

Man 3.0 Part 2

GADGETS ARE CHANGING OUR LIVES AT BEWILDERING SPEEDS – AND THE WORLD IS FOLLOWING SUIT. IN THE SECOND OF A THREE-PART REPORT INTO GETTING THE BEST OF TOMORROW TODAY, WE SHOW YOU HOW TO MAKE YOURSELF FUTURE-READY

OMNITECH

If your vision of the future is of computers taking over the world you're not far wrong. According to The Sure For Men Future Report, we're just in the infancy of the technological revolution. Soon always-on computing and godlike, total technology will be a reality. And although the robots aren't about to inherit the earth, Skynet-like, the challenge for Man 3.0 is to know how to manage the machines.

ALWAYS ON

A decade ago, the idea of being potentially connected to anyone and anything in the world, wherever you are, would have seemed incredible. Now hyperconnectivity is looming. Wireless "hot spots" will be the norm, and we'll notice "cold spots" – areas of peace away from the communications buzz instead. Want a vision of it? Manchester and Norwich are already offering free municipal Wi-Fi.

INLINE

You've already seen the creep of the wireless world into your pocket with the internet available through your phone. In the future, the boundaries between online and offline living will blur and the virtual and real worlds will collide. Socialising will spill into both worlds. Take a tip from the younger generation. 3D social networks, virtual worlds and online games are already commonplace for them – by tuning into these things in their infancy, you can be ready for the inline explosion to come.

INVISITECH

Massive plasma TVs may feel futuristic today, but to adapt to the future, you'll have to get ready for them fading into the background. Massive interactive screen walls and 3D screens will become commonplace, as will miniscule in-eye screens. Watch Tom Cruise in *Minority Report* to imagine it.

FUTURE-READY PROTECTION

The technology of tomorrow will completely transform your life – but there's no reason to wait for the tide of progress to sweep you up. With careful preparation you can be ready for it when it comes.

With Sure for Men's future-ready formula, you can get the very best of the future in your bathroom today. Sure for Men protects you in three innovative ways:

HEAT RESISTANT

Sure for Men has been proven to work at 58°C, the hottest ever recorded temperature on earth, to ensure our bodies are ready for when things heat up, be that in a relationship or at the office.

UNBEATEN IN COMPETITIVE TESTING

As men strive to stay at the top of their game in business, so too does Sure for Men, proven to be unbeaten in competitive dryness tests.

ADRENALINE RESPONSIVE

Sure for Men responds to increases in adrenaline, releasing extra protection when you need it most.

BRING THE FUTURE INTO YOUR LIFE AT SUREFORMEN.CO.UK



WIN A £10,000 ZERO GRAVITY EXPERIENCE IN LAS VEGAS*

WANT TO KNOW what zero gravity feels like? Show us your vision of the future and you could have an experience normally reserved for astronauts. Sure for Men is challenging you to come up with ideas to prepare us for tomorrow, and there are huge prizes for the most brilliant concepts. You and a friend could win a prize worth over £10,000, including a five-night stay in Las Vegas, with £2,000 spending money, and a once-in-a-lifetime zero-gravity flight. Runners-up prizes include an iPod touch sound system, Toshiba Satellite notepad laptop and a host of other future-ready boys toys. We want your ideas about the technology that will help us with life's future challenges. It could be a new kind of entertainment, fashion or route to fitness; the only limit is your imagination.

HOW TO ENTER Go to sureformen.co.uk/designthefuture and upload your best, most creative, or just plain weird designs. Judges will be looking for innovative and quirky ideas that, like Sure itself, are able to deal with the extreme conditions that the future will hold. Sure for Men deodorant is fully future ready, so you'll be prepared for anything.

*TERMS AND CONDITIONS AVAILABLE ONLINE

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