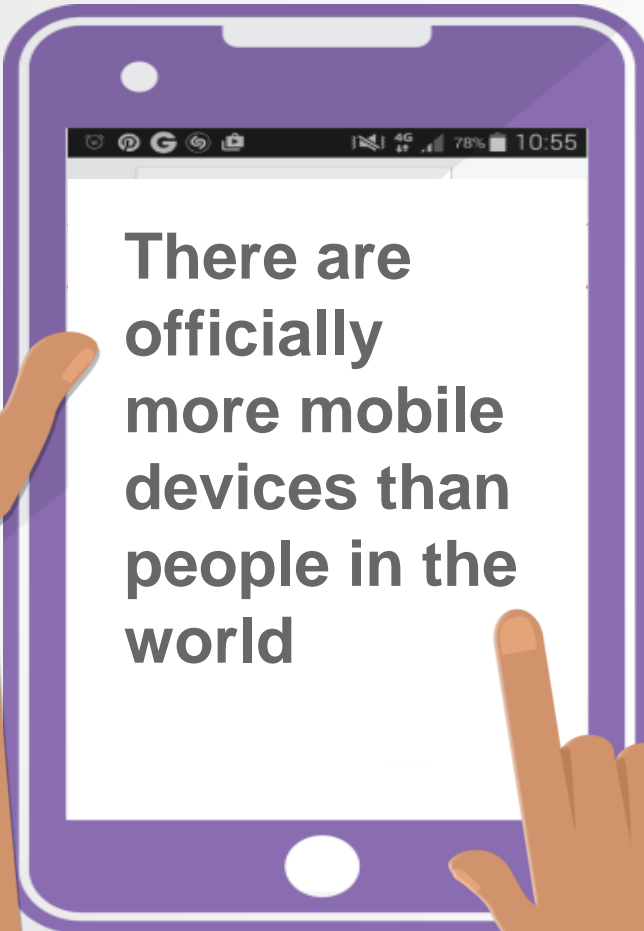


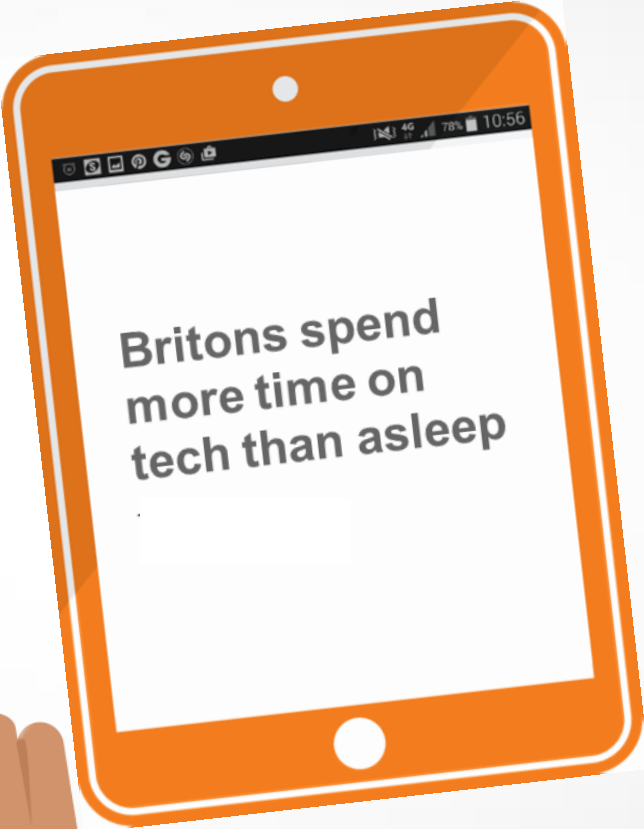
# TIME FOR TECH

Time Inc.

# TECH IS EMBEDDED IN OUR DAILY LIVES



There are  
officially  
more mobile  
devices than  
people in the  
world



Britons spend  
more time on  
tech than asleep



**...AND MAINLY IN A GOOD WAY!**

**7** in **10**

people in the UK think  
technology makes life  
more enjoyable



**“Years ago you would spend money on furniture as a statement piece for your home. Now you spend it on a beautiful piece of technology.”**



# NEW TECH FASCINATES US

Nearly **6 in 10**  
in the UK are fascinated with  
new tech innovations and  
how tech is progressing



**“I can remember being excited about going to John Lewis to browse the Villeroy & Boch tableware. Now I go to browse the new products by Bang & Olufsen.”**

# THIS IS MORE SO AMONG TIME INC. UK CONSUMERS

Nearly **6 in 10**  
in the UK are fascinated with  
new tech innovations and  
how tech is progressing



Time Inc.

HOMES  
NETWORK

113

Trusted  
Reviews  
148

# ...WHO ARE EARLY TECH ADOPTERS

**“I like to be the first to buy a new tech product”**

**Time Inc.**

**HOMES NETWORK**  
**129**

**Trusted Reviews**  
**153**



**Time Inc.**

**“I am the one  
that family/  
friends turn  
to for tech  
advice”**



**HOMES  
NETWORK**  
**117**

**Trusted  
Reviews**  
**183**

# ...AND LOVE SPENDING ON TECH

“I prioritise buying technology over most other things”

Time Inc.

HOMES  
NETWORK

112

Trusted  
Reviews  
136


**8.8 million**  
TIME INC. CONSUMERS



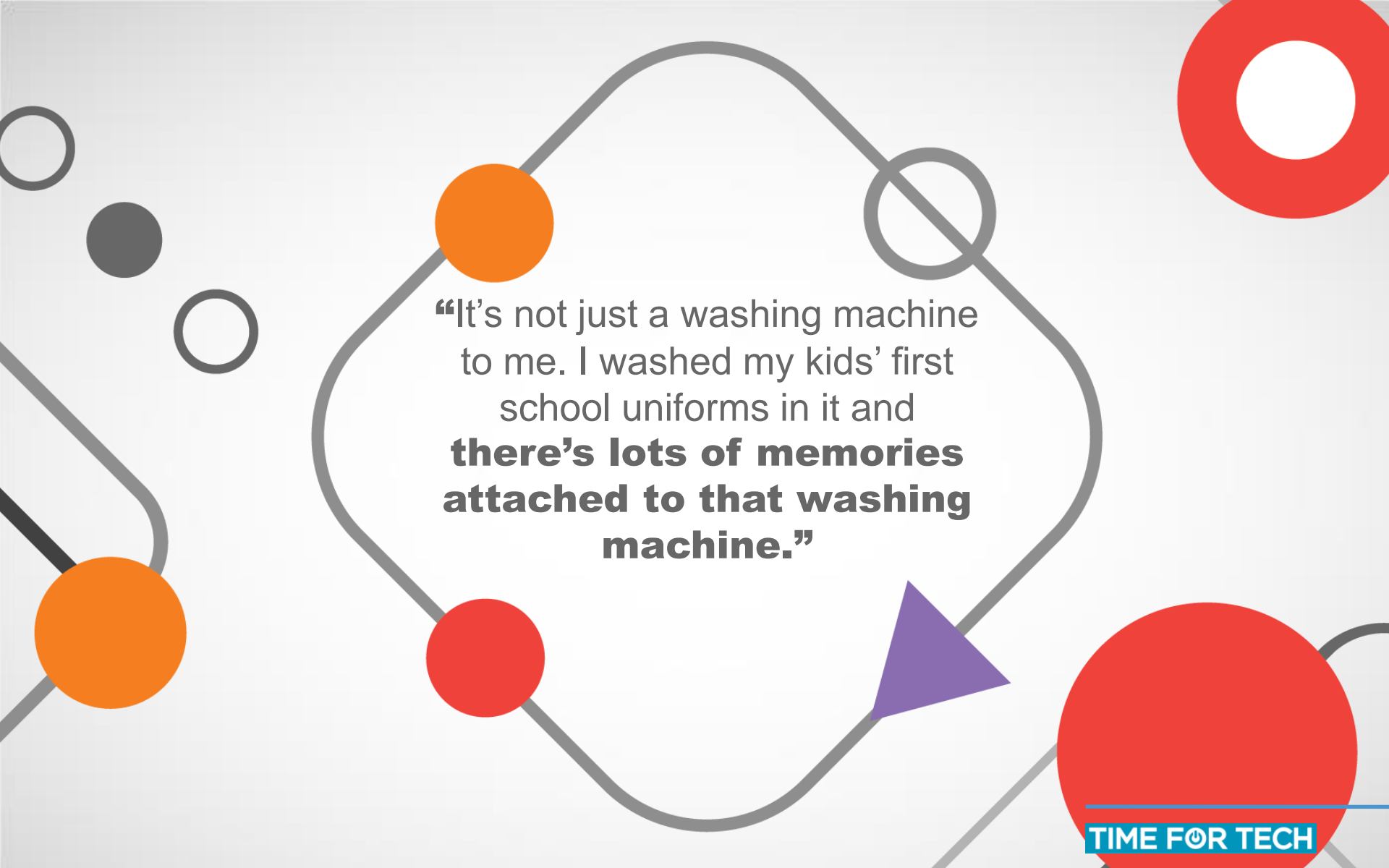


# OUR RELATIONSHIP WITH TECH

What drives our attachment to tech?

The background features a light gray grid. A prominent gray line forms a large, rounded, irregular shape that frames the central text. Various colored circles and triangles are scattered throughout: an orange circle at the top left, a red circle at the bottom left, a purple triangle at the bottom right, and a large red circle at the top right. On the left side, there are several smaller circles in white, gray, and orange, along with a gray line segment. The overall aesthetic is modern and tech-oriented.

“My mobile is like my surrogate child, it’s the first thing I check on in the morning and the last thing I check on at night.  
**I get panicked if it’s out of my sight for more than five minutes!”**”



“It’s not just a washing machine to me. I washed my kids’ first school uniforms in it and **there’s lots of memories attached to that washing machine.**”

# OUR NEEDS FROM TECH

How we use, choose, feel about tech



What tech says about us to others



**INDIVIDUAL**

**SOCIAL**



Relating to us in the home

**EMPOWERMENT**

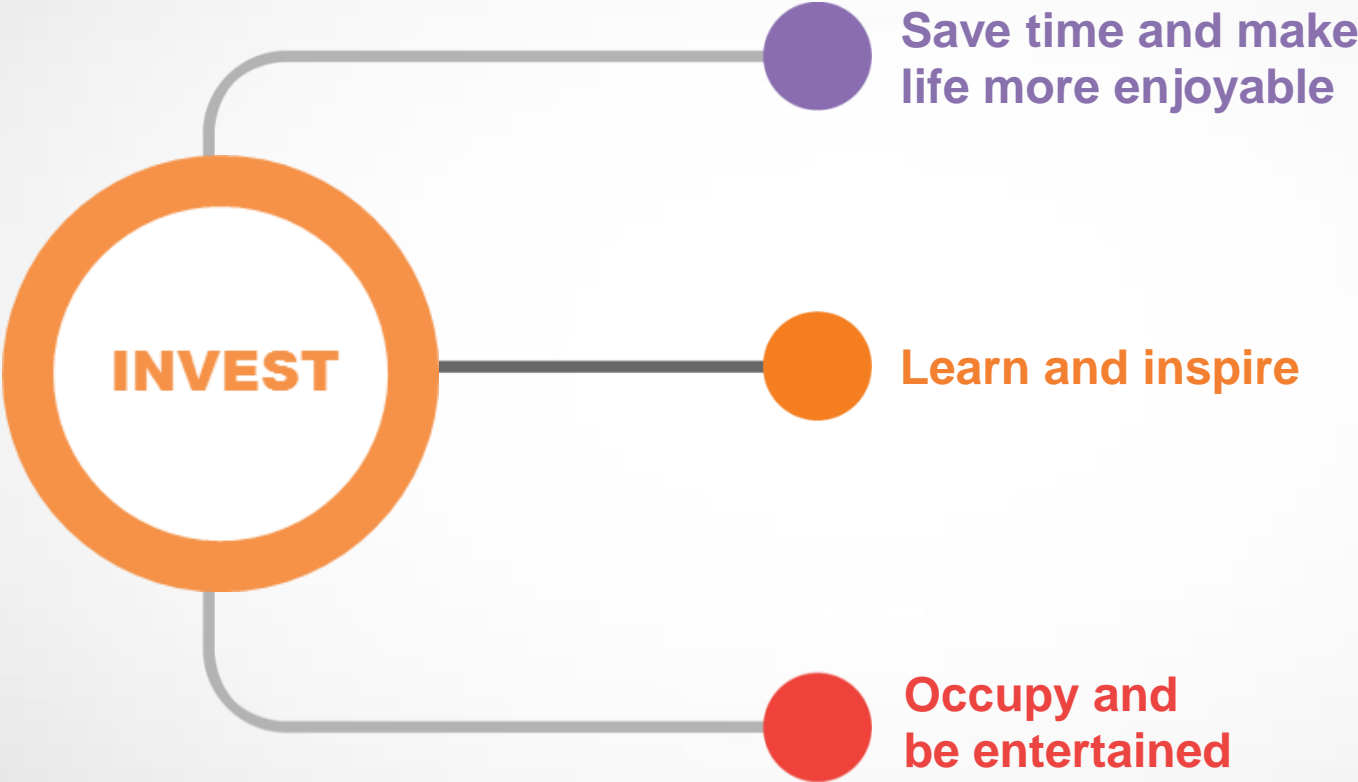
**CONTROL**




Relating to us and the outside world



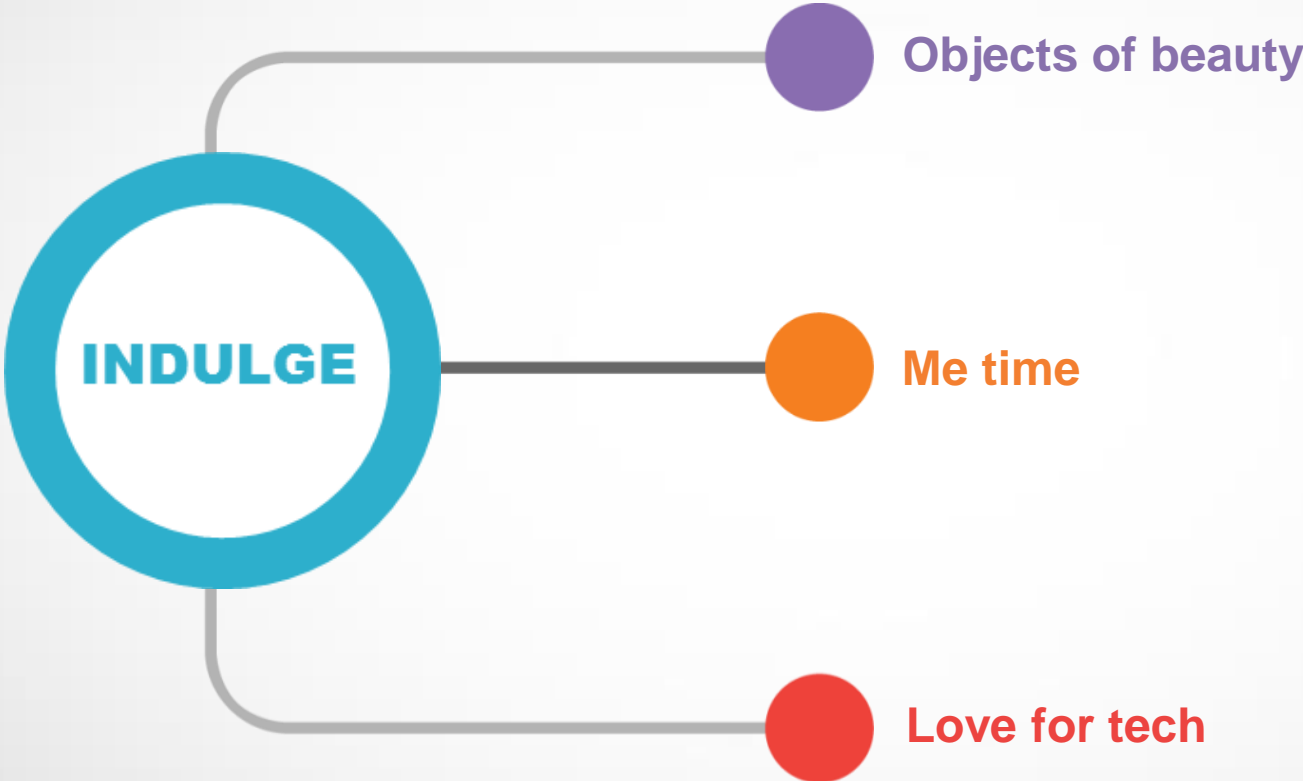
# ON A PERSONAL LEVEL, WE INVEST IN TECH





“We built our home cinema for us, but also for our kids. We knew they would love that Mum and Dad had a cinema in the house and would always want to visit us to watch a film with us.”

# ...AND WE **INDULGE** IN TECH



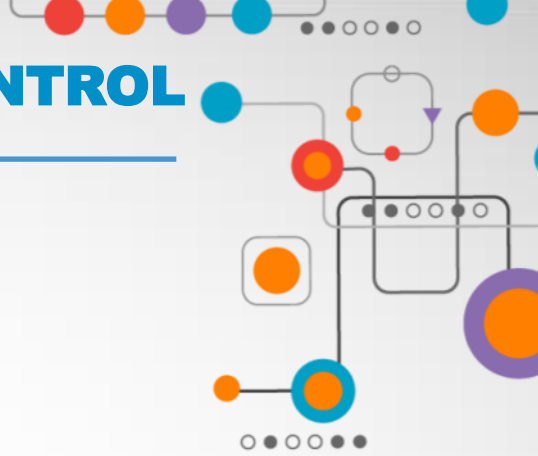
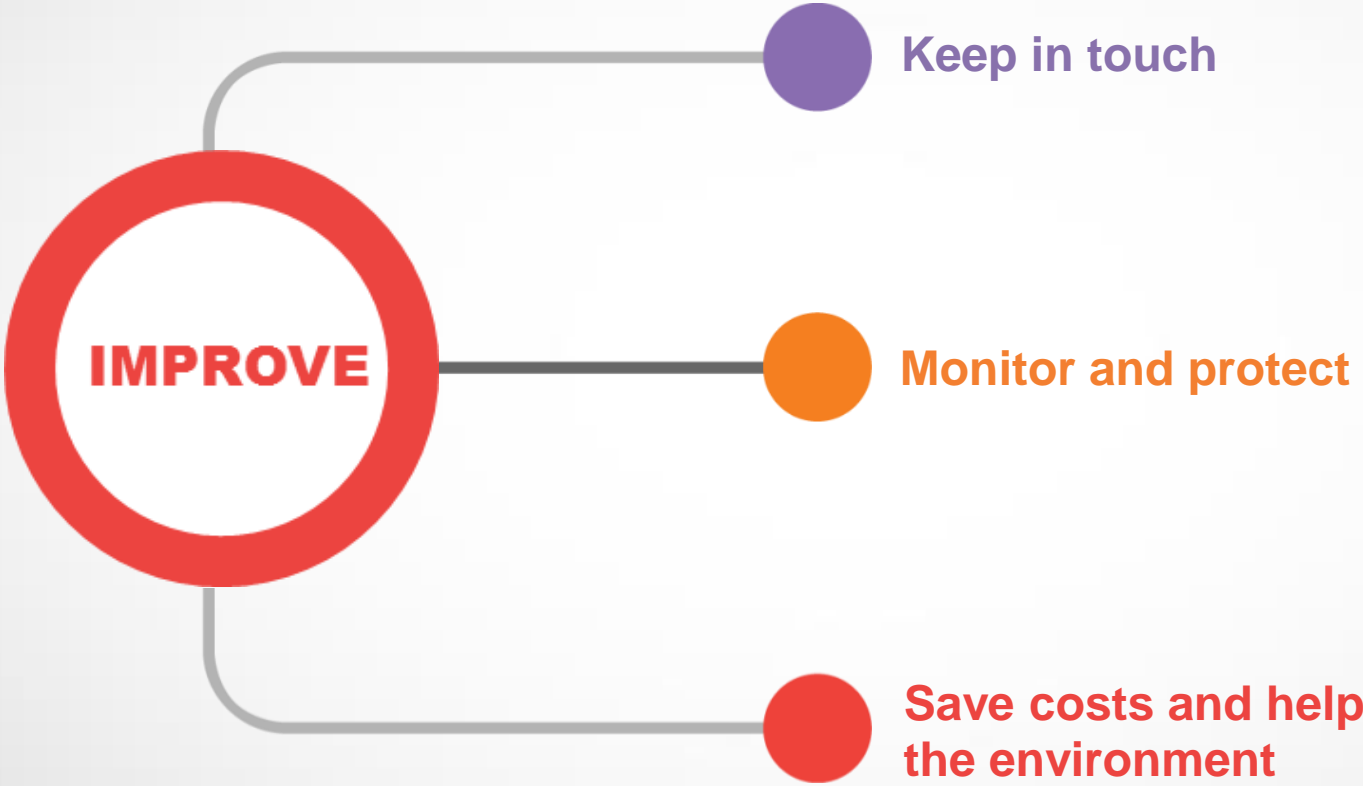



“My love for gadgets is  
**like an itch that needs to  
be scratched.**

I love buying things just to play  
with, seeing how they work and  
how tech is evolving.”



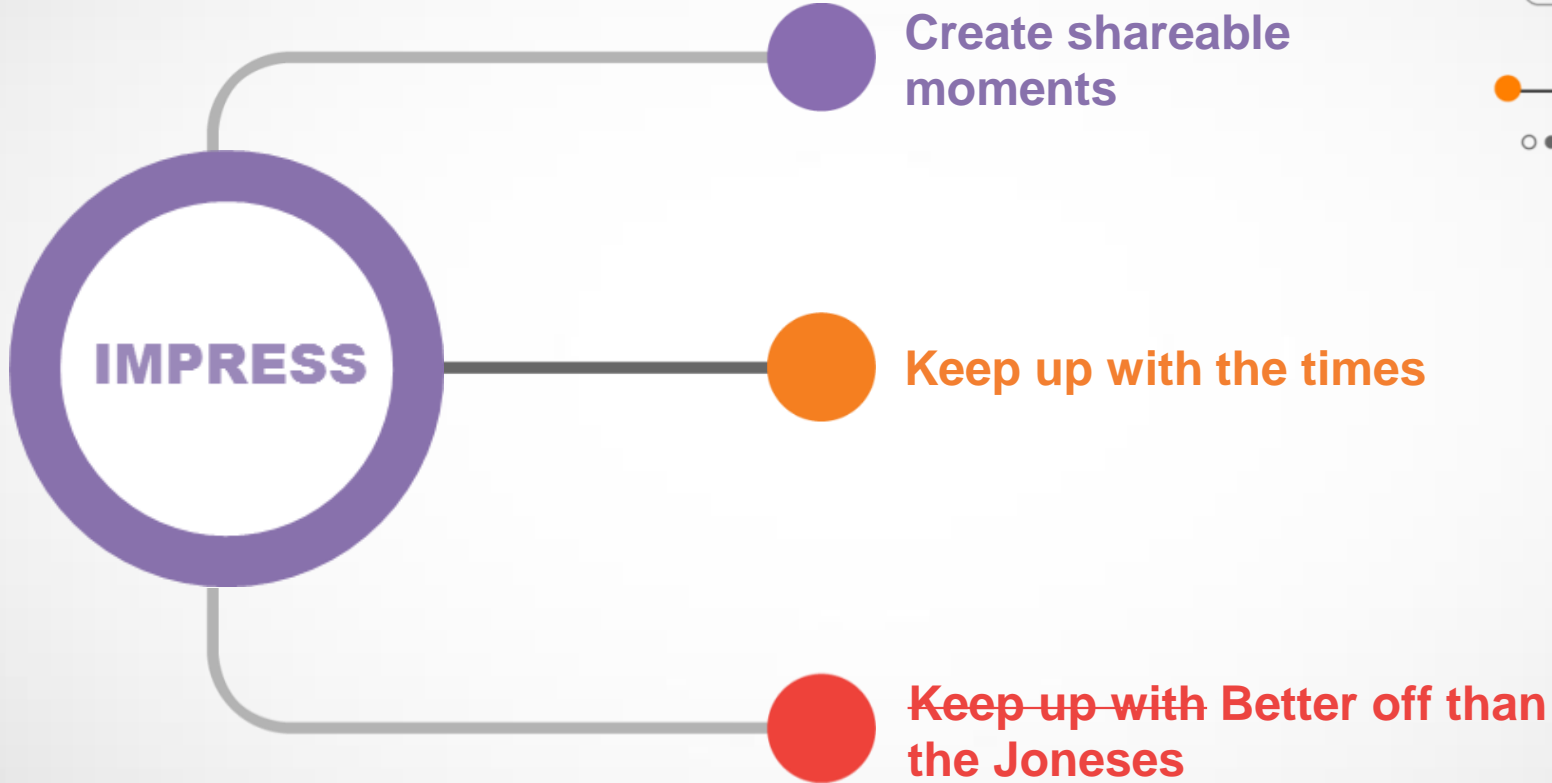
# TECH PROVIDES AN IMPROVED **SENSE OF CONTROL**

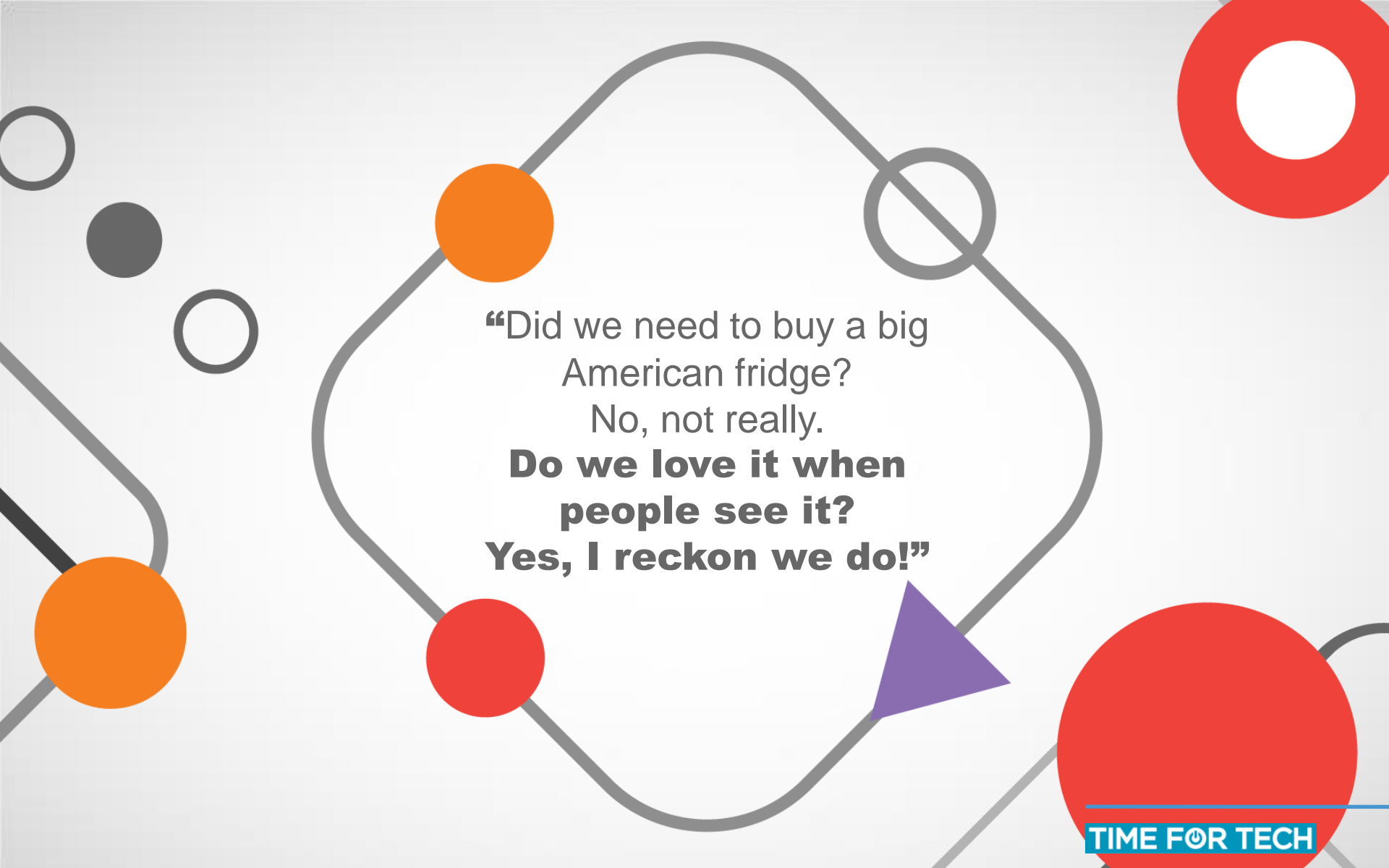




“We all have iPhones linked  
to one contract.  
It’s important for me to know the  
kids can always contact me if  
they need to.”

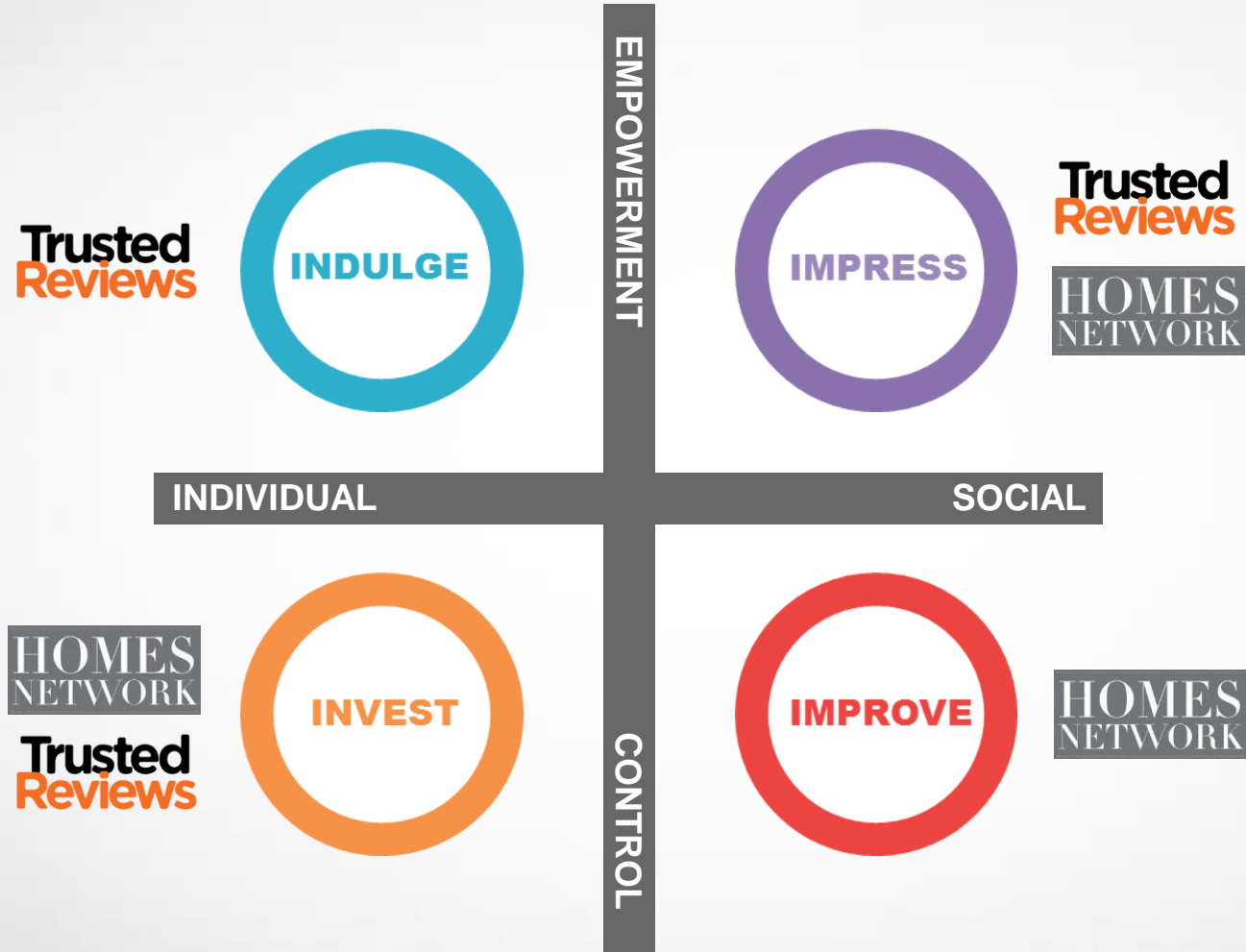
# ...AND HELPS US MAKE A SOCIAL IMPRESSION





“Did we need to buy a big  
American fridge?  
No, not really.  
**Do we love it when  
people see it?**  
**Yes, I reckon we do!”**

# REACH PEOPLE **ATTUNED** TO THESE NEEDS





# THE TECH PURCHASE JOURNEY

Complex, multichannel and fraught with obstacles

# KEY STAGES IN THE PURCHASE JOURNEY



# THE JOURNEY VARIES BY CATEGORY



**SMART HOME**



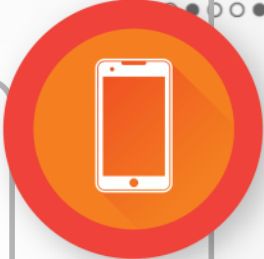
**AUDIO VISUAL AND HOME ENTERTAINMENT**



**LARGE HOME APPLIANCES**



**SMALL HOME APPLIANCES**



**MOBILE COMMS**





# A PRACTICAL NEED CAN SPARK THE JOURNEY...



**7in10**

to replace a broken model



**SPARK**

# ...AS CAN A MORE **EMOTIONAL** NEED



**3in4**



**3in5**

to get something new  
or upgrade



**SPARK**

# THE (RE)SEARCH TAKES PLACE MAINLY ONLINE



**3 in 4**

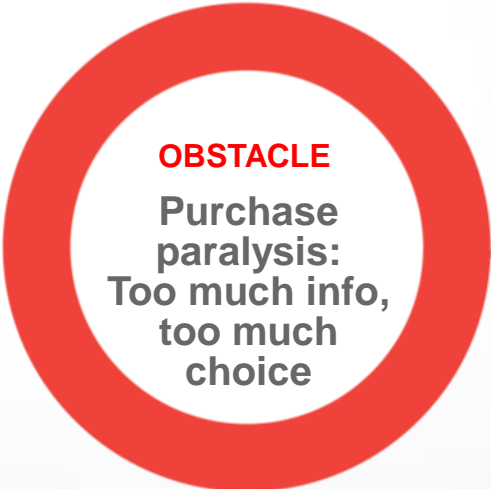


**2 in 3**

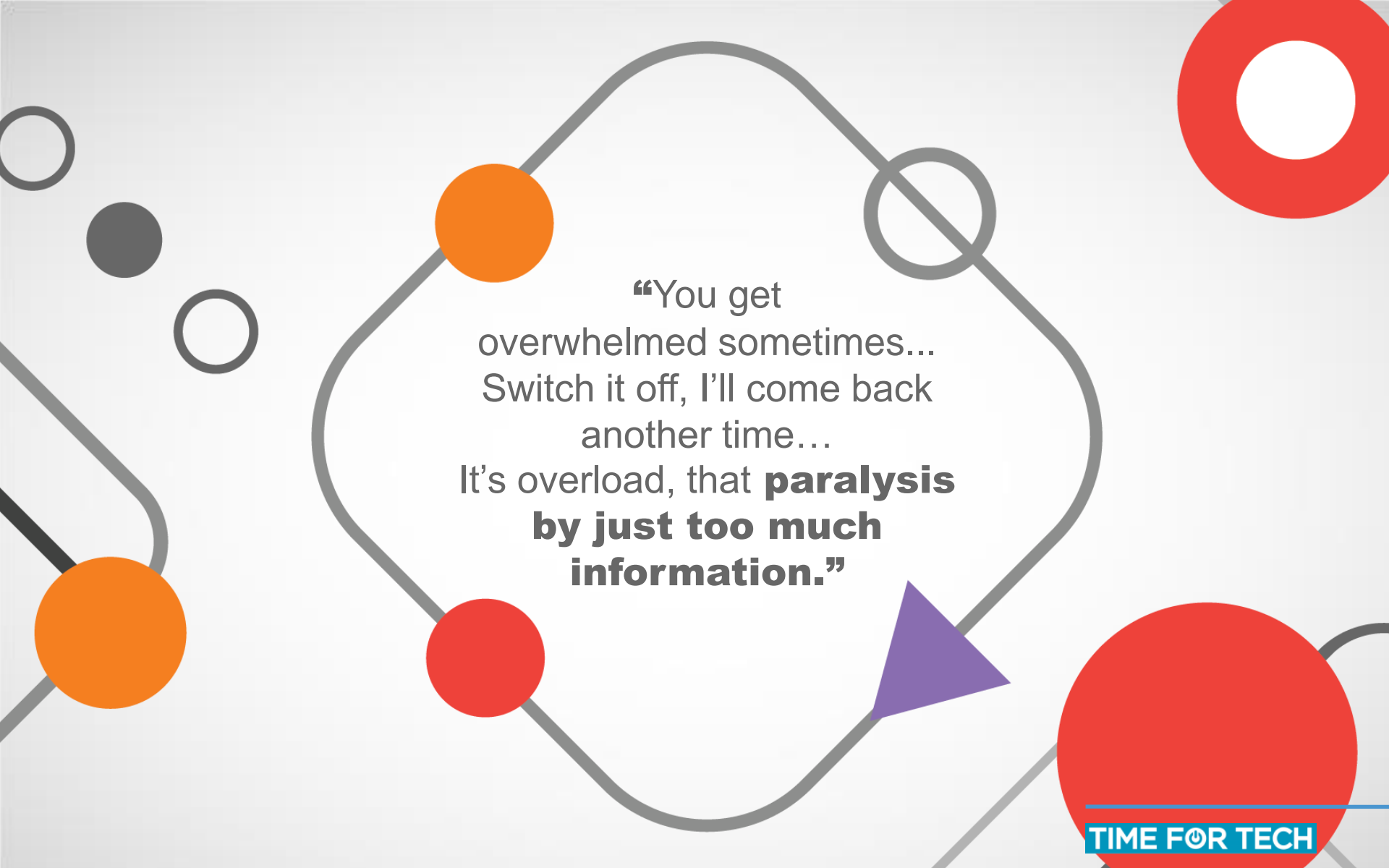


**1 in 2**

(re)searched online

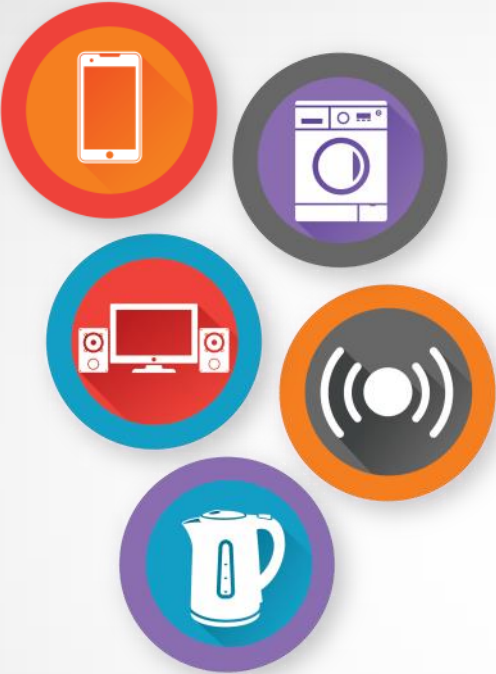


SEARCH



“You get  
overwhelmed sometimes...  
Switch it off, I’ll come back  
another time...  
It’s overload, that **paralysis  
by just too much  
information.**”

# PURCHASE CAN DIRECTLY FOLLOW



On average  
**3 in 10**  
(re)searched and shopped  
purely online



# SEEING THE PRODUCT **IN-STORE** IS KEY



On average  
**7 in 10**  
saw in-store



SEE

# BRANDS ARE IMPORTANT IN THE FINAL DECISION



1 in 2



2 in 5



1 in 4



SHOP

have a favourite brand they would go to

# PEOPLE VALIDATE THEIR CHOICE



On average  
**1 in 3**

validated post-purchase  
(post a review, seek out more info,  
recommend, mention on social media)



**SATISFY**



# TIME INC. CURATES, INSPIRES AND REASSURES



Tech review sites are the most useful source in helping people make their final purchase decision



SHOP



SATISFY



SPARK



SEE



SWOOP



SEARCH

Magazine media are the top source of inspiration for tech purchases

Magazine media and tech review sites are among the Top 3 resources when researching tech






# WHAT THE (TECH) FUTURE HOLDS

What consumers want from tech next





“My home resembles ‘mission control’ with all the gadgets and gizmos I have. **My personal universe is controlled with a touch of a button.**”

# WHAT PEOPLE WANT FROM TECH NEXT



## INTUITIVE

User-friendly  
and reliable

Anticipates and  
responds to needs

## INTEGRATED

Fitted tech

Extends throughout  
the home

## INTERNET OF THINGS

Tech that talks to, and  
learns from each other

More control  
and efficiency

# CONNECTED CONSUMER, CONNECTED HOME



# **RIGHT MESSAGE, RIGHT TIME**

Engage with consumers in a buying frame of mind



# HELPING CONSUMERS ALONG THEIR JOURNEY



# INSPIRATIONAL EDITORIAL



25 DII | 1950s SEMI



## REPLANNED

**HOME TRUTHS**  
**THE PROPERTY**  
1950s house, extended in 2010  
**LOCATION** Dublin  
**ROOMS** 1 hall, sitting room, kitchen-diner, family room, utility room, cloakroom, four bedrooms (one an en), two bathrooms  
**PURCHASED** 2010  
**PREVIOUS PROPERTY**  
"This is the first home we've bought together", says Martin. "Before moving here, we lived in rented accommodation."

**FAMILY ROOM**  
Walls were removed to create one large room when open-plan kitchen doors were added to bring in light.  
For a similar style try the Chelsea, from €2,355, in Connolly, Arco Eglon Cultural Festival rd, from €65, in Fingus Rapp

## CREATIVE spark

Heather and Martin Wallace revamped a tired suburban semi with contemporary panache and quite a few surprises

FEATURE & PHOTOGRAPHY BARBARA EGAN/REPORTAGE

# INSPIRATIONAL EDITORIAL



**Well contained**  
The compact design makes everything so much easier to use, including a bank of three ovens, which makes for the ultimate big dinner parties.

*'We'd rented before buying this house so we knew how to avoid an awkward, cramped layout, and instead created a kitchen with good access to everything we need'*



**Compare and contrast**  
The use of different materials and colours clearly demonstrates the three different zones. For instance, the zebra wood adds warmth and signals a shift from the kitchen into the social areas of the house.



**Sitting pretty**  
A large window lets in extra light, with the eye-catching zebra wood extending into a built-in window seat.

**W**hen Amy and Joe Murray bought their detached Edwardian house they knew they had a major project on their hands. The whole property needed modernising, but the kitchen, which had been newly installed to help to sell the place, but the couple weren't keen on its country farmhouse style, nor the lack of light.

With architect Wisam Kamleh of Architecture WK on board, the couple's ideal kitchen soon began to take shape. "We wanted an open-plan layout that clearly demarcated food prep, dining and sitting areas," says Amy. "We've knocked the original kitchen, utility room and separate dining room into a spacious kitchen-diner with a easy sitting area."

In terms of decor, Amy and Joe both wanted a modern look and neutral-coloured cabinetry. "Top of my list was a highly practical kitchen with a sensible layout that's easy to move around," adds Amy. Wisam suggested using zebra wood for the dining area floor, walls and ceiling, not only for its striking effect but to also break up the room. He also recommended the kitchen company DesignSpace London, which offered matching zebra wood cabinets. "We were very lucky because the range was being discontinued and we bought the remaining four cabinets," explains Joe.

The couple chose concrete tiles for the kitchen's breakfast bar and for the kitchen and sitting area floors. "We got the idea from a hotel we'd stayed in and thought it looked really smart and a little bit different," says Amy.

It took a whole year to complete the renovation work, during which the couple lived in rented accommodation. Now, Amy and Joe have their ideal kitchen. "The design is eye-catching but it's also a practical room, with a perfect system to suit our busy lives," concludes Amy.

## DESIGN SOLUTION Designer Wisam Kamleh explains...

**What was your brief for this project?**

Joe and Amy wanted to avoid the mundane – Joe's exact words were 'no beige!' – and for the kitchen-diner and sitting area to be at the heart of their home. The layout, materials and lighting all needed to reflect high levels of comfort and style, be suitable for entertaining and have definite wow factor.

**Was the fact that the house is in a conservation area an issue?**

It was, and we had to adjust several design options to fit in line with the planning restrictions on the property before we could commit the project to the builders.

**Why did you choose the materials used?**

Amy and Joe wanted to reinstate original features in the rest of the house, but preferred the kitchen-diner and sitting area to be contemporary without feeling stark. Using concrete worktops and floors in the kitchen suited their practical needs, as well as adding impact. We wanted the dining area to be separated from the kitchen using a warmer material. Zebra wood fitted the bill and provides a striking contrast to the concrete surfaces.

**Do you have any tips for anyone embarking on a similar project?**

Period houses were designed to meet very different demands to those of today, so the way in which different areas work together needs to be thought out. Design the kitchen at the same time as the dining living space rather than trying to fit it into the available space afterwards.



**Solid surface**

The chunky concrete effect worktop gives the kitchen area a modern industrial feel, as well as ample space for doing the washing up.



# INSPIRE AND INFORM

**PROMOTION**

Super stone  
finishing and easy  
to clean, make this  
look great in a kitchen  
and last a lifetime



**WIN**  
A Vax Air Cordless  
Lift worth £349  
There are six prizes  
to be won. Enter  
online at [vax.co.uk/competition](http://vax.co.uk/competition)

**CHOOSE A VAX AIR CORDLESS LIFT**  
Makes home cleaning within easy reach

- **LIFT-OUT CYLINDER** Transforms into a portable cylinder at the push of a button so you can easily reach ceilings and eaves
- **LITHIUM-FC™ BATTERY SYSTEM** Enjoy long-lasting battery power
- **STEREABLE TECHNOLOGY** Navigates smoothly around furniture corners and all other household obstacles with a seat of the handle
- **NO LOSS OF SUCTION™** Cyclonic technology delivers consistent powerful suction
- **LIGHTWEIGHT** Easy to manoeuvre around at just 5.6kg
- **BOOST MODE** Having trouble picking up dirt? Gain extra suction power at just the touch of a button

**CHARGE TIME** 3 HOURS  
**RUN TIME** 20 MINUTES  
**CAPACITY** 1.5 LITRE

**Change the way you SPRING CLEAN**

Say goodbye to domestic drudgery and remove dirt easily with the Vax Cordless cleaning range

Spring is the time when we clear out all the cobwebs and start to freshen up our homes. You have tried the house upstair, you know it's too to be clean, today's busy lifestyles mean it's not always possible all day cleaning session.

That's where the innovative technology and cord-free convenience of the Vax Cordless range can offer a more flexible alternative. Instead of hefty cleaners and cluttery kit, Vax Cordless has a choice of cordless vacuum cleaners that are more manoeuvrable and powerful than ever before. They're also lightweight, so you can clean quickly and effortlessly without having to compromise on efficiency.

**Lasting power**

Each model runs on a Lithium-FC™ battery system, so you can have long-lasting power, without constantly plugging and unplugging your machine. And with the added convenience of the cordless design, there's no bother with tangled leads either.



**PROMOTION**

Super stone  
finishing and easy  
to clean, make this  
look great in a kitchen  
and last a lifetime

Chose a  
VAX AIR  
CORDLESS LIFT  
Makes home cleaning  
within easy reach

Recharge  
with Vax  
The Vax Air Cordless  
and Air Cordless Lift  
have a lithium-FC™  
battery system with  
two rechargeable  
batteries

Classic parquet  
floor is a warm, rich  
four with minimalist  
furniture for an  
easy, relaxed feel

**Make light work of cleaning**

Dirt-free floors are an absolute breeze thanks to the Vax Air Cordless

**CHOOSE A VAX AIR CORDLESS**  
A powerful machine that's easy to manoeuvre

- **FULL SIZE CAPACITY** Means no compromise in cleaning time between emptying and recharging
- **LITHIUM-FC™ BATTERY SYSTEM** Enjoy long-lasting battery power
- **STEREABLE TECHNOLOGY** Navigates smoothly around furniture with a seat of the handle
- **NO LOSS OF SUCTION™** Dual cyclonic and MicroTune™ technology for powerful suction
- **ULTRA LIGHTWEIGHT** Easy to lift, carry and manoeuvre around at just 4.6kg
- **MULTI-FLOOR** Moving from room to room? Switch between carpet and hard floor cleaning at the touch of a button

**CHARGE TIME** 3 HOURS  
**RUN TIME** 20 MINUTES  
**CAPACITY** 1.5 LITRE




**PROMOTION**

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- **MULTI-FLOOR** Moving from room to room? Switch between carpet and hard floor cleaning at the touch of a button

**CHARGE TIME** 3 HOURS  
**RUN TIME** 20 MINUTES  
**CAPACITY** 1.5 LITRE

**WOOD**  
**TYPES** solid hardwood, engineered, parquet, laminate  
**SUITABLE FOR** Most areas except bathrooms  
**PROBLEMS** Worm damage, wide variety of stains, but prone to scratches and can be susceptible to water damage  
**CLEANING** Sweep or vacuum regularly, use water sparingly, oil or wax once a year

**TILES**  
**TYPES** ceramic, stone, glass, marble  
**SUITABLE FOR** Kitchens, bedrooms, conservatories  
**PROBLEMS** Tough, waterproof, easy to clean, but cold underfoot and needs to be sealed for protection  
**CLEANING** Vacuum and clean often using a non-abrasive cleaner

**Go Strips**  
Add Strips to  
existing carpet to  
create a new  
look

Strip it off!  
A soft, flick up  
motion is all you  
need to lift  
wood flooring

**OPT FOR A VAX AIR CORDLESS SWITCH**

Whether you want to give floors a quick once-over or focus in on corners, you can't beat the versatility of the Vax Air Cordless Switch. Compact and lightweight, it switches from a stick vacuum cleaner to a handheld one at the click of a button, so you can move from floors to stairs in seconds.

- **EASY SWITCH** Converts from a stick vac into a handheld at the click of a button
- **LITHIUM-FC™ BATTERY SYSTEM** Enjoy long-lasting battery power
- **STEREABLE TECHNOLOGY** Navigates smoothly around furniture with a seat of the handle
- **POWERFUL SUCTION** MicroTune™ technology has two channels of suction for deep cleaning
- **MULTI-FLOOR LIGHTWEIGHT** Easy to lift and carry

**CHARGE TIME** 3 HOURS  
**RUN TIME** UP TO 15 MIN  
**CAPACITY** 0.35 LITRE




**PROMOTION**

Be graphic!  
Lift up a corner floor  
and furniture with a  
long, patented leg  
and adjustable  
cylinder

When it comes to tackling dirt on a lift, extra help is called for. The Vax FloorMate Cordless is an innovative hand-floor cleaner that uses SpinScrub Technology™ to gently scrub sealed hard floors and a fast-acting allergene to leave surfaces clean and dry. Vax detergent will help to remove stubborn stains and leaves floors smelling fresh.

**GO FOR A VAX FLOORMATE CORDLESS**

- **SPINSCRUB™ TECHNOLOGY** Highly effective counter-rotating brushes which rotate 360° dirt and stain around
- **LITHIUM-FC™ BATTERY SYSTEM** Enjoy long-lasting battery power
- **THINKK™ INNOVATIVE SYSTEM** Innovative system that separates clean from dirty water
- **FAST DRYING™** Powerful suction and a soft-gear action leave hard surfaces clean and dry instantly
- **MULTI-FLOOR™** Use on all sealed hard floor surfaces including vinyl, tiled and laminate floors
- **EASY ACTION** Water tanks are easy to fill and just as easy to empty

**CHARGE TIME** 3 HOURS  
**RUN TIME** 20 MINUTES  
**CAPACITY** 0.7 LITRE

**Time to go cordless**  
Clean easily all around your home without the constant bother of tangled cords and without noise

**CARPET**  
**TYPES** wool, nylon, synthetic, natural fibres  
**SUITABLE FOR** most areas except kitchens and bathrooms  
**PROBLEMS** soil, insulating, range of colours, but spins easily and can harbour dust  
**CLEANING** vacuum regularly, spot clean, shampoo or steam clean occasionally

**VINYL**  
**TYPES** sheet, cushioned  
**SUITABLE FOR** kitchens, bedrooms, playrooms  
**PROBLEMS** smooth, wear-resistant, non-scratching, but difficult and prone to scuffs and scratches  
**CLEANING** vacuum or sweep to keep clear or wet wash regularly




**Vibrant vinyl!**  
A bold, bright palette is a brilliant way to bring a splash of colour to your bathroom

**Find out more about Vax cleaning products and buy online at [vax.co.uk/cordless](http://vax.co.uk/cordless)**


**vax**




# 'ALWAYS ON'

**Trusted Reviews**   


TVS & AUDIO CAMERAS COMPUTING MOBILE HOME APPLIANCES GAMING COMPETITIONS



The Dyson Cinetic™ vacuum has up to **75% more suction power** than a Bosch GS-50 PowerSilence


**dyson cinetic**

[See the proof](#)



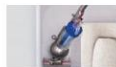
Home » Home appliances » Vacuum Cleaner

## Vacuum Cleaner Reviews

RSS feed 

### Best Vacuum Cleaner Round-up


Our pick of the best vacuum cleaners we've tested so far




Filter results


Brand  Date Range


Latest Best Displaying 1-15 of 21 results




**Numatic Henry HVR200-A2**  
Price as reviewed **£99.99** 26 Dec 2014  
Our rating:  9/10  
Robust, reliable, cheap and iconic


Best price **£95** from [amazon.co.uk](#)



**Vax Air Cordless U86-AL-B**  
Price as reviewed **£250.00** 18 Dec 2014  
Our rating:  8/10  
An effective cordless upright that comes with two batteries


Best price **£249** from [amazon.co.uk](#)



**Dyson DC54 Animal**  
Price as reviewed **£379.00** 8 Dec 2014  
Our rating:  9/10

**POPULAR SEARCHES**

- iPhone 6
- Samsung Galaxy S6
- iPhone 6 vs Samsung Galaxy S5
- PS4 vs Xbox One
- PS4
- Galaxy S5
- iPad mini 2
- Nexus 9







The Dyson Cinetic™ vacuum has up to **75% more suction power** than a Bosch GS-50 PowerSilence

**dyson cinetic**

[See the proof](#)

Up to **75% more suction power** than a Bosch GS-50 PowerSilence




**Trusted Reviews**   

TVS & AUDIO CAMERAS COMPUTING MOBILE HOME APPLIANCES GAMING COMPETITIONS

**100** Air Watts  
Dyson DC59






**32** Air Watts  
Bosch Athlet




Home » Home appliances » Vacuum Cleaner » Dyson DC54 Animal

## Dyson DC54 Animal review

By Richard Stevenson 8 Dec 2014



 1  8  8  0  40

REVIEW USER REVIEWS 7 PHOTOS BEST PRICES





**100** Air

You might also like




-  Dyson DC41 MK2 Animal review
-  Dyson DC49 review

In showing off its new toys, China isn't playing nice

Our Score  9/10 User Score  [Read 23 reviews](#)

Page 1: Design, Performance and Verdict

**Best Deals**

-  **Currys** £340
-  **Argos** £344
-  **electricshop** £345

**Pros**

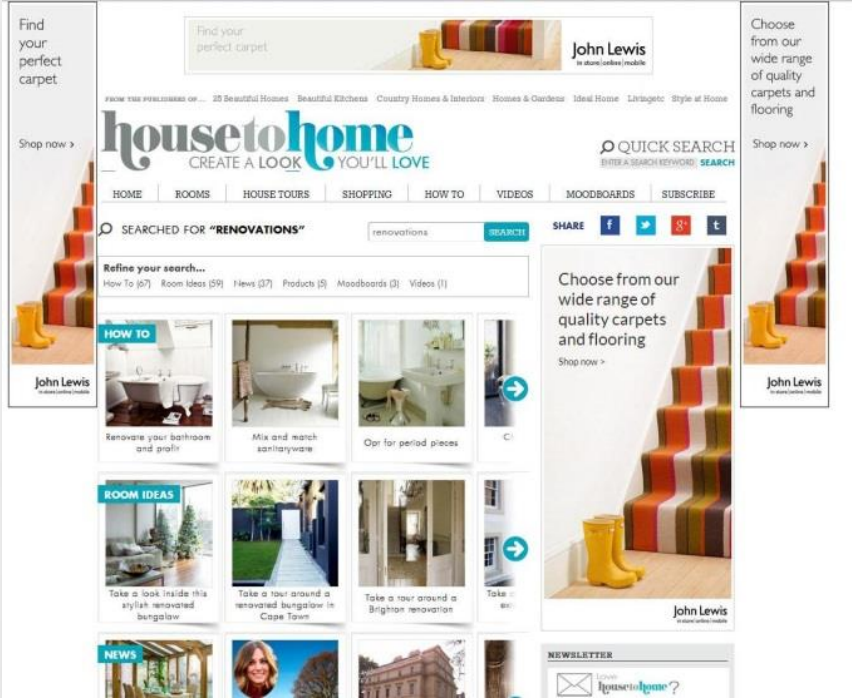
- Powerful suction
- Fabulous for stairs and pet hair
- Maintenance-free filter

**Cons**

- Cord rewind broke on test unit
- Not the quietest

38/product?sku=9391&trkref=TRU

# 'ALWAYS ON'



Mobile-optimised content bridges the gap between online and offline


# REINFORCING THE TIME IS RIGHT

Home » News » TV News » LG is giving away free Netflix codes for 4K TV customers

## LG is giving away free Netflix codes for 4K TV customers

by Sean Keach 09 April 2015 | [Go to comments](#)

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**LG is doing out free Netflix subscriptions to anyone willing to buy one of its new television sets.**

If you're in the market for a new living room centrepiece, any of [LG's new 4K TVs](#) now come with Netflix guaranteed.

What's more, the free subscription lasts for six months, which will save you just under £36 in Netflix fees – put that towards your new tele.

It's also important to note that you can still access this deal even if you have an existing Netflix subscription.

Don't forget that Netflix is one of the few broadcast services offering 4K content right now.

Since LG is offering this deal on 4K TVs, you'll have a great way to check out Netflix's ultra-high resolution video content.


There's not a huge amount of 4K content on Netflix right now, but notable offerings include House of Cards, Breaking Bad, and the soon-to-launch Daredevil TV series.

Home » Opinions » Best Console Deals in the UK

## Best console deals in the UK

by [Sam Loveridge](#) 17 April 2015 | [Go to comments](#)

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**The best console, game and gaming accessory deals this week**

This week there's some killer Xbox One bundles up for grabs, so we suggest you click that Buy Now button before they all go out of stock.

Elsewhere there's some rather tempting Wii U deals that could see you pick up the Nintendo console for under £200.

Don't forget to watch the [@TrustedReviews](#) twitter channel for our #gamedeal of the day for any other highlights before we update this piece next week.



# CURATING CHOICE – EDITORIAL FRANCHISE

## Girl About Tech

Meet Amy, our expert blogger: she'll keep you one step ahead in the ever-changing world of tech

TURN TO OUR SHOPPING DIRECTORY



Check out my edit of this month's hottest new trends and products

FOR WHERE TO BUY ITEMS SHOWN  
TURN TO OUR SHOPPING DIRECTORY

### TREND ALERT! TECH ADD-ONS

Breathe new life into old tech with these gadgets

**WHERE WE HAVE SEEN IT...** We're used to people upcycling furniture, but now some canny folk are turning tech from obsolete into awesome.

**WHY WE LOVE IT...** Finding ways to keep discarded hi-tech equipment out of landfill is great news for the planet, while projects that repurpose old PCs are making computer access possible for those who don't yet have it.

**PRODUCTS WE LOVE...** My favourite is the Keepad. It's a small USB device that carries its own Android-based operating system and flash drive, and can be plugged into almost any PC made since 2006. The data is saved to the Keepad, so one computer can be shared safely by many people.

### GIRL ABOUT TECH'S MANIFESTO

I believe that tech should...

- Make your life easier
- Be super-simple to use
- Stand the test of time
- Look good and work brilliantly



### Compact range cooker, Everhot

The good looks of a traditional range, with added benefits

#### FEATURES WE LOVE

- 1 It simply plugs into a standard 13amp electric socket, making it a surprisingly energy-efficient option and saving you the full cost and expense of having a flue installed.
- 2 It has the same heat-storage properties as a traditional range, giving off a gentle warmth that will entice the whole family into the kitchen – and it's in a neat 600mm package.
- 3 It has independent temperature controls for each oven and the hotplate, so you can switch off one area without affecting the others. Unusually for a heat-storage range cooker, there's also a 600mm grill in the top oven.
- 4 It comes in a choice of seven colours including rich burgundy, a striking electric blue and this result: sage shade (left), which is new to the cookers in the Everhot range.



**Hi-Fi AND ENTERTAINMENT**  
Plug this into any old car stereo with a 3.5mm stereo jack input to stream tunes from your phone via Bluetooth. Wave adaptor, adaptor, Michell and Johnson



**A COMPUTER FOR EVERYONE**  
Insert a Keepad into the USB socket of an old PC or netbook to turn it into a basic Android device. For every one you buy, another will go to someone in need. Keepad Give 1 Get 1 Keepad



**BOOM BOX**  
Turn any old hi-fi speaker into a Bluetooth speaker with this portable red case. When fully charged, The Vamp will provide up to 10 hours of listening. The Vamp, TheVamp.co.uk

### Because it's beautiful

Chase to sit this radio upright or on its side – the screen will rotate accordingly, so you can easily make out the time, station and the title of the song that's playing. It also doubles as a Bluetooth speaker, which you can connect to using new hi-tech communication (NFC) – that is, just by tapping your smartphone or tablet against it. It also comes in 11 funky colours. There's really not much more you could ask for from a radio. Christie DAB/FM radio and Bluetooth speaker, View Quest



### DID YOU KNOW?

23% of Brits name the kettle as their favourite household appliance



£80 per year could be saved by switching off appliances left on standby

Source: Energy Saving Trust

### News GIRL ABOUT TECH

### The hi-tech way to... work on the go

Hot desking just got cooler with these handy solutions



**Make connections**  
AirCard 785 mobile hotspot, Netgear  
Add a 4G SIM card and this will provide super-fast web access on the go for up to 15 devices



**Top tablet**  
Surface Pro 3, Microsoft  
The power of a laptop with the versatility of a tablet. A click of the stylus opens the OneNote app, so you can start scribbling



**Extra battery**  
10400mAh Power Bank, TP-Link  
Can power up two devices at once and holds enough juice to recharge an iPhone five times



**Work together**  
Quip Spreadsheets, Quip  
Brings word processing, spreadsheets and messaging together in one document everyone can work on remotely



# FURTHER REASSURANCE ONLINE

The screenshot shows the 'housetohome' website interface. At the top, there's a navigation bar with 'QUICK SEARCH' and 'SEARCH' buttons. Below that, a breadcrumb trail reads 'Home > Appliances > Built-in Appliance Guide in association with Beko'. The main content area features a large image of a modern kitchen with a white cabinet, a built-in oven, and a refrigerator. A sidebar on the left contains 'Browse the Beko range at Currys' and 'View' buttons. Below the kitchen image, there's a section titled 'Cooking - key features and technologies' and 'Girl About Tech - Top Kitchen Essential Tips'. The text describes the benefits of Beko's technology, such as energy efficiency and smart features. At the bottom, there's a navigation bar with 'The UK's best selling large home appliance brand' and the BEKO logo.

The advertisement is titled 'Girl About Tech Top Tips: Laundry'. It features a woman in a red dress standing in a kitchen. The text reads: 'Ideal Home's Girl About Tech Kitchen Essentials In Association with BEKO'. Below this, it says 'Find more ideas and advice at housetohome.co.uk'. At the bottom, there are four small images of the woman in the red dress, each with a different BEKO product category: 'Laundry', 'Dishwashing', 'Cooking', and 'Cooling'.

Detailed product information and videos offer further prompts to purchase

# HELPING TO VISUALISE THE PRODUCT

BK Promotion

## THE SMART CHOICE

Beko's sleek built-in appliances combine top-quality design with excellent functionality, making life so much easier

WHETHER IT'S YOUR COOKING, REFRIGERATION, DISHWASHER or laundry, Beko appliances offer impressive design and performance, using the latest technologies to deliver great results at an affordable price. No wonder it's the UK's best-selling large home appliance brand\*. In independent review websites, Beko scores an average 9 out of 10 for its built-in ovens, large-capacity washing machines and American-style fridge freezers. And, with a 2-year warranty on all built-in models, the smart money's on Beko.

**B**eko offers a wide range of refrigeration, from discreet integrated models to show-stopping American-style appliances, in a choice of sizes to suit your space and lifestyle. Features include great energy efficiency ratings and a clever design that boasts the internal capacity giving you more space where you need it. Plus Beko's NoFrost technology provides a 2 x faster cooling, more humidity and no transfer of odours, so you'll want one and keep food fresher for longer.

**'VERY SPACIOUS AND WELL-PLANNED STORAGE. WELL LIT AND GOOD LOOKING'**

*The ASD21 American style fridge freezer scored 10 out of 10 with owner Jennifer in Swansea\*\**



\*Based on the number of units sold in the UK in 2023. \*\*Based on the number of units sold in the UK in 2023.



**D**ishwashers are an essential appliance in modern kitchens, and Beko manufactures both full-size and compact models, perfect for when space is at a premium. The built-in design easily integrates into any style of kitchen, from sleek contemporary to classic period. And all offer brilliant performance in a compact model, using just six litres of water to clean a load of up to 15 place settings, that's less than a single washing machine bowl. They are whisper quiet, too.

**'THIS HOLDS LOTS MORE THAN MY OLD WASHER. I LOVE THE MOVABLE CUTLERY BASKET AND PLATE SUPPORTS'**

*Coral from Chesham gives her DWS66 Dishwasher 9 out of 10\*\**

The ASD and Beko CHINESE 14 integrated European dishwasher boasts 4 programs/ 4 wash temperatures, iron, glass and an LED display showing time remaining, 1500

BK Promotion

## 'EXCELLENT VALUE AND BUILD QUALITY'

*The DVM52300XP oven with pyrolytic cleaning scored 20 out of 20 with Doreen in Brighton\*\**

**T**he rise of home entertaining and the popularity of TV cooking shows, has made us all a bit more demanding of our kitchens. A sleek induction hob will complement any kitchen and delivers unparalleled speed and accuracy. Beko's touch-control display makes it easy to use, too. Team with a modern built-in oven that combines stylish good looks, an expansive automated LED display and the choice of Beko's smart technology, which assists dirt and grease to make it easy to clean. Or pyrolytic self-cleaning, which uses a high temperature of 500°C to burn all grease, stains and burnt bits down, which can be easily wiped away. There are winning features across the entire range.

Beko's DVM52300XP Induction oven has a large 10.1" capacity and a 20% more energy efficient than its nearest rival. It has 14 function settings and 7 self-cleaning options, and costs £674



Customer reviews provide an additional prompt to purchase



# BRAND LICENSING TO REASSURE IN-STORE



Acer Aspire ES1-512 Laptop, Intel Celeron, 4GB RAM, 1TB, 15.6", Black



[Larger view](#)

# VALIDATING YOUR CHOICE

*The complete guide to*  
**RANGE COOKING**

AGA Falcon MERCURY RANGEMASTER RAYBURN

*In association with*  
 BEAUTIFUL KITCHENS

## Small wonders

Don't be put off by size – a range can work beautifully in a compact space



It's easy to picture a range cooker in a spacious room but what are the options for the smaller kitchen? AGA is poised to unveil an exciting new launch any day soon – hotly tipped to be a compact 600mm model that offers all the benefits of the classic AGA cooker in a neat little package – a baby AGA, if you like, that's perfectly suited to

the smaller home in town or country. Of the current ranges, the AGA S-Series Four-Two conventional range has two ovens, the iconic enamel surface and all the heart-warming good looks of a classic AGA. And don't forget that goosm models are just 60cm wider than standard ovens, offering excellent functionality while giving your scheme a striking focal point.

### SUITABLE RANGES

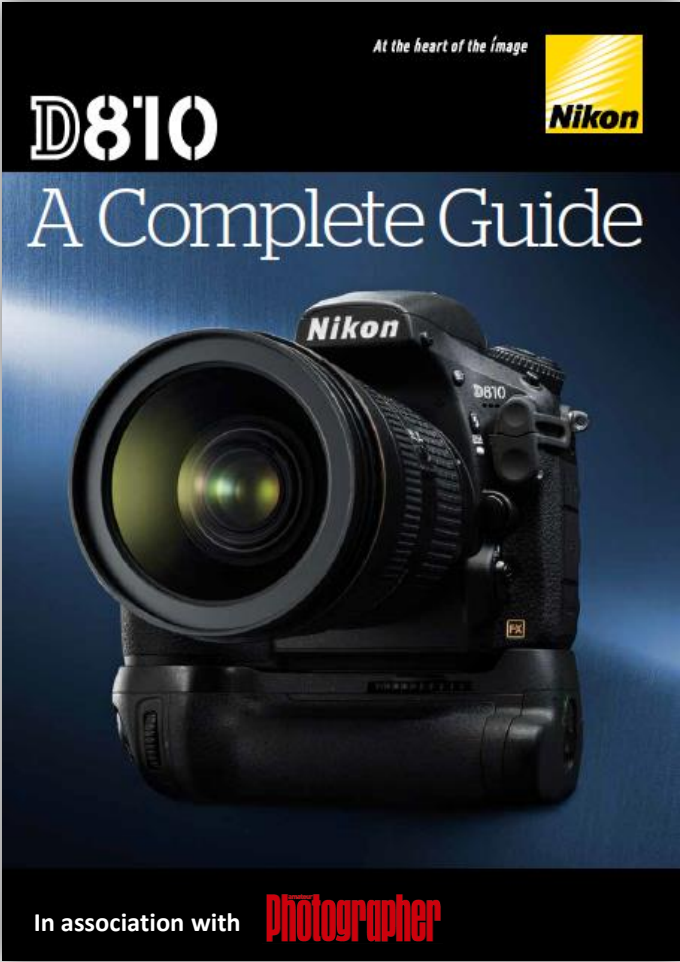
You will find goosm range cookers from Rangemaster, Falcon and Rayburn that work beautifully in a small kitchen. 'You only have to give up a little bit of space to gain a whole lot more cooking, making this a huge draw for keen cooks,' says Holly Johnson, marketing manager for Rangemaster, Falcon and Mercury. 'The built-in storage offered on some models can provide a home for pans and large

casserole dishes when not in use, plus you'll save on the cost of cabinetry.' Your kitchen designer will be able to provide sketches or CAD drawings to show a range cooker in situ, but you can also use a favourite design trick yourself by cutting a life-size template from newspaper to move around the room. It gives a really good feel for space and allows you to try out different positions. ▶



THE COMPLETE GUIDE TO RANGE COOKING IS


# REAFFIRMING THE RIGHT CHOICE



# KEY TAKEOUTS



**Become more relevant in people's lives by tapping into their emotional needs**



**Pre-empt obstacles in the purchase journey. Put solutions in place to keep people on track to your brand**



**Target tech buyers with the right message at the right time in their journey**

**CURATING, INSPIRING, REASSURING**

Time Inc.

**TIME FOR TECH**

An abstract graphic on a light gray background featuring a network of thin gray lines and various colored circles (orange, blue, purple, red, white) of different sizes. Some circles are solid, while others are hollow. The lines and circles are scattered across the frame, creating a sense of connectivity and data flow.

# TIME FOR TECH

Time Inc.