



**CUSTOM CONTENT
FROM WP BRANDSTUDIO**





“SUPERHUMAN”

A sensory journey through the technology that's empowering us to move faster, reach higher and do more for ourselves and others



The Idea

By 2025, 10% of us will be wearing clothes connected to the Internet. The first implantable mobile phone will be sold, replacement teeth may improve our health and we'll all be using computers that run on a combination of hardware and living organic tissue.

We'll explore this astonishing convergence of biology and technology through a multimedia custom content program that aesthetically and narratively reinforces Audi's forward-thinking positioning. We'll open readers' eyes to the stunningly beautiful innovations that are empowering us to transcend our physical limitations by enhancing our senses to superhuman levels—ultimately empowering us to reward ourselves and others in unprecedented ways.

Execution

A series of five rich-media experiences takes readers through each of the five human senses: **Sight, Sound, Smell, Taste, Touch.**

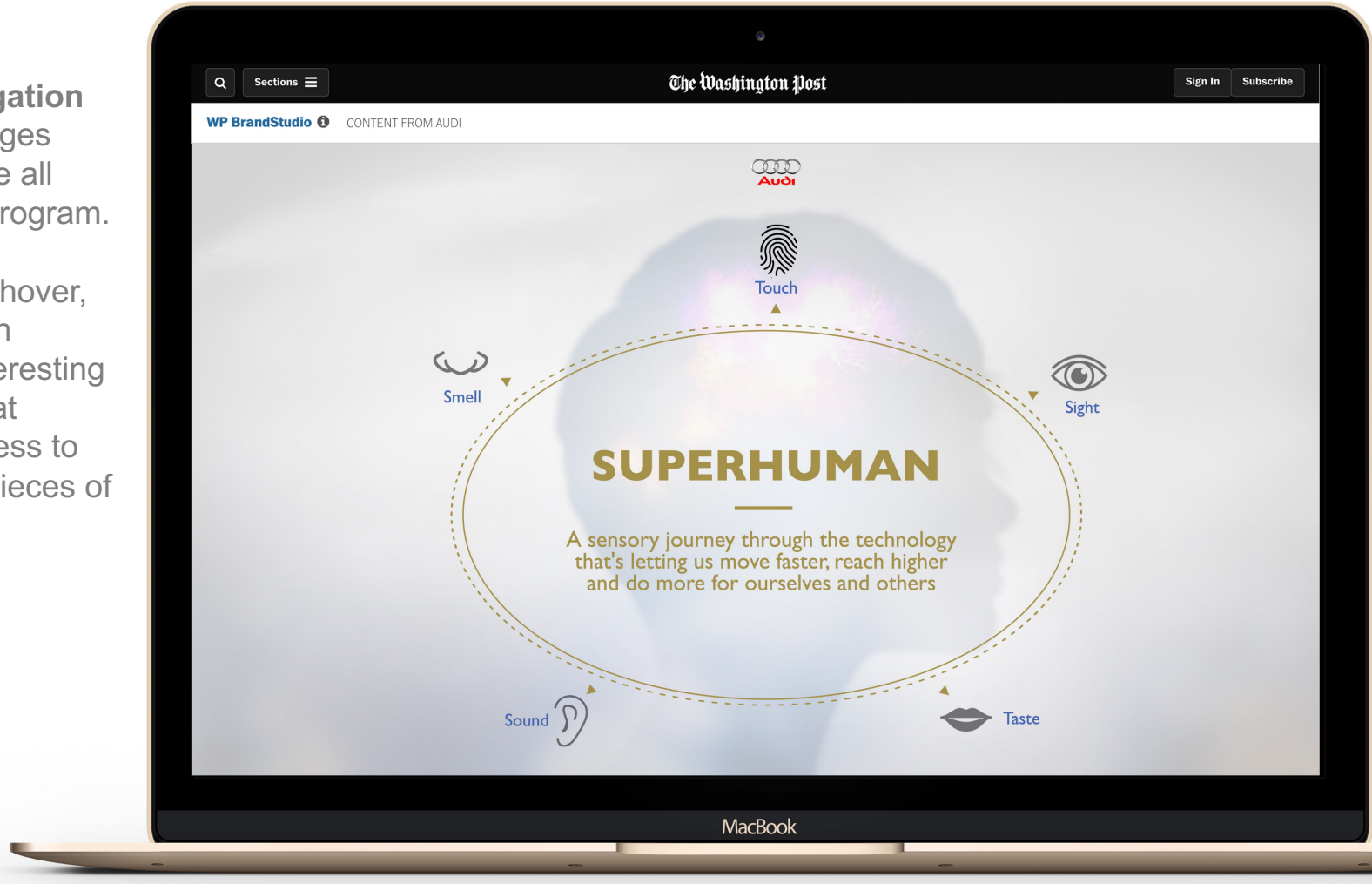
- Each piece delves into the remarkable tech behind cutting-edge innovations that allow us to treat ourselves and drive society forward
- Content integrates narrative journalism, data visualizations, sourced images, documentary-style video and 3D interactive graphics
- Anchor linking within each piece allows readers to delve into the other senses at will
- At higher investment, a dynamic navigation element integrates the pieces into a richly interactive experience of discovery



Mock of Navigation Element

A dynamic navigation element encourages readers to explore all elements of the program.

- Upon click or hover, light animation generates interesting movement that results in access to the different pieces of the program

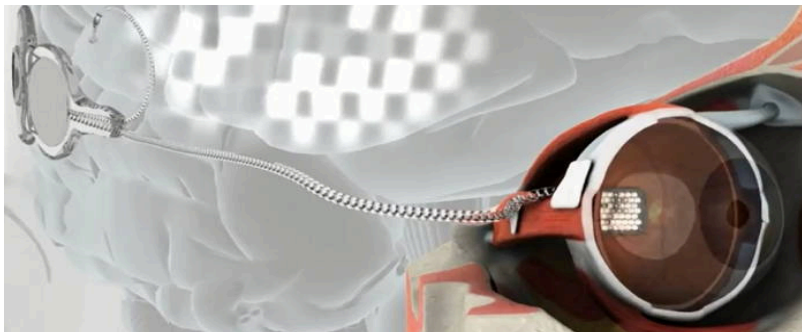




Content Details

“Sight”

We’re moving closer to a world in which the convergence of virtual and actual reality allows us to experience life as never before. Cameras embedded in contact lenses or directly into the eye can act as entertainment enhancements or as visual aids. From the photonic lightfield chip (a tiny wearable surface that would replace all the other screens in our lives) to retinal implants that allow the blind to see, the future of vision is bionic.



“Sound”

Today’s digital world is an auditory playground in which we’re in total control. We’ll explore the sleek, stylish technologies that are changing the lives of the hearing-impaired while allowing the rest of us to treat ourselves to “bespoke” sound through smart earbuds that allow wearers to boost the bass at a concert in real-time or dial down annoying noises while maintaining the volume of a conversation.





Content Details, continued

“Smell”

Our most underappreciated sense represents the next frontier for biosensors: technology that harnesses the power of smell to do everything from trigger a personal memory to diagnose disease. We'll explore the mechanics behind “e-noses” and their applications, through examples such as the oSnap scent messenger that allows iPhone users to produce over 300,000 unique scents and share them as they would a text. Someday soon, your photo of homemade chocolate chip cookies will smell like homemade chocolate chip cookies.



“Taste”

Cameras gave our computers eyes; microphones gave them ears; touchscreens gave them tactile perception. Now, technology is giving them taste. We'll walk through innovations that are digitizing our taste buds, like the SCiO spectrometer that can determine the chemical makeup of food and drink, letting you see just how many carbs and calories are on your plate. Going a step further, some day “smart teeth” will be able to detect chewing action and the texture, temperature and content of food and drink—and cut you off when you've had more than is good for you.





Content Details, continued

“Touch”

Thanks to an explosion of recent innovation, we’re entering an era in which “touch” doesn’t necessarily require corporeal presence. Advancements in the increasingly critical field of prosthetics are restoring lost human abilities to a breathtaking degree: bionic hands can be controlled by brain signals, allowing a user to operate a fully functional hand that can grip tightly and handle delicate objects with dexterity.

For the rest of us, tech is enabling experiences that have, until now, been beyond human reach. We can gain super-strength with the help of electric exoskeletons, unlock doors with the wave of a hand and control computers with neuro headsets that translate our brainwaves into actions on a computer.

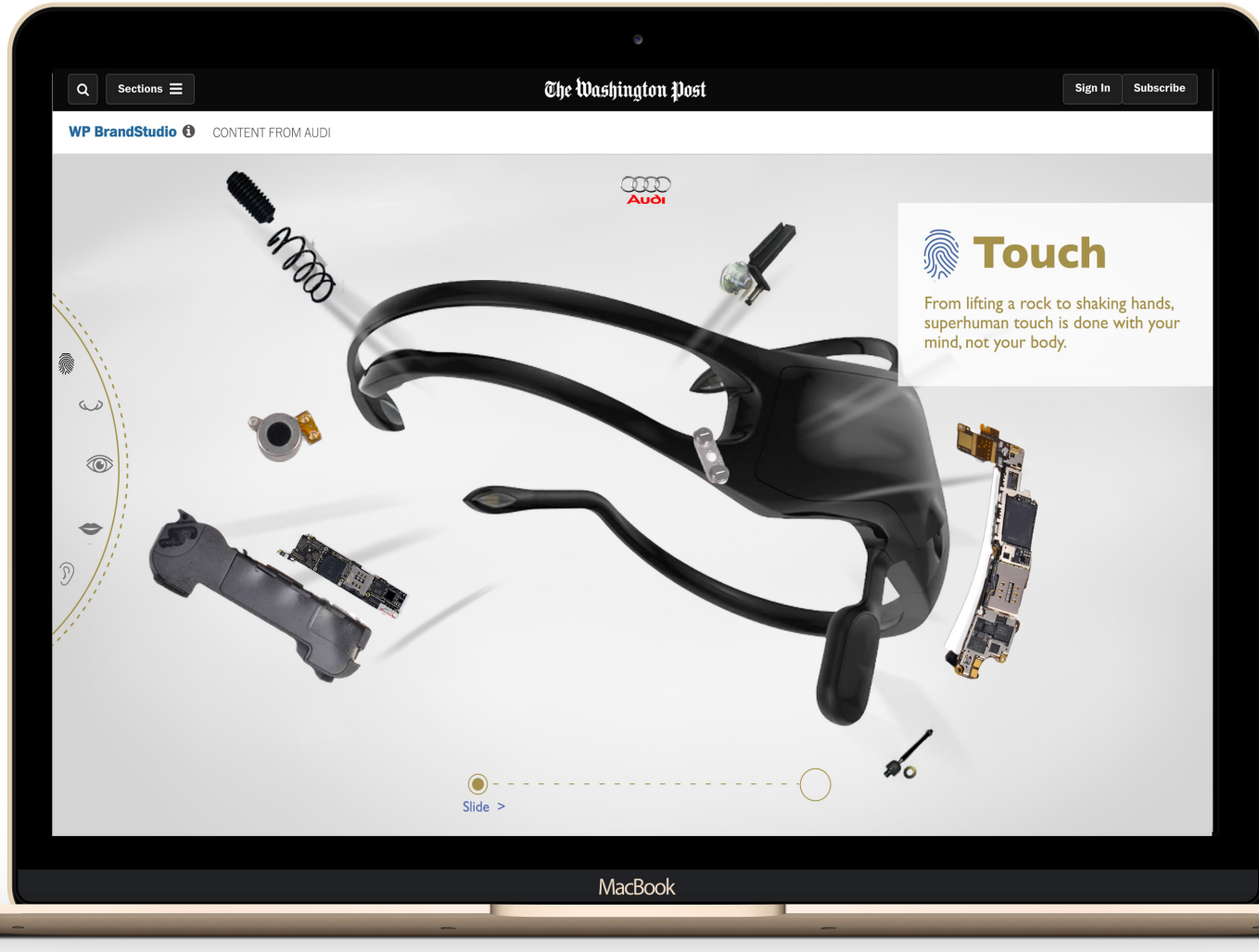




Mock of “Touch” Content Piece

The experience opens with a 3D graphic that invites reader interaction with the rest of the piece.

- Readers can use their mouse to rotate, pull apart and look inside the inner workings of a featured innovation
- A journalistic article explains the tech behind the innovation and sets the graphic in context





Breakout of Elements

Option 1: \$750K Investment

- “*Sight*” rich-media article
- “*Sound*” rich-media article
- “*Smell*” rich-media article
- “*Taste*” rich-media article
- “*Touch*” rich-media article

Option 2: \$1.5 Million Investment

- Dynamic navigation element
- “*Sight*” rich-media article + two-minute documentary-style video
- “*Sound*” rich-media article + two-minute documentary style video
- “*Smell*” rich-media article + 3D interactive graphic
- “*Touch*” rich-media article + 3D interactive graphic
- “*Touch*” rich-media article + 3D interactive graphic