

Innovation 2009

21 / 01 / 2009

What's hot 2009... 1 of 5



Netflix set to stream to consoles
[\[LINK\]](#)



Pepsi use QR codes + MS make their own
[\[LINK\]](#) [\[LINK\]](#)



Face tracking in Flash + iPhoto
[\[LINK\]](#)[\[LINK\]](#)



Google StreetView comes to Europe
[\[LINK\]](#)



Pixel Bender and Alchemy for Flash
[\[LINK\]](#)



Remixing YouTube music
[\[LINK\]](#)



Facebook API for Flash
[\[LINK\]](#)



TweetCoding Flash in 140 chars
[\[LINK\]](#)

What's hot 2009... 2 of 5



Flash on Wii:
WiiSpray

[\[LINK\]](#)



GeoCaching
GPS treasure
hunts

[\[LINK\]](#)



iPhone apps still
strong... repeat
use is weak

[\[LINK\]](#)



Kids use pre-
emptive Google
bar to find content

[\[LINK\]](#)



HBO Mad Men
twitter soap

[\[LINK\]](#)



Augmented
Reality clothing

[\[LINK\]](#)



Zen Bound
iPhone game

[\[LINK\]](#)



3 most popular
game genres

[\[LINK\]](#) [\[LINK\]](#)

[\[LINK\]](#)

What's hot 2009... 3 of 5



Augmented reality secret trailer player
[LINK]



Augmented reality card gaming. Sony's
[LINK] and [LINK]



Microsoft Photosynth. 3D maps from photos
[LINK]



Flash has proper coders and physics
[LINK] [LINK]



Digital switchoff
– UK 2008 – US 2009
[LINK]



Recession favours online 'bargain hunting'
[LINK]



As consoles go 'family', forgotten loyal fans are key.
[LINK]



Motley Crue sell more on Xbox than iTunes
[LINK]
[SPumpkins]

What's hot 2009... 4 of 5



Open creative platforms with APIs. [\[LINK\]](#)



iPhone SDK now available. 100 million + downloads [\[LINK\]](#)



Brands create a Little Big Planet levels [\[LINK\]](#)



Video Collage video in an image [\[VIDEO\]](#)



Use any object to control games [\[LINK\]](#)



Nick's \$100m casual games plan. That's 600 games! [\[LINK\]](#)



Connecting Youtube videos [\[LINK\]](#)



Adobe Air desktop apps [\[LINK\]](#)

What's hot 2009... 5 of 5



PaperVision
Flash 3D still
limited, but still
cool [\[LINK\]](#)



Girls and young
woman are
most prolific
web users.
[\[LINK\]](#)



Burger King
XBOX 360
games a great
success [\[LINK\]](#)



Adobe CS4
encodes
speech to words
in videos [\[LINK\]](#)



Internet will
overtake TV as
biggest ad
medium in UK,
2009 [\[LINK\]](#)



Create real toys
from online
avatars (like
Mii's) [\[LINK\]](#)



Web-only
motion comic
spin-off DURING
campaign
[\[LINK\]](#) [\[LINK\]](#)



Interactive 3D
Flash with
glasses [\[LINK\]](#)
[\[LINK\]](#)