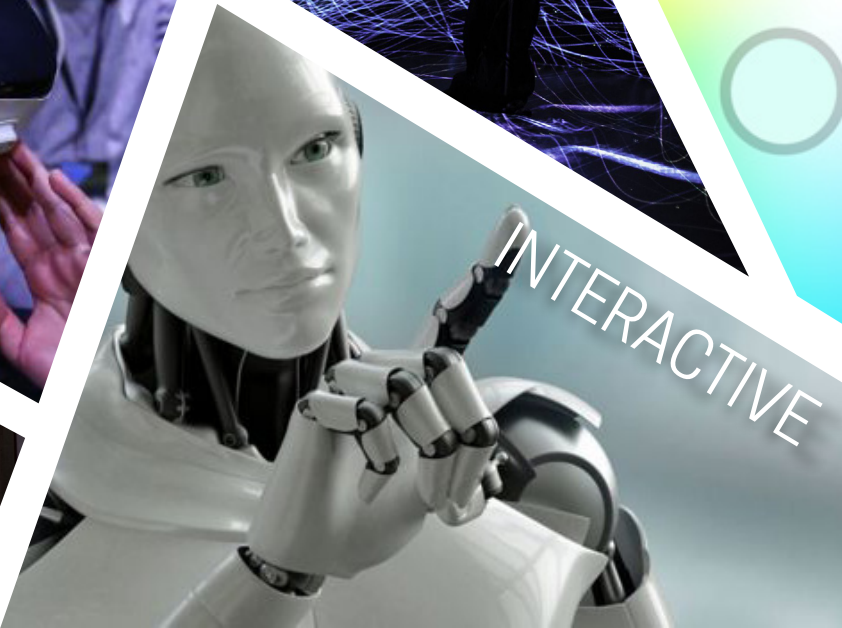# IMMERSIVE TECHNOLOGY

BY JESSICA ROHR

TREND FORECAST

IMMERSIVE TECHNOLOGY

Overtime, technology has become more and more immersive in every aspect of our lives. With this being said, the boundaries between digital and reality have blurred. Examples in which technology has altered our physical environment and atmosphere include light displays in concerts or runway shows, interactive light exhibits, virtual reality, Phillips Hue Smart Lighting, wearable technology such as Apple Watches, and even artificial intelligence and robotics. A major theme present among all of these examples is the idea of color as light. Therefore, colorful light technology is forecasted to be implemented into the carpet industry as well.

MODERN

TECHNOLOGY

PROJECTIONS

COLORED LIGHT

INTERACTIVE

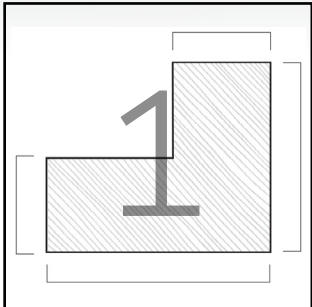# IMMERSIVE TECHNOLOGY IN THE CARPET INDUSTRY

CONCEPT:

Considering Immersive Technology has impacted all aspects of our lives, it will soon weave its way into the carpet industry as well. Fiber optic fibers will be weaved into each individual carpet fiber allowing for any digital image to be displayed in color on the carpet itself. Users will have the option to individually change the color and design of each carpet plank through the use of an app with cloud technology. Ultimately, this allows for people in an office setting to personally alter and enhance their environment and atmosphere. Lastly, in areas outside of the office, such as a hallway or reception area, the lit path can act as source of way finding.

Currently, there are no designs where a carpet can completely light up within every single fiber and have the capability of changing its design or hue.
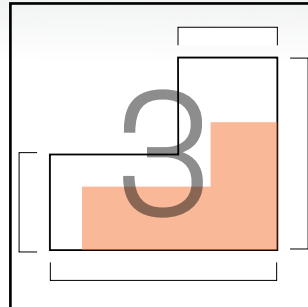
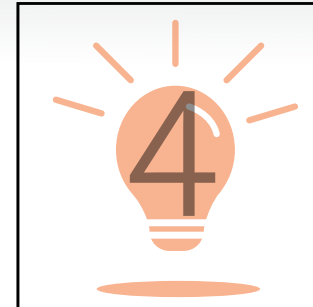## PROCESS OF DESIGN

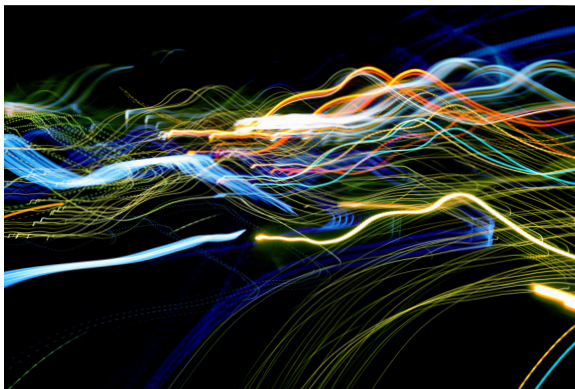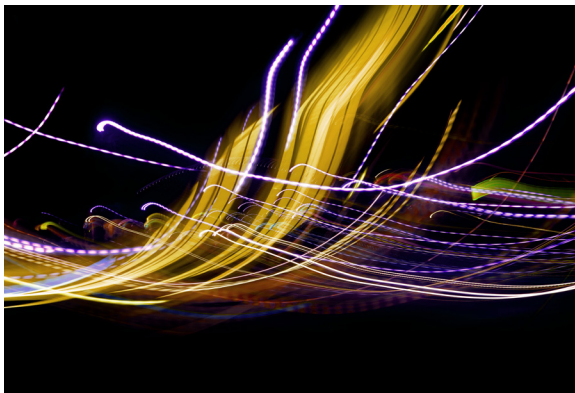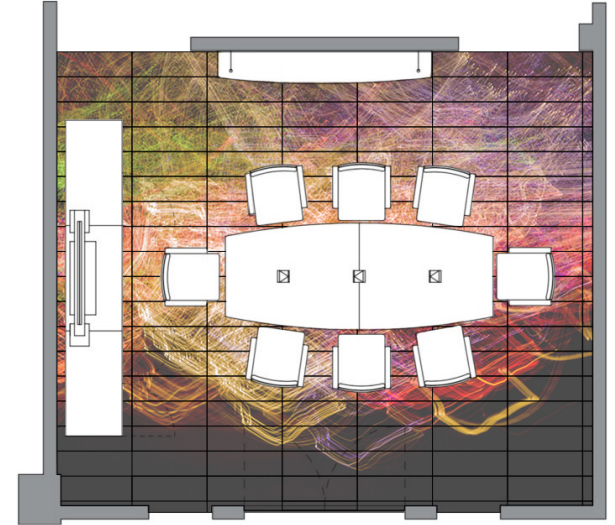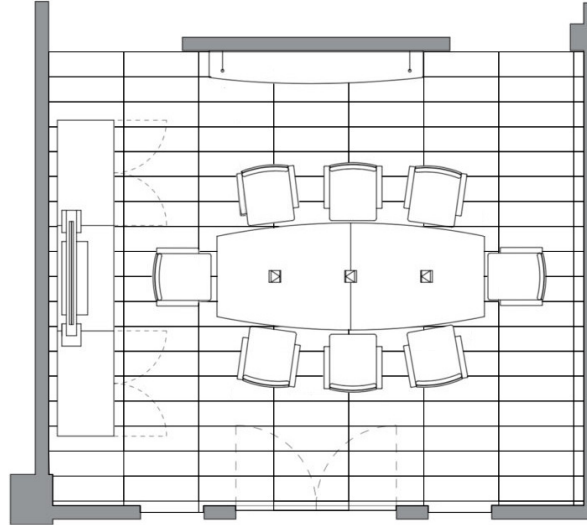| UPLOAD THE SURFACE AREA OF FLOOR TO APP	CHOOSE THE DESIGN FOR THE FLOOR	SPECIFY THE SIZE & LOCATION OF THE DESIGN	TURN ON THE CARPET WITH THE APP	OPTION TO CHANGE THE HUE IN SPECIFIC AREAS
1	2	3	4	5

INTERACTIVE BULLET POINTS (1-5) - ROLL OVER TEXT TO CHANGE THE IMAGE

DESIGNS TO CHOOSE FROM

LIGHT TRAIL DESIGN CHOICES:
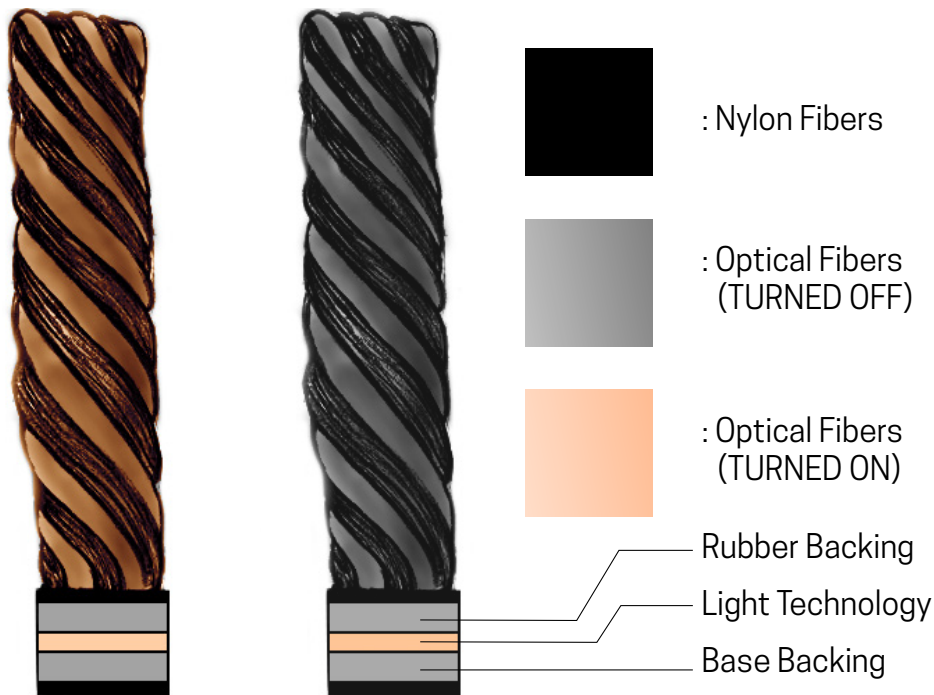

FLOOR PLAN:

PERSPECTIVES:

- Option to change the entire designs hue
- Can be used as wayfinding
- Option to change the hue of the design in just a specific section

INTERACTIVE CIRCLE ICONS (1-3) - ROLL OVER THE CIRCLES TO CHANGE THE PERSPECTIVE IMAGES

LIGHT UP CARPET WITH CLOUD TECHNOLOGY

UP CLOSE VIEW:

■ : Nylon Fibers

■ : Optical Fibers (TURNED OFF)

■ : Optical Fibers (TURNED ON)

Rubber Backing
Light Technology
Base Backing

INNOVATIVE CARPET TECHNOLOGY:

- Optical fibers woven into each fiber of the carpet making every piece of the carpet able to be changed
- Option between a few different designs to display on the carpet
- Future option to upload your own images to display on the floor
- Option to change the carpet color through cloud technology on an app (thousands of different hues)
- Option to apply effects (Example: Have the color constantly change when setting a timer or have the design on a live setting like an animation where the light trails actually move)
- Option to have the floor change color as people walk on it (interaction with touch blurs the line between digital and physical)

SECTION:

0.45 in.
0.25 in.

SPECIFICATIONS:

Manufacturer	*Mohawk Flooring*
Modular Planks	*12 in. x 36 in.*
Fibers / Materials	*Fiber Optics & Nylon*
Construction	*Cut Pile & Rubber Backing*
Dye Method	*100 % Solution Dyed*
Pile Height	*0.25 in. & 0.45 in.*
Installation	Adhesive Backing
Fiber Color	*PANTONE P 179 - 16 C (Black)*
Light Colors	🌈 Light Spectrum