

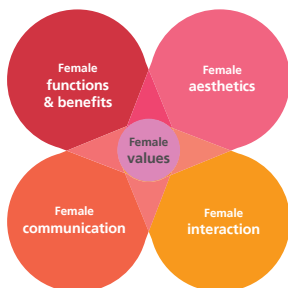


"Female innovation is about ethics AND business: The female approach to technology can inspire us to make better products for all users. Products that meet the requirements of women have the potential to revolutionize tech markets."

Klaus Schroeder, design-people



Female headset case study



Female interaction guideline

Project management:

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The official Female Interaction launch

Event: Women – your new market

November 8th at Danish Design Centre, Copenhagen

The Female Interaction team is proud to present the essentials on female innovation! After three years of research we release our insights, guidelines and development tool box for implementation in tech industries. Join our event and gain access to the latest knowledge on female innovation:

Key take-aways

- Female motivations to buy and use electronics
- 4 female user profiles to sharpen your design process
- Insights in case studies where 3 top products from Bang & Olufsen, GN Netcom and Danfoss were transformed into new design concepts based on the female approach to technology
- Guidelines on female innovation, developed by project partners
- Workshop exercise: We will assist you in analysing your company's potential for female innovation - applying principles from the Female Interaction tool box on a specific product

Speakers

- **Marketing expert Helle Katholm Knutsen:**
Womenomics – a global megatrend
- **Concept developer Lyle Clarke, Bang & Olufsen:**
Women as an innovation strategy
- **Prof. Martina Schraudner, Fraunhofer Institut, Berlin:**
Gendered innovation in an international perspective
- **Mette Jacobsen:**
From "traditionalist" to "aesthetic aware"
- **Interaction psychologist Rune Nørager:**
"Easy to operate" beats "aesthetics"
- **Head of Female Interaction and director at design-people, Klaus Schroeder:**
Female Interaction: Value creating innovation guidelines

Time, place and registration

November 8th 2011, 9 am to 4 pm at Danish Design Centre, HC Andersens Boulevard 27, DK 1553 København V.

For full programme (in Danish) and registration, see www.ddc.dk.

"Women are a rapidly growing force of global consumer power, and the market potentials of designing technologies for women are tremendous. No doubt the business adventures of the future will have women as their specific market. For this reason we are happy to host the female interaction event."

Merete Brunander, temporary managing director at Danish Design Centre.

More events to come

The event 'Women – your new market' is the first of a number of presentations and events. Coming up is a web seminar at the Front End Innovation conference, Europe. Stay updated on future events and seminars on www.femaleinteraction.com.