

Press release, 22 June 2017

VIRAL MARIONETTE VIDEO ATTRACTS NEW TECH TALENT.

- THE GOAL: TO REDUCE TECH FRUSTRATION

30 billion gadgets are expected to be connected by 2020. At the same time, a new survey shows that technology is the thing that frustrates us the most – even more than telephone queues and delayed trains. Now technology company Semcon is looking for 500 new staff to develop smart products that focus on the needs of users. And to help them, they've launched the successful new video [“The Internet of S**t Song”](#).

A new international survey [Inizio/Semcon] shows that technology is the thing that frustrates most people on a day-to-day basis. At the same time, we're surrounding ourselves with more and more advanced products. A majority of respondents said they feel frustrated with technology. And posters on social media agree. In the comments for the newly launched music video “The Internet of S**t Song”, people certainly recognise what it's on about. In this amusing IoT dystopia, naive marionette Alex ends up getting tangled up in cats and mailboxes – everything is connected together.

“We're pleased this video is attracting so much attention. It inspires us to work even harder to devise smart technology that focuses on users. But we also need more staff to join us and help develop products that add value rather than causing frustration,” says Per Nilsson, head of communications and marketing at Semcon.

Semcon is now looking for 500 product developers on a global level, working with everything from design to technical development and product information. 50 of these people are needed for its Smart department in Stockholm, Sweden, which focuses primarily on developing connected products based on human needs and behaviours.

About the video [“The Internet of S**t Song”](#)

The video is set in the not too distant future, where marionette Alex gets himself tangled up in people and all kinds of things as he walks through the town singing “The Internet of S**t Song”. The video has already been viewed 1.5 million times and has generated a great deal of

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

interest. The video is also at the top of the list of popular commercials at [Creativity](#) in the UK as well as staff pick on [Vimeo](#).

Comments from YouTube:

“One of those rare ads you actually watch”

“This is the best commercial, period”

“That probably is the best YouTube ad I’ve ever seen :)”

“This is honestly the best commercial I’ve seen this year. Good job you guys”

The most frustrating things:

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

Links:

[Music video: “The Internet of S**t Song”](#)

[Behind the scenes, with interviews](#)

[The song on Spotify](#)

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

[Smart products according to Semcon](#)

[Link to the Semcon careers page](#)

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