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# SPEC SHEET

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## META PRODUCTS - MEANINGFUL DESIGN FOR OUR CONNECTED WORLD

### FEATURES

1. First book that targets product designers, interaction designers and design strategists on the exciting topic of connecting physical products to the web.
2. Many expert interviews from both commercial and academic worlds.
3. Many illustrated cases of pioneer projects.
4. Includes an approach for designing Meta Products yourself.
5. Useful for both industry professionals and students.

### CASES

Withings Body Scale, Nike+ Platform, Sifteo Cubes, Emotiv EPOC, Songdo International Business District, Epyon Power, Airstrip Patient Monitoring, FedEx SenseAware, Fitbit, Nokia x Burton Push Snowboarding

### Q&A'S

Anne Lise Kjaer (Kjaer Global), Lucy Kimbell (University of Oxford), Anna Valtonen (Umeå University), Frido Smulders (Delft University of Technology), Jan Buijs (Delft University of Technology), Federico Casalegno (Massachusetts Institute of Technology), Maddy Janse (Philips Research), Alexandra Deschamps-Sonsino (Designswarm), Jeroen Van Geel (Fabrique), Jenny De Boer (TNO), Harald Dunnink (Momkai), Sebastian Kersten (Momkai), Marc Fonteijn (31Volts)

### TARGET READERS

Product designers, interaction designers, design strategists in both SMEs and large corporations, students and lecturers from Industrial Design, Interaction Design, Strategic Design, Design Management and Technology Management faculties, trendwatchers

## CONTACT INFORMATION

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