

TECHNOLOGY



“Any sufficiently advanced technology is indistinguishable from magic.”

Arthur C. Clarke

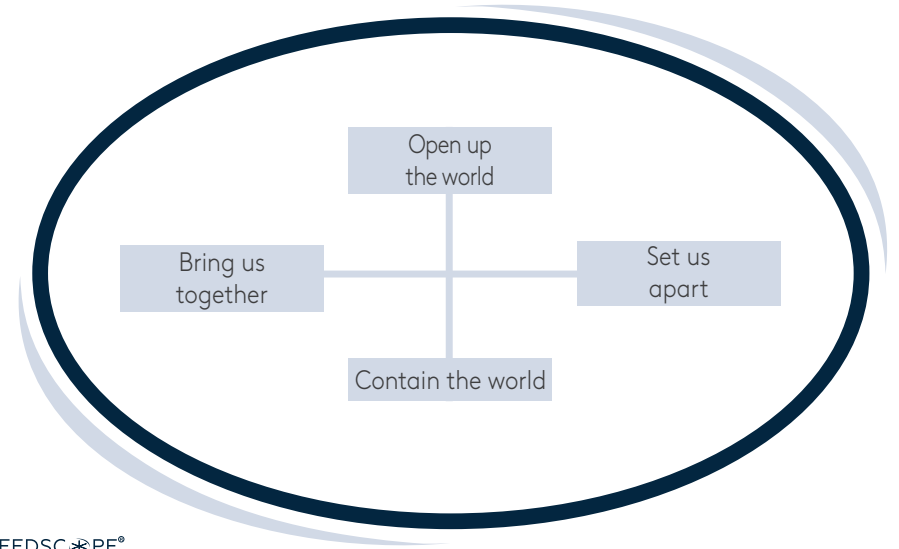
WHAT IS TECHNOLOGY?

Since the beginning of civilization technology has changed our lives. Every technological invention pushes and defines humanity’s genius.

Today it is so intertwined with everyday living we rarely stop to think of its power or its impact. But the magic and wonder technology delivers is perhaps best seen in the simplicity of our most complex devices.

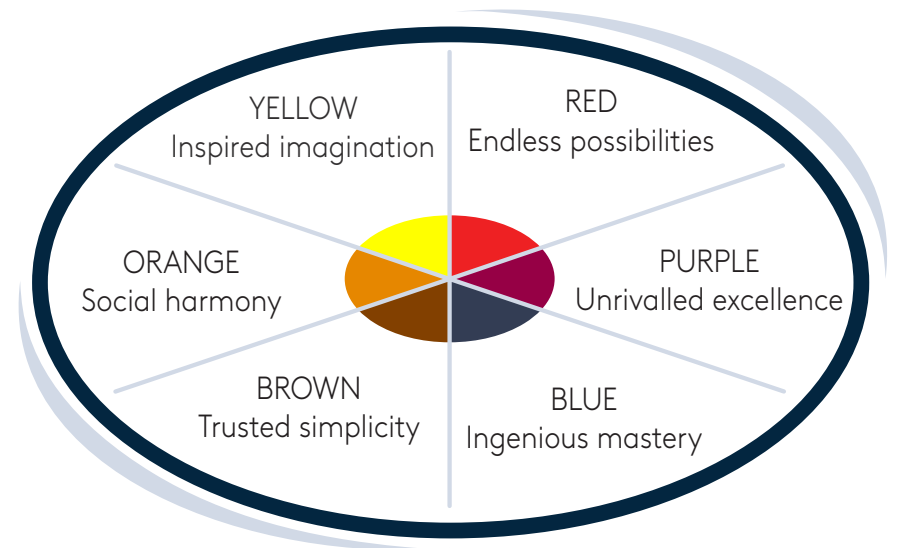
NEEDSCOPE HELPS UNDERSTAND TECHNOLOGY

Technology can be defined by these underlying dynamics



NEEDSCOPE®

Technology can be looked at through the NeedScope lens



NEEDSCOPE®

We do have a functional relationship with technology. But NeedScope understands we also connect more deeply. Technology transforms our hopes and apprehensions and defines our future.



ENDLESS
POSSIBILITIES

WHAT IS
RED
TECHNOLOGY?

CUTTING EDGE
EXPERIMENTAL
PIONEERING
TRAILBLAZING



HOW DOES
RED

TECHNOLOGY
MAKE YOU FEEL?

AWAKENED
CHALLENGED
UNLEASHED
PROVOKED



STIMULATED
FIRED UP

“People who are crazy enough to think they can change the world are the ones who do.”

Steve Jobs

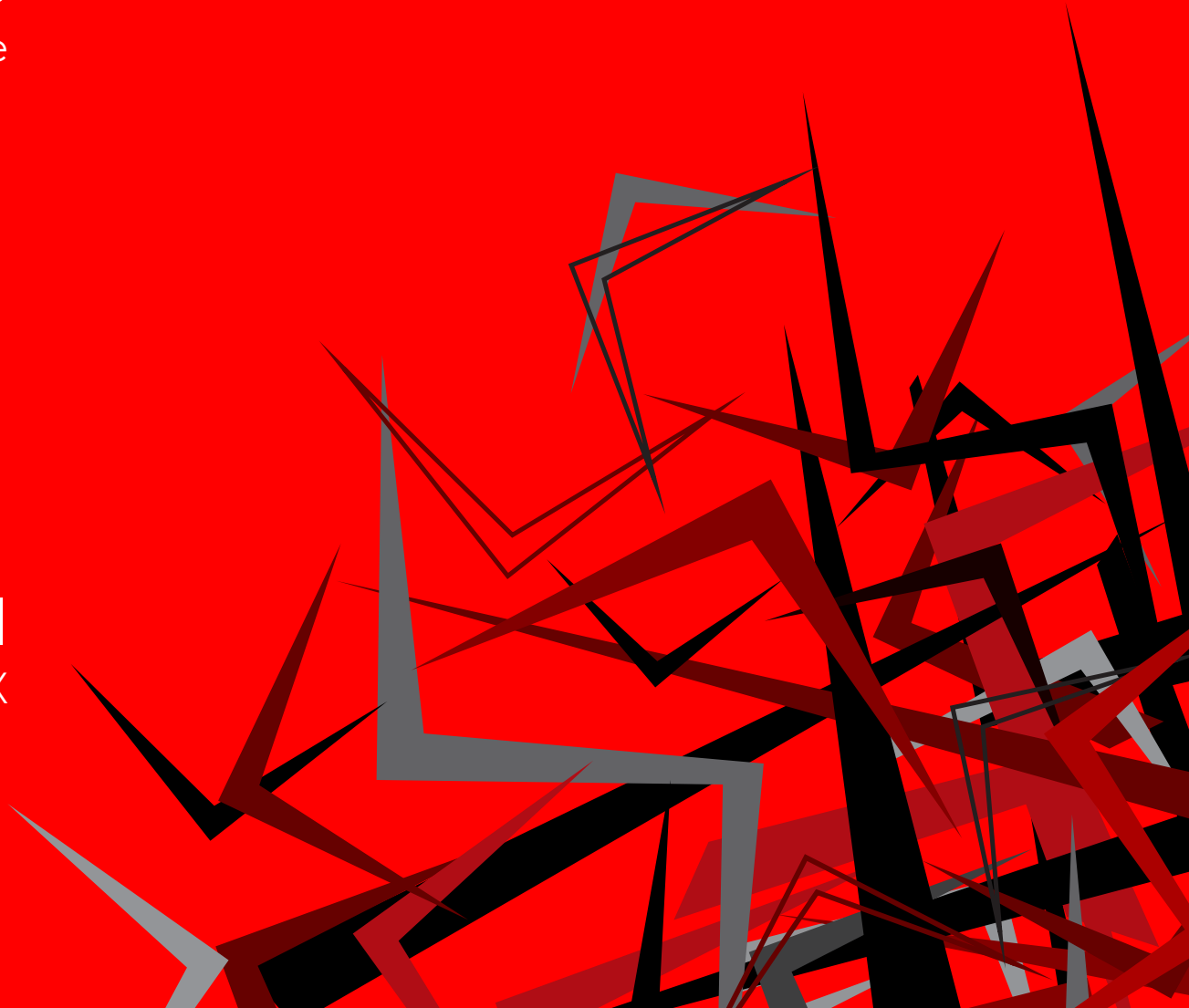
Co-founder of Apple

“If you’re not looking toward the future or trying to improve the current technology, you’ll be left behind.”

Gwynne Shotwell

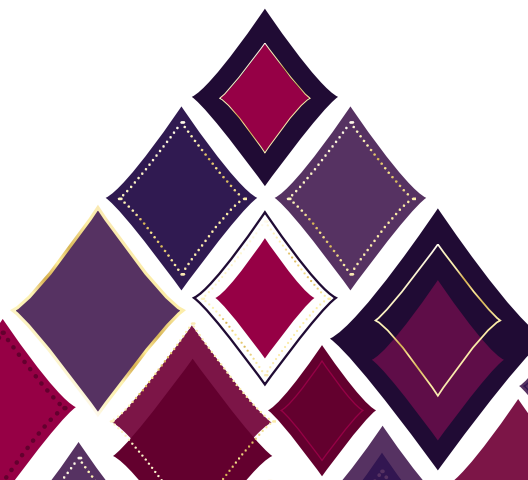
COO of SpaceX

RED
TECHNOLOGY



WHAT IS
PURPLE
TECHNOLOGY?

INFLUENTIAL
VISIONARY
PROGRESSIVE
IMPRESSIVE



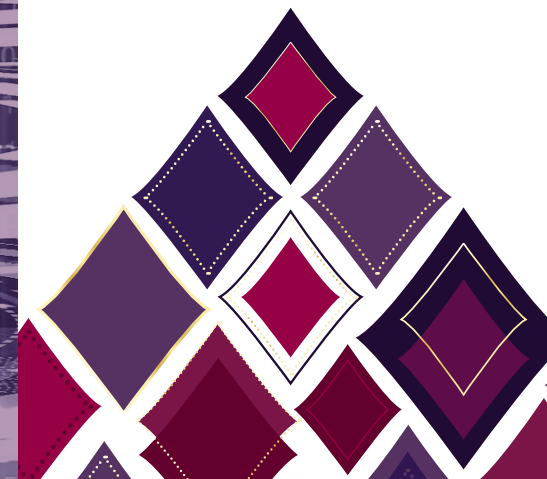
UNRIVALLED
EXCELLENCE



SUPERIOR
ACCOMPLISHED

HOW DOES
PURPLE
TECHNOLOGY
MAKE YOU FEEL?

ADMIRABLE
SIGNIFICANT
POWERFUL
AUTHORITATIVE





PURPLE
TECHNOLOGY

“The key to success for everything in business, science and technology is never to follow the others.”

Masaru Ibuka

Co-founder of Sony

“The ultimate promise of technology is to make us master of a world that we command by the push of a button.”

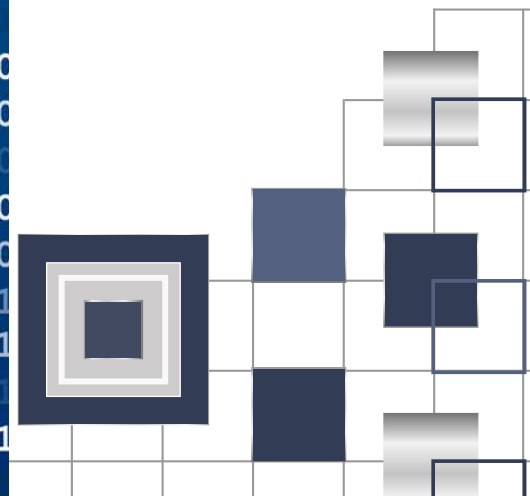
Volker Grassmuck

Sociologist

INGENIOUS
MASTERY

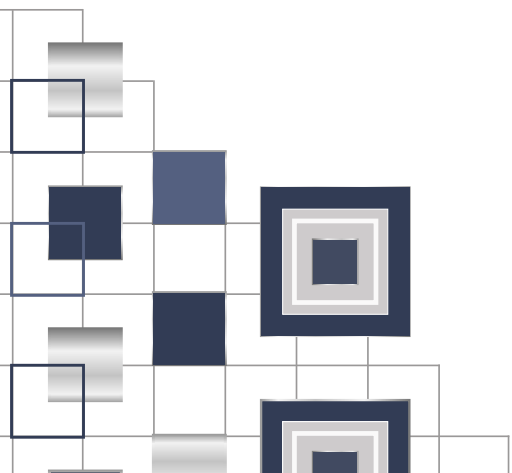
WHAT IS
BLUE
TECHNOLOGY?

INTUITIVE
PRECISE
AESTHETIC
CLEVER



HOW DOES
BLUE
TECHNOLOGY
MAKE YOU FEEL?

COMPETENT
SHARP
REFINED
ADEPT



PROFICIENT
ASTUTE

"The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency. The second is that automation applied to an inefficient operation will magnify the inefficiency."

Bill Gates

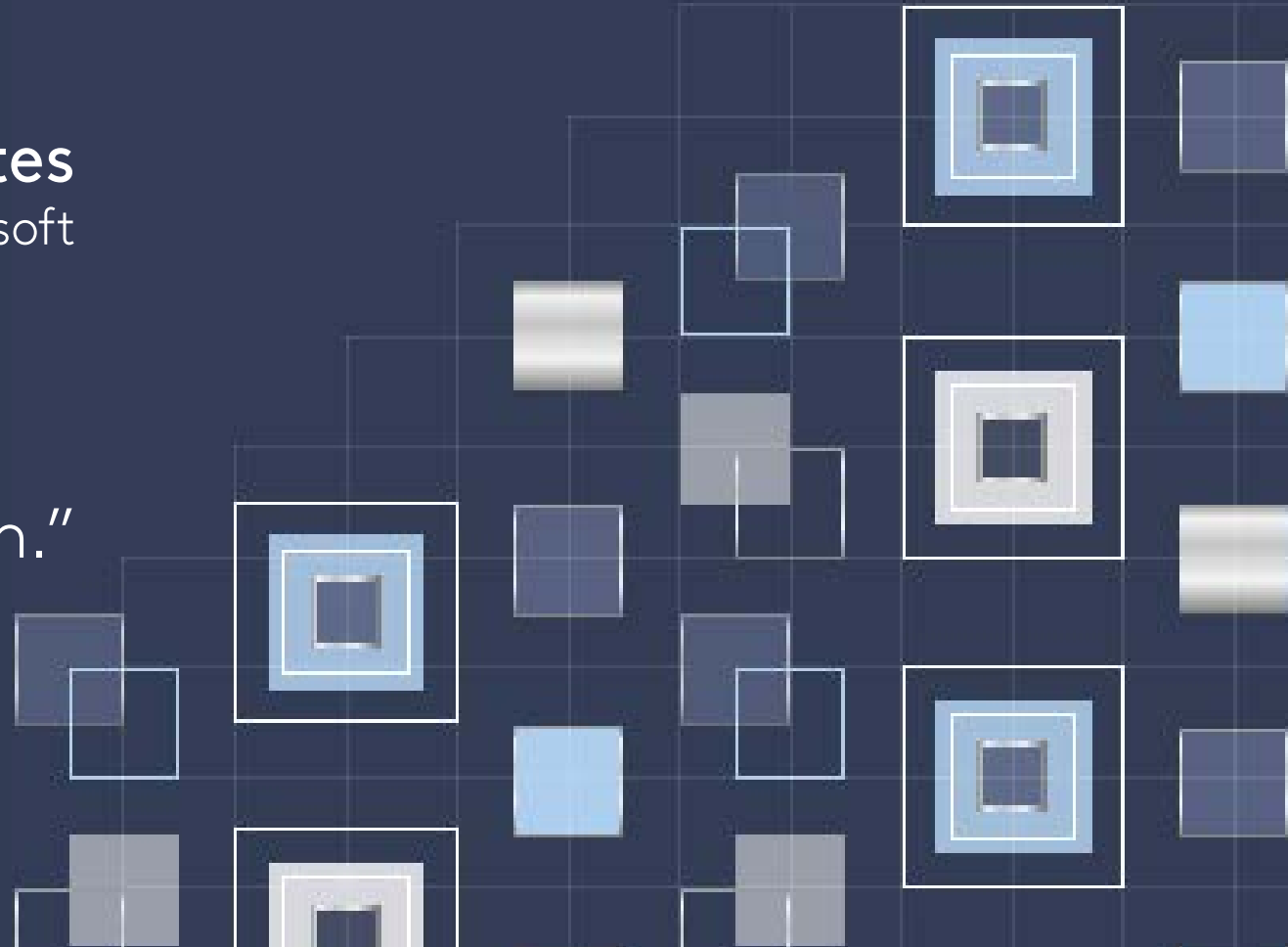
Co-founder of Microsoft

"Technology over technique produces emotionless design."

Daniel Mall

Entrepreneur

BLUE
TECHNOLOGY



WHAT IS
BROWN
TECHNOLOGY?

PROVEN
HUMAN
FAMILIAR
SEAMLESS

TRUSTED
SIMPLICITY



SUPPORTED
LOOKED AFTER

HOW DOES
BROWN
TECHNOLOGY
MAKE YOU FEEL?

ENCOURAGED
CONTENT
REASSURED
CONTEMPLATIVE



“Businesses and users are going to use technology only if they can trust it.”

Satya Nadella

CEO of Microsoft

“The test of the machine is the satisfaction it gives you. There isn’t any other test. If the machine produces tranquillity, it’s right.”

Robert M. Pirsig

Author & Philosopher

WHAT IS
ORANGE
TECHNOLOGY?

ADAPTABLE
FLEXIBLE
SHARED
PERVASIVE



SOCIAL
HARMONY

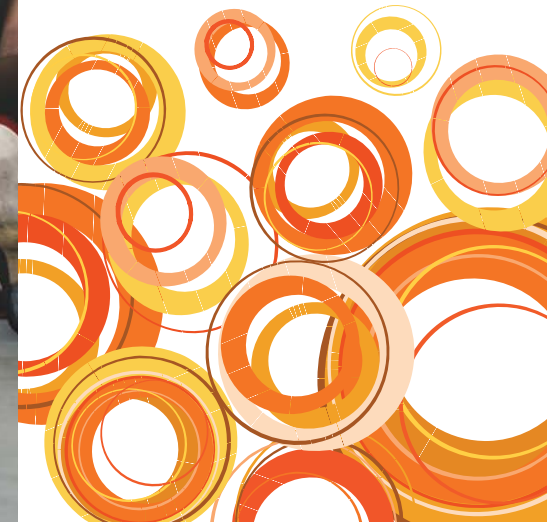


CONNECTED
ENDURING



HOW DOES
ORANGE
TECHNOLOGY
MAKE YOU FEEL?

POSITIVE
INCLUDED
UNITED
COLLABORATIVE



“Technology is best when it
brings people together.”

Matt Mullenweg

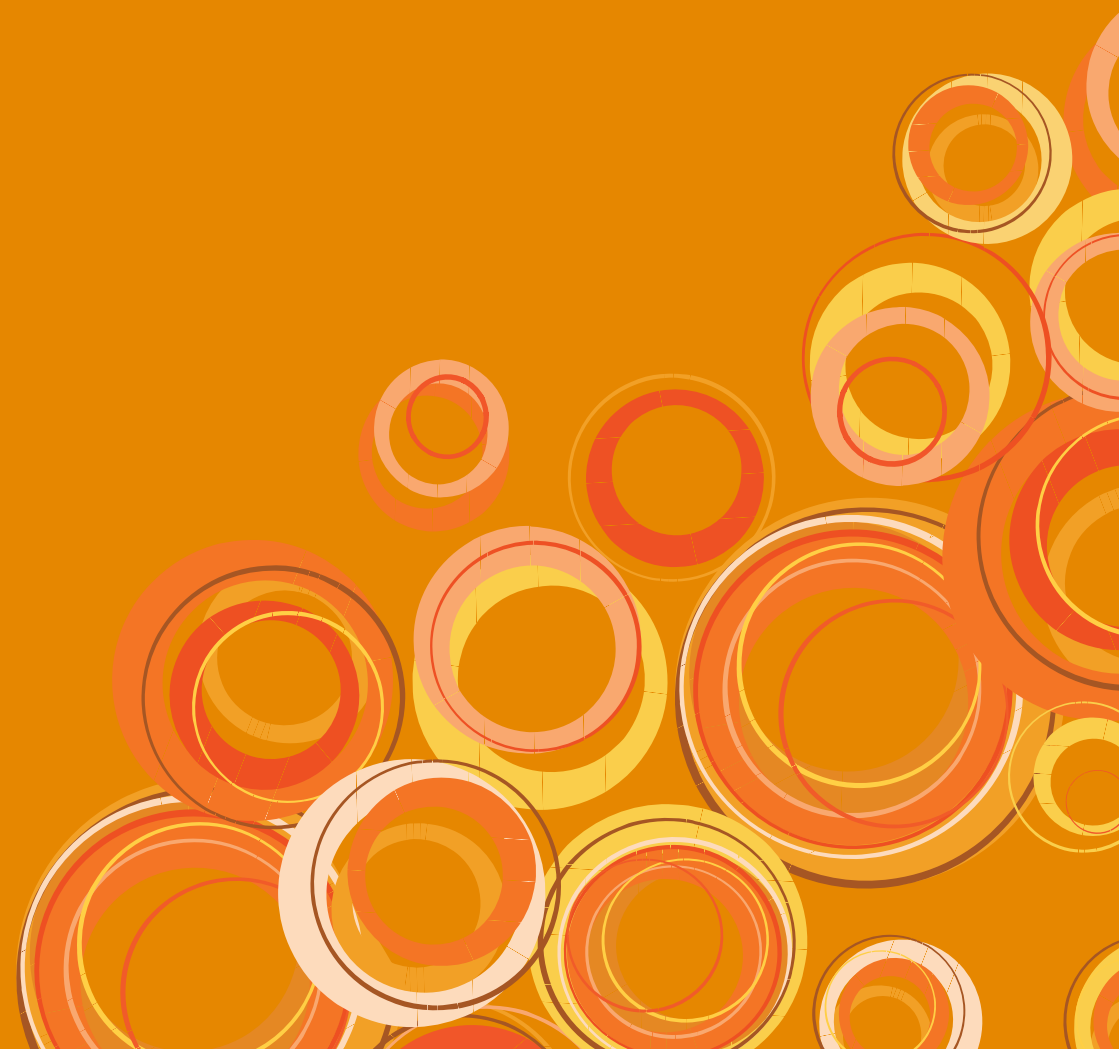
Entrepreneur

ORANGE
TECHNOLOGY

“Technology is the campfire
around which we tell our
stories.”

Laurie Anderson

Performing Artist



INSPIRED
IMAGINATION

WHAT IS
YELLOW
TECHNOLOGY?

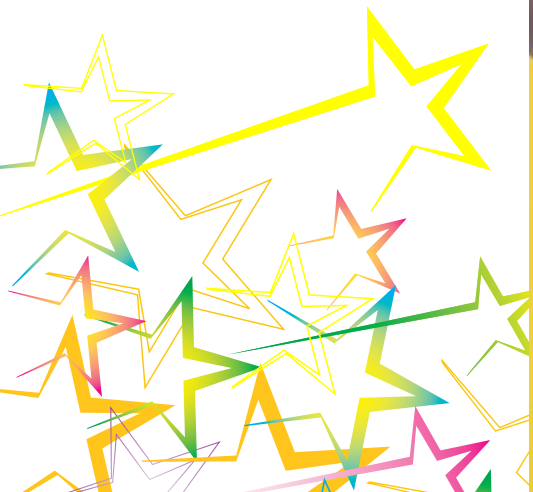
PLAYFUL
VIVID
ENGAGING
CREATIVE



HOW DOES
YELLOW
TECHNOLOGY
MAKE YOU FEEL?

VIBRANT
LIBERATED
EXHILARATED
PASSIONATE

EXCITED
ELEVATED



The image features a bright yellow background. In the top-left corner, there is a solid orange square containing the text 'YELLOW TECHNOLOGY' in white, uppercase, sans-serif font. The word 'YELLOW' is larger and positioned above 'TECHNOLOGY'. The bottom-left and central areas of the image are filled with a cluster of colorful, multi-pointed starburst shapes. These stars are drawn with thin lines and some are filled with colors like white, green, blue, orange, and pink. They are scattered and overlap, creating a dynamic, energetic feel.

YELLOW
TECHNOLOGY

“Because we imagine, we can have invention and technology. It’s actually play, not necessity, that is the mother of invention.”

Alison Gopnik
Professor of Psychology

“Technology, like art, is a soaring exercise of the human imagination.”

Daniel Bell
Sociologist

TECHNOLOGY

