Daniel Dejan will outline case studies from some of the world’s best-known brands to highlight the communicative power of touch in action, exploring how media shapes the brain and, consequently, the way a brand is perceived.

- An introduction to haptics, otherwise known as the science of touch.
- How the brain is built to respond to touch, and why what we touch shapes how we feel.
- How the best designers and communicators incorporate touch (and haptic media) richly in the brand experience.
- How paper selection can dramatically improve the haptic response and elevate a haptic brand.
- Real world examples of designs and brands that fully leverage haptics and their influence on emotional response.