Does ACID Make a SOUND?

In the future shopping will signify increasingly efficient markets and the minimization in the valuation of goods and services. Various forms of non-branding techniques will become logos that advertise not companies but the materials (i.e., as information) themselves. Line extension will disappear. Composition/ingredient lists will become bar codes, which will in turn replace brand names. Shopping will begin to cater expressly to those who desire less or who do not desire at all, as opposed to the present system where desire and increased product variety go hand in hand. Advertising will become what it is already but in purer form: decreased information. In this scenario, shopping creates a utopian system of non-designed buying patterns wherein desire is minimized rather than maximized and in which the market erases itself and threatens to overwhelm the differences (supply and demand) that drive markets. Increasingly, goods and the information about those goods will come to mean one and the same thing. The difference is contracting.