



JETPACK INTEL

EMERGING TECH BRIEFING

New ways to earn attention

Simple ideas for beauty, sports,
entertainment and fashion.

SAMPLE BRIEFING · ADS & EXPERIENTIAL

Continue the conversation

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Start with people. Then choose the tech.

A useful briefing answers five questions in order.

01

What's new?

The changes worth paying attention to.

02

Is it useful?

What works now and what needs more time.

03

What does it mean?

The client and category implications.

04

What could we make?

Ideas people would actually join.

05

How will we know?

A clear test and a next decision.

THE RESULT

A clear recommendation and a realistic next test.



Five shifts worth watching now.

They matter when they make an activation easier to join, more useful or more memorable.

01	AI agents in agency work	Research, versions, production checklists and live reporting - with people approving brand, budget and publishing.	NOW
02	AR that opens in the browser	Launch from a link or QR code, so people can join without downloading an app.	NOW
03	Connected products + wearables	Carry progress, access or rewards across a physical experience.	NOW / NEXT
04	Computer vision without identification	Measure traffic, time spent and interaction while collecting less personal data.	NOW / NEXT
05	Real-time 3D planning	Test venue flow, screens and technical setups before the build.	NEXT

The next question is where these shifts can make a consumer experience better.

BEAUTY

Try the look before you buy.

See yourself Preview shades, finishes and looks in the moment.

Make it yours Build a look from a mood, occasion or idea.

Take it with you Save, sample, share or buy without losing the spark.

Make it easier to choose—and more fun to explore.



SPORTS

Turn spectators into participants.

Feel the moment

Live action becomes light, sound or a pulse on the wrist.

Join the crowd

Fans move or cheer, and the venue responds.

Keep the memory

A personal recap or collectible makes the moment last.

The technology should add to the game, not distract from it.



ENTERTAINMENT

Let the audience help shape the story.

- | | |
|-----------------|---|
| Choose | Small decisions change what happens next. |
| Enter | Sound and visuals put people inside the scene. |
| Continue | The story follows them after the show, stream or event. |

Interaction should make the story more exciting, not more work.



FASHION

Let every item unlock more.

Discover

Tap to see the origin, craft, care and story.

Express

Match the physical item with a digital look.

Belong

Unlock drops, events and communities.

The item can become a ticket, a memory and a reason to come back.





The same building blocks work across every industry.

Choose two to four around something people actually want to do.

CREATE

AI

Smart helper

GM

Custom media

PR

What happens next

SEE + FEEL

AR

AR layer

CV

Camera sensing

HA

Vibration + touch

CONNECT

CO

Tap-enabled object

WE

Wearable

ID

Personal access

RESPOND

RO

Robotics

LD

Live data

DV

Digital reward

HOW TO USE IT

What people want to do + 2–4 elements + a clear reason to join = experience idea

Product examples: emerging.tech · AI · spatial · wearables · robotics · mobile · audio · social · gaming · Bitcoin

The Living Shade Lab

A playful way to turn inspiration into a look someone can try and save.

AI + AR + CV + CO

1

Choose a mood

Start with a word, song or occasion.



2

See it live

Color and finish change in the mirror.



3

Try the product

Try a real sample at the station.



4

Tap to keep

Save the look, routine or product list.

WHY PEOPLE JOIN

A fun, easier way to choose

WHAT THE BRAND LEARNS

What people chose, finished and saved

Crowd Pulse

Fans help shape the atmosphere and get a personal memory afterward.

WE + LD + HA + DV

1

Move or cheer

A wristband reads a cheer or movement.

2

Watch it react

Energy appears as light across the venue.

3

Feel the moment

A pulse marks a big shared moment.

4

Keep the memory

Get a replay or digital collectible afterward.

WHY PEOPLE JOIN

A bigger feeling of being part of it

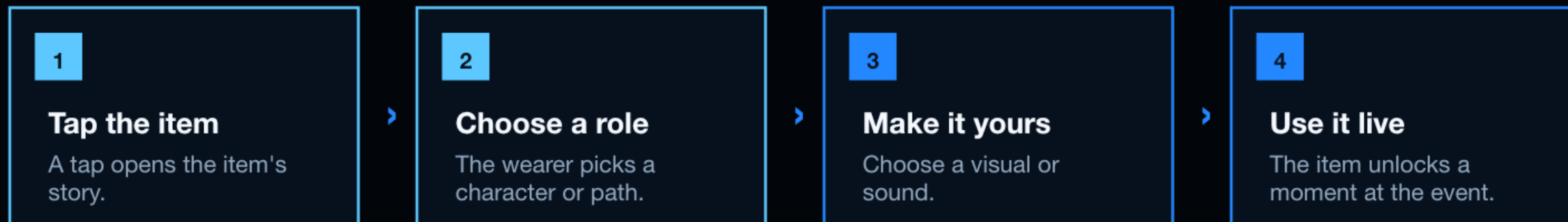
WHAT THE BRAND LEARNS

Who joined in, stayed and came back

The Story You Wear

A garment unlocks a story before, during and after an event.

CO + ID + AR + GM



WHY PEOPLE JOIN

A new way to express yourself and get access

WHAT THE BRAND LEARNS

What people tapped, unlocked and returned to



Measure the experience, not just the traffic.

Start with what people got. Then look for behavior that shows it mattered.

01 PEOPLE GOT VALUE

A reason to take part

- An easier choice
- A stronger feeling of belonging
- Something personal to keep

02 THEIR BEHAVIOR CHANGED

A signal you can see

- Joined or stayed
- Saved or shared
- Returned or asked for more

03 THE TEAM CAN DECIDE

A useful next step

- Improve the idea
- Expand the test
- Stop before spending more

A good test answers one question at a time.

Participation · time spent · saves · shares · return visits · opt-ins



START WITH ONE CLIENT MOMENT

Make one useful idea real.

Choose a client, audience and moment. We'll turn the emerging tech into a test people can actually try.

01 Choose the moment

02 Build the smallest useful version

03 Learn what to do next

Continue the conversation

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