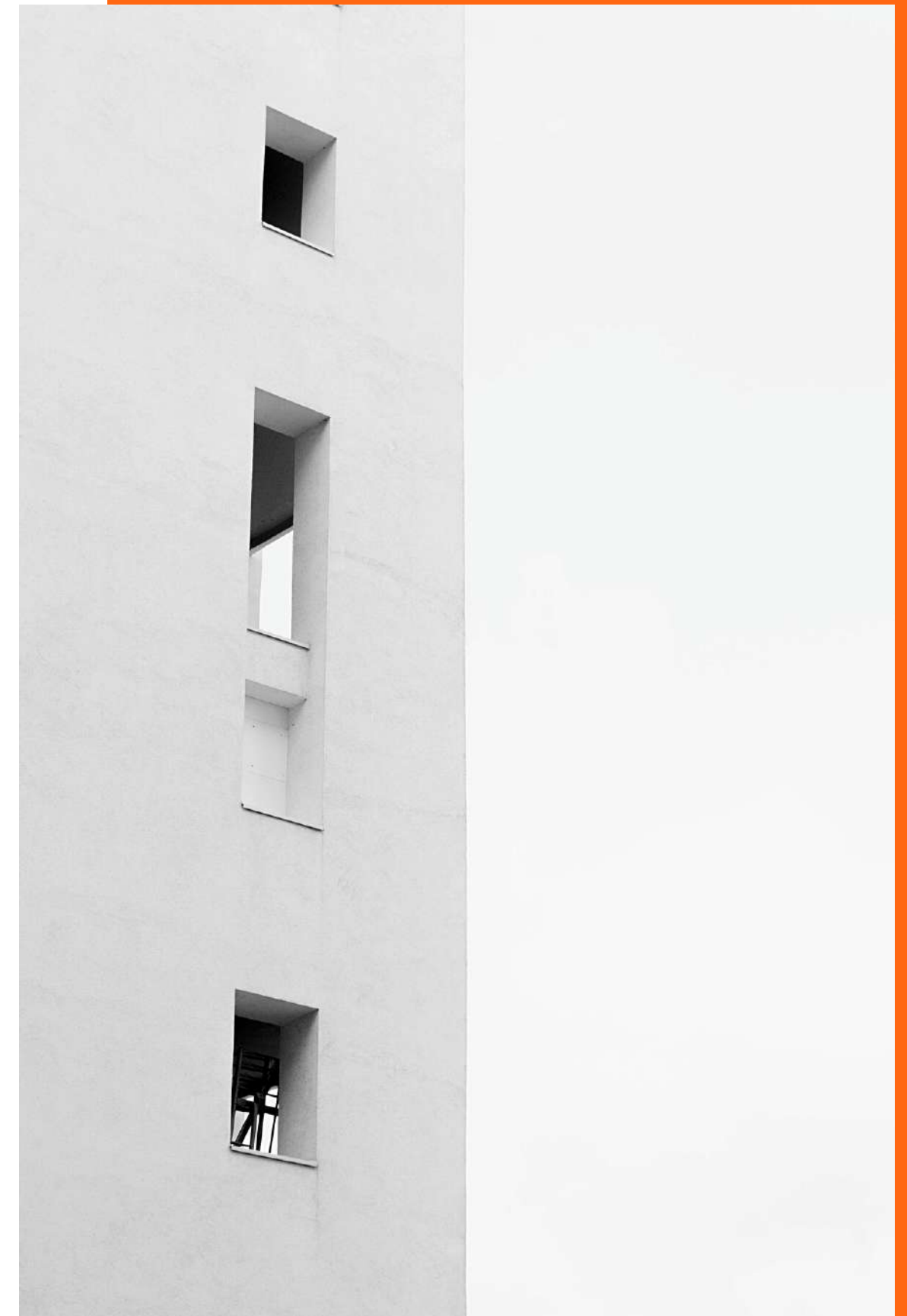


Media Dizajn Co.

New European Bauhaus - SMART

PRESENTED BY MONIKA KLEIN



Industry 4.0

SMART PRODUCTION AND SERVICES

INTEGRATION

integrates people and digitally controlled machines with the Internet and information technologies.


MATERIALS

Materials produced and used for production can always be identified, and they have the ability to communicate with each other.

THE FLOW OF INFORMATION IS:

vertical: from individual components to the company's IT department and back.

horizontal: between the machines involved in the production process.



NOT INVENTED HERE - cross-fertilisation is all about importing and mixing ideas from different places, markets or people to produce better products and services. Importing a technology from another industry, or hiring people from a different company are examples of this.

COPY ADJUST PASTE

Mobile
pay as you go

You've left your
car insurance *running!*

"Pay As You Drive"™ insurance

www.payasyoudriveinsurance.co.uk/pyt1

FINANCIAL SERVICES/INSURANCE MEETS MOBILE

Norwich Union was the first insurance company to start with the "pay as you go" formula from telecom.



TRANSPORT MEETS NATURE

The kingfisher's beak became the model for the nose cone of Japan's 500 Series Shinkansen bullet train.

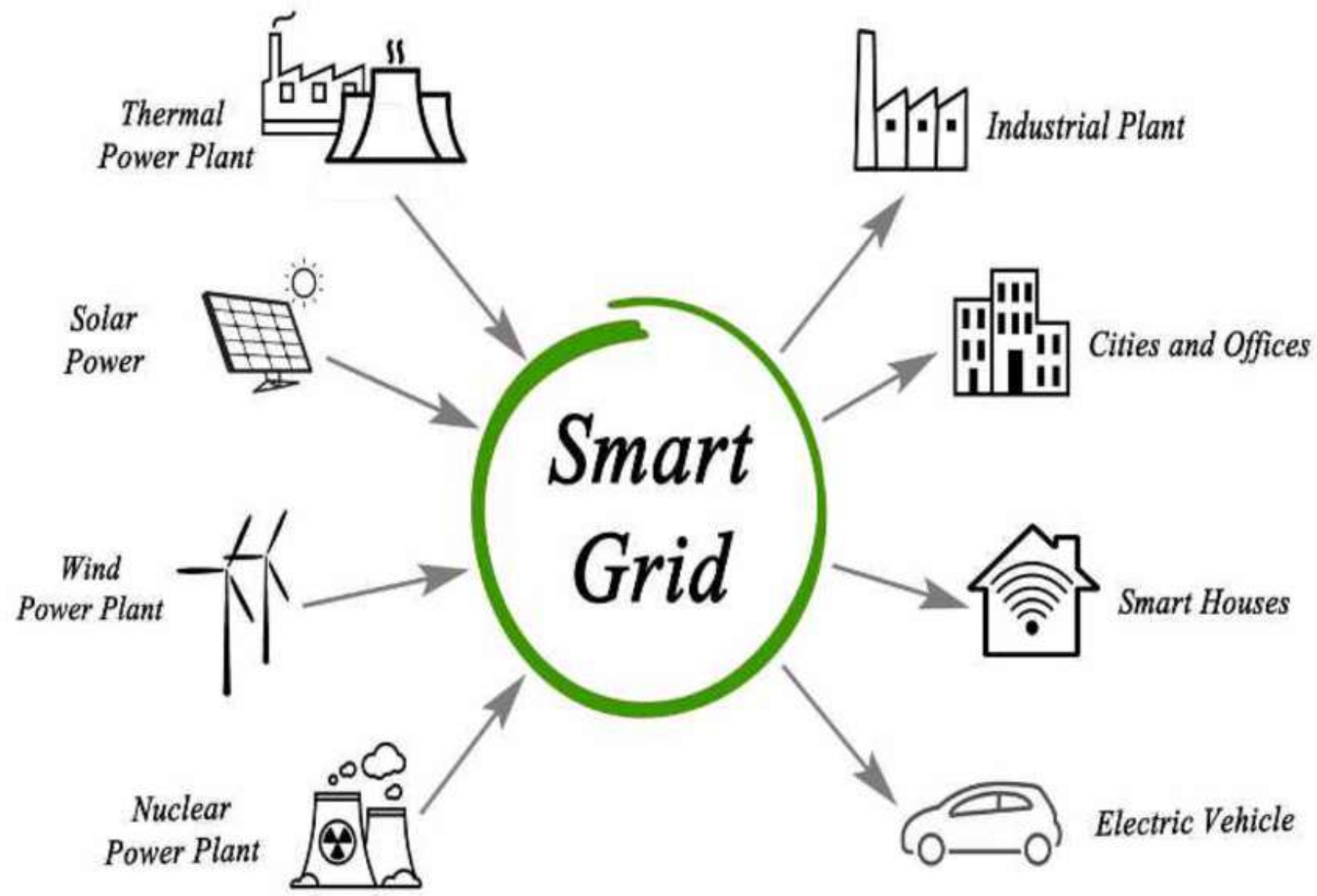


SHIPPING

VanMoof uses the TV boxes for transport of their expensive electric bikes. Since they start using it the returns drop off about 70 %.

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Designers need to design the ecosystem not individual objects. They need to design in the contexts and take in the consideration the bigger picture.



implements renewable-to-car and car-to-grid energy transfers, paving the way for electricity sharing.

Sea Side 4.0



Gardens 4.0

Smart way of home and city food production.

Thank You!

MONIKA KLEIN

