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TURIAN LABS

connect@turianlabs.com

CONNECTED WORLDS

SPORTIFY

NEO MALE

PRODUCT NATION

META CAPITAL

PRE WELL

ALCHEMY

BLACK & WHITE

IORIAN LABS



Wherever we go, we carry our world. Concern for connectivity and comfort becomes a prerequisite.

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CONNECTED WORLDS | Directions



Godrej 'Plug In' lets you create your work place indoors and outdoors





Seamless connectivity: Ford Figo with inbuilt WIFI hub

CONNECTED WORLDS | Directions





Kohler 'Moxie' integrates wireless speakers for a musical shower experience





HP-ENVY combines LAPTOP+TABLET seamlessly

CONNECTED WORLDS | Directions









OMNI presence of brands offering seamless services

CONNECTED WORLDS | Strategic Directions

Bridging the gaps in nodes / experiences

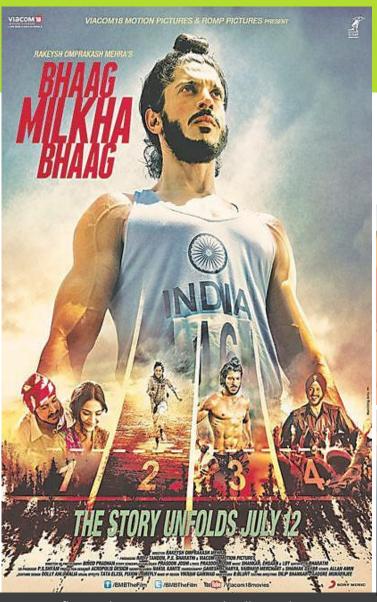
- CLOUD Connect
- Portable & versatile
- Focus on MICRO-EXPERTISE
- Service Design
- Think COCOONS
- Accessorize to bridge the gaps



SPORTIFY

Focus shifts back on physical activities for connect & well-being.

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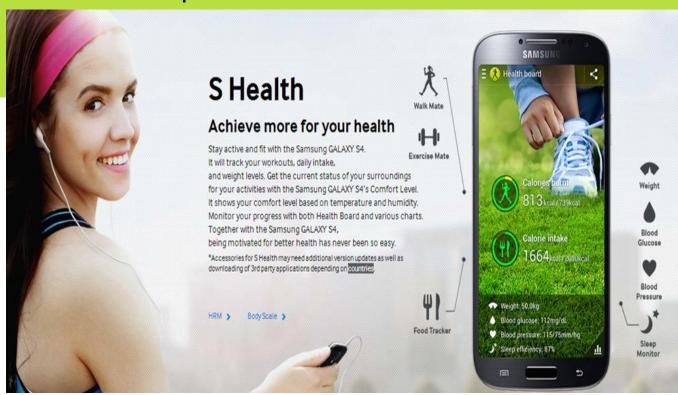


Sports influenced entertainment and Bollywood





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Measurability: Health Apps promote the idea of physical fitness through measurability











Sports walking into fashion: Yogesh Choudhary & Malini Ramani in Wills Fashion Week 2014

IndiaNxt 2014 | Turian Labs



Sony's innovation for waterproof Walkman.



SPORTIFY | Strategic Directions

PLAY & MEASURE as engagement strategy

- 'Play' engagement
- Measurable outcomes
- Physical world connect
- Work-sport as a philosophy
- Athletic look, space-tech inspired
- Outdoor sports /Adventure inspired
- Sportsmanship as a value



NEO MALE

Increased role of women in the society is now driving a pragmatic mix of gender sensibilities.

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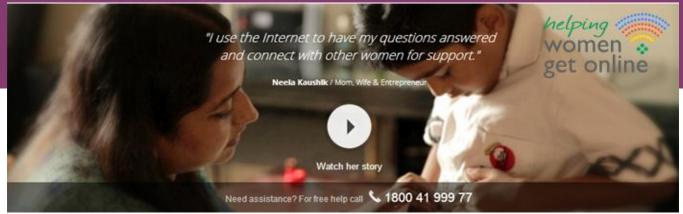








Gearless Scooters for Men | Men making way into Kitchens



Internet made simple

A step-by-step guide to help you use the Internet. From how to use a computer to sending an email, it covers all basics to get you started.











Google initiative for making Indian women Internet savvy



Women centered tech savvy gadgets and advertising



Idea of softness of femininity with edginess of the male. Champaign pink in techno products.



The luxury looks at safety in the male domain-Bullet Proof SUV Mercedes' ML-Guard

NEO MALE | Strategic Directions

Challenge the gender assignments

- Learn from the other.
- VANITY/Ego Booster
- Techno-women
- Focus on Security
- Unisex

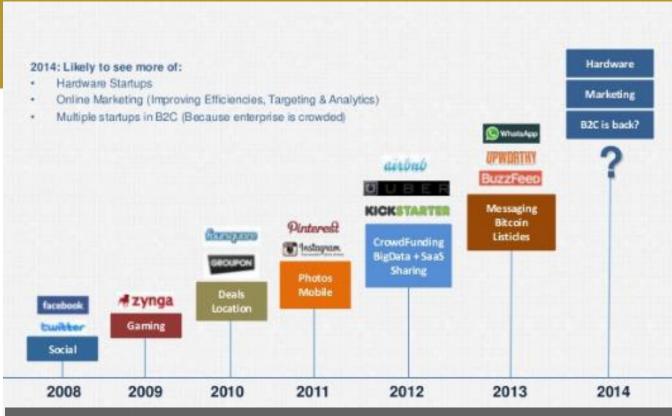


PRODUCT NATION

India walks towards a decade of innovation beyond 'Jugaad'; as ideas translate into real time products.

Everything from tangible ware to services and even personalities are getting productized.

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Hardware to be the next 'BIG'



Accelerator & Incubators promoting Start-up Boom in India



Branded Politics as a new concept in India



Intangible Paradigms going branded







From making jewelry to saving lives, Indian cost effective 3D printers are changing the way of living life.



A record low, cost effective and quicker than NASA launches to Mars by ISRO.



Micromax launching world's 1st dual-boot Laptab with Intel

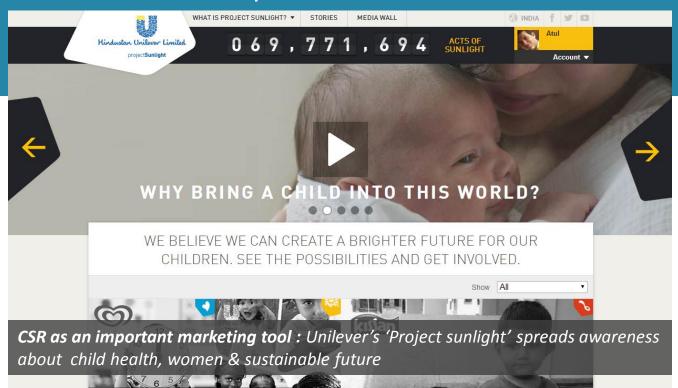
PRODUCT NATION | Strategic Directions

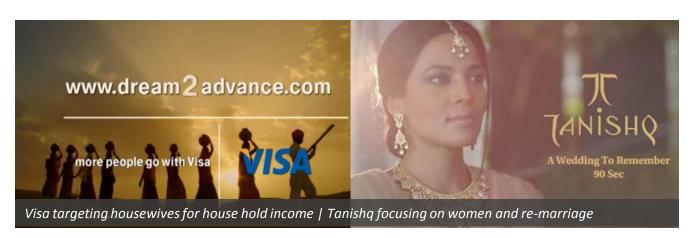
PERSONALISATION & BRANDING with Indian sensibilities

- Productize
- Lean Design
- Intangible gaps to tangible opportunity
- MIY (Manufacture it yourself)
- Micro-segmentation

META CAPITAL Explore, De-clutter, Re-jig meanings and turn them into assets. IndiaNxt 2014 | Turian Labs connect@turianlabs.com

META CAPITAL | Directions





META CAPITAL | Directions







00-011010-106

FUTURE OF ANALYTICS SUMMIT 2013 FOR THE LIFE SCIENCES INDUSTRY

It is your world and ours - let's explore it together



Big data: SMAC is the new enterprise IT model



October 8, 2013,

SAP Auditorium, Lautrupsgade Copenhagen

Neuroscience

Experiences have the ability to change our brain structure and function. We are interested in studying how we can use this ability in a positive way.

Neuroscience in vogue

META CAPITAL | Directions



Self publishing: Next level of selfie



Up-scaling

META CAPITAL | Strategic directions

Finding new meanings

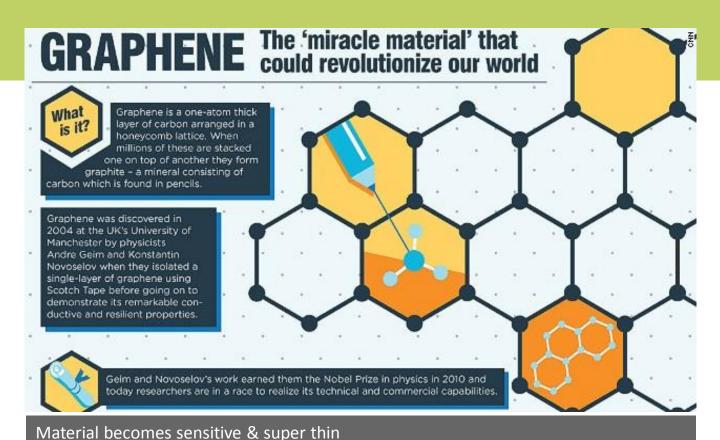
- Collaborate for elevated value
- Smart consolidate
- Up-skilling
- Semiotic transfer
- Look within- mythology, history
- Neuro-Science inspiration



PRE WELL

Pre-emptive measures for **physical, mental and spiritual wellbeing**.

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Drink your food - Exotic mixes on the go





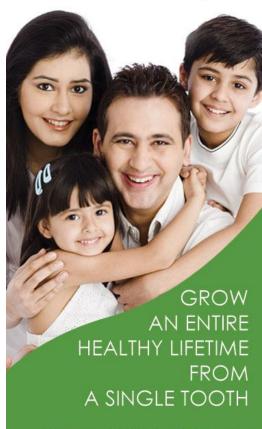












Pioneering Dental Stem Cell Banking

CALL TOLL FREE 1800 102 7836

Tooth fairy ditched for stem cell banks as parents think ahead

increasing number of parents banking their kids' dental stem cells, hoping for a breakthrough in the future





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GAME OF THE DAY

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PROTESTS OF MUSLIMS

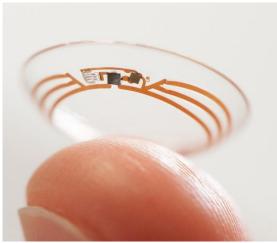
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Stem cell is the new life 'assurance'









Wearable Health Technology for enhanced health care at personal level

PRE WELL | Directions





Vegan as the new health diet

PRE WELL | Strategic Directions

Dis-engage; pre-emptivemeasures for wellbeing

- Focus on content, nourishment and Re-engage
- Take
- Sports & Space inspired food, clothing, furniture, living
- Slow & Mindfulness
- Connected with nature
- Detach to Connect
- Stem-cells
- Solar energy, bio-energy

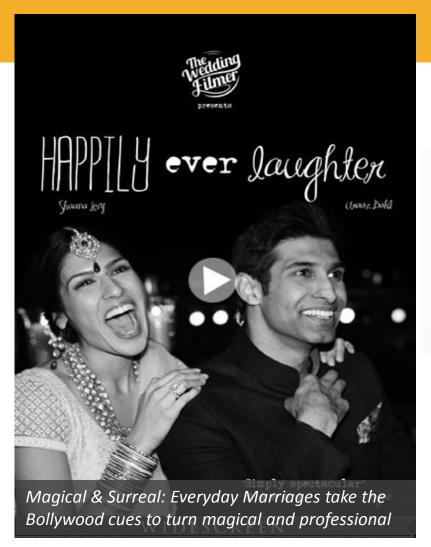


ALCHEMY

Creativity, combined with bigger palette, creates mesmerizing effects

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ALCHEMY | Directions

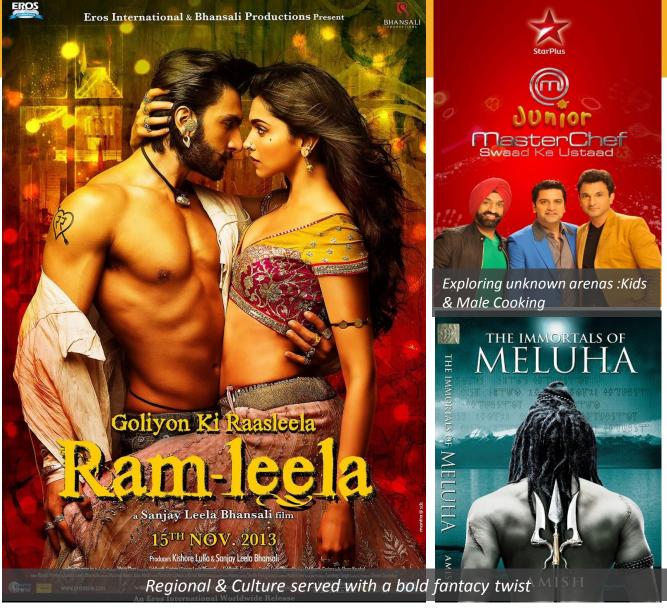








ALCHEMY| Directions



ALCHEMY | Directions







Larger than life accessories / Cutting the clutter of soap market with color stripes

ALCHEMY | Directions



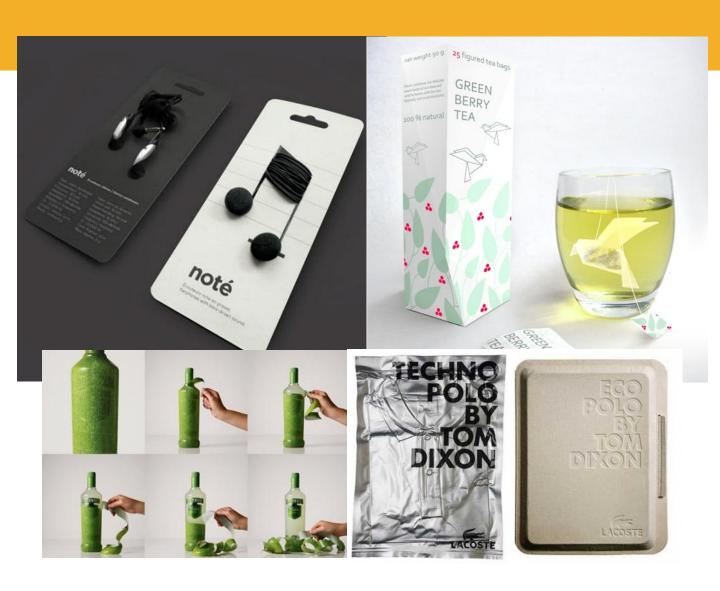
Grohe K7 Kitchen Faucets: Designed for cooking enthusiasts and amateur chefs.





Cooking revolutions: Professional twist and inspirations in home cooking

ALCHEMY| Directions

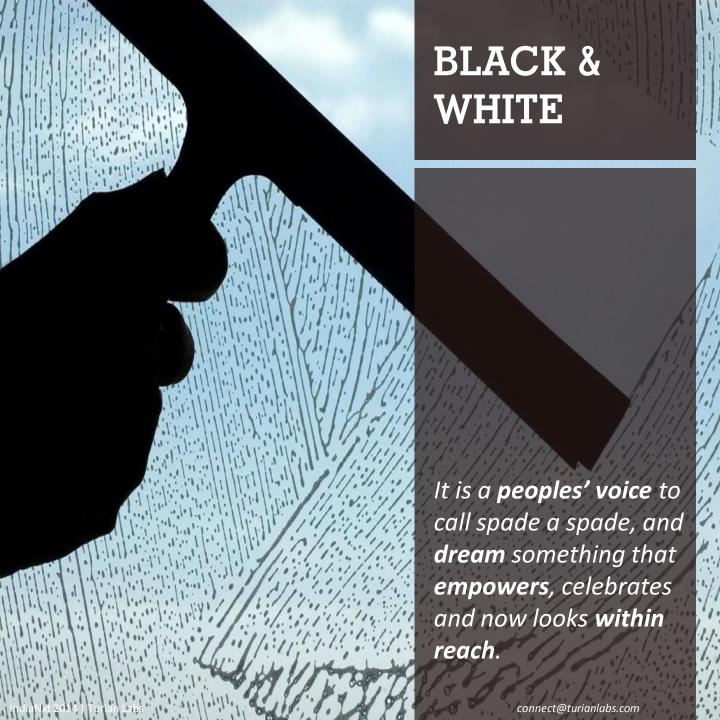




Create miracles in real!

(not just gimmicks)

- Magical presentation
- East inspired
- Eccentric fusions
- Creative chores
- Metamorphosis



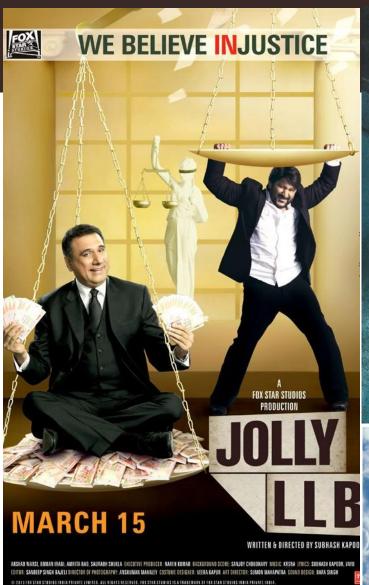
BLACK & WHITE | Directions

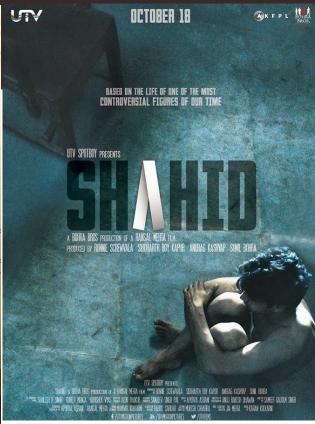


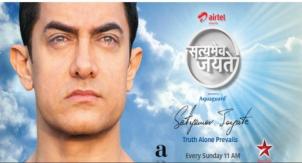


NOTA- None of the above options inclusion in the election commission of India

BLACK & WHITE | Directions

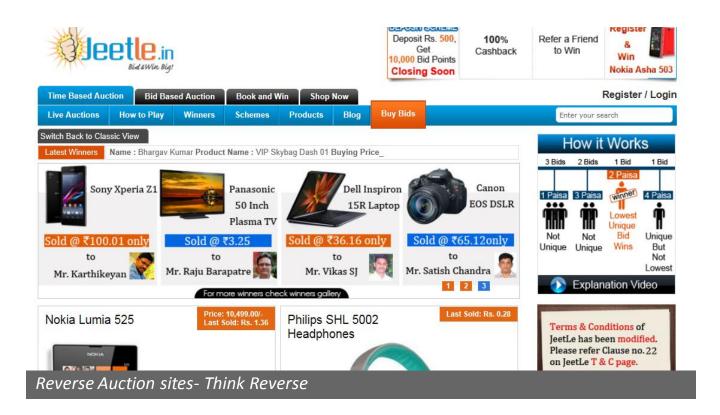






Real stories making way into Bollywood and entertainment

BLACK & WHITE | Directions



BLACK & WHITE | Strategic Directions

Dream Run for common good

- Selected options
- Extreme Variants
- Stark Vision
- 'Reverse-Paradigm' (Reverse-Auction, Reverse Trading)
- Community Thinking
- Pure Colors

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