

1946 · baby boom begins

1947 · transistor invented

today's home

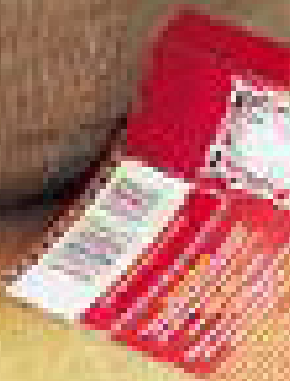
The Baby Boom generation grew up using electronic devices, and they are much more comfortable with technology than their parents ever were. They've also had a great deal of influence over the way the world works: their expertise, health, and interests have set the policies for many governments.

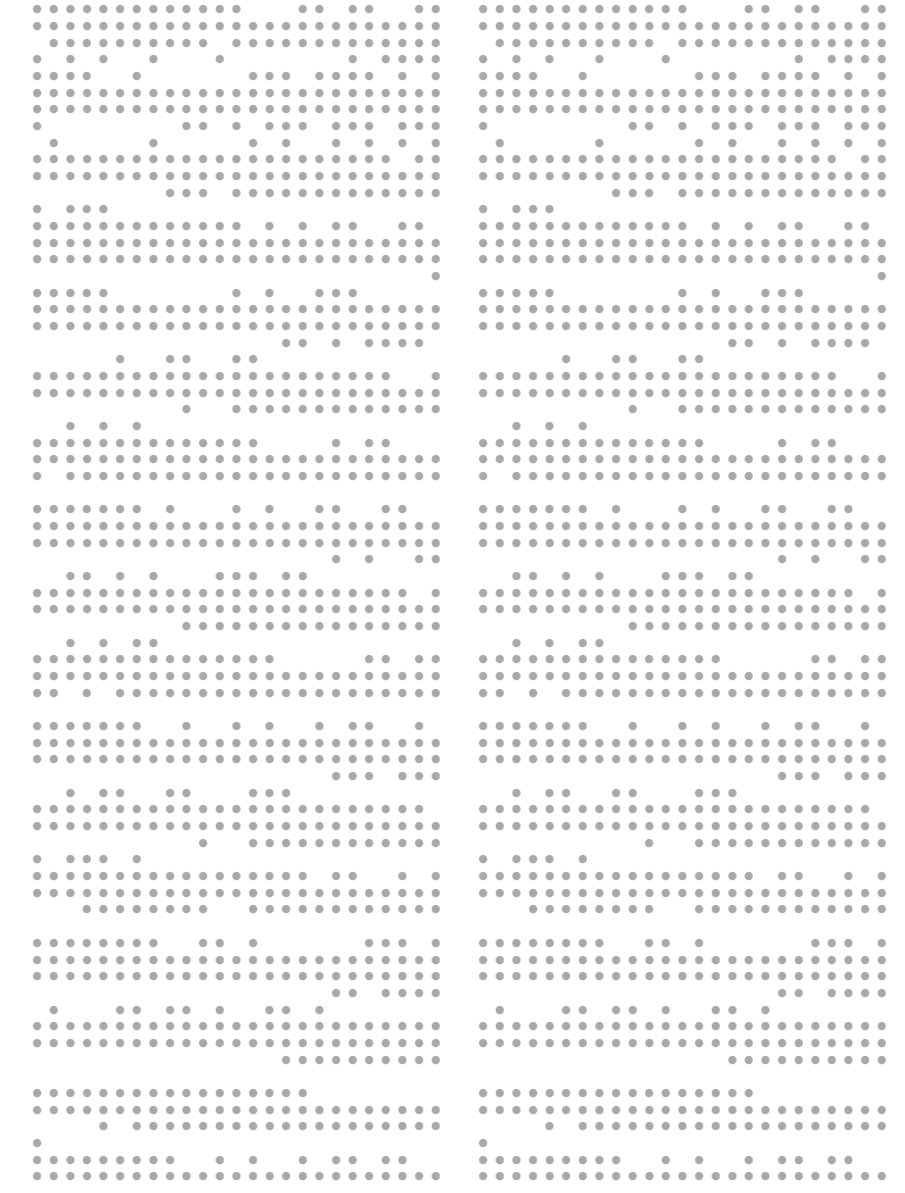
As Baby Boomers hit the age of retirement in 2006 and start spending even more time at home, their needs will play a huge factor in dictating the way our households operate.



average EU retirement age: 66.4 years

number of hours of the day spent at home at age 65: 20 hours





Baby Boomers' children, born in the late 1960s, have witnessed great changes in their time: ideas about transportation, diet, and entertainment have been reinvented; the number of children in an average household has dropped; **and the world has become truly multicultural.** With the Baby Boomer generation poised for retirement, this is the generation that will soon be leading society and its economics. Meanwhile the Baby Boomers'

grandchildren, today's teenagers, have never lived in a world without mobile phones, laptops, video games, or instant messaging. DVD players and digital personal video recorders have been around ever since they've been old enough to hold a remote control.

In Europe and America, these three generations aren't just homeowners, they're home *users*.