



People-Centric

Revolutionizing the Way People Experience Technology

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“ENABLE PEOPLE AND
BUSINESSES
THROUGHOUT THE
WORLD TO REALIZE
THEIR **FULL POTENTIAL**”

*...REGARDLESS OF
AGE*

OR ABILITY



Who are the people?



Changing Demographics

57%
Can
Benefit

1.2B
Over 55
By 2015

A man with a bald head, wearing a blue zip-up sweater over a light blue collared shirt, is seated at a desk in an office. He is wearing a black headset with a microphone and is looking towards the camera with a slight smile. His hands are resting on a keyboard. In the background, there is a large computer monitor on the left and a window with horizontal blinds on the right. The overall scene is brightly lit.

Traditional
Disability

Temporary
Condition

Customer
Preference

A Spectrum of
Abilities

FULL SERVICE ONLY

0 5 8.20

TOTAL SALE



2


Changing Customer
Expectations

UNLEADED



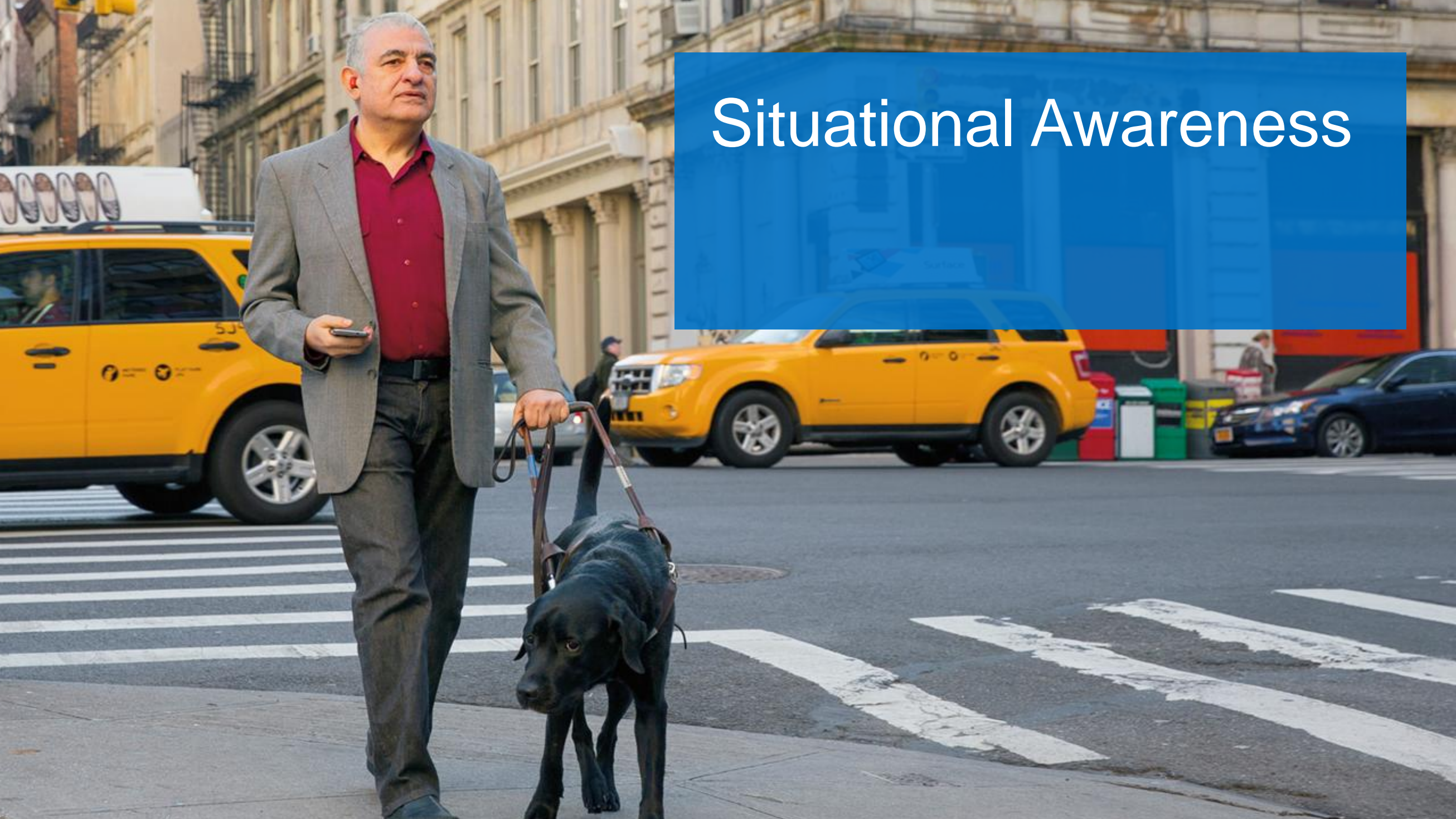
Competition

What is people-centric?



Context-Aware
technology that could
take into account our
environment, our
device, and our
personal preferences,
needs, and work style.

Situational Awareness



Multimodal Interaction



A woman with long dark hair is smiling and wearing a pink party hat. The hat features a cartoon face with orange eyes and a yellow body. She is also wearing a purple jacket. The background shows a kitchen with a white countertop, a glass of water, and a red bowl. A blue semi-transparent box is overlaid on the left side of the image.

Personalization

Where do we go...



Imagine

