

THE SURE FOR MEN

FUTURE REPORT

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IN ASSOCIATION WITH THE FUTURE LABORATORY



**FUTURE READY
PROTECTION**

Preface

The Sure for Men Future Report details the most exciting and significant trends that will affect men over the next thirty years.

The full report is divided into six chapters that cover off the main areas of interest for today's man. These include:

1. Body, health and wellbeing
2. Fashion, grooming and accessories
3. Communications, network and entertainment
4. Travel, cars and transport
5. Business, productivity and competition
6. Leisure, culture and sport

Throughout the report there are four key overarching drivers that influence many of the findings, these are described as:

Manxiety

For men, the 21st century looks worryingly female. Women's financial, workplace and social status gains in the 20th century are set to continue. Men are going to have to get even more used to looking over their shoulders, and in the mirror. A major challenge for men will be to manage their own status anxiety as well as manage their actual social status in terms of identity, business and lifestyle.

Womenomics

The seismic shift of power in the workplace has been given a name by The

Economist – 'womenomics'. Women are earning more than ever and they may reach pay parity by 2015 – and increasingly this will be in positions of power. There's a one in three chance that your boss now is a woman. And that trend is set to continue. Companies that employ more women make more

money and companies with more women in senior management make a higher return on equity. The challenge for men will be to accept the new status quo and thrive within it. By concerning themselves with a newfound masculinity, men will



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increasingly set about personal challenges as opposed to competing with women.

Conceptual Age

More women in the workplace and increased pressure from globalisation will make it ever more challenging for men to succeed at work. The workplace will become less 'left-' and more 'right-brain oriented'. That is, the traits that come naturally to men – such as logical, analytical and sequential thinking – are being superseded by those that come naturally to women, such as empathy, reasoning holistically, recognising patterns and interpreting emotions.

The challenge for men will be to embrace a methodology of thinking that has not historically been theirs, to combine this way of thinking with the 'left-brain' so that they emerge victorious in the battle of the sexes.

Omnitech

Giving technology echoes of godliness – omnitech is suggestive of omnipotence and omnipresence – is no mistake. Pervasive, ubiquitous computing will continue to dramatically change our world in the 21st century. Instead of referring to hot spots, where you can pick up a signal, we will refer to their opposite, 'cold' spots.

Technology will change the way our world looks and how we look. It will enable us at work and it will enable us at home. It'll help us have live longer and have more fun. And it may overwhelm us and even make us redundant.

The challenge for men is to learn to cope with all the new technology, and learn to thrive with it. A balance between being always-on and enjoying a respite will determine how men survive and thrive.

This summary highlights a collection of the most pertinent findings from the report.

To obtain a full copy of the Sure for Men Future Report email sureformen@frankpr.it



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The Extreme Sports Park: An Extract from Leisure Culture Sport

With the population getting older, and also wealthier, there will be a seismic shift towards a new leisure age. All sports – armchair, audience and participatory – will benefit from men seeking to collect experiences. More choice and more possibilities will mean men can venture into more realms that were previously unavailable. And technological developments will change the face of sport making more activities cheaper, safer and more accessible.



Male Ventures

Within 30 years, Sunday morning 11-a-side could go the way of rule 10, the one that allowed players to trip and kick the

opposing team, and into the annals of footballing yesteryear.



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Men won't give up with sport though – we'll be doing more than ever. But the sports we do will change, from team sports to individual, and to extreme ones such as surfing and climbing.

No Time for Sports:

Work and women will affect what sports we play. With more pressure from the ever-more powerful wife or girlfriend and an increasingly hectic and complex work schedule, games that require more time, organisation and people will suffer.

'My father played football every Saturday or every Sunday – and often both – till he was 60,' says 35-year-old IT consultant Rob Wallman. 'But now I've got two daughters I don't have time to play at the weekend. I fit in a five-a-side game on a Wednesday evening – as long as I'm not away with work and my wife's happy to babysit.'

It's the same for David Heath, Product Director for outdoor brand Berghaus 'I spend 25-30% of my time away from home,' he says. 'If a friend asked if I wanted to play golf, I wouldn't even consider asking my wife if can play. I'll wait till I'm 50 and then broach it gently.'

Slash/slash sportsmen

Sportsmen will exhibit traits of the slash/slash generation. That is, whereas men used to specialise in one sport or another – they were rugby or football men, they skied or snowboarded, now they are embracing less delineating identities. They like rugby and football, they ski and snowboard and some even take up emerging disciplines like snowkiting.

'People now have the mindset that they'll try anything once,' says David Heath. 'And everything is becoming much more accessible – even extreme

activities. Ten years ago, you'd have killed yourself doing it, but now with a bit of training and planning and the right kit you could climb Europe's highest mountain, Mont Blanc.'

Extreme Sport Parks:

As well as demand, the sports we play will also be affected by supply. The array of sport choice will become ever more vast. And men will lap it up. Accessible, extreme sports will become convenient too. Just look at Skiing and Snowboarding. Not so long ago riding on real snow was reserved for the rich and famous who could afford the time and money to visit the mountains of Europe. But now indoor

ski centres like those in Tamworth and Milton Keynes have made the sport accessible to everyone. The trend is now shifting to another niche sport - Surfing. Great waves are getting ever closer to London. This October Europe's first artificial reef opens in the sea off Bournemouth. In 2011 Venture Xtreme opens a vast extreme sports arena in east London, including a 9m deep wave tank for surfing and 100m wide beach. City boys will be able to surf before and after

work – making living in London almost like in living in Sydney. And it isn't only London: Venture Xtreme are also aiming to open a similar centre on a 350-acre site in Rotherham, which will feature an artificially-created international standard white water facility. The centre – with estimated costs at £20 million – is being built in response to the continuing growth in extreme sports, says the company's Managing Director Steve Jones.

Chauffeurship: An extract from Travel, Cars and Transport

The most obvious and exciting developments in the way men travel will both come from the technological ideas dreamed up in the 20th century. KITT from the 1980s TV series Knight Rider will become a reality. To a greater and lesser extent, men will be handing over control of the wheel to robots.



The Driverless Car:

Imagine if everyone had his own personal London black cab. You don't need to hail or call it because whenever you leave home, it's waiting for you. You get in, sit back and tell it where to go – 'it' because this cab isn't driven by a human, it's

controlled by a driverbot, a robotic agent that uses sensors, GPS and processors to follow the road, know the speed limit, avoid hitting things and find the quickest route to wherever you're going.

'Every car maker in the top 20 is doing R&D to automate the driver right now,' says Philippe de Wild, Head of the School of Mathematical and Computer Sciences, Heriot Watt University in Edinburgh.

Science-Fact:

This may sound like a scene from *Total Recall* but 'This is not science fiction,' according to General Motors' Vice President for Research and Development Larry Burns. GM, the world's largest carmaker, plans to be testing robot-driven cars by 2015 (by which time the US army will already be using them) and have robot cars on the roads by 2018.

In fact, most of the technology required already exists, such as satellite-based digital mapping, ie, GPS and radio frequency identification (RFID), which is already being used, for example, in Tokyo to transmit 3D images of the city to pedestrians PDAs.

And in case you're still nervous about robot cars, consider the increasing tech-creep in cars today. There are sensors and processors that help drivers make decisions, or even make the decisions for drivers automatically. There have been processors and systems in cars since the 90s that even prevent a driver from

making a mistake such as ABS. There are those that tell us when we're reversing too near the car behind, sensors that can tell when a speed camera is coming up, sensors that manage the temperature, sensors that can tell when it's raining and start the windscreen wipers as well as sensors that detect when it's dark and turn on our lights.

One of the major rationales putting the brakes on driverless cars is a belief that men really want to drive their cars. But perhaps the cultural shift is not so different from that required to board a train or use a light bulb – both were feared to be too different to what had gone before when they were first invented. Lights would be too bright. Trains would seem too fast and scare people.

Safety First:

However, if all cars drive themselves, there are many benefits to every road user. Cars will automatically be able to keep a safe distance from the next using road space more effectively, leading to less congestion and traffic jams. And there will be fewer accidents. Robots won't smoke, answer the phone, have arguments or road rage or try to tell the kids to be quiet in the back while driving.

Human error accounts for 90% of accidents. Just as it has become a legal requirement for health and safety reasons, to wear a seat belt and stop at red lights, in time it might be illegal to drive your own car on the road. By 2038, 'self-drive' could seem as anachronistic as driving a three-wheel van does to us today.

Enjoying the Experience:

But if we are relying on a robot to drive – what will men do in the back seat. Who knows – with technology moving as fast as it is anything could be possible if you have the money to upgrade to a top of the range fully automatic car. You could read the e-paper, call friends on the videophone and, if you've installed HVTV – that's holovision, a holographic version of TV – watch last night's football in 3D.

3D and HVTV

TV's in cars aren't a new idea and one day men will think of 2D screens as we currently do of black and white ones. There are a number of ways companies will provide this. One will be to use the sort of 3D hologram technology that UK-based Musion provides for teleconferencing, as used by Prince

Charles and Al Gore have used to deliver eco-speeches.

Or maybe it will be a smaller version of the world's first 3D colour display already created by tech company Horao's. At present it is only suitable for large, public spaces like Zurich's main train station in which it was recently installed. But with the rate of technological advancements this could easily be introduced into the car in the next 20 years.

Voice Activation:

Of course with a robot car, we won't be typing in directions for where we want to go like today's Sat-Nav systems. Voice recognition software will improve, and through rule-based algorithms will enable the robot car to understand what we mean, making communication much more intuitive. BMW is already working on bio-responsive systems that let us interact in this way. 'We're looking for a really intuitive, natural communication between driver and car,' says Dr Frank Althoff at BMW. 'Instead of saying 'climate on, heating on, downstream' we want the driver to simply say, 'ooh my feet are cold.'

Bionic Bodies: An extract from the Body Health & Wellbeing

With women becoming more powerful, knowledgeable, confident and wealthier, men are going to have to consider more than ever before how each will attract and keep a mate – from all physical points of view.

Just as men have morphed from yesterday's Metrosexuals, happy to try out moisturizer and be a little effeminate, to today's more masculine, still happy to moisturize Men 2.0, so tomorrow's Men 3.0 will move on to a working knowledge of cosmeceuticals. They will also tackle the challenge of their longer lives head on, wearing clothes with new fabrics capable of monitoring the body's wellbeing, caring for it, protecting it and strengthening it. Men will also be able to procure new or reconditioned organs when necessary.



Body Public:

This shift in social status in the office is increasing the pressure on men outside work too – especially in the dating game. “We’re both buyers and sellers now,” says New York-based trend spotter Marian Salzman the woman who popularised the term Metrosexual.

The older man, worldly-wise look will lose its appeal with women. In her book *The Future of Men* Salzman argues that male heroes today aren’t rugged Connery-types anymore. They’re youthful pretty boys such as Leonardo di Caprio and Orland Bloom. Penny Conway from dating agency Parship.co.uk agrees and says she is noticing the shift already: ‘More women are looking for younger partners. They feel younger and are looking after themselves even more – and they want their partner to reflect this.’

Looking Good Tool-Kit:

There will also be an arsenal of cosmeceutical tools and nutraceutical weapons to help men look their best – with names like peptides, lycopene, liposome, nanosphere and omega 369.

The army-style tech-speak will work for men, according to Paris-based trends

specialist Mark Tungate. In *Branded Male*, his new book, he notes that moisturisers targeted at men use results-driven language and are positioned as tools and medicines to support men’s lives.

This support will spread from merely moisturising their skin to firming, lifting and smoothing it. And they’ll be doing this by 2015. ‘Men have tended to be 10-15 years behind women in terms of cosmetic products,’ says Dr John Knowlton, a South Africa-based skin specialist.

Ultramales

‘Men will attack the problem of aging skin from both sides,’ says Knowlton. ‘And the best way to improve your physical appearance is cosmeceuticals on the outside and nutraceuticals on the inside – treating the skin like the meat in a sandwich.’

Key to men’s 21st-century tool-kit will be cosmeceuticals – cosmetic products that contain pharmacological ingredients to actively help the skin repair itself. Technologies to watch out for in men’s skincare include bio-engineered anti-oxidant ultrasomes and photosomes to undo the damage caused by sun exposure; peptides, such as those used in

Skin Nutrition, Millbar Laboratories and DDF's creams; and hybrid creams that could be activated by adrenalin to release chemicals that calm and soothe the skin, and also provide extra moisturiser when the temperature drops.

'Two improvements we'll see will be on the effects of creams. They'll be more pronounced over a short period of time, and they'll be able to sustain the effect over a longer period of time,' says Knowlton.

That is, it won't only be about the ingredients, but also the delivery mechanisms. 'Smart creams' will be released by nanospheres or liposomes – tiny capsules or spheres that release the right active ingredients at the right time in the right place into the skin – for example, they will be activated by adrenalin. Which all boils down to one piece of very good news – we may only have to bother with moisturiser once a week.

These creams will also become more attractive to men, because they really will work. And they'll do so thanks to their rigorously tested, quasi-pharmacological contents – many, such as those produced by Skin Nutrition, alter the skin at a cellular level.

W(h)healthcare

Once men start to invest in themselves through their lotions (cosmeceuticals) and potions (nutraceuticals), more tools will come to market that monitor their health. Charting the course of your health will be like following your football team or investment portfolio. But instead of share price rises and falls, or numbers of goals scored and passes completed, you'll be charting stats such as heart and pulse rates, BMI (body mass index), and how much energy you've burned relative to your (personally) recommended average intake and relative to your intake that day. And this will be measured and processed by tiny sensors placed under the skin which will report back to a home based PC.

Until then, the best solution is your mobile phone – because it's a thing men will always carry with them. At this January's Consumer Electronics Show Nokia announced a neck and wrist strap which features an eco sensor to measure environmental and personal health information – which is then transmitted back to your 'medi-mobile' phone.

Elixir tactics

And organs may be like tyres – available reconditioned. Scientists will be able to

regenerate and grow new organs for patients. Knowing a person's history, they will use the best in breed stem-cell method – from the patients' own cells, from another's more healthy cells – to create a reconditioned heart or liver. In January this year a research team at Massachusetts General Hospital brought a rat's dead heart back to life by rebuilding it using stem cells.

Bionic Bodies

Men will be able to do what Steve Austin could in 70s TV show Six Million Dollar Man. Researchers at the Tokyo University of Agriculture and Technology have developed a robot suit to help farmers do superhuman tasks. Using sensors that detect muscle movement, the suit enhances the wearer's physical strength. Robot suits should be commercially available by 2012 and cost less than a second-hand hatchback. We'll have bionic eyes too. Engineers at the University of Washington have recently combined safe, wearable contact lens with imprinted electronic circuits which can show zoomed in images of what the viewer is looking at.

Super Synthetics - Ping not Bling

Instead of wanting clothes and accessories that say 'success' through jewels and ostentation, men will want

clothes and kit that have the latest in technology. Instead of Bling, they will want things that tell them when a call is coming in or respond to their physical and emotional wellbeing. For example, when your feeling low on energy, a top could deliver vitamins or mood enhancing drugs, and when adrenalin's pumping through your system, it could deliver deodorant. French company Lytess are already producing 'cosmetotextiles' – materials that contain microcapsules which gradually release slimming, moisturizing and anti-fatigue chemicals into the wearer's skin. The company expects 'intelligent textiles' to represent 80% of clothing by 2020. Fabrics, in other words, that support men's hectic lifestyles with technology.

Superhero Outfits

Intelligent fabrics will interact with the wearer, save his life and give him superhero powers. These will become commonplace in fabrics within five years.

'You'll wear a jacket that completely interacts with you, keeping you warm when it's cold and cooling you down when you're hot,' says David Heath, Product Director for Berghaus. 'It could save your life. If you got cold up a mountain and were getting really cold, the jacket could

get heat to your kidneys. Which will mean you'll urinate less and be less likely to dehydrate. This is a good thing, because dehydration is the biggest killer on the mountain.'

D3o's technology might not save your life, but it does make you just that little more comic book invincible. It's a micro-cellular foam material that's flexible under normal conditions. But as soon as something it hits something or something hits it, it goes solid, absorbing energy and protecting the wearer. 'It's a bit like a Spiderman suit,' says D3o CEO Richard Palmer. 'It's very good at shock absorption protection – it minimises the force going into the body.' It protects the parts on your body that are exposed and need more cushioning, such as knees and key bones like the coccyx.

D3o's technology could migrate from clothing to body by 2018. 'This could be part of the skin, as implants,' says Palmer. 'Because D3o behaves in the same way as

skin and muscles – the only barrier is people. And body intrusion tends to work on a ten year cycle.'

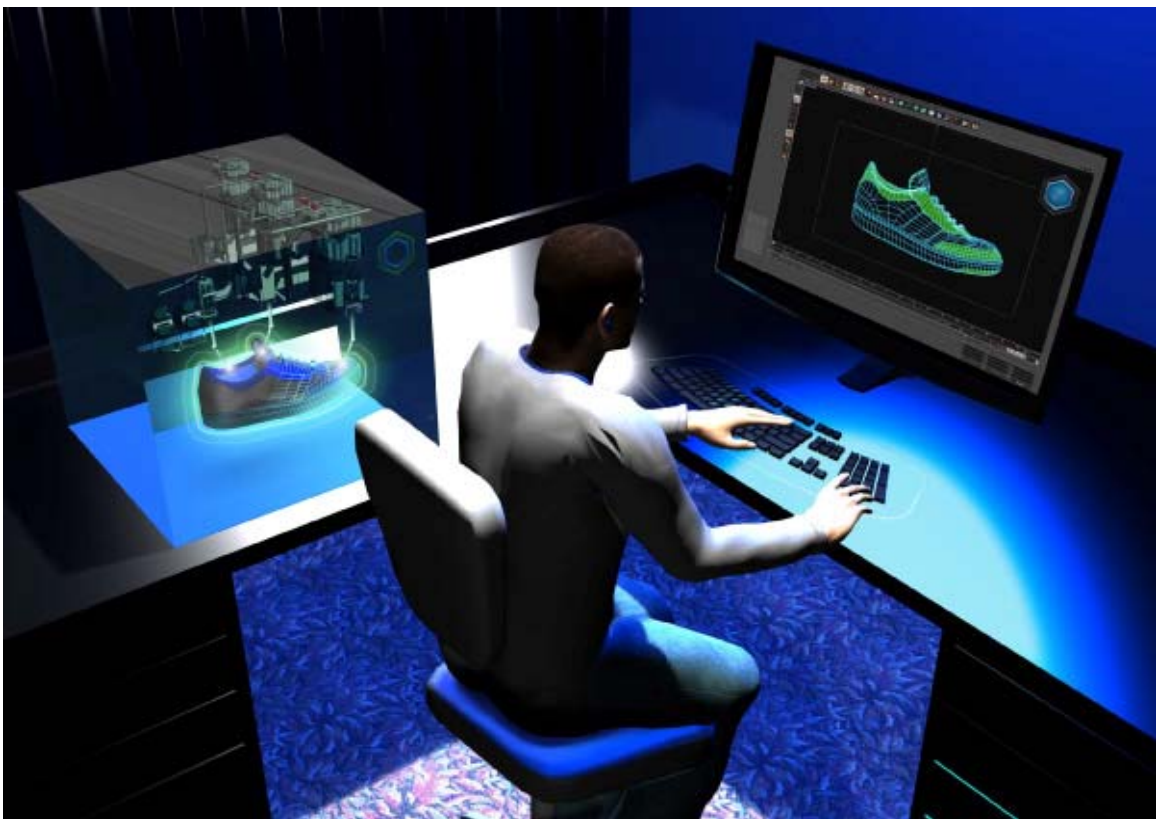
Nano-Technology

Nano-technology is at the forefront of this fabric revolution. Recently developed in Australia are the nano-technological pyjamas – whose fabric releases biomedical properties such as melatonin, tryptophan, calcium, chamomile, valerian and St Johns wart into your skin to help you sleep.

Nano-technology can help in footwear too. In Chamilka Panduwawalu's new shoes the fibres let your feet breathe when it's sunny, and keep them warm when it's cold. The fibres react to the intensity of the UV light opening up when the sun is strong, allowing more ventilation.

Print Your Own: An extract from Fashion, Grooming and Accessories

With women ever more in the driving seat, men will worry about how they are judged by the fairer sex, for the clothes they wear and the products they own. It will be this need to projects one's individuality that will drive the new DIY (Design It Yourself) culture. And as advancements in 3D printing continue, it won't be long before men are able to design and 'print' their own unique consumer goods at home.



The New DIY Culture:

Just as in the past, men will express themselves through DIY, but now it no longer means do-it-yourself. Men will be able to express their love of sophistication through the new DIY: Design-It-Yourself. And, as Timo Veikolla, Senior Trends

Specialist at Nokia, notes, this is a good thing: 'As social beings, all of use need to express who we are to other people.'

Customisation and personalisation is already here and filtering through to the

mainstream. At present you can change the covers on your mobile phone. At Selfridges, Bodymetrics scans the customer in five seconds and designs

PYO Culture:

Alongside the 24/7 instant gratification buzz of e-shopping will come the 24/7 instantaneous super buzz of immediate delivery provided by the PYO: Print-Your-Own revolution. Using layering technology and new materials, desktop 3D printers will simply print the things we buy online or create on a home PC.

At present the materials aren't sophisticated enough to create complex structures or multi fabric products, but the speed of 3D printer development makes for a very exciting time in emerging technologies.

'A few years ago, 3D printers used to fill a whole room and cost upwards of £150,000,' says Anatol Just, 3D artist at London-based Inition. 'But for the same quality, the new V-Flash from 3D Systems out in Europe in Q2 this year will cost £7,000 and can fit on a desktop.'

Trainers on Demand:

Just imagine it. Instead of ordering a pair of trainers from a website in the United States, that will be made in China and

jeans around you. You can design your shoe with Puma's Mongolian BBQ or Nike's ID Lounge. Even Marks & Spencer now offers custom-made shirts.

then shipped to us, men will just print their own. That is, instead of buying a physical trainer, one will simply purchase a 'trainer file' from a high street shop and print them off back at home using their next generation desktop 3D Printer.

Ultimate Customisation:

Taking it one step further, companies like, Nike which offer services such as the ID Lounge, may even produce its own 3D design software for consumers. Once one had their unique footwear they would instantly send the file to their 3D Printer and have the trainers ready to wear in a matter of minutes.

Once the technology is mastered more complex electronics could be manufactured at home. Take the common mobile phone. Where today we can choose the functionality of a price plan that suits us, we will soon be able to choose a phone's functionality that suits our lifestyles too. Instead of deciding how many texts or inclusive minutes we want, we'll be choosing what size of screen, how many megapixels we want for the inbuilt camera and whether we want specific



gaming chips. Then we'll download the file and print it – including the SIM card, instantly ready to connect to the network.



The Pub of the Future: An extract from Leisure, Culture and Sport

One thing that will never change is a man's need to socialise. The British pub will remain an integral part of men's lives – however it will not escape the advancements in modern technology as we travel towards the 22nd century. Robo-Barmen, In Pub Gaming and Holographic TVs will all accompany the old fashioned pint.



Pub-Tech:

'In the future, technology will become part of the furniture', says lighting design pioneer Moritz Waldemeyer. 'But it's LED that will become the next big thing. It's going to change everything within five to

ten years.' And trendy British bars may be the first to showcase this technology.

LED can be embedded into other things, so we won't need 'lights' anymore. This will also change how we interact with our lighting systems. Dealing with 16 million

colours, Waldemeyer points out, will require more than just an 'on/off switch'. Philips' Living Colour might have the answer. It comes with a device with a wheelie control for choosing your desired colour, similar to that on an iPod. In time sensors in the pub will respond to how dark it is outside or the music that is playing. It may even respond to the adrenalin in the room, having a calming effect and reducing the frequency of pub brawls.

Invisitech:

TV screens in the boozier will become bigger, then disappear. A first step has been the super-thin OLED screens unveiled at this January's Consumer Electronics Show (CES). Another is Panasonic's Life Wall, a white wall which becomes a virtual fireplace or view of an outdoor scene. Wall-screens will also be interactive, like Perceptive Pixel's Multi-touch Collaboration Wall – reminiscent of the screens that Tom Cruise controls in Minority Report. And what you can do with a vertical screen, you can also do with a horizontal face. Microsoft are doing this with a table - so we may see a resurgence of pub gaming like the old Pacman and Space Invader tables – but a lot more hi-tech and interactive.

3D Future:

One day, men will think of 2D screens as we do black and white ones today. There are a number of ways companies will provide this. One will be to use the sort of 3D hologram technology that UK-based Musion provides for teleconferencing, as used by Prince Charles and Al Gore to deliver eco-speeches. And tech company Horao has already created the world's first 3D colour display. At present it is only suitable for large, public spaces. But in time these may be commonplace in pubs throughout the country – perfect for watching the weekend's football.

Robo-Barmen:

Instead of ordering a drink from an attractive barmaid or burly landlord, a multi-sensored robot barman will calculate the optimum drink for your health and happiness and offer to serve you that. Not that all men will want it. Biometric barman, the Automeet, already exists as a prototype in Holland. For two Euros it assesses your physical condition by analysing your pulse, body temperature and blood alcohol level, and dispenses tea, hot chocolate and homeopathic pills. In the future, this type of robot will have more sensors to make even better recommendations. It could feature face recognition technology to give you your



regular drink, or sense your adrenalin levels and give you the appropriate vitamins or drugs to calm you down. Finger print technology could ensure you're genuinely over 18, while RFID chips automatically do the stock take.

Gaming is the new sport:

Convenience gaming will reach its zenith over the next ten years. Men will be able to exercise and get the immersive thrill of participatory and extreme sports while they are down the pub with mates. The sort of haptic technologies that Nintendo's Wii has released to the mass market – with games like yoga, skiing and tennis – will develop to the point where the e-games will be as good as the game itself. Maybe even signaling the end for the Darts board and Pool table?