



Blend Trends is Byco's monthly compendium keeping you abreast of the latest innovations and news, showcasing cutting edge trends and best practices.



MUNCHING ON LAY'S CHIPS ACTIVATES YOUTUBE SUBTITLES

Lay's Potato Chips has released a plugin, Lay's Crispy Subtitles, for Google Chrome that detects crunching chips' sounds and automatically turns subtitles on for the YouTube video you are watching. People love to snack while they're watching Youtube, but when you're crunching and munching, it can be hard to hear the audio.

Link to the full article: <https://t.ly/bS1u>

PEPSICO PLACES SMART TRASH CANS TO SORT THROUGH PLASTIC WASTE

From clean energy to paperless services, cities in the Middle East are focusing on environment friendly solutions in their bid to evolve as smart ecosystems. In collaboration with beverage giant Pepsi, Saudi's administration is using smart dustbins in Makkah to separate plastic bottles from rest of the garbage. This method will speed up and simplify the process of sending plastic to be reused on an industrial scale.

Link to the full article: <https://t.ly/zCtW>



BMW'S CURVED IDRIVE DISPLAY - STEP TOWARDS AUTONOMOUS DRIVING

BMW is pulling the curtain back on its next iteration of iDrive, the software and infotainment platform that has served as the centerpiece of the automaker's in-car experience for the last 20 years. The eighth version of iDrive will mostly live on a new "curved" display that starts behind the steering wheel and extends halfway across the dashboard. The new iDrive will make its debut later this year in BMW's new iX electric SUV, as well as the BMW i4 electric sedan.

Link to the full article: <https://t.ly/HX2g>

TWITTER IS TESTING FULL-IMAGE DISPLAY SUPPORT FOR 4K IMAGES

Twitter is testing a new way to display images in tweet timelines, which would see full images shown in tweets, as opposed to cropped previews. The test will be running with a group of users on both iOS and Android, so not everyone will have the new display format. In addition to this, Twitter's also testing ways for users to upload and view 4K images on Android and iOS.

Link to the full article: <https://t.ly/lz19>



GLAXOSMITHKLINE: BREATH OF LIFE- A LIFE-SAVING PIECE OF TECH

Chronic Obstructive Pulmonary disease is a serious health concern. GlaxoSmithKline, along with McCann health and Wechat, has discovered a high-tech, cultural, and effective way of diagnosing people. The breath of life is an function on WeChat. When the user blows air into the microphones it will result in the formation of the Chinese blow painting. If the painting is atleast 70% complete, this indicates that the user is most likely free from the disease.

Link to the full article: <https://t.ly/X9BM>

FRENCH OIL GIANT BACKS START-UP RECYCLING CO₂ INTO ANIMAL FOOD

A U.K. startup, Deep Branch, secured funds from backers including French oil giant Total SE for its plan to turn carbon dioxide emissions into food for livestock. The company uses a fermentation process similar to winemaking or pickling, except that microbes feed on CO₂ and hydrogen instead of sugars. The result is a 70% protein product called Proton.

Link to the full article: <https://t.ly/PTWh>

