

# Media 3.0

## Jump into the third digital revolution

Nils Müller  
Founder TrendONE



**Reality is limited.  
Break the limits.  
Jump into Media 3.0!**

**Media 3.0 allows us humans to jump into a new form of life. It's far more than the next media evolution. It's a new metaphor. Real and virtual melt into each other. You and your device will be one. You start your digital life in an unlimited media universe. You are one with the medium. You are the medium. You are inside. That's what we call JUMP IN effect. This is not just virtual fun. This is your future reality. This will become an inherent part of your life. It extends your possibilities in every aspect of your day: It will be your education, your communication, your business. You will work there, have friends, fun, sex, sadness, success and of course your bank account. You will be in this universe many hours a day in 2010. See ya there.**

**Nils Müller, MBA CEO TrendONE**

# MEDIA EVOLUTION 1.0, 2.0, 3.0

MEDIA	MODUS	INVOLVEMENT
<b>1.0</b>	<b>LEAN BACK</b>	


**SELF ENTERTAINMENT**


**DOWNLOAD**


MEDIA	MODUS	INVOLVEMENT
<b>2.0</b>	<b>MOVE FORWARD</b>	


**SELF PUBLISHING**

**UPLOAD**

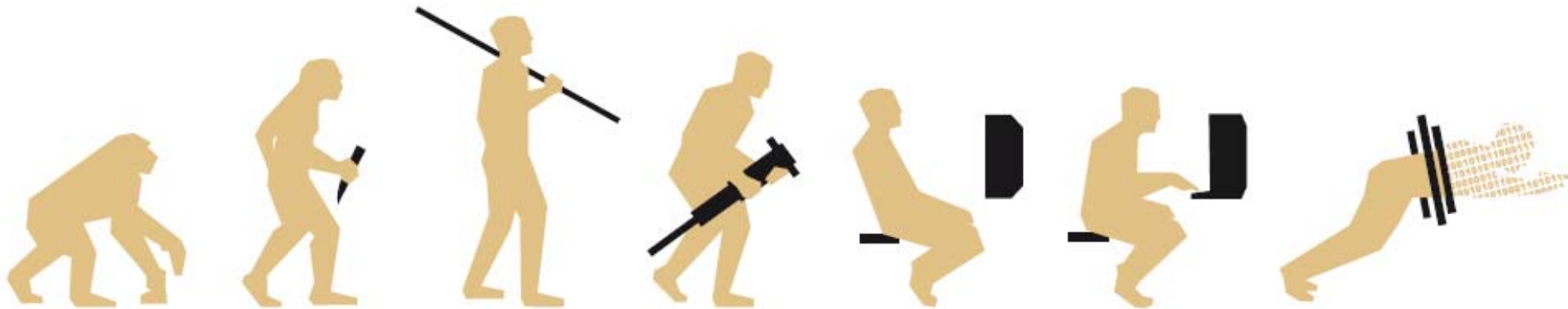
MEDIA	MODUS	INVOLVEMENT
<b>3.0</b>	<b>JUMP IN</b>	

**SELF CREATION**

**IMMERSION**

# HUMAN EVOLUTION ©TRENDONE



UR-GESELLSCHAFT	JAGD-GESELLSCHAFT	ZIVILISIERTE GESELLSCHAFT	INDUSTRIE GESELLSCHAFT	INFORMATIONSGESELLSCHAFT	WISSENS-GESELLSCHAFT	VIRTUELLE GESELLSCHAFT
URLAUTE & SPRACHE	SCHRIFT STEINTAFEL	SCHRIFT PAPIER BUCHDRUCK	ZEITUNG LITFASSSÄULE FOTOGRAFIE TELEFONIE	PRINT RADIO TV INTERNET EMAIL	WEB 2.0 PODCAST WEBLOGS WIKI SOCIAL COMMERCE MOBILE	MEDIA 3.0 KONSOLEN GAMING VIRTUELLE WELTEN VIRTUAL REALITY ALWAYS-ON SEMANTIC WEB FUTURE-COMMUNICATION

# THESIS 1: MEDIA 3.0 WILL BE 3D



SHOPPING & RETAIL 3.0: H & M in SIMS2, Sweden

# THESIS 2: MEDIA 3.0 WILL BE SOCIAL



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# THESIS 3: IN MEDIA 3.0 WEB, TV & GAMING WILL MELT TOGETHER

MTVS LAGUNA BEACH



MTVS VIRTUAL LAGUNA BEACH



# THESIS 4: IN MEDIA 3.0 REAL & VIRTUAL MELT



# THESIS 5:

**MEDIA 3.0 WILL BECOME SMART (WEB 3.0)**



*We should all be concerned about the future  
because we will spend the rest of our  
lives there. C.F. Kettering*



**TREND ONE**

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