

## The (near) Future, According to Samsung

Written by Marco Attard  
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Samsung reveals what it claims are the 5 trends dominating our near future, with predictions including "a new era of power dressing," data-driven power hours, virtual reality-driven retail and improved home automation.



As one might expect, the first prediction involves wearables-- specifically the use of such devices on the job in order to stay "always-on" without need for a smartphone. Samsung describes the trend as "power dressing," only with smartwatches replacing the oversized shoulders. In any case, according to Samsung research 47% of wearable device users feel "more intelligent," 61% feel "more informed" and 61% claim improved efficiency.

In the meantime the apps inside wearable devices will help create more personalised employee routines through the finding of the "power hours" one is most productive during the day. Technology will also affect retail, as multi-channel shopping and increasingly expensive rents bring about virtual reality-driven product showcases and pop-up stores.

Following its acquisition of SmartThings Samsung is obviously interested in home automation, and as such it predicts more people will make use of such technology to turn their homes into app-driven smart homes.

The final prediction involves children-- the company predicts computer literacy will become a basic skill in the schools of tomorrow, together with numeracy and literacy.

"Technology is the linchpin behind our society, impacting our work, our social lives, our health and our down time. It has advanced in leaps and bounds over recent years, and 2015 will be no

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exception," Samsung says. These trends we've identified are set to transform our everyday routines, from how we live and work, to what we wear and why we wear it."

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