

INNOVATION INSPIRATION

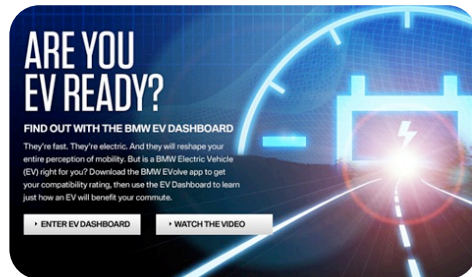
DYNAMIC PERSONAL DATA EXPERIENCES

In the age of digital technology and connectivity, the opportunity to create a truly unique personal experience for every individual becomes a reality – if you capture and make appropriate use of the right data. Experience design centered around the dynamic use of data can provide more meaningful and engaging interactions that offer better results for both customers and brands.

BMW eVolve

BMW's iPhone app tracks commutes and analyzes driving style/patterns to determine if an electric vehicle is a good fit for a customer.

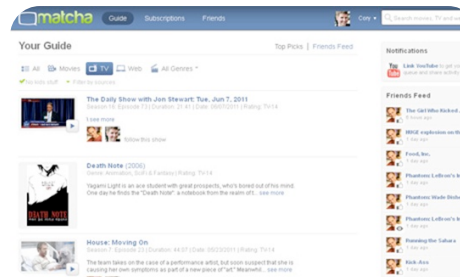
<http://bit.ly/qmqIvE>



Macha.tv

A social TV guide that combines the viewing behavior of you and your friends with other entertainment data sources to generate custom recommendations.

<http://bit.ly/r4maP5>



Donteat.at

This Foursquare-based app warns users when they check-in to a location with health code violations/citations.

<http://bit.ly/oZn92h>

