

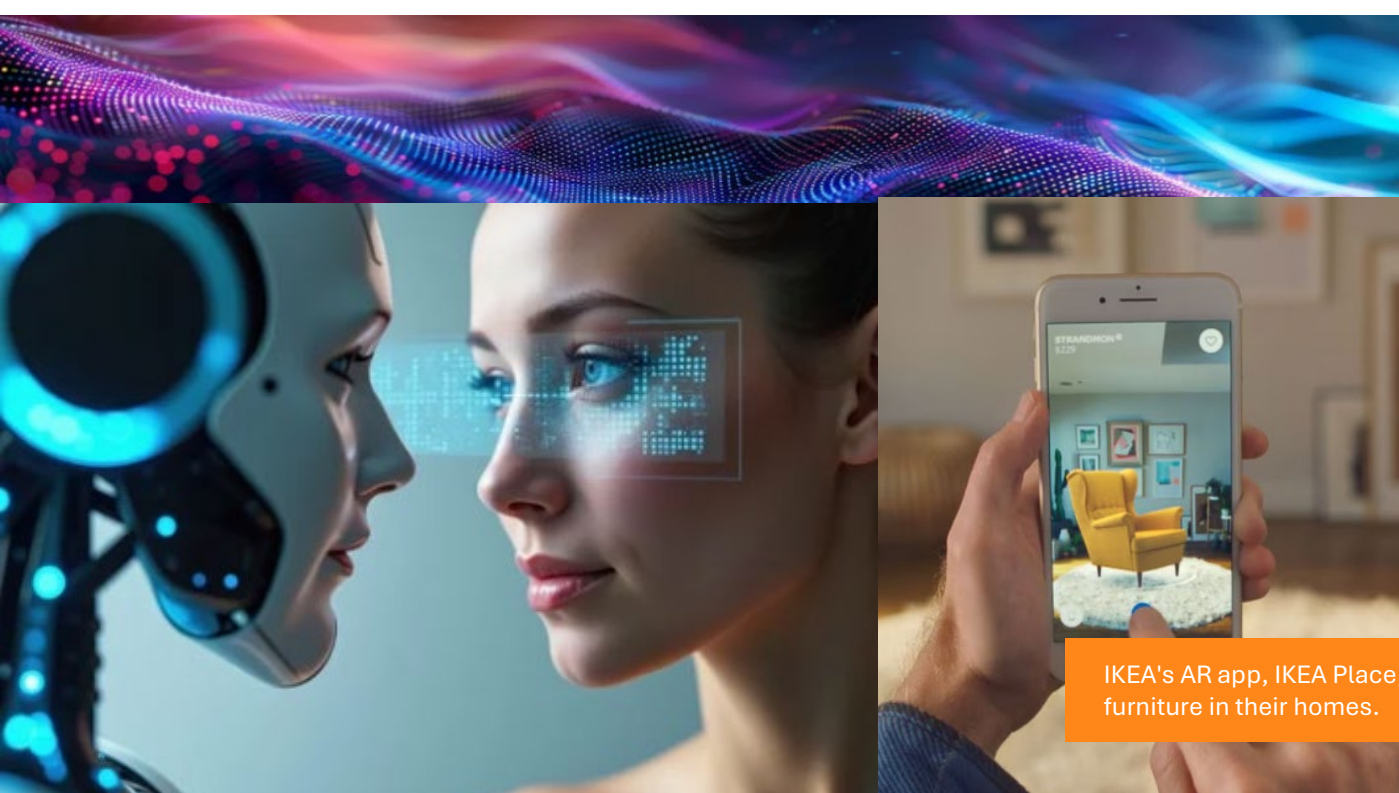
# The Fusion of AI, Technology, and Futuristic Living



The future is here, and it's deeply personal. **New technology knows you, creating seamless, intuitive experiences that feel alive, intimate, and uniquely yours.** This trend merges cutting-edge innovation with a human touch, where AI and groundbreaking ideas redefine what's possible.

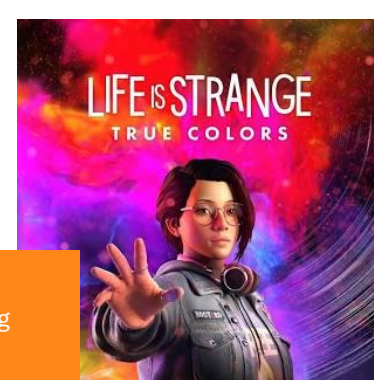


The Stargate Project, a \$500 billion initiative to build state-of-the-art AI infrastructure, solidifies U.S. leadership in AI innovation as the technology transforms every industry.



IKEA's AR app, IKEA Place, enabled customers to virtually place furniture in their homes.

**Consumers are captivated by progress but cautious about its impact.** They're overwhelmed by flashy tech that feels impersonal, mistrustful of how their data is used, and wary of innovation that prioritizes novelty over value. Brands are challenged to offer solutions that **simplify, adapt, and resonate emotionally**, turning what once seemed futuristic into something tangible and deeply meaningful.



The video game, Life is Strange: True Colors focuses on empathy as a superpower, allowing players to feel and influence emotions.

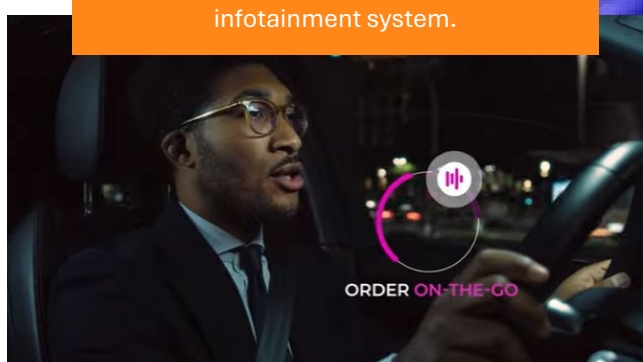
## Product Opportunities for Brands

We identified three directions within this consumer trend that can inspire brands to connect to their consumers.

### Smarter AI

Develop adaptive technologies that anticipate needs, like AI-driven tools that adjust in real time to user preferences, making every experience feel personal and intuitive.

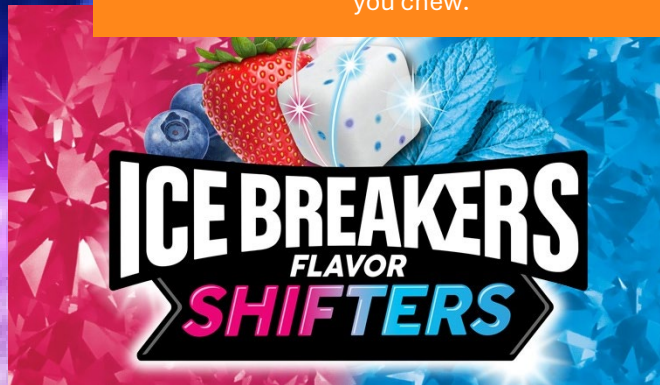
SoundHound's In-Vehicle Voice Commerce Platform enables drivers and passengers to place restaurant takeout orders through the car's infotainment system.



### Idea Technology

Introduce products that take shape from the user, like self-healing materials, AR-enhanced items that blend the physical and digital, or multi-sensory tools that surprise and delight with every use.

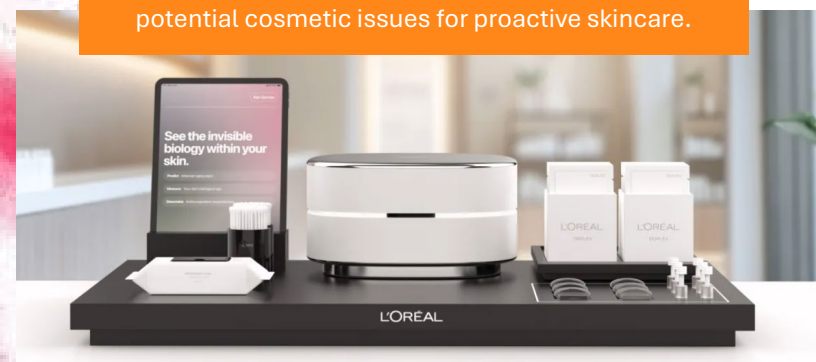
Ice Breakers Flavor Shifters Gum provides a unique double-flavor experience that changes as you chew.



### Sourced Thoughtfulness

Items that turn overlooked materials into value, like luxury goods made from repurposed material, or products with rich origin stories tied to ethical sourcing and cultural significance.

L'Oréal's Cell BioPrint, announced at CES 2025, is a device using advanced "lab-on-a-chip" technology to provide personalized skin analysis, predicting skin aging, ingredient responsiveness, and potential cosmetic issues for proactive skincare.



## What can we do?

Curion helps brands harness the power of cutting-edge technology with consumer-centered insights (from real humans) that drive meaningful innovation.

We work with brands to learn how products integrate seamlessly into users' lives, offering experiences that are both intuitive and emotionally engaging.

Our behavioral research uncovers how consumers interact with AI-driven and adaptive technologies, while our market analysis identifies opportunities to align new innovation with evolving preferences.

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