

## upgrade

Upgrades are closely connected to the small-scale improvements and extensions of function in objects, which are resolved in a technical sense. The primary function of the mobile phone or the car was resolved a long time ago and they now enjoy near complete market saturation. The companies that manufacture and sell such products use design to produce minor differences to stimulate new sales. These minor differences constitute the upgrade. The rapid rate at which technology is developing has resulted in a rise in consumers anticipating, planning for or enjoying an upgrade of their possessions, despite the fact that they may then discard items as other options become available. {March 2012}

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**upgrade** {see also *sustainability, temporary*}