**Connected Devices will Transform Brand Outreach**

The internet of things will cause a shift in how brands reach out to customers as connected devices move beyond visual media and engage more consumer senses, HackerAgency's Haydn Sweterlitsch says. Voice interaction has already been integrated into many products, and companies are beginning to offer other sensory and sound design components.

***MediaPost Communications 9/5/16***

<http://www.mediapost.com/publications/article/284040/iot-takes-brands-beyond-screens-by-using-sound-to.html>