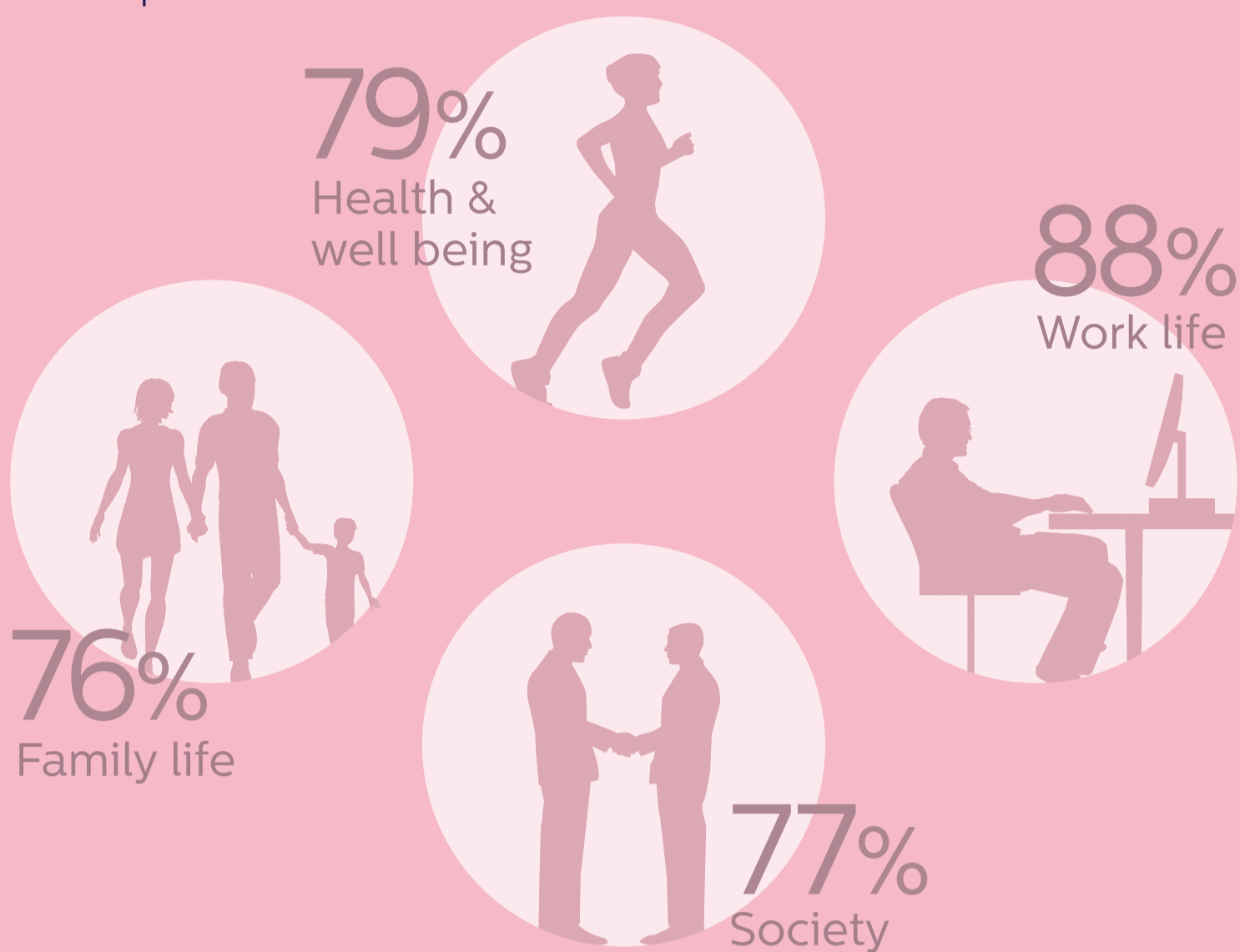


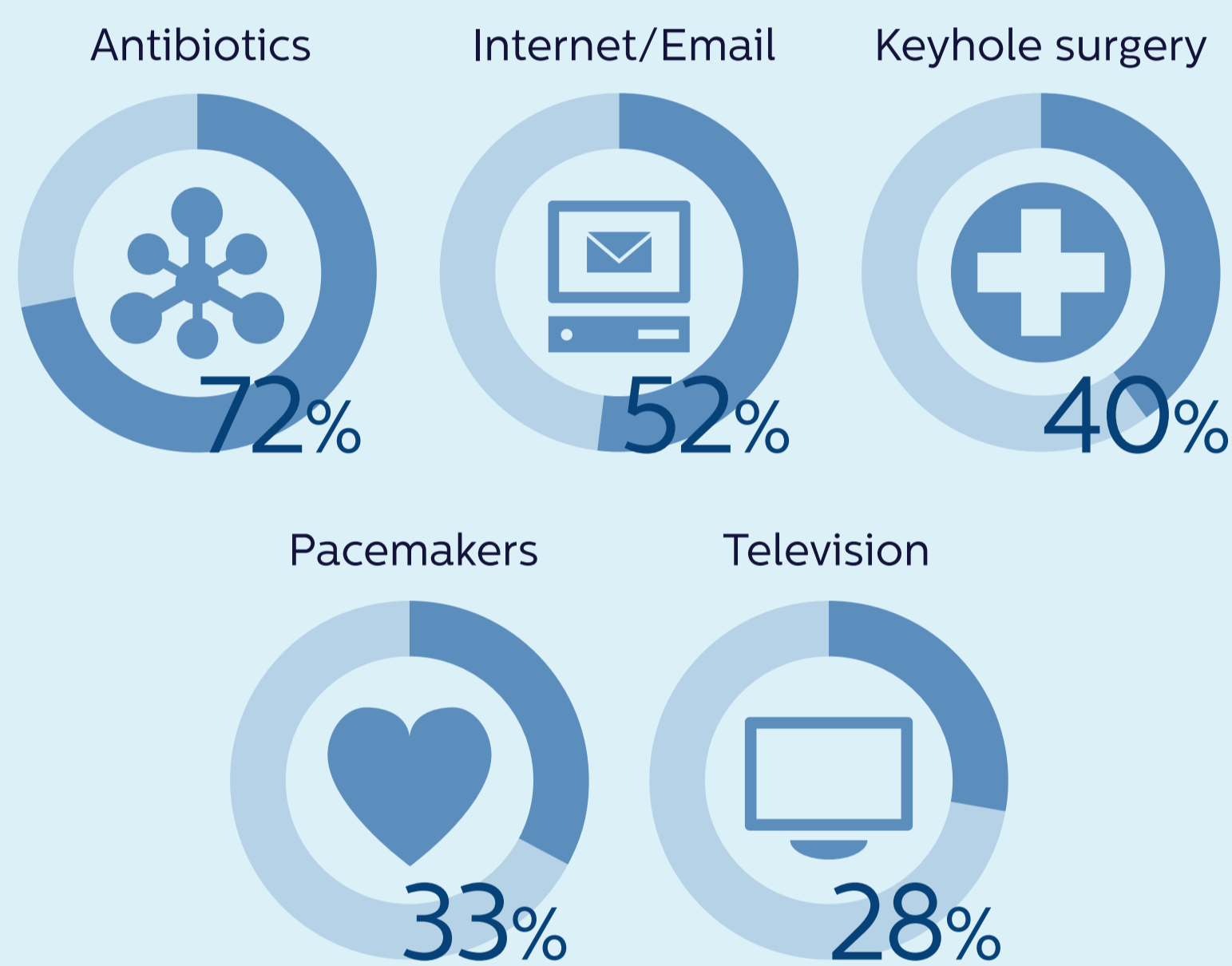
# Fadgets are out; Brits want meaningful innovation and more than just to get their hands on the latest gadgets

## What does 'innovation' mean to us?

Three quarters of British people want innovation to **improve their daily lives**, in particular innovation that improves their...

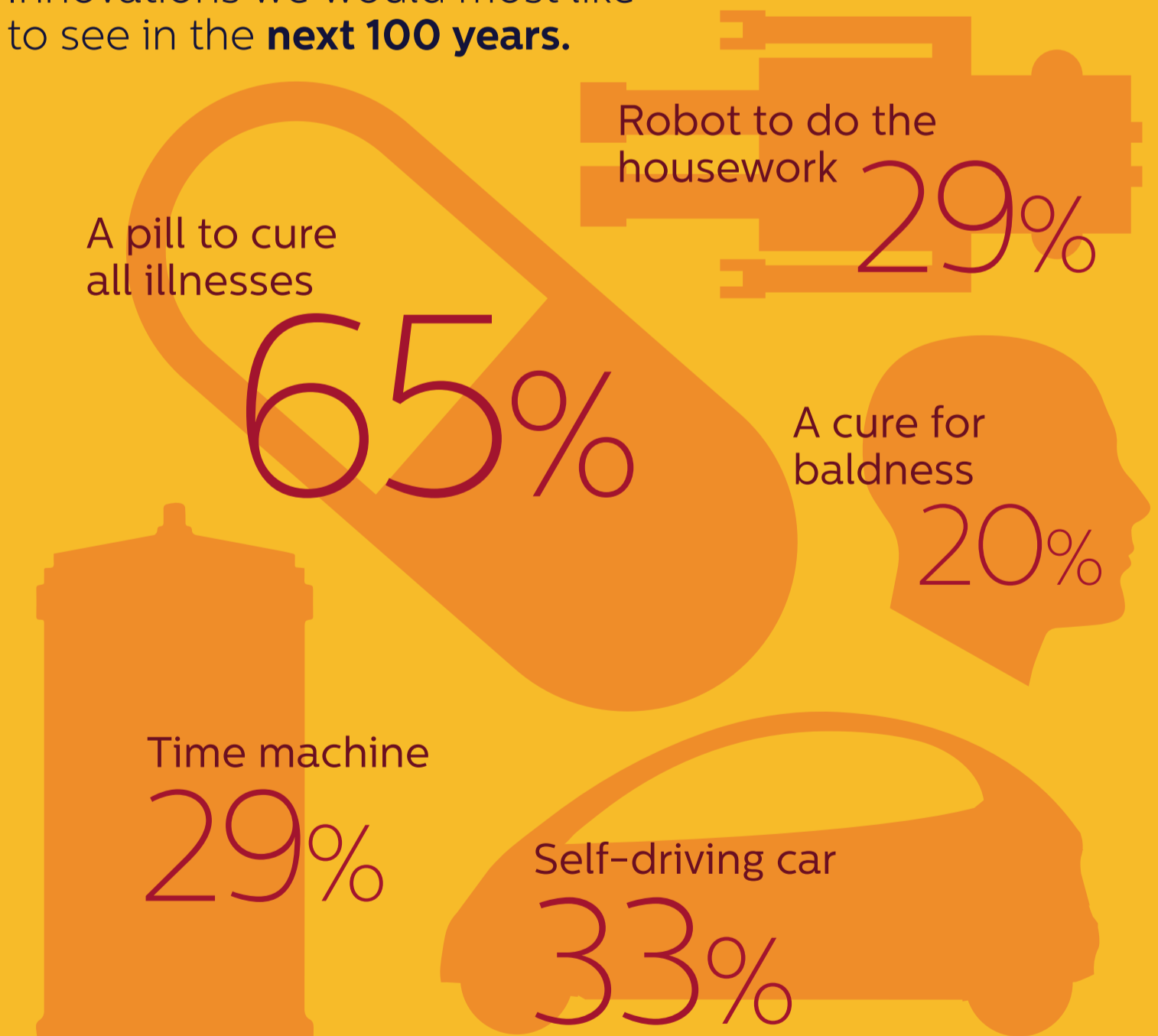


## What do we consider to be the best innovations of the last 100 years?



## What innovations do we want to see in the next 100 years?

Innovations we would most like to see in the **next 100 years**.



## The biggest potential for connected devices lies in...

