

Industry Innovators: Ten Features in 2019



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Industry Innovators: Ten Features in 2019 – Free Report

As is commonly said, there are winners and losers in every industry. This report helps you make sense of it by looking at the top industry innovators and inventions. Here are the top ten features in 2019, by industry. We hope this is a brain-teaser for your business creativity mind.

If you want more, be sure to check out our blog at <https://www.CoolBusinessIdeas.com>. Updated daily with the latest business ideas which we've spotted worldwide, we're sure you'll find it an enjoyable read. Don't forget to share this report with your friends and colleagues. We hope you enjoy this free report.

The CoolBusinessIdeas.com team xoxo

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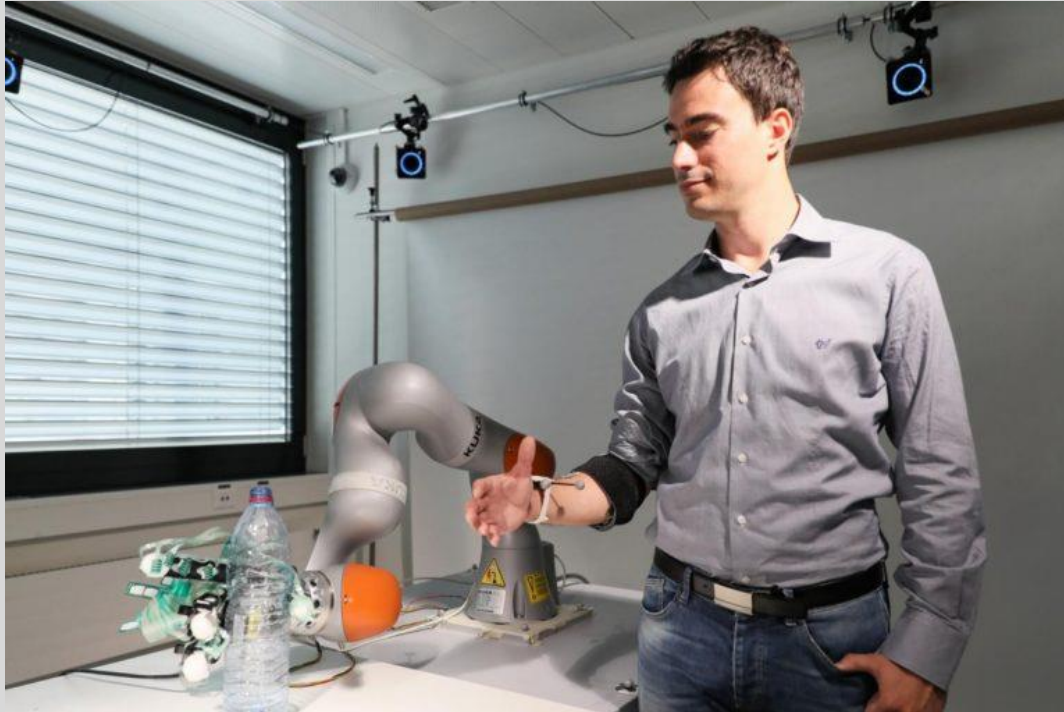
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TECHNOLOGY – DRIVER ASSIST FOR PROSTHETIC HAND



Using a motorized prosthetic hand can be difficult, as users have to continuously concentrate on controlling the thing. That's why scientists from Switzerland's EPFL research institute are developing new technology, in which a computer takes over certain functions.

Known as a shared control system, the setup incorporates muscular-activity-detecting electrodes which are placed on the amputee user's residual arm stump.

After an initial training period, an integrated computer system learns to associate specific patterns of activity with the movement of specific fingers on the prosthetic hand. This means that in order to open or close a given finger or set of fingers, the user purposefully contracts or relaxes their stump muscles in a given way.

Doing so could get mentally and physically taxing after a while, though, which is where the computer system comes in. Utilizing feedback from pressure sensors on the inside of the hand, it automatically tightens the fingers around objects that they're touching, effectively grasping those items.

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RETAIL & ECOMMERCE – OPEN PLATFORM TO FAST-TRACK MANUFACTURING INNOVATION



Noting that complex, proprietary systems can adversely affect productivity and profitability, the partnership announced the Open Manufacturing Platform at the Hannover Messe today. The idea is to set up an open technology framework and cross-industry community to accelerate automotive and manufacturing sector developments.

“Microsoft is joining forces with the BMW Group to transform digital production efficiency across the industry,” said Microsoft’s Scott Guthrie. “Our commitment to building an open community will create new opportunities for collaboration across the entire manufacturing value chain.”

The Open Manufacturing Platform (OMP) is reported compatible with existing Industry 4.0 reference architecture, which focuses on automation and exchange of data in manufacturing. The platform is designed to encourage the sharing of smart factory innovations between companies that sign up to the OMP community, aiming to boost industrial IoT developments, shorten the time taken to deliver innovations and improve production efficiency. The solving of common manufacturing problems will also be looked at, such as machine connectivity and on-site systems integration.

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ADVERTISING & MARKETING – MARKETING TOOLS YOU DON'T USE BUT YOU SHOULD



If you are one of these brave people who decide to run their proper online business you are aware of the existence of numerous marketing concepts, ideas and trends. What is more, you are also aware of how confusing and unsettled this area is. New innovative ideas are born on daily basis and it is difficult to determine which of them can be beneficial for your business and which the exact opposite.

To tell the truth, your choices should be based mainly on your intuition and your business mission. Online advertisers and business owners fight endless battles – splash page vs. landing page, content marketing vs. inbound marketing or SEO vs. paid search. Nevertheless, what you should know is that there are no definitive winners as it depends on business type, customers' needs or even geographical factor.

However, apart from the most popular marketing tools increasing conversions, there are some strategies which have already turned out to be highly effective though they are still not widely used. And they definitely should as they can truly make a difference for your online business performance. Let me quote three of them for you.

Gating content, Using social proof and testimonials, and Creating content video.

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TRAVEL & TRANSPORT – NEXT GEN OFF-GRID CAMPER VAN

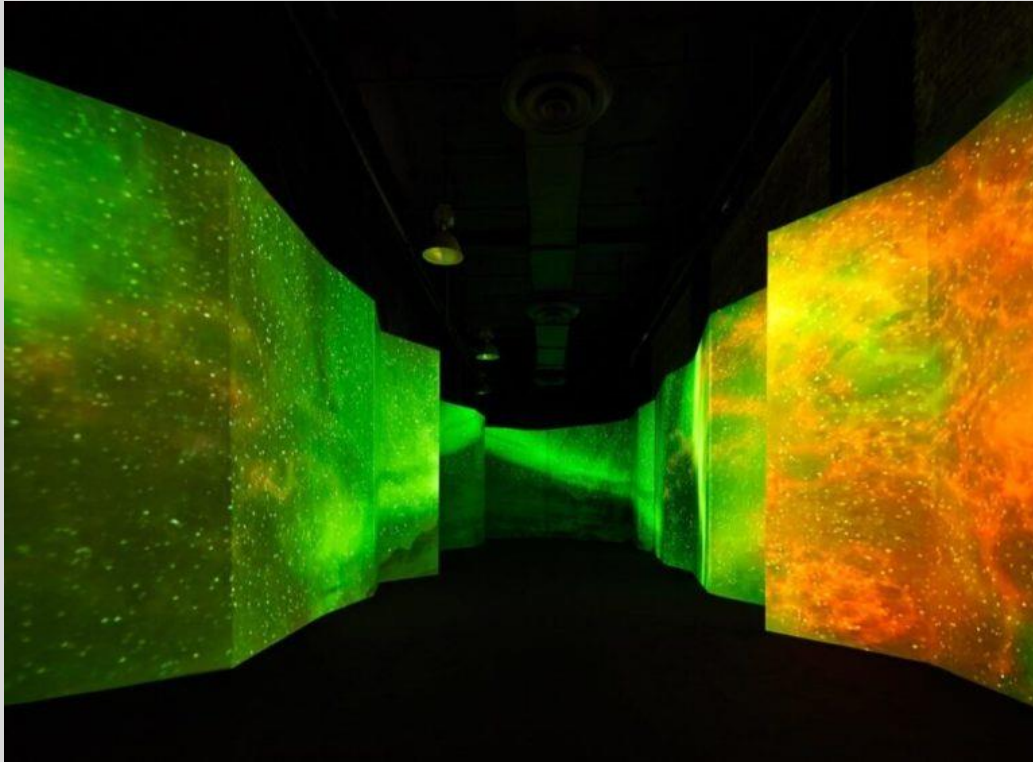


A leading name in custom camper vans, Outside Van developed one of its latest customs with a different purpose in mind. The Next Gen van is an experimental prototype designed to optimize and centralize weight, using new strategies and experimental components. It doesn't skimp on features, though, keeping the lights and A/C on with a beefy 720Ah lithium battery pack wired to roof-mounted solar. If the van's design works out, it paves the way for a new generation of lighter, better-handling and more fuel-efficient camper vans.

It's called the Next Gen, but the camper van is based on a last-gen Mercedes Sprinter, a 2018 Sprinter 4x4 170 Extended. When working with a huge, capacious 290-in (736-in) van, it's easy to fall into the mindset of piling heavy components in the empty rear cargo area. With this build, Outside broke that mindset to focus on keeping weight better balanced between the axles.

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ARTS & EDUCATION – PSYCHEDELIC INSTALLATION HIGHLIGHTS ENVIRONMENTAL ISSUES



The call for environmental awareness and action has been given a new voice in a visually stunning art installation that just opened its doors in New York City. Entitled Arcadia Earth, the temporary art exhibition immerses guests in a multi-sensory journey spotlighting pressing ecological issues — such as overfishing, plastic pollution, food waste, deforestation and climate change — with vivid artworks designed with upcycled and reusable materials. The 18-room exhibition is powered by augmented and virtual reality to create a large-scale interactive environment that encompasses a variety of landscapes, from underwater worlds to fantastical forests.

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LUXURY & PREMIUM – BRITISH AIRWAYS FIRST CLASS FLYERS TRIAL VR HEADSETS



Long-haul flights can be pretty boring, and though in-flight movies are available on many airlines, sometimes you just want to escape the confines of a packed cabin. British Airways has started a trial where first class passengers on select flights will be able to completely immerse themselves in movies, documentaries and travel shows by popping on a VR headset.

The VR entertainment trial is being offered until the end of this year on certain flights from London Heathrow to New York JFK, and will make use of headsets from SkyLights. Content will be fed to the VR headsets in 2D, 3D or 360° formats, and will offer an all-around immersive experience whether the passenger is upright or lying down.

<https://www.coolbusinessideas.com/archives/british-airways-first-class-flyers-trial-vr-headsets/>

DESIGN & FASHION – NIKE IS GETTING INTO THE HIKING BOOT GAME WITH THESE AWESOME KICKS

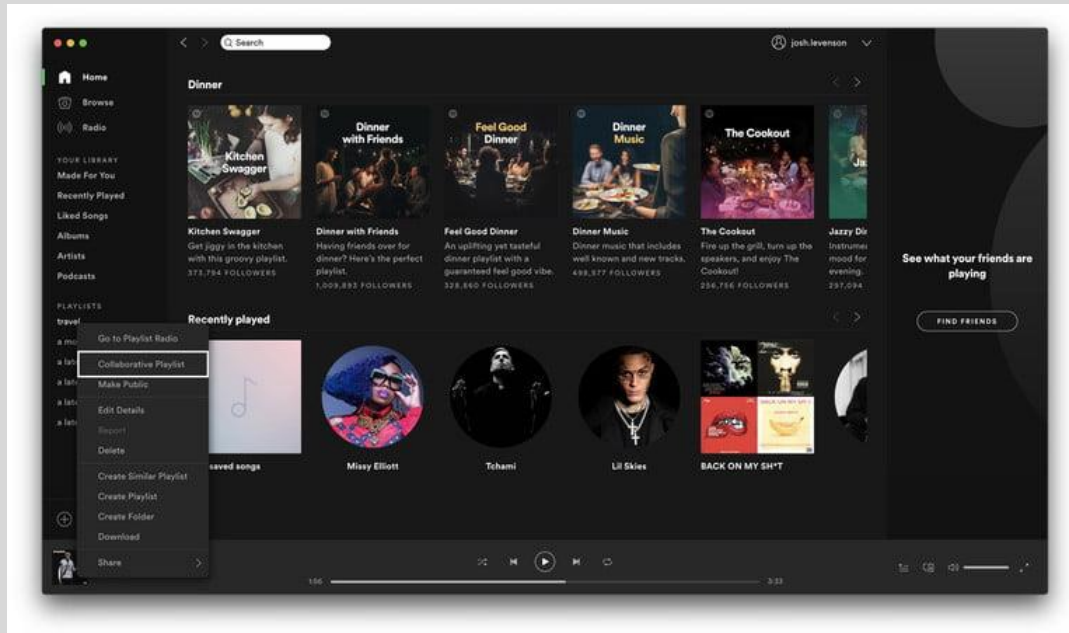


If you've been waiting for Nike to get into the hiking boot game, today just might be your lucky day. The sports apparel and footwear giant has announced a new line of outdoor-focused shoes under its All Conditions Gear (ACG) brand. The new shoes promise to deliver a high level of performance – even in terrible conditions – with the promise of being equally comfortable on the trail as they are in an urban environment.

Dubbed the ACG Ruckle Ridge, the new hiking shoes are the brainchild of longtime Nike designers Tinker Hatfield and Aaron Cooper. The boots take inspiration from the company's long history of creating trail running shoes. The design elements that have proven useful in trail running served as the launching pad for the Ruckle Ridge.

<https://www.coolbusinessideas.com/archives/nike-is-getting-into-the-hiking-boot-game-with-these-awesome-kicks/>

ENTERTAINMENT & MUSIC – COLLABORATIVE PLAYLIST ON SPOTIFY



The modern equivalent to crowding around the family iMac with your closest friend to painstakingly develop the ultimate summer playlist in iTunes is creating a Collaborative Playlist in Spotify from the comfort of your living room — while your buddy tweaks it from their bed on the other side of town.

That's right, you don't even have to be in a room with your friend to curate the same playlist. You can use your computer, smartphone, or tablet to add, rearrange, and delete songs, and they can do the same from wherever they are. There's no limit on how many people can contribute to one list, either.

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PETS – PETS SAFE SMARTPHONE CONTROLLED FEEDER



If you are rudely torn from your slumber each morning by a hangry meow, or you're worried about your faithful canine's rumbling belly when you have to work overtime, you may appreciate the benefits of an automatic pet feeder. Petsafe's second-generation Smart Feed Automatic Dog and Cat Feeder costs nearly \$200, but it's packed with features, including smartphone connectivity, and it offers a fairly versatile set of scheduling options. I tested it out for a week with my cat, Bodhi, to see how well it works.

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GADGETS – BLUEBELL BABY MONITORING DEVICE



Design agency Tangerine worked with British start-up Bluebell to develop a smart monitor, which uses a device attached to the baby's clothing to send alerts to parents through a wearable wristband and app.

Bluebell approached the London-based studio to help it create and market a system that makes it more straightforward for parents to improve their baby's routines and sleeping patterns.

Bluebell's family of connected products comprises a baby monitor, parent wristband, smart hub and app.

These devices allow parents to remotely monitor their baby's activity and wellbeing, and alerts them to any changes requiring their attention.

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