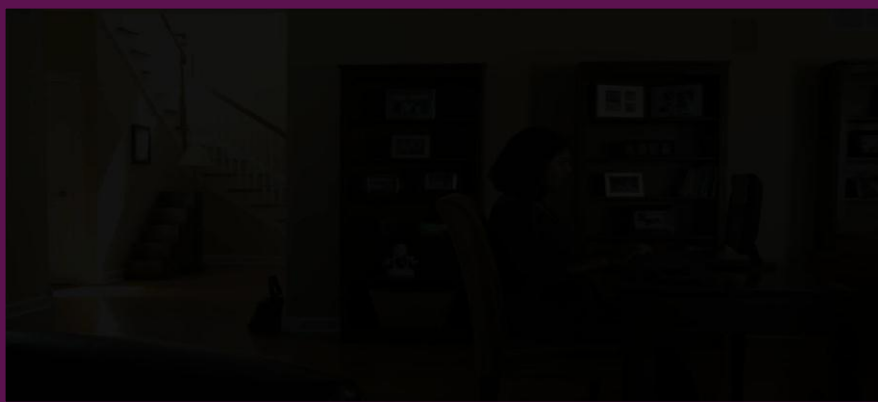


Microsoft Retail Stores





Vision becomes reality



Agora projects

Tesco

Sainsburys

Kingfisher

Land Securities

M&S

Harrods

Debenhams



Multi-touch
Interfaces

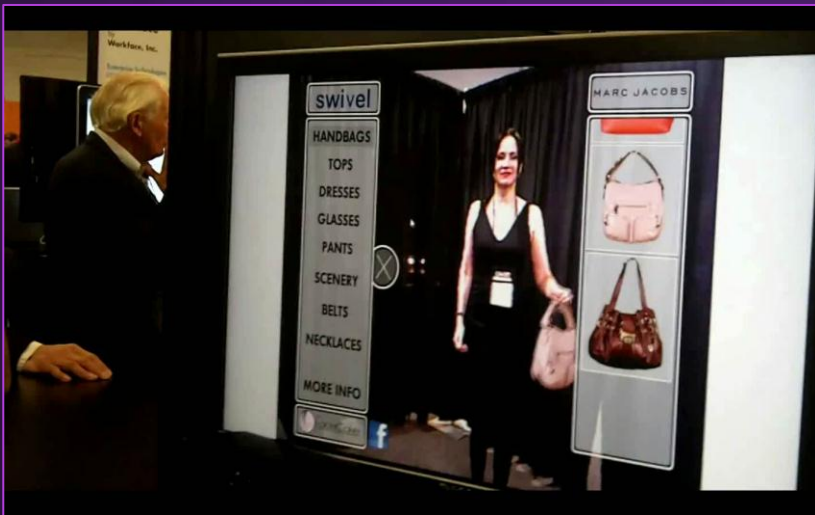
Multi-touch Interfaces





Gesture Interfaces

Gesture Interfaces





Digital
Shelves

Digital Shelves



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