

LCI is the 2010 Bronze Bulldog Award Winner for Social Media

LCI Client News:

[Cal Academy in The
New York Times](#)

[KMD Architects in
World Architecture
News](#)

[Wolfe Video in the
Wall Street Journal
and the New York
Times](#)

**LCI is part of the
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**Patricia Perez
named President
of PRGN**

Quick Links

March 2010



PEER INTO OUR CRYSTAL BALL

No, we're not psychic. But when you deal with as many long lead media as we do, you get a sneak peek into what's going to be hot with consumers 3, 6 or 9 months from now. Essentially, we wind up knowing what consumers will be doing and thinking about...next. Right now, it's Christmas in June at the LCI offices, and we thought we'd share a few consumer technology trends we're noticing for Holiday 2010.

- 1. Regardless of what Gordon Gekko says, greed isn't good.** Everyone still wants luxury, but not necessarily that Bentley they've been eyeing. Look for "[everyday indulgences](#)" like small electronics you might not buy for yourself (panini press, espresso machine), or productivity items (pedometer, new cell phone) under the tree.
- 2. Technology is getting smaller and smaller (remember how gigantic the first cell phones were?) but more and more important.** Not an early adopter? Neither am I - I'll wait for version 2 before I plunk down my hard earned cash on a gadget that's not absolutely necessary to my life...and I'm sure glad I didn't get that GPS system now that \$5.00 and under applications will do the same thing via my cell phone. So look for mass

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consumers to be salivating over version 2 of hot tech products like the [iPad](#) and [Android](#) phone.

3. Boomers are still pushing innovation. They just might not be the ones creating it! As our population ages, the interest in simplifying connectivity continues - easier photo downloads and sharing online, camcorders with one button (the Flip and all its competitors), [free wi-fi](#). Simple is hard to design, but there's a [huge population out there](#) ready to buy, so anything that makes sharing simpler will be hot by the end of the year. We're seeing the beginnings of this with the introduction of the Cisco [Valet](#) - easy wireless networking.

4. There are gift cards for everything. But this year it will be ["experiential" gift cards](#) that proliferate. Everything from restaurants to rock climbing expeditions to spa services can be purchased via giftcard right now, but some new ones will come out for the holiday season that push this trend to new categories. For this year, we predict it's not what you give but what that gift buys that will matter. And even easier? Most of these gift cards/certificates are easily emailed. Wonder if the wrapping paper industry will feel the hit?

5. Volunteerism will continue to be impacted by technology - especially this holiday season. Sites that match volunteers with organizations, home-grown social networks that are hyper local, and even the old-school online "groups" are being used more and more often as a method of recruiting and interesting volunteers to help out. There are even [sites dedicated to auctioning off services](#) from plumbing to bookkeeping...with proceeds going to non-profits.

Have your own thoughts/predictions? Send them along to me at: david@landispr.com.



LCI's Hit of the Quarter

Every once in a while we have to toot our own horn. This past quarter, we were pleased to celebrate the successful announcement of a new home for [SFJAZZ](#). We love music here at LCI, and spreading the joy of jazz through this news was pretty electric. Everyone from [The New York Times](#) to [The Chicago Tribune](#) to [The San Francisco Chronicle](#) (front page) covered the news about this new facility and its gala, which helped fund the new building.

Backtalk's Nonprofit Spotlight:

[Helping the Gulf Coast](#)



Usually, we spotlight a client or non-profit that is special to our staff here in the Spotlight. But this time, we think it'd be a crime not to comment on the Gulf Coast oil spill. This horrible environmental tragedy will affect all of us for years to come - but there's an immediate need right now to support families in the Gulf whose lives and livelihoods are affected. The Greater New Orleans Foundation is acting as a clearinghouse and information resource for the non-profits doing work in the Gulf. Visit [GNOF](#) for more information.

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