

Foursight

THE TRENDS NEWSLETTER
FROM RESEARCH & INSIGHT
SEPTEMBER 2009

**Palm
power:
live, love,
laugh, app**

Also:

Premium green
Poolside vending machines
Last orders for the publican
Medical miracles



Premium green

A new dawn for slick eco-products

The EcoLuxury trend continues with environmentally friendly hybrid yachts from the German manufacturer Frauscher. As the company explains, their hybrid yacht "not only assures zero emissions and low-speed manoeuvring in harbours, noiseless drive on inland waters and nature-reserves, but also eliminates the need for separate generator units for other onboard equipment." So those with deep pockets can play in the sea with a clean conscience.

Another product that's a bit less luxury, though still pretty slick, is the soon-to-be-released Blue Earth touchscreen phone from Samsung.

The handset has a built-in solar panel, eliminating the need for a charger, and the handset is made from recycled water bottles. So go blue to go green. Coolhunter and The Guardian



"the handset is made from recycled waterbottles"



Sharpen your pencils

Scribble while you dribble

Do you drive your friends mad by talking to your boyfriend in a baby voice? You're in luck as there are products available that help you turn back the clocks and embrace the inner child. Most worryingly was the return of the bloomers as this year's summer shorts of choice with a look not that dissimilar to having had someone

pull a massive wedgie on you, but luckily only the very bold tried this infantile fashion. For the less outgoing we are seeing a number of adult colouring books on the market (not that kind of 'adult'), including one that has you colouring-in scenes from *Law & Order* – certainly not one for the kids. Trendcentral

Reach for the shades

A taster of things to come

We at Channel 4 are getting all excited about 3D TV, so if you want to buy us an early Christmas present please, please can we have the Skolpen from Bless... you know the one – the must-have knitted ski jumper, but this one's in 3D. PSFK



Live, love, laugh, app

Ranging from life-saving to time-wasting... irresistible apps

Are you happy? Are you really happy? Were you happier yesterday, last week, last month? What makes you happy? A new iPhone app can help you answer such existential questions and find the key to your personal happiness. Or so the story goes. TrackYourHappiness combines a slew of your personal information with regular one minute happiness surveys and delivers you your very own Happiness Report with insight into what most affects your happiness. As long as you can keep your sense of humour whilst doing the constant amount of happiness surveys.

In fact, why not find out if you're drunk instead, that sounds much happier. After you've used the App 'Where to Find the Perfect Bar' and had a fair few, try 'Walk the Line'. The app utilises the iPhone's motion sensing accelerometer to track your (relative) ability to walk in a straight line, giving a final score to tell you if you're too drunk and should put yourself in a cab.

We could go on forever about apps... but before we stop 'Runpee' has to be mentioned as an example of the obscurity of some apps: it will tell you when is the best time during a movie to run to the toilet without missing any vital scenes. Invaluable. (Actually, it's 59p).

"The app [gives] a final score to tell you if you're too drunk"

"A new iPhone app can help find the key to your personal happiness"

Holiday pay

Let your semi while you sun yourself

There's a recession on, and you know you should be counting your pennies and padding your savings account just in case, but you also really want to go on holiday. If you're lucky enough to live in central London, why not go on holiday and pay for it while you're away? Ivy Lettings – a boutique, family-run service – will rent out your house for a minimum of three nights, helping you earn while you play. The customer on the other hand can enjoy all the creature comforts of home life in the centre of the city for a good deal less than a suite at the Ritz. Daily Candy

No trunks?

Excuse of the body-conscious bites the dust

We've reported on clubs with vending machines selling slippers to relieve women of their heels at the end of the night. Now we've found poolside vending machines selling swimsuits. In collaboration with Quicksilver, guests at The Standard Hotels will be able to buy a suit poolside, just in case they forgot. However, they're not cheap and they're only stocked in Miami, Hollywood, New York and LA. Although they should preserve your modesty during that late-night drunken dip – you'll no longer be able to avoid getting your kit off with the age-old excuse: 'no trunks'. Springwise

Snack attack

Graze away at your desk



There is an endless hunt for the perfect snack: we need a boost, a kick, an enjoyable taste, low calories, high GI, no saturated fats... the list goes on. Earlier this year a group of self-confessed 'off-peak foodies' gave up their jobs and set up a kitchen to deliver snack boxes to people at their desks (via first class) as an alternative to the usual office snack. Graze sends you a box that has a range of dried fruit, nuts, fresh

fruit, seeds and savoury snacks so that you can graze healthy snacks throughout the day. The boxes cost from £2.99 a day and customers can personalise them according to how much variation they want. They are currently delivering to 20,000 customers in the UK so the idea seems to be working but we'll be watching to see if they're able to eliminate that 3pm chocolate craving. [Facebook](#)

Hired hand

Hire a local expert for home or garden



Growing our own vegetables is now something even Boris wants us to do, but where to find out how? A number of specialist companies will scope out your roof terrace or garden and tell you which fruit and veg will grow best. A nice idea if you can afford it, but if not, try [PlantConcierge.com](#). This website lists not only professional gardening services but also includes experienced amateur gardeners who for a fair payment

will come and help you out with your garden for a few hours a week. This way you can access people with a lot of expertise who aren't listed in Yellow Pages. And if your time in the flowerbeds is making you too busy to cook, visit [bookofcooks.com](#) to find local amateur cooks who will cook your dinner for a small fee. For now you might still have to wash-up, but we'll keep our eyes peeled. [Springwise](#)

Last orders

Is it 'time' for the local publican?

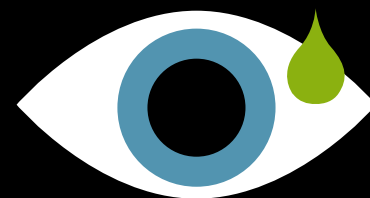


It's here, it's finally here. The years of leaning against the bar in the pub, wishing that we could just serve ourselves from the beer tap right in front of us, are over. The Table Tender is a beer-dispensing system that's built into a table which allows bar patrons to serve themselves without worrying about queueing or even leaving their seats. The system, which requires custom installation from Table Tap, can be designed

to the specifications of each bar or restaurant and can dispense any number of beverages, though beer seems the obvious choice. The Table Tender keeps track of how much beer is consumed and cuts the table off after 11 pints to prevent abuse, though it can easily be reset by a circulating employee. The bill is automatically generated and limits the need/possibilities for human interaction at a bar. Thirsty? [PSFK](#)

Medical miracles

New science includes medicated contact lenses



In March we reported on medical tattoos for diabetics. In another advancement to simplify medical regimes, soon those suffering eye conditions may be able to pass on their administration of daily drops in favour of medicated contact lenses. Not only does this eliminate the need for drops but it's a more efficient method of delivery, ensuring a more precise dose than the conventional method.

Italian scientists are working on another medical innovation. Titanium legs may seem an advance on wooden ones, however wood is actually better for bone implants – it melds with living tissue and enables quicker healing with fewer complications. So, a tattoo to tell you when to take your insulin; contacts to administer your meds; and a log in your leg... what will science think of next? [PSFK](#)

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