

Trend Bites

A taste of what's going on out there for the consumer to experience.

Techno-Gadgets Appeal to Consumers' Need for Hypertasking, Connection, Simplification, Control and New-stalgia [Issue 1; February, 2008]

Consumers crave the latest technology to feed their need for hypertasking and connection. However, there is also a movement to bring a simpler, more natural, organic and even nostalgic feel to the high tech category, as consumers also desire simplification and the feeling of control that comes from new-stalgia.



Here are a few interesting high tech/low tech hybrids available to consumers.

iPod Gone Retro

For those who miss the days of the mix tape, Canadian design firm Contexture has come up with a novel case for the iPod Nano – the hollowed out shell of a vintage cassette tape. Each limited edition, one-of-a-kind iPod cradle has a clear plastic window that includes openings for access to the music player's controls, headphone jack and charging dock, and retails for \$45 (45iPodCases).

In a similar vein, a British company has just brought out an iPod audio system designed to look like an old school boom box. It is powered by 2 AA batteries, and is made from ecologically-friendly cardboard! (SuckUK)

When Phones Were Phones

You can cradle a phone receiver between your shoulder and ear with ThinkGeek's old-fashioned handset. These reasonably priced (\$40) phone receivers use Bluetooth to connect wirelessly to consumers' mobile phone, and will work as long as the charge on the cell phone lasts.



Knock on Wood

The latest trend in computers is wood! Ooms wooden Memory Sticks are working USB storage drives embedded in actual sawn-off twigs, “picked from the woods for their natural beauty.” Available for both PC's and Macs, with prices starting at 45 Euros (shipped worldwide).

Consumers can also bring the warmth of wood to their Mac laptop, made by Seattle-based “IAmHumanNow” collective. Each piece is made from authentic wood veneers.

WHAT CAN YOU DO?

These types of high tech/low tech products appeal to consumers' need for hypertasking, connection, simplification and control. Approach these kinds of manufacturers to establish sales or promotional opportunities that fit with your business.