



Nespresso

The **proprietary coffee machine** using pre-apportioned single-use capsules accounts for

20-40% of ground coffee sales in the European market.

First patent issued in **1978**.

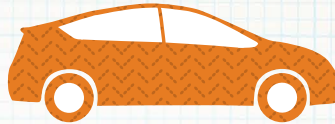
Today **Nespresso** holds **1700+ PATENTS**.



07:00
Breakfast



08:00
Drive to airport



Toyota Prius

Worldwide since **1997**, Toyota has sold more than **1 MILLION MODELS** of the **category-defining** hybrid automobile.

Toyota's **2000+ PATENTS**

were essential to **recoup its €750 million** in **development costs**, especially considering the slow acceptance of hybrid technology.

2000+
patents



Airbus 380

The world's **LARGEST PASSENGER PLANE**,

the **Airbus 380** double-deck jet airliner began commercial service in **2007**.

During development, Airbus filed **MORE THAN 380** patent applications for technologies.

380
patents



10:00
Flight to Madrid



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1700+
patents

iPhone

Defined the **"smartphone"** era of mobile phones, with **250 MILLION SOLD** and +€113 billion in total revenue.

Introduced in **2007** with **200 PATENTS**.

As of **2013**, Apple holds **+1300 patents** for the **iPhone 5** and its related software.

+1300
patents



15:00
Email the office



12:30
Directions to the hotel



#1
smartphone
app

Google Maps

Google Maps is the **single most used** smartphone app, **ACTIVELY USED BY 54%** of the market.

KEY PATENTS INCLUDE

the **digital mapping system** and the system for determining advertisements based on **user interest** and **location data**.