



JETPACK INTEL

EMERGING TECH BRIEFING

New ways to earn attention

A consumer-first view across beauty,
sports, entertainment and fashion.

ILLUSTRATIVE SAMPLE · ADS & EXPERIENTIAL



BEAUTY

Try the feeling before the product.

See yourself Preview shades, finishes and looks in the moment.

Make it yours Co-create a look from a mood, occasion or idea.

Take it with you Save, sample, share or buy without losing the spark.

Technology should reduce doubt and increase play.



SPORTS

Turn spectators into participants.

Feel the moment

Live action becomes light, sound or a pulse on the wrist.

Join the crowd

Shared movement or cheering changes the atmosphere.

Keep the memory

A personal recap or collectible makes the moment last.

The best layer makes the live moment more live.



ENTERTAINMENT

Let the audience help shape the story.

- | | |
|-----------------|---|
| Choose | Small decisions change what happens next. |
| Enter | Spatial sound and visuals put people inside the scene. |
| Continue | The story follows them after the show, stream or event. |

Interactivity should deepen emotion, not create homework.



FASHION

Make every item a doorway.

- Discover** Tap to see the origin, craft, care and story.
- Express** Style a physical and digital identity together.
- Belong** Unlock drops, rooms, events or people who share the signal.

The product becomes the ticket, memory and relationship.





A shared language for building what's next.

Mix two to four elements around a clear audience need—not around a gadget.

THINK**AI**

Smart helper

SENSE**AR**

Spatial layer

CONNECT**CO**

Connected object

ACT**RO**

Robotics

GM

Generative media

CV

Computer vision

WE

Wearable

LD

Live data

PR

Prediction

HA

Touch feedback

ID

Personal pass

DV

Digital value

THE RECIPE

Audience job + 2–4 elements + clear value exchange = experience concept

Portfolio reference: AI · spatial · wearables · robotics · mobile · audio · social · gaming · Bitcoin

The Living Shade Lab

A playful way to move from inspiration to a look a person can keep.

AI + AR + CV + CO

1

Choose a mood

Start with a word, song or occasion.

2

See a live look

Color and finish adapt in the mirror.

3

Touch and try

A sample station brings it into the hand.

4

Tap to keep

Save the look, routine or product list.

WHAT PEOPLE GET

Confidence + self-expression + play

WHAT THE BRAND CAN LEARN

Choices + completion + opt-in

Crowd Pulse

The crowd becomes part of the live system—and gets a memory back.

WE + LD + HA + DV

1

Move or cheer

A band reads an intentional fan action.

2

See the crowd

Energy appears as light across the venue.

3

Feel the peak

A pulse marks a shared peak.

4

Keep proof

A personal replay or collectible arrives later.

WHAT PEOPLE GET

Belonging + agency + a lasting memory

WHAT THE BRAND CAN LEARN

Participation + dwell + return

The Story You Wear

A garment becomes a key to an evolving world before, during and after an event.

CO + ID + AR + GM

1

Tap the item

A tag opens its living identity.



2

Unlock a role

The owner gets a point of view.



3

Shape the layer

A visual or sound becomes theirs.



4

Enter the scene

The item changes the event.

WHAT PEOPLE GET

Identity + access + an evolving story

WHAT THE BRAND CAN LEARN

Taps + unlocks + repeat engagement



START WITH ONE AUDIENCE MOMENT

Make the future feel obvious.

Pick a moment. Choose two to four elements.
Build the smallest version people can
experience.

01 What should people feel or
do?

02 What do they get back?

03 What signal proves value?

Continue the conversation

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