

Press release, 15 June 2017

# A MAJORITY FRUSTRATED BY TECHNOLOGY. SEMCON OPENS A HELPLINE.

– POKES FUN AT IOT HYPE IN A SLIGHTLY BIZARRE NEW VIDEO

Do you feel that technology is taking over? You are not alone. In a new survey, the majority of respondents say technology frustrates them. At the same time, we're surrounding ourselves with ever more advanced products. 30 billion gadgets are expected to be connected by 2020. In its music video ["The Internet of S\\*\\*t Song"](#), technology company Semcon pokes fun at the hype surrounding the Internet of Things (IoT) – and is also opening a helpline for people frustrated by technology.

No fewer than 60 per cent of respondents stated in a survey carried out by Inizio/Semcon that technology frustrates them. Technology is also the most frustrating element in our day-to-day lives, ahead of issues such as traffic jams and noisy neighbours. TVs and streaming apps top the list of frustrating connected products. Half of respondents say that their frustration has led them to stop using the product in question completely or to switch to something else.

## Helpline for people frustrated by technology

To help alleviate this frustration, Semcon is now launching a helpline [+46 10 178 22 10] that anyone can call to chat with the company's usability experts – or to simply let off steam as a result of their frustration with technology. The slightly bizarre music video, "The Internet of S\*\*t Song", starring puppet Alex, is being released at the same time. Naturally, this campaign is tongue-in-cheek, but it also points out that many so-called smart products seem to be developed with no consideration whatsoever for user benefits.

Semcon is an international technology company that develops products based on human needs and behaviours. We strengthen our customers' competitiveness by always starting from the end user, because the person who knows most about the user's needs creates the best products and the clearest benefits to humans. Semcon collaborates mainly with companies in the automotive, industry, energy and life science sectors. With more than 2,000 specialised employees, Semcon has the ability to take care of the entire product development cycle, from strategy and technology development to design and product information. Semcon was founded in Sweden in 1980 and has offices in over 30 locations in eight different countries. In 2016, the Group reported annual sales of SEK 1.8 billion. Read more on [www.semcon.com](http://www.semcon.com)

“Connected technology offers fantastic potential, but things need to be done in the right order. Technology should add value for end-users, not cause them frustration. Unfortunately, lots of money is currently being invested unnecessarily in product development that fails to meet users’ actual needs,” says Markus Granlund, president and CEO of Semcon.

### **Billions of things connected by 2020**

The pace of development of the Internet of Things is expected to increase sharply for the next few years. 30 billion connected products and investments totalling USD 1.29 trillion are mentioned in forecasts for 2020. On the other hand, studies from organisations such as Accenture indicate that many consumers are dubious about the value of connected products, or what they ought to use them for.

“The market for connected products is ripe for some serious action and there are many opportunities available, but it’s easy to get things wrong too. We can help to increase precision so that smart products truly add value – and work for both industrial customers and consumers on a daily basis,” says Markus Granlund.

### **The most frustrating aspects**

1. Technology
2. Traffic jams
3. Noisy neighbours
4. Queuing on phone lines
5. Delayed buses

### **The most frustrating connected technology**

1. TVs
2. Streaming apps
3. Cars
4. Sound systems
5. Surveillance systems

## Links

[Music video: "The Internet of S\\*\\*t Song"](#)

[Behind the scenes, with interviews](#)

[The song on Spotify](#)

[Smart products according to Semcon](#)

[Complete press folder with stills, survey, etc.](#)

Helpline for people frustrated with technology +46 [0]10 178 22 10

## Semcon on connected products

Semcon's work is always based on end-users' needs and behaviours. This provides a foundation for the company's product development and is absolutely crucial if the company is to truly add value to smart technology. Semcon is in a unique position thanks to extensive experience from both traditional and connected technology in a wide range of industries. This makes it considerably easier to create smart products that add value for end-users, while also allowing the company to be more focused in its approach.

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