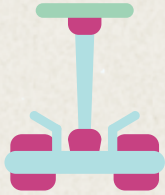


11 BIG IDEAS THAT AREN'T SO BIG IN 2011

Strategy's annual "Next Big Things" report honours some of the most innovative ideas in advertising and technology. Sadly, not every idea can achieve this level of success. Here are 11 items that were once heralded as the next big thing, but never quite lived up to the hype.



1 THE SEGWAY

What was originally billed as a revolution in motion turned out to be a revolutionary new way to look ridiculous at 12 m.p.h.



2 LASER DISC

They were big, shiny and a higher quality than competing technologies. Too bad they ended up in the landfill and not the living room.



3 COMMUNISM

What is good in theory doesn't always work in practice, especially when it defies the basic principles of economics.



4 SMELL-O-VISION

If you could smell this paragraph, your nostrils would be flooded with the sweet stink of disappointment, which, coincidentally, is also the scent of prime-time television.



5 Y2K

One of the most talked about moments of the millennium quickly turned into its biggest non-event. Turns out partying like it's 1999 isn't much different than partying like it's 2011.



6 GOOGLE WAVE

When Google said, "Wave has not seen the user adoption we would have liked," it wasn't kidding. But don't feel too sorry for the online search giant – it just brought its +1 to the dance.



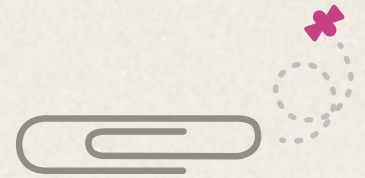
7 HYPERCOLOR CLOTHING

Why wouldn't we want clothes that change colour with heat? Plain old sweat stains are so last season.



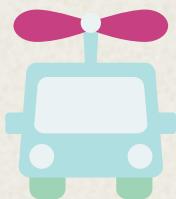
8 ZEPPELINS

Talk about an idea that went down in flames. Is it too soon to make that joke?



9 THE PAPERLESS OFFICE

Look at the surface of your desk. Enough said.



10 FLYING CARS

We were promised flying cars by now. Let's make the Jetsons proud and make this happen by 2062.



11 VACATIONS IN SPACE

Total Recall got all of our hopes up, but the amount of fuel required to propel a manned craft into orbit means that you won't be taking a weekend jaunt to Jupiter anytime soon.

For all the big ideas that do make it (like the ones we celebrate in this month's issue) there's more that don't. We hope you've enjoyed looking back with us on the ones that didn't quite get there.

- From the trendspotting folks at Radar DDB (follow them on Twitter @RadarDDB)