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WHAT'S ON

Pet translators to clever fridges: Amazon's shopping predictions as it launches new online technology store

To coincide with the launch of Shop the Future, Amazon asked two futurists to make some predictions

BY CATARINA DEMONY

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(Image: Amazon.co.uk)

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From smart cushions and button-sized subwoofers to augmented reality glasses and self-watering planters Amazon's new [Shop the Future](#) brand is a platform for the latest gadgets and home technology.

To "inform" its launch, the retail giant commissioned futurists Anne Lise Kjaer and William Higham to put together a report of the same name.

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The report features predictions about products that could redefine how we live, work and play in the future.

It features "pet translation" devices and fridges which will order essential items when we are running low.



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Mr Higham said: "Pet translator devices may help us get to know our dogs and cats better, and you may soon be able to buy 'smart conveniences', such as fridges that know when

they're getting low on certain foods and reorder the groceries themselves, as well as space-saving technology like 'modular walls' that can be reshaped into chairs, shelves or tables depending on what you need.

"Over the coming decades we're set to see numerous innovations that will enhance our health and environment.

"We'll save time and trouble, bringing us closer to our friends, family and community, via products and services that will delight us with their revolutionary originality.

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"New products like virtual shelves will let us display our personality by showing off our collections of digital films, music and books on any wall in our home.

"When it comes to entertainment, people will be able to get their hands on OLED screens so thin they can roll up and take them on the move, while autonomous cars will allow them to watch films and do their shopping on the go, enjoying the driver's seat in the same way they would an armchair."

The report suggests in future people might want to monitor their health and wellbeing with trackers implanted into their bodies.

"Simplicity" will be an emerging theme, with a drive to remove complexity - with voice activation, subscription services and artificial intelligence becoming normal characteristics of the way we shop.

Five awesome (and weird) products you can buy at Shop the Future RIGHT NOW

1. A "I-can't-live-without-my-pet" device

Do you miss your pet a bit too much when you are at work? This [new device](#) will help you get through the day.

The gadget enables you to toss a treat to your dogs, listen to them when they bark and even play games. The cherry on top of the cake? Everything is done through an app.

2. A (very) intelligent suitcase

LOADING

(Image: Amazon.co.uk)

It is official. Suitcases are smarter than (most) humans.

This new suitcase, called [Bluesmart One](#), could revolutionise the luggage industry. You

can control the suitcase from your phone, receive alerts and track all your travel data.

And - drum roll, please - the suitcase has a built-in digital scale. That's right - the check-in nightmares are finally over.

3. Yummy insects

LOADING

(Image: Amazon.co.uk)

Are you planning a summer BBQ with your friends? Do you need to get some snacks to share? You can now [buy ready to eat](#) critters, giant waterbugs and worms. Tasty, right?

Many people around the world - particularly in Africa and Asia - already eat the little creatures on a daily basis.

Apparently, these yummy insects are high in protein and low in carbohydrates.

4. The guitar of the future

LOADING

(Image: Amazon.co.uk)

Music lover? Tired of "old school" guitars? Then the [world's first digital smartguitar](#) is for you.

You can connect it to your iPhone, iPad and Mac computer - and it even shows you how to play chords.

5. A machine that helps you asleep

LOADING

(Image: Amazon.co.uk)

Are you always tired but can't sleep? "[Dodow](#)" might be the solution for your sleepless nights.

This innovative device comes with a light system that teaches you how to fall asleep - in 25 minutes. Sweet dreams.

Find out more about Shop the Future [here](#) .

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