••*Titelseitestory 12.12.2000 13:38 Uhr Seite 1

persönlich
DIE ZEITSCHRIFT FÜR WERBUNG, MARKETING UND MEDIEN. IN ASSOCIATION WITH AdvertisingAge
Dezember 2000

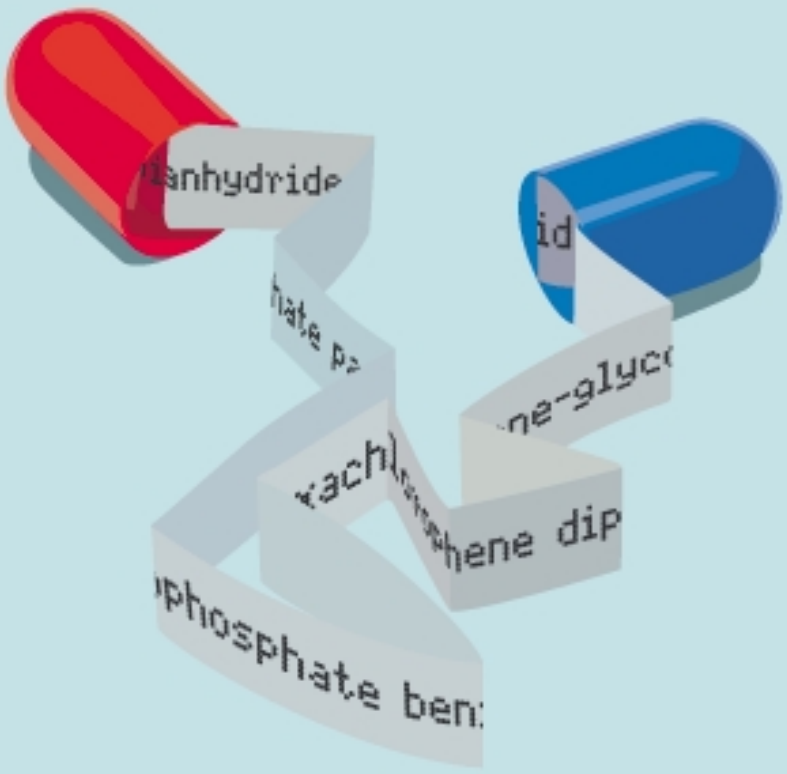
BOB ISHERWOOD OF SAATCHI & SAATCHI
ON WORLD-CHANGING IDEAS

Titel: Neue Ideen für die Welt von Saatchi & Saatchi • Sonderthema Charisma und Suggestivkraft:
Naturwissenschaftler Hans-Joachim Haug, Medienforscher Heinz Bonfadelli und die Ansichten aus der diesseitigen und jenseitigen Welt von
Medium Erika Grazia Landert,und • Werbung: Verkauft lustige Werbung wirklich? • Der Exodus der Mediachefs

Täglich News auf persoenlich.com

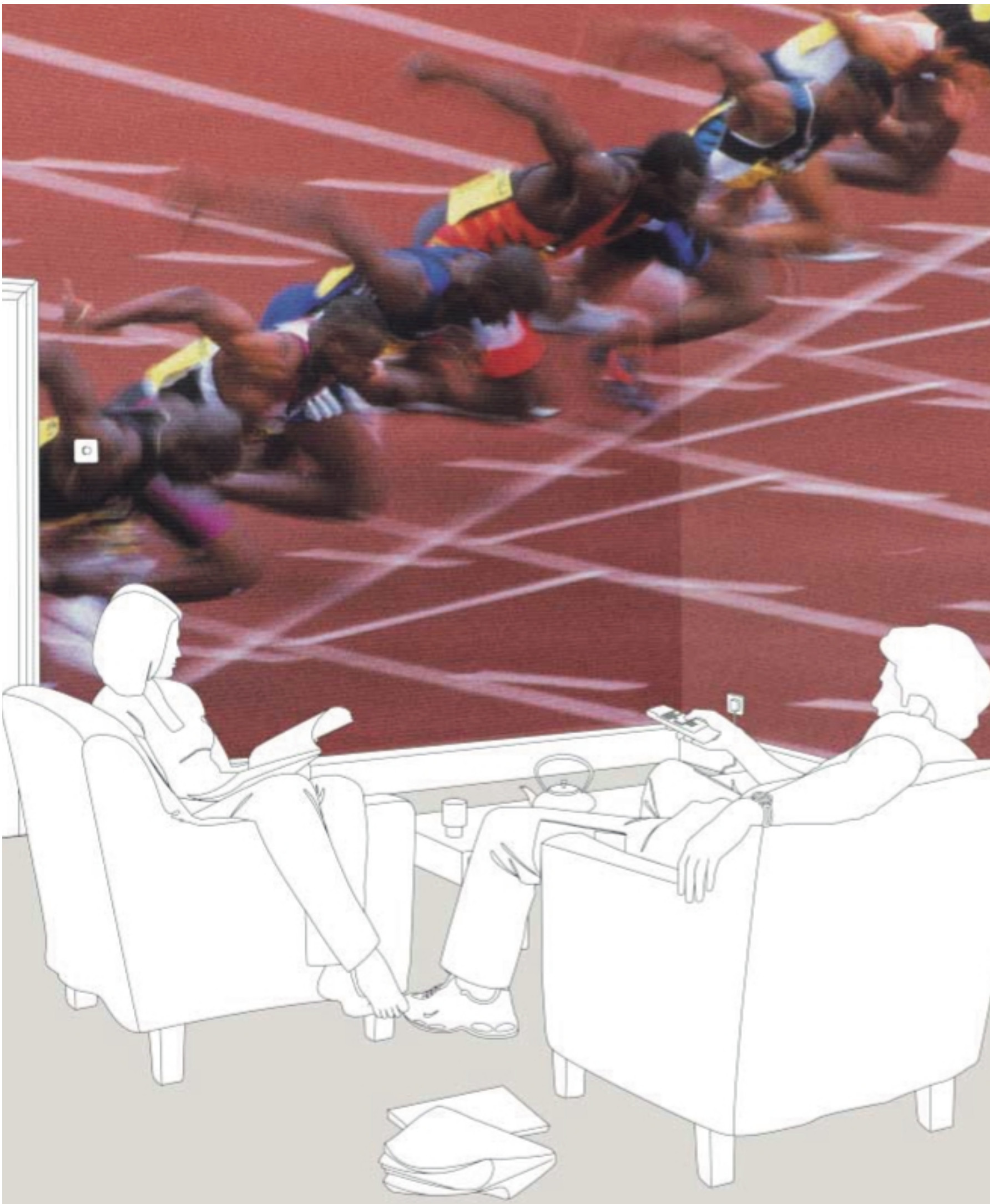
TOUCH-SENSITIVE CONDUCTIVE MATERIAL

'Peratech' is an electrically-conductive material that can be made sensitive to human touch and applied to almost any material on almost any surface.



DRUG MARKING

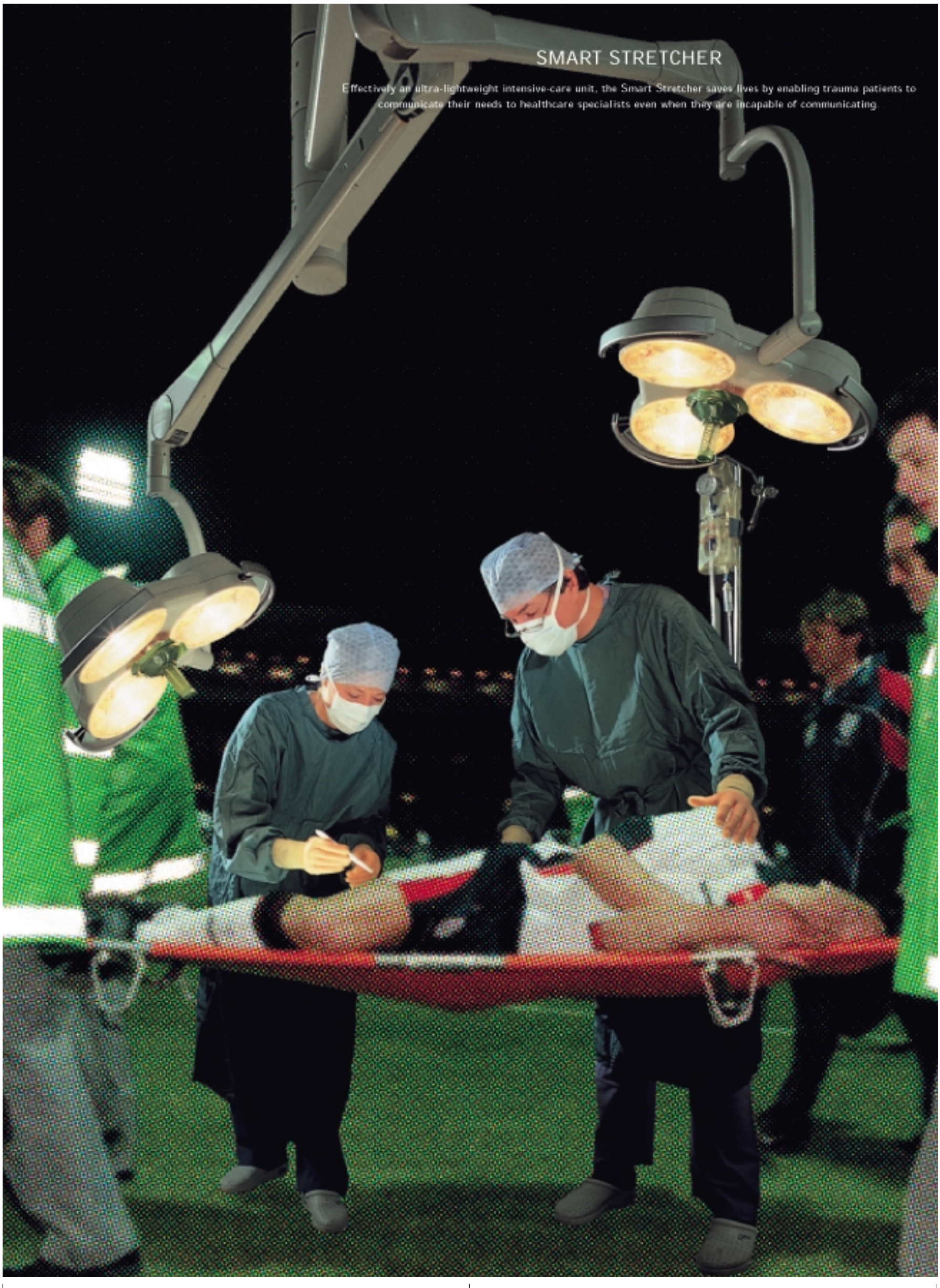
When the Universal Pill Marking system is applied, users can identify and dispense medication with virtually foolproof accuracy, regardless of the language they speak or their linguistic ability.

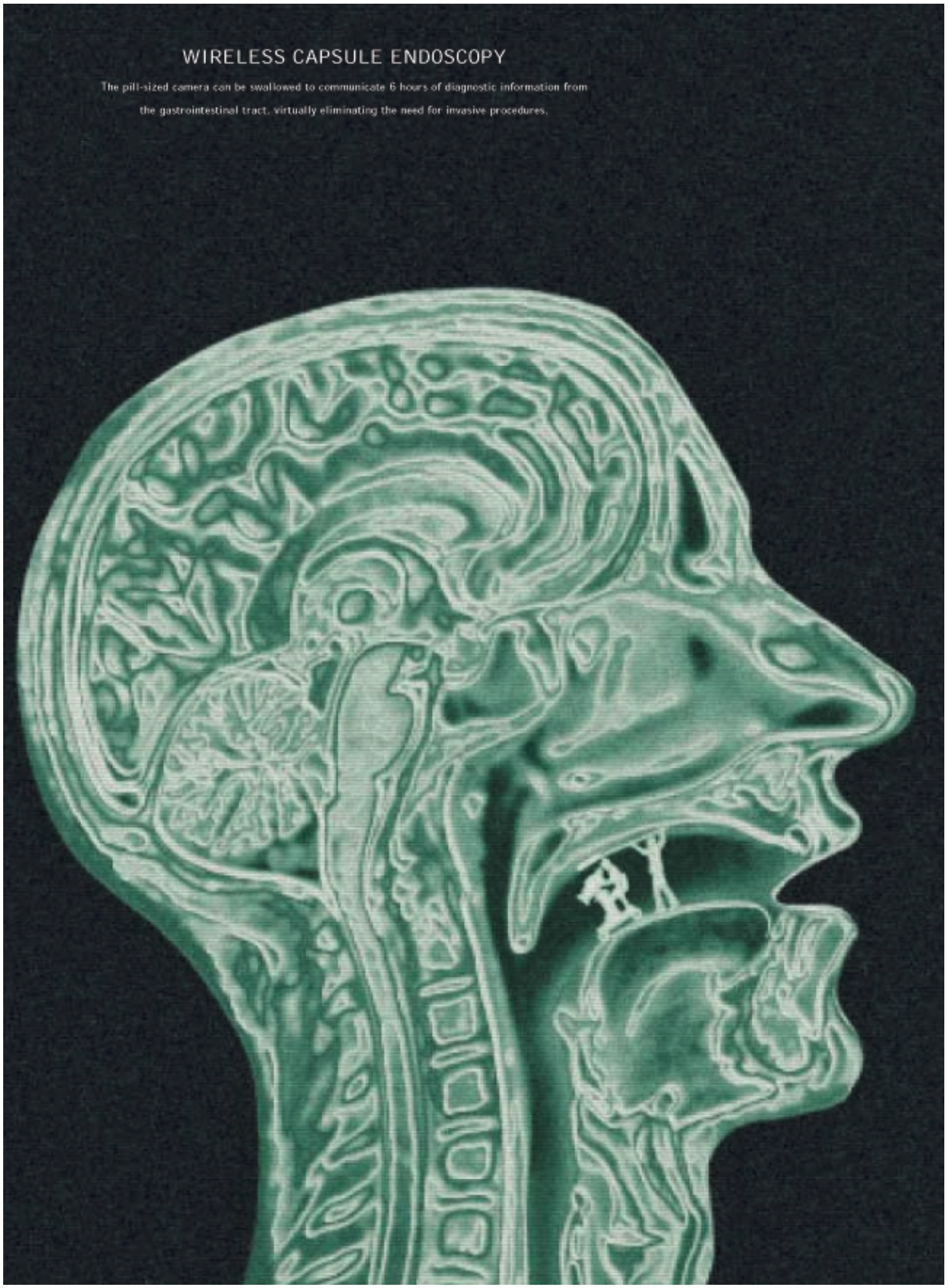


DIGITAL BUILDING BLOCKS

Walls can be constructed out of Digital Building Blocks, LCD screens capable of receiving and transmitting data and connecting with the internet.

••*Titelseitestory 12.12.2000 13:38 Uhr Seite 5




WIRELESS CAPSULE ENDOSCOPY
The pill-sized camera can be swallowed to communicate 6 hours of diagnostic information from the gastrointestinal tract, virtually eliminating the need for invasive procedures.

SHOE POWER CELL

A mini-power generator in the 'Electric Shoe' uses the walking motion of the human body to produce electrical energy for such communication tools as cell phones.

DIGITAL SCENTS
The Digiscents system adds smell to digital media communications. For example, users will be able to send scented e-mails,
and smell fragrances and food products as they shop online.

ROSETTA DISC

Every two weeks, another language dies. The contemporary Rosetta Stone project will record and preserve 1,000 world languages for posterity, using a new technology for high-density, analogue storage of extreme longevity.