ENCHANTED OBJECTS

@DavidRose

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FOUR FUTURES

2

Prosthetics

1

Terminal world

4

Enchanted Objects

3

Animism

Microsoft

Advertising wants pixels

FOUR FUTURES

1

Terminal world

2

Prosthetics

3

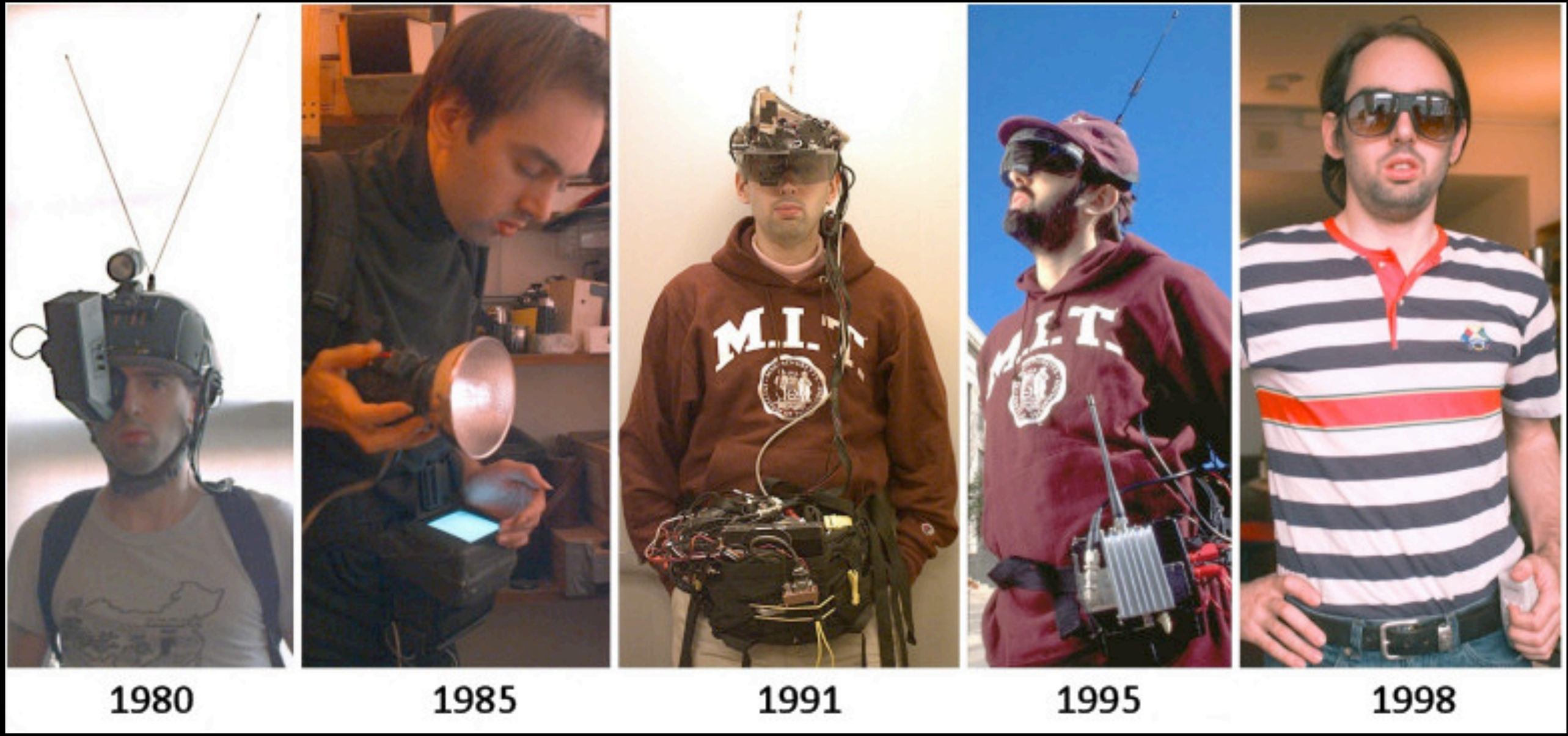
Animism

4

Enchanted Objects

superpower fantasy

Digital



technology on the face harms social interaction

glasshole

Sergey Brin & Diane von Furstenberg

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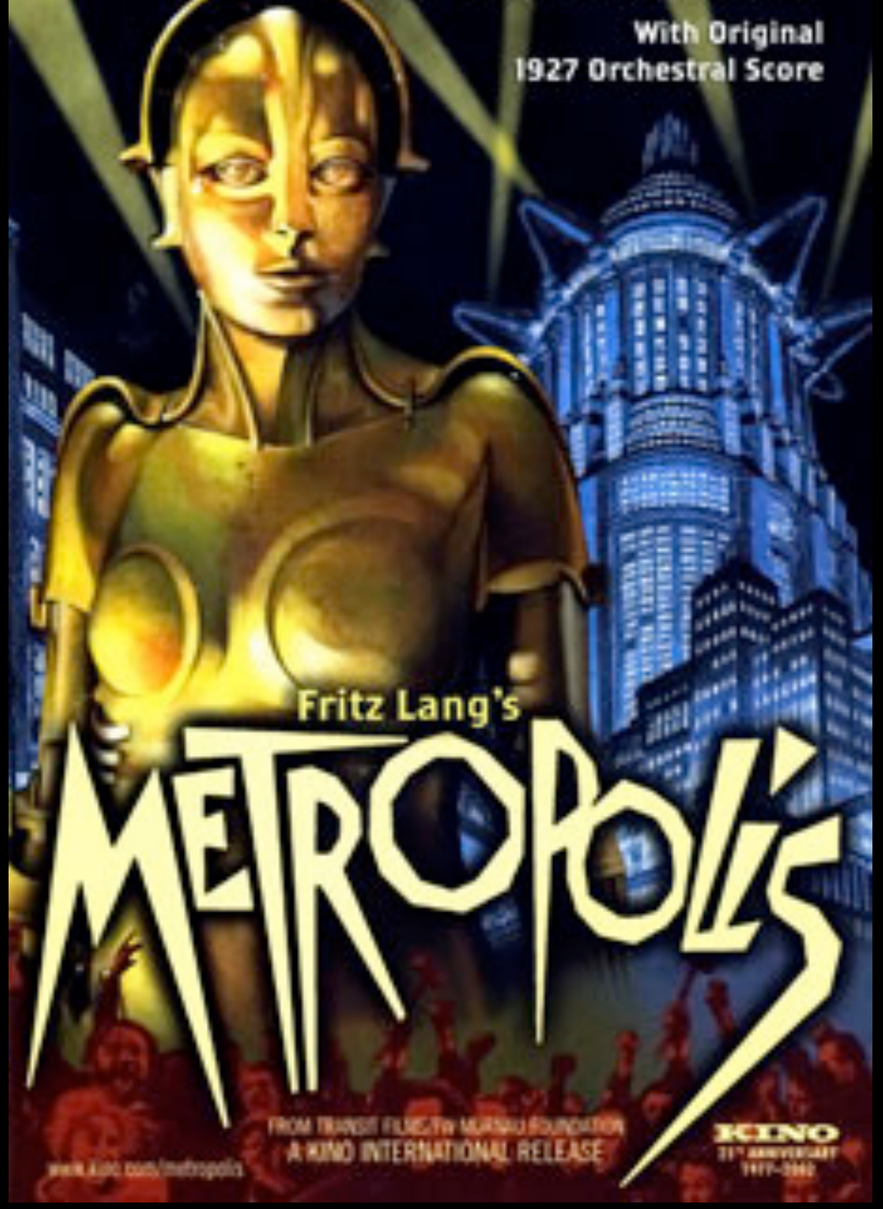
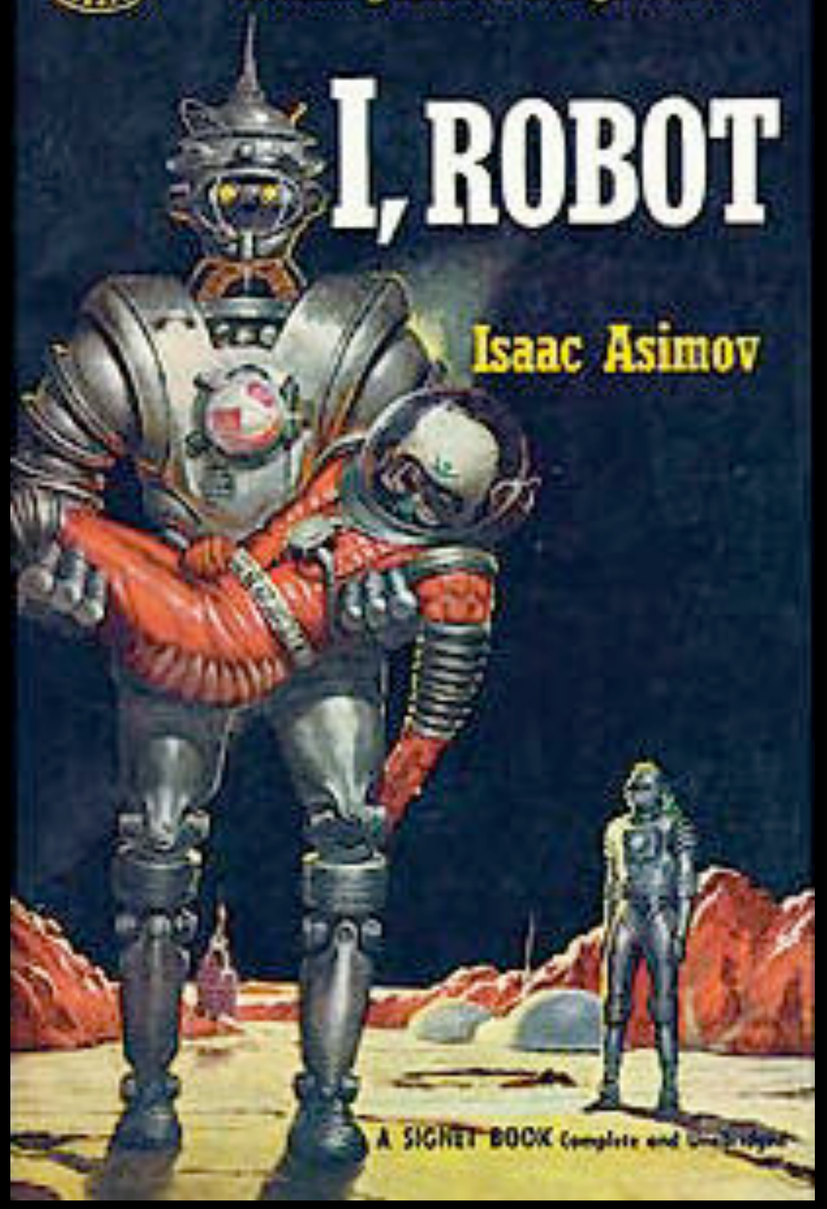
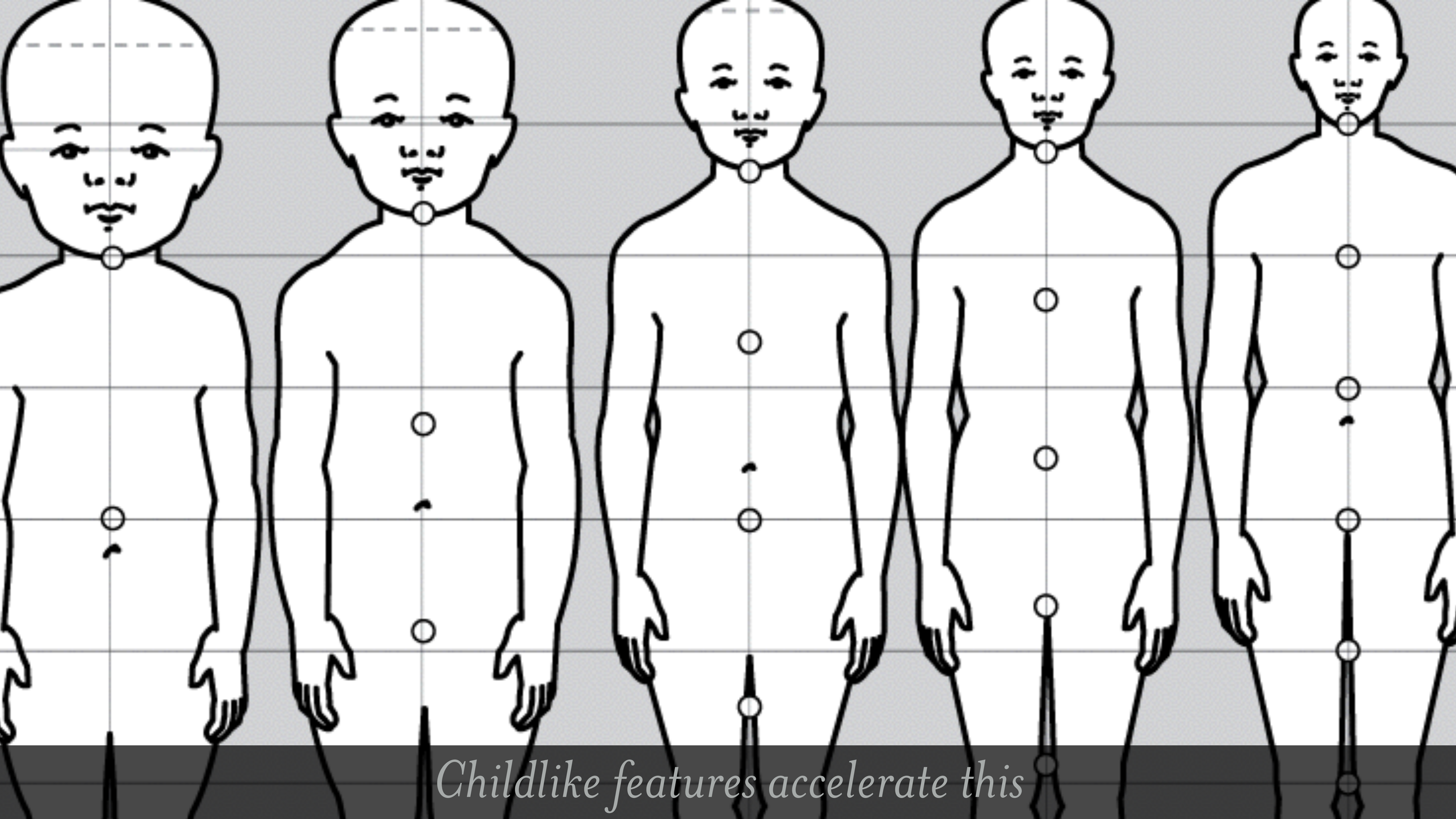
Animism





Are interfaces on the way to humanness?

Social robots



Childlike features accelerate this

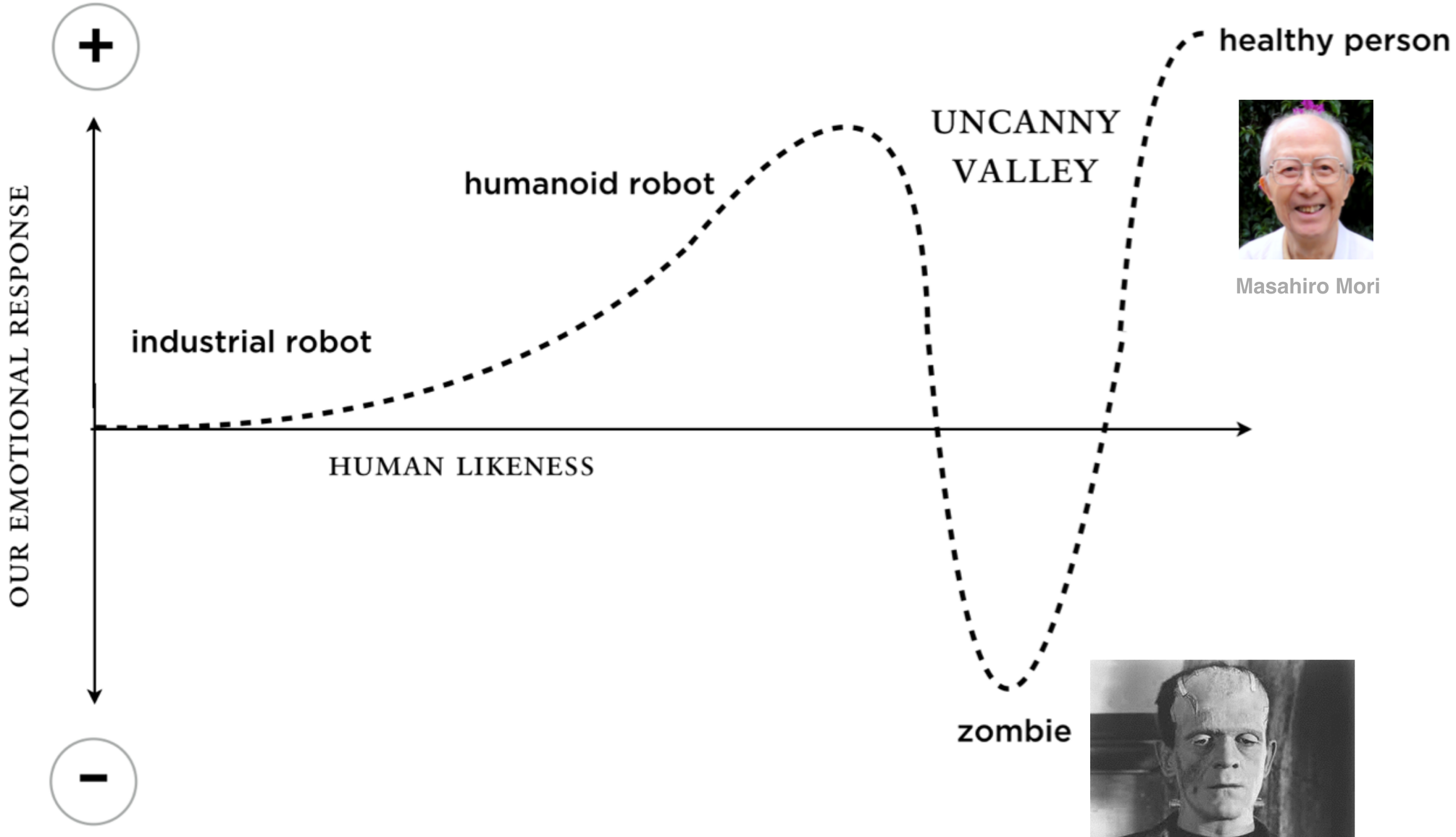
Can Neoteny motivate healthier eating?

AUTOM

Category confusion threatens our sense of self

THE INEVITABLE ISSUE WITH ANDROIDS

The uncanny valley theory predicts that we will reject almost-human robots



Masahiro Mori

FOUR FUTURES

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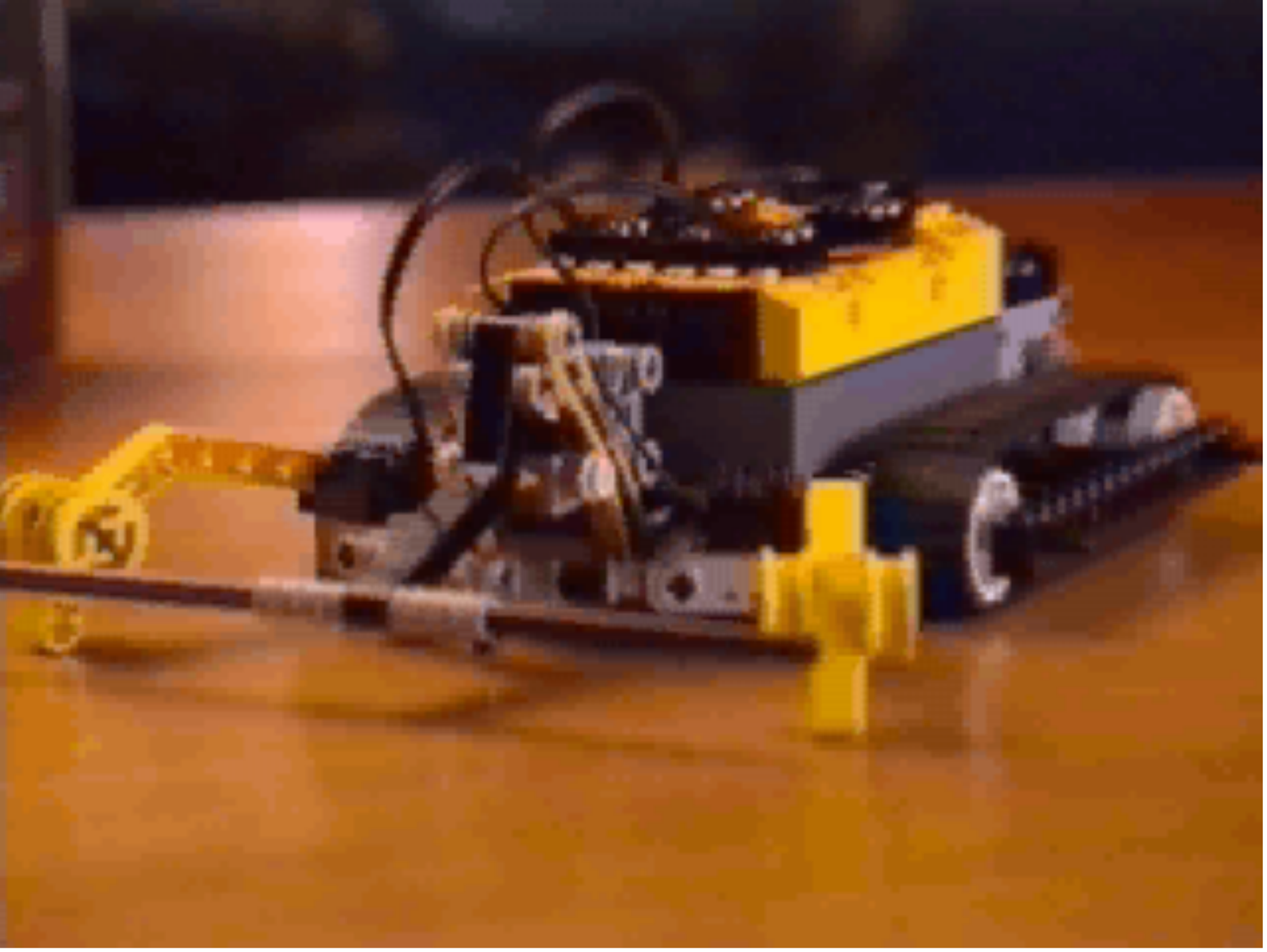
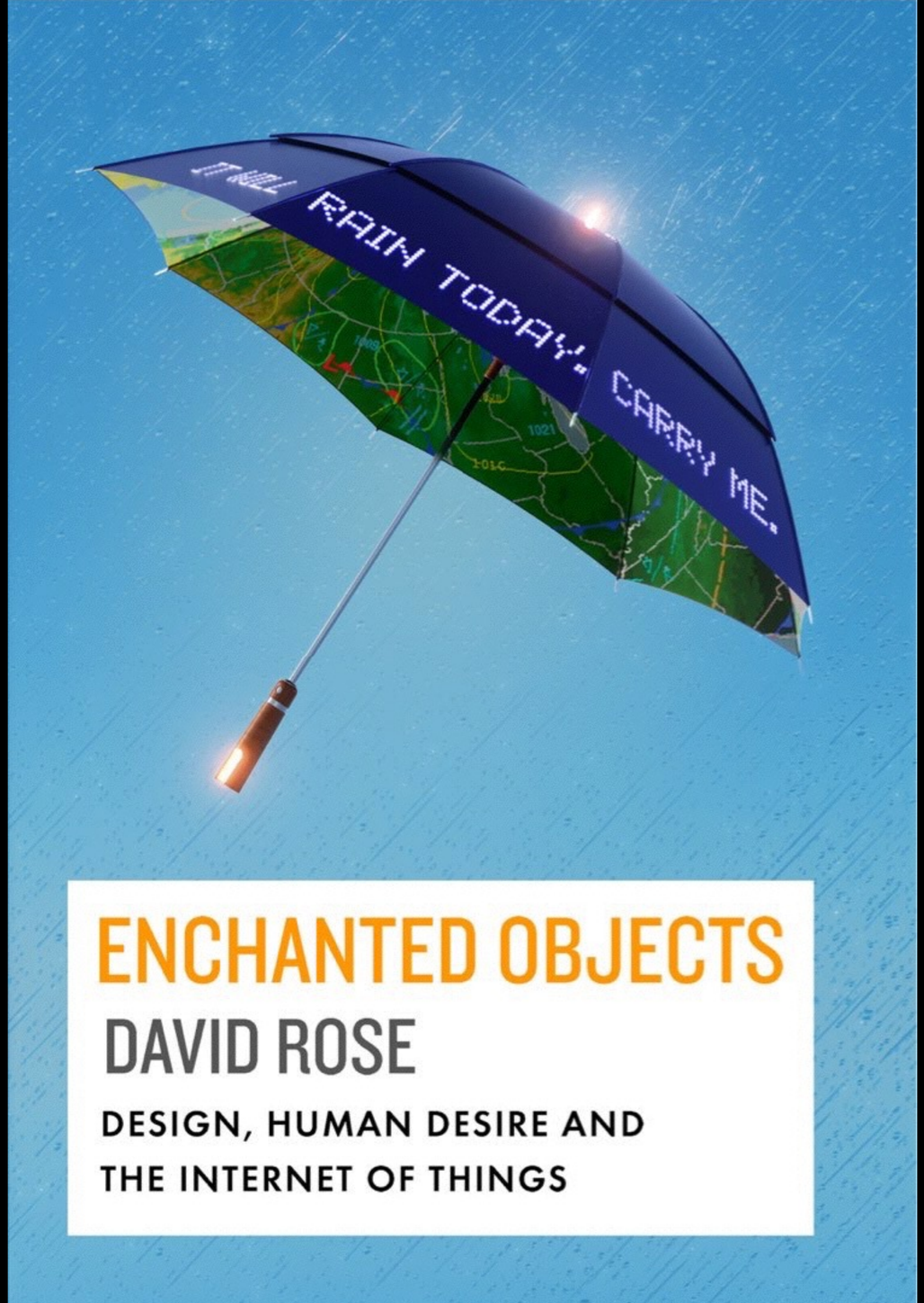


LEGO Mindstorms



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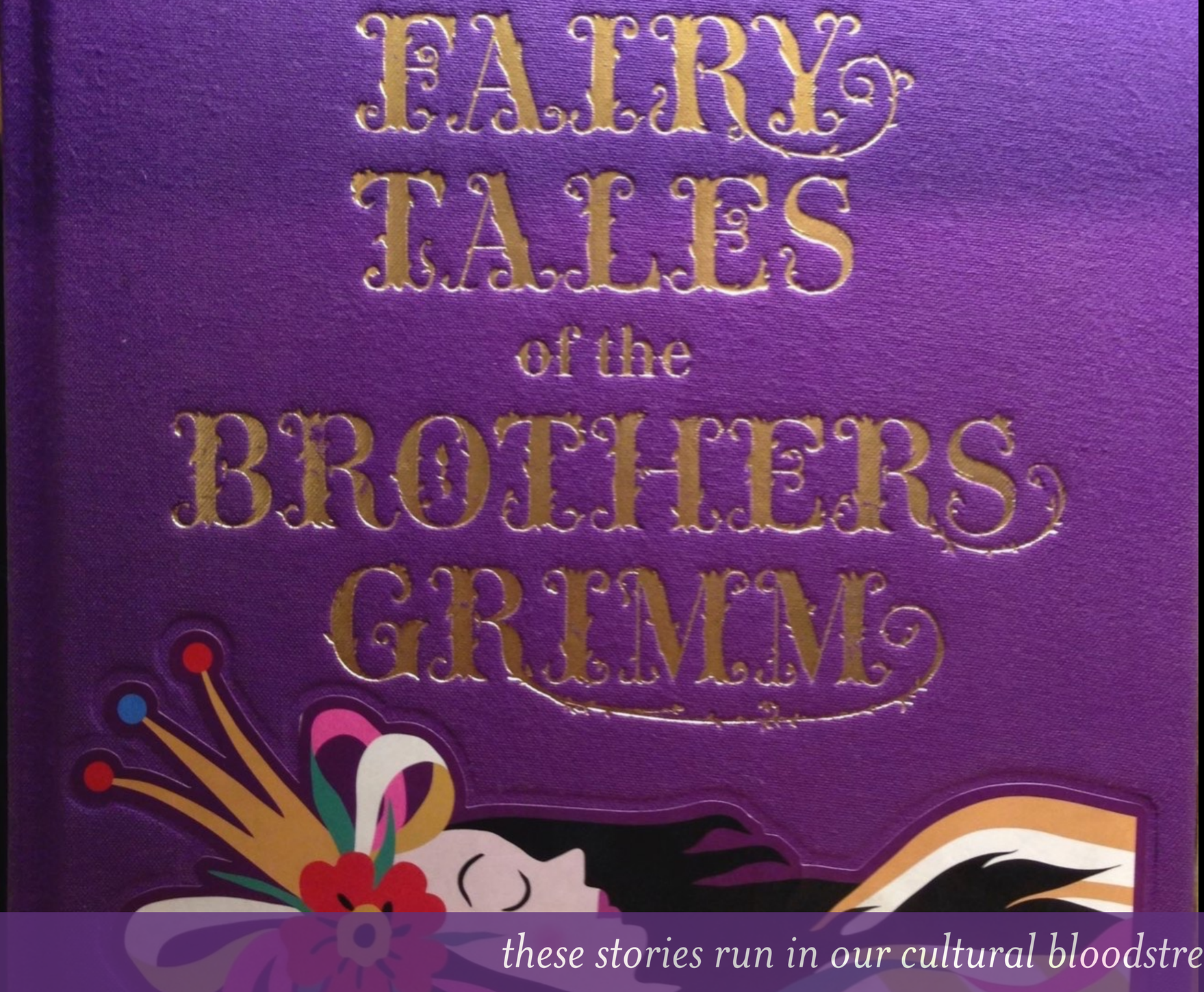
Ambient Umbrella

Teleportation shoes



Objects that defy expectations:

The flying carpet that transports us

The invisibility cloak that hides us from danger

The crystal ball that enables us to know the future

The horn or whistle that summons help

The spyglass through which we can see anything

Winged shoes

Potion that heals

Everlasting Gobstoppers

these stories run in our cultural bloodstream

who is the fairest of them all?

memomi
Neiman Marcus

Enchanted Objects are ordinary things, augmented, connected.

now a pen needs a cloud

Anoto pen

Records audio and time-stamps everything your write

Objects are avatars for services

Visualizing Data
SMARTER THAN YOU THINK
PIONEE
NEW
TECHN

ENCHANTED OBJECTS

ORGANIZING THE INTERNET OF THINGS BY HUMAN DESIRES

AMBIENT JOULE

IO BULB, LUMINAR

OMNISCIENCE
1
The desire to know all

AMBIENT ORB

ENERGY CLOCK

PROVERBIAL WALLETS

PEBBLE WATCH

WEATHER FORECASTER

CUSTOMER FEEDBACK TOWER

NABAZTAG RABBIT

GOODNIGHT LAMP

LUMITOUCH FRAMES

FACEBOOK COFFEE TABLE

TELEPATHY
2
The desire for human connection

LOCKITRON

AMBIENT UMBRELLA

FLOWER POWER

SAFEKEEPING
3
To protect and to be protected

NEST THERMOSTAT

MIMO BABY SHIRT

ROOMBA VACUUM

TILE TAG

GLOWCAP

HAPI FORK

SUNSPRITE SUN MONITOR

JAWBONE BRACELET

FITBIT PEDOMETER

BLU CIGARETTE

BEAM TOOTHBRUSH

IMMORTALITY
4
To be healthy and vital

WITHING SCALE

AMAZON TRASHCAN

PANDORA CHAIR

ISO-WALK CANE

IO BRUSH

BABOLAT PLAY RACQUET

SIFTEO BLOCKS

GUITAR HERO

COPENHAGEN WHEEL

TELEPORTATION
5
To move effortlessly

QUADCOPTER DELIVERY SERVICE

AMBIENT BUS POLE

MIT CITYCAR

WIRELESS PARKING METERS

LEGO MINDSTORMS

NARRATIVE LIFE-LOGGING CAMERA

EXPRESSION
6
To create, make and play

ANOTO PEN

IO BULB, LUMINAR

OMNISCIENCE

1

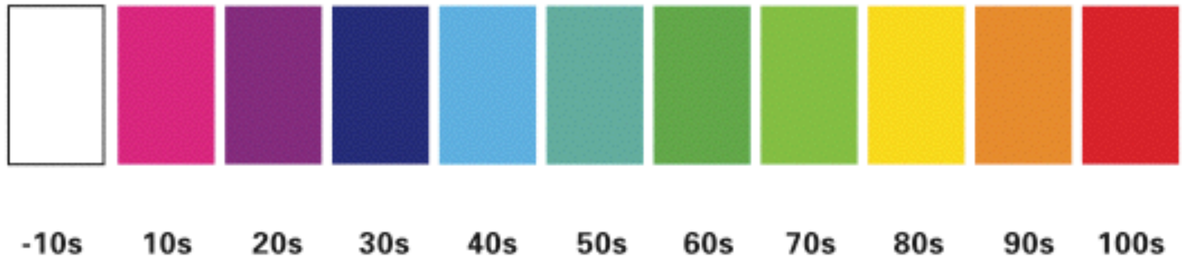
The desire to know all

AMBIENT ORB

THE WIZARD OF OZ
GARLAND
MORGAN
BOLGER
LAHR
HALEY
VICTOR FLEMING
MERVYN LeROY
BURKE
HAMILTON
GRAPEWIN
and the MUNCHKINS
METRO-GOLDWYN-MAYER'S TECHNICOLOR TRIUMPH!

A single pixel browser

Orb

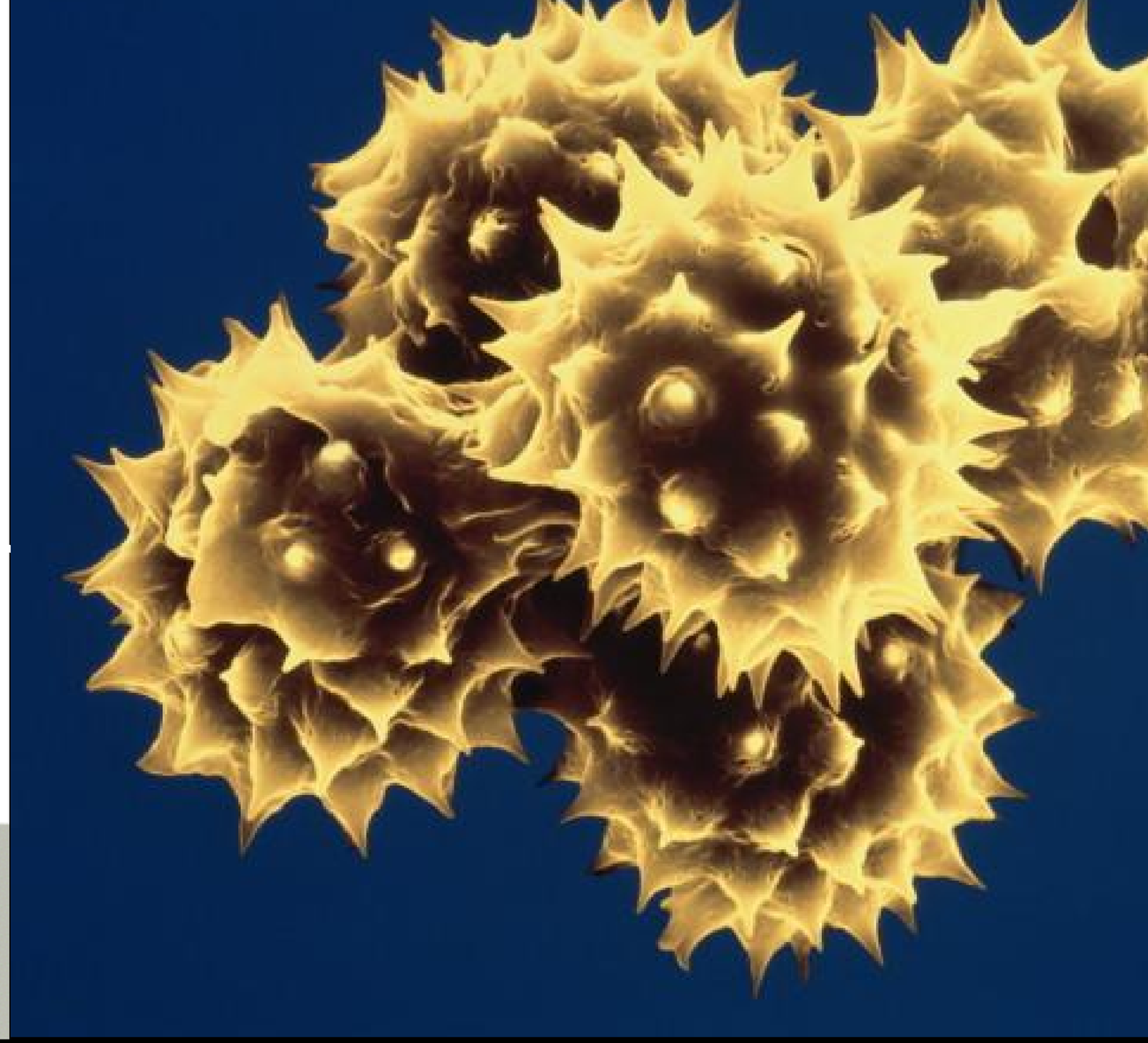


Pollen

Pollen count for today, after 6pm shows pollen forecast for tomorrow.

1 2 3 4 5 6 7 8 9 10 11 12

ambient



Sailing

Wind speed.

too calm ideal too windy

ambient

Fishing

Changes in barometric pressure predict when fish are biting.

poor decent ideal

ambient

Gardening

Recent rain accumulation helps you know when to water your garden or lawn.

very dry average rainfall very wet

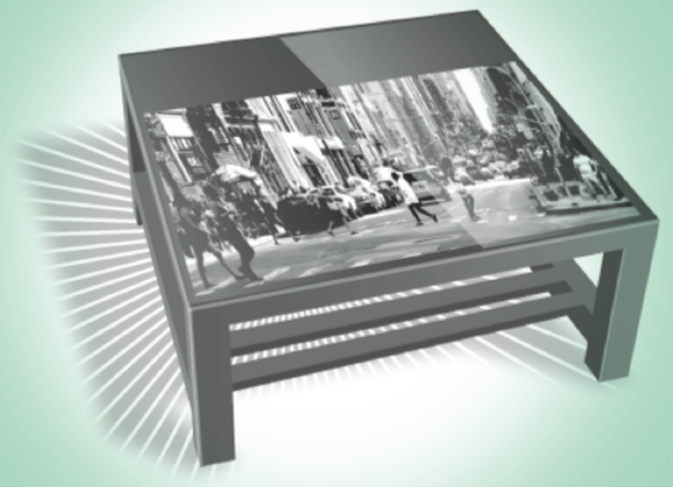
ambient

Pervasive is persuasive

Energy Joule encourages 20% energy conservation for *Hydro One and others* with a realtime, in-home display

Public
is even more persuasive

LUMITOUCH FRAMES



FACEBOOK COFFEE TABLE

TELEPATHY

2

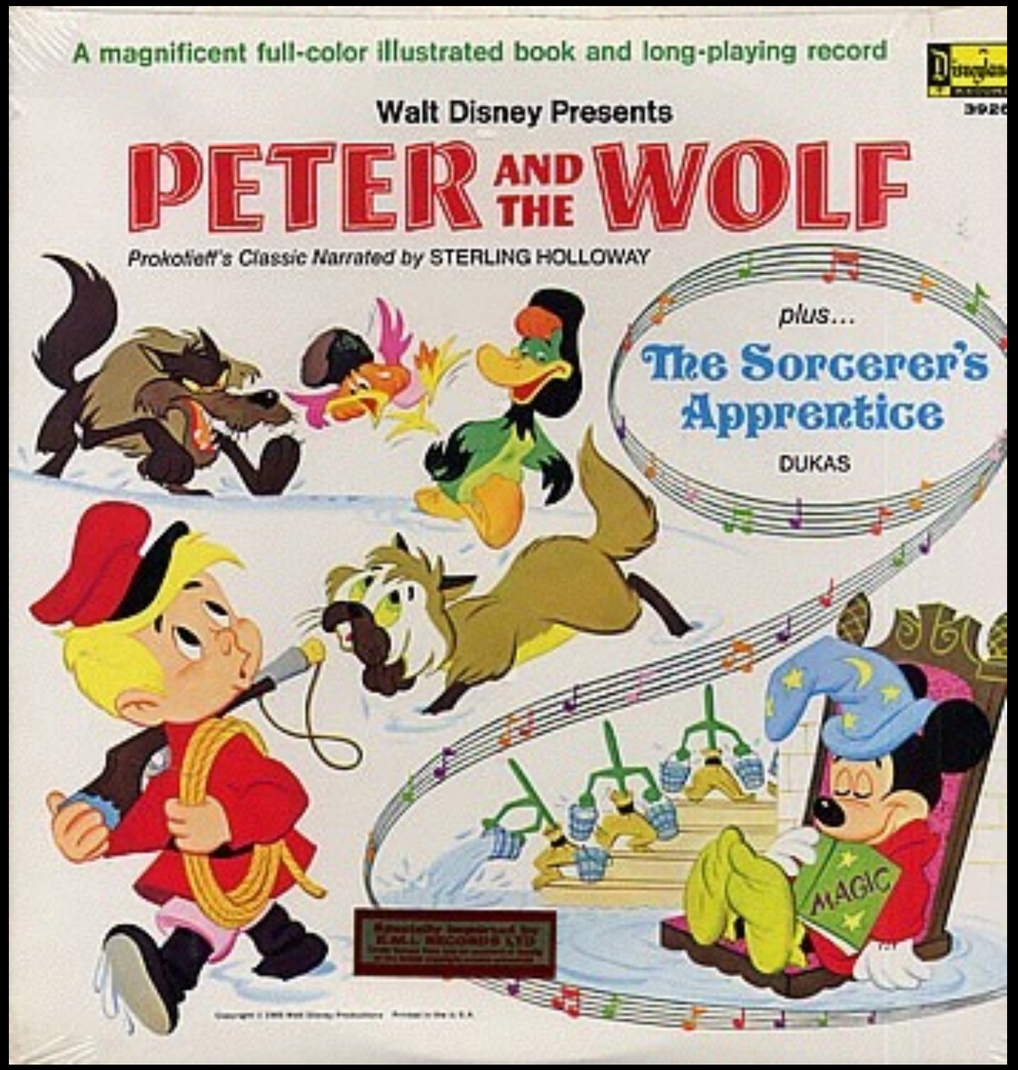
The desire for human connection

ROOM

Dick Tracy had FaceTime™

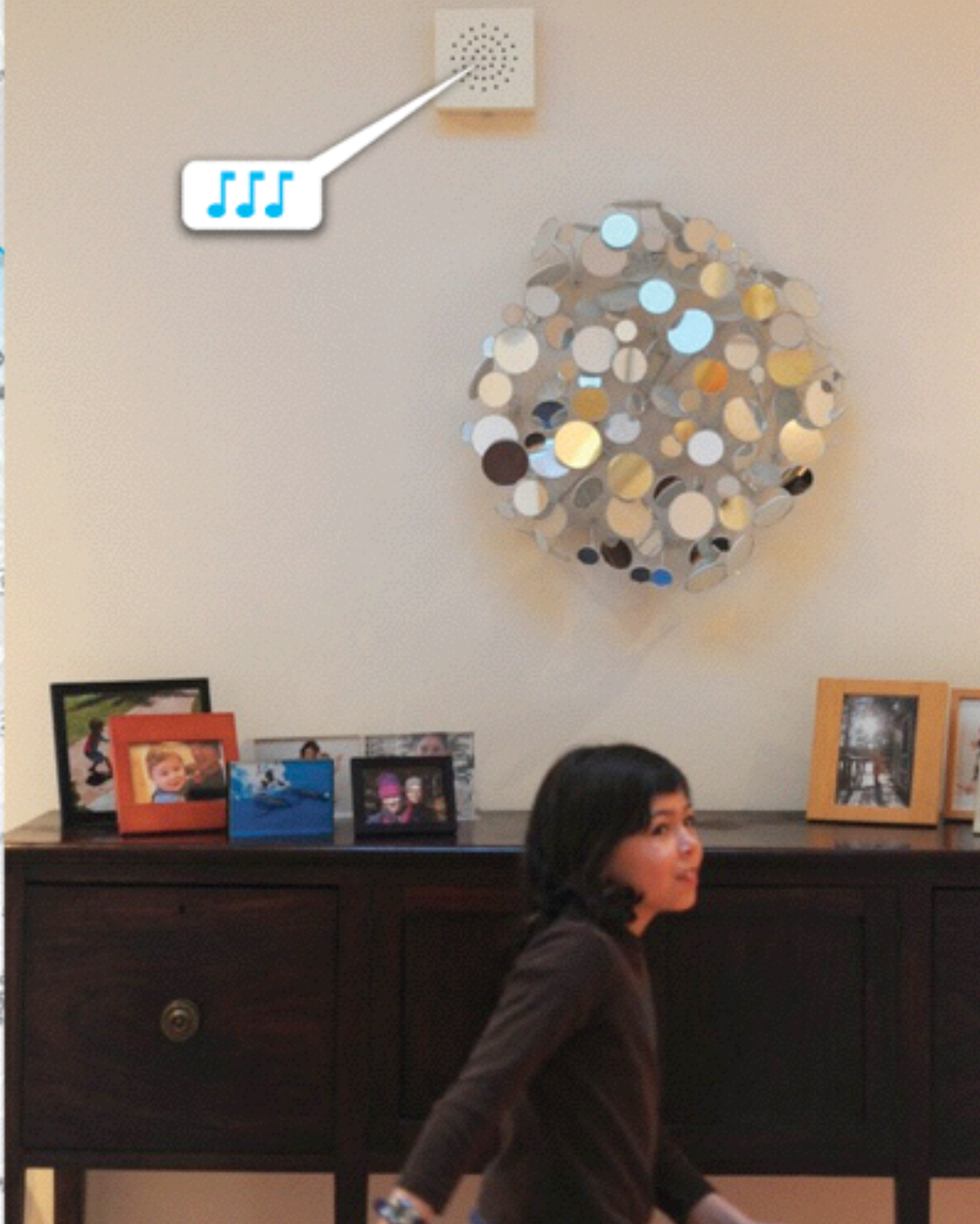
send your heartbeat as a bio-signal emoji

Weasley's clock



PROKOFIEFF
PETER AND THE WOLF, Op. 67
A Musical Tale for Children

10 MILES FROM HOME:
1 MILE AWAY:
0.1 MILE AWAY:
Cambridgeport
Massachusetts Turnpike (Toll road)
Massachusetts Turnpike
Storrow Dr
Brighton Ave
North Brookline
Corey Hill
Salisbury Road - Corey Farm
Aspinwall Hill
Brookline High School
Brookline
Boylston Street
High Street Hill
Fisher Hill
Mission Hill
Roxbury Crossing
Roxbury Preparatory Charter School
Brookline Reservoir
Wards Pond
Sargent Pond
Super Stop & Shop
Back Bay Fens



Smartstones: Communicate by Touch

Santa Barbara, California, United States Technology

1.1k
Share
904
Tweet
18
+1
Email
Embed
Link
Following

$17,405 USD
RAISED OF $50,000 GOAL

35% 26 days left

This campaign started on Feb 10 and will close on March 20, 2015 (11:59pm PT).

Flexible Funding

Select a contribution amount below:

$1 $50 $100

$ USD

LOCKITRON

AMBIENT UMBRELLA

FLOWER POWER

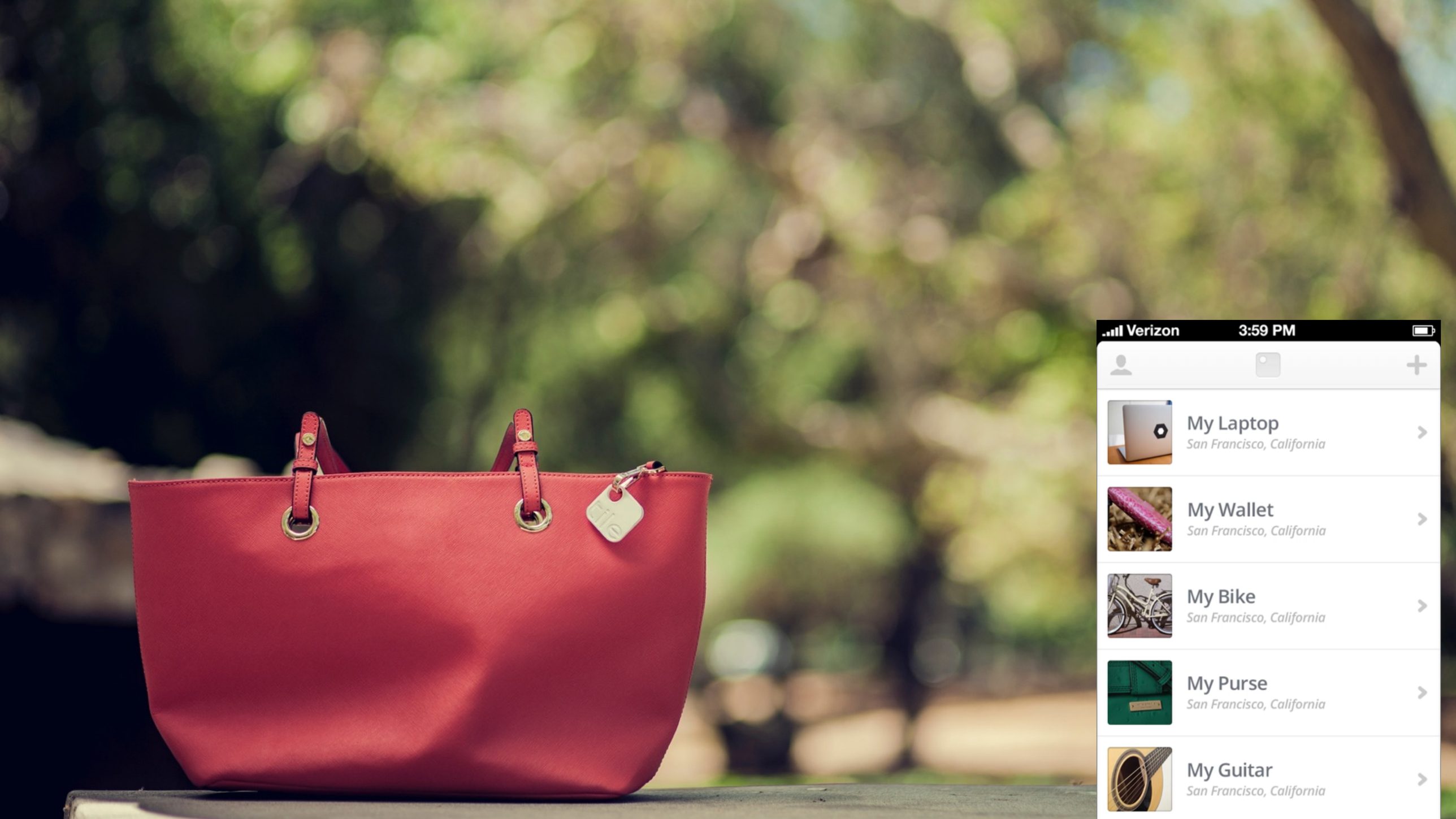
SAFEKEEPING

3

To protect and
to be protected

Water

Tagg for the whereabouts of your best friend


Verizon
3:59 PM
My Laptop
San Francisco, California
My Wallet
San Francisco, California
My Bike
San Francisco, California
My Purse
San Francisco, California
My Guitar
San Francisco, California

Proverbial Wallets (MIT)

FITBIT PEDOMETER

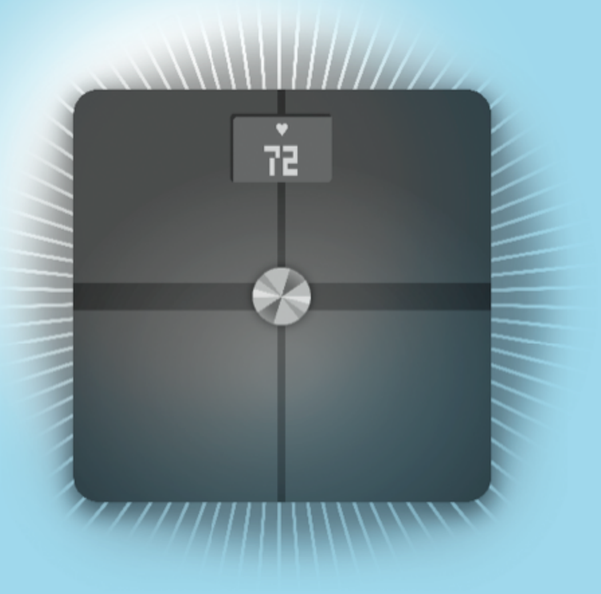
BLU CIGARETTE

BEAM TOOTHBRUSH

IMMORTALITY

4

To be healthy
and vital



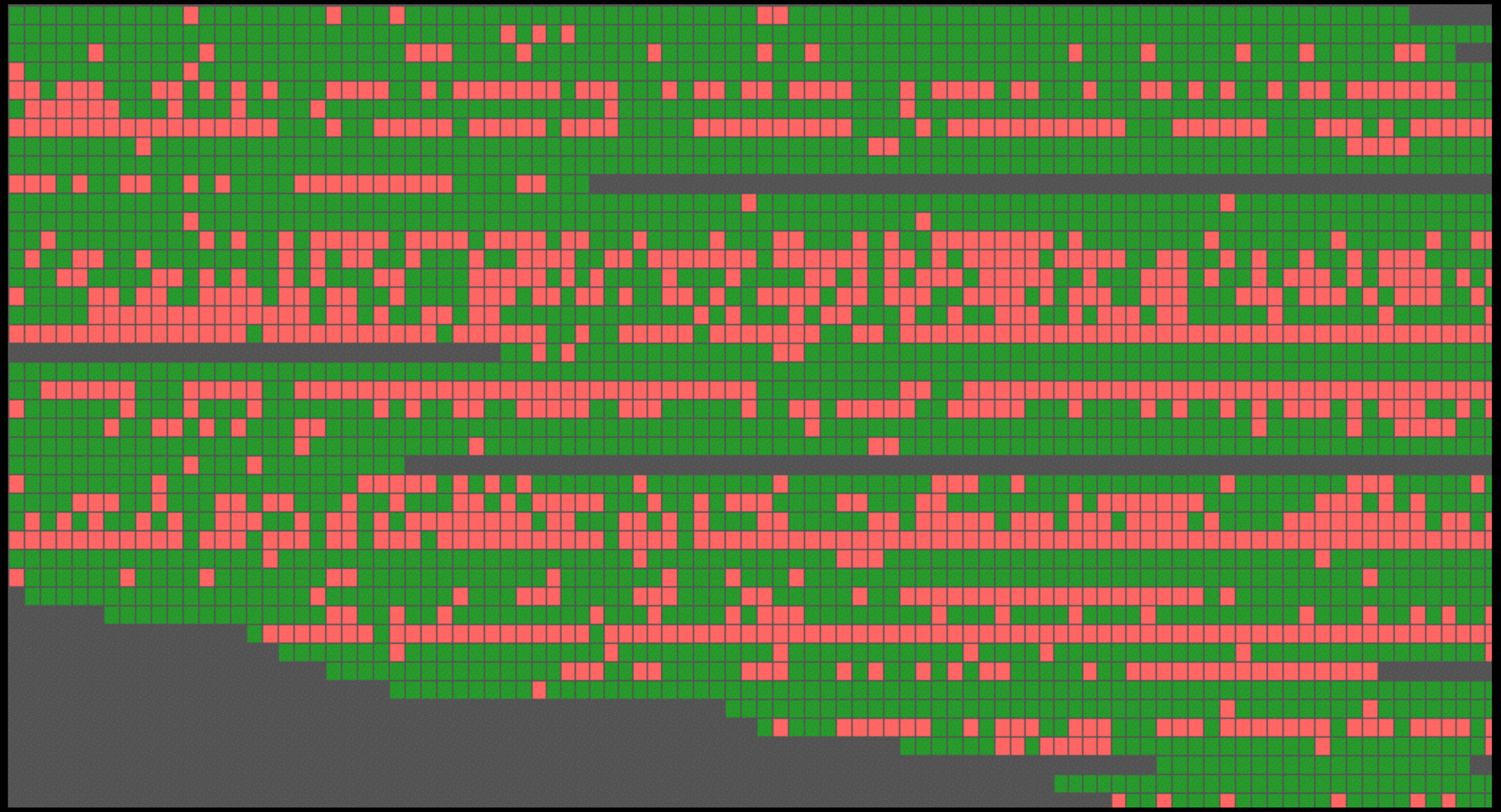
WITHING SCALE

THE CHRONICLES OF
NARNIA
THE LION, THE WITCH AND THE WARDROBE

EXPRESS SCRIPTS

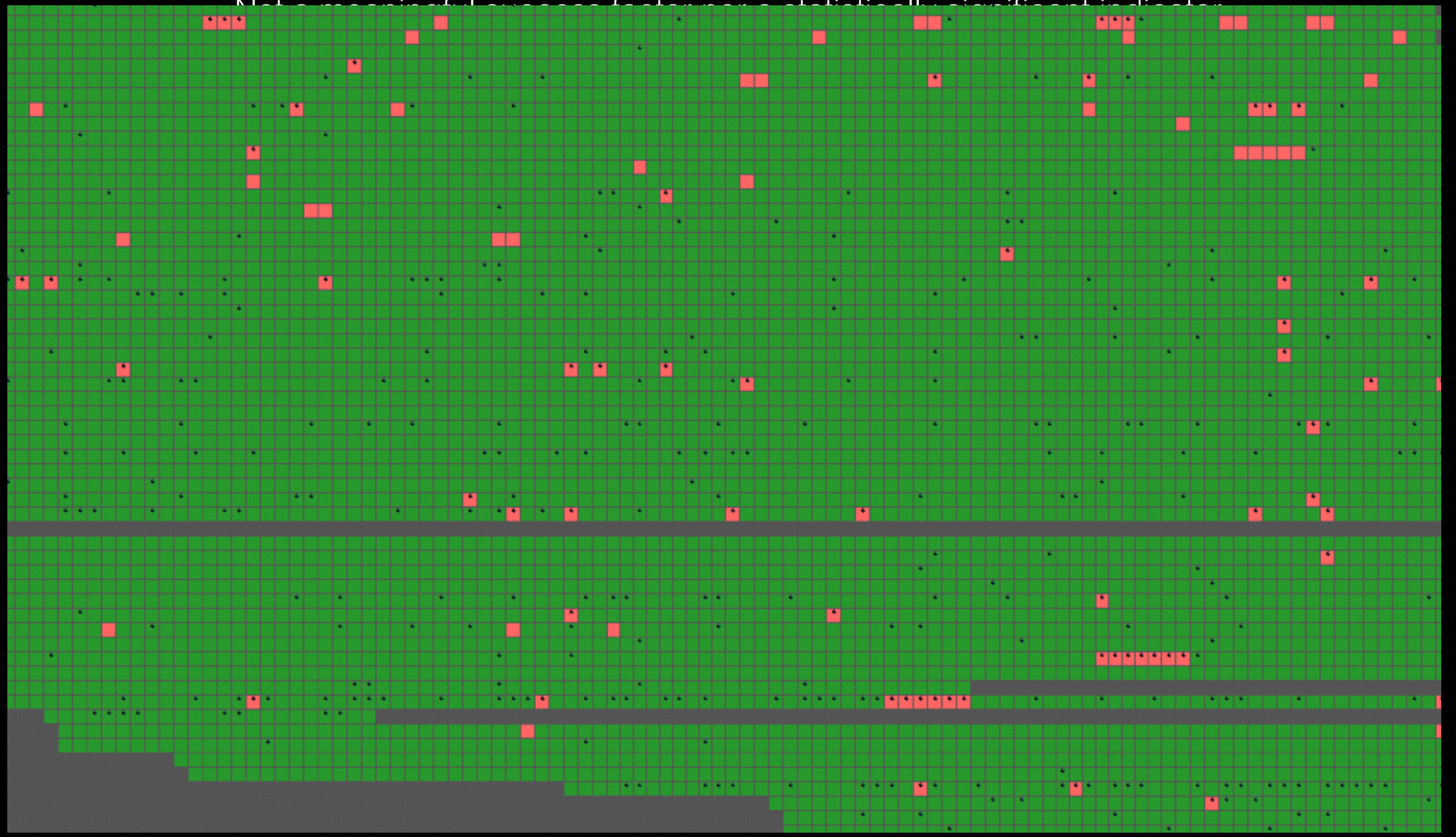
This is what poor-adherence looks like...

Each row is person, each column is a day. Red indicates a missed dose.



Control group=71% of doses taken

This is what adherence looks like with GlowCaps



Over 95% of doses taken over 6 months

DUMB

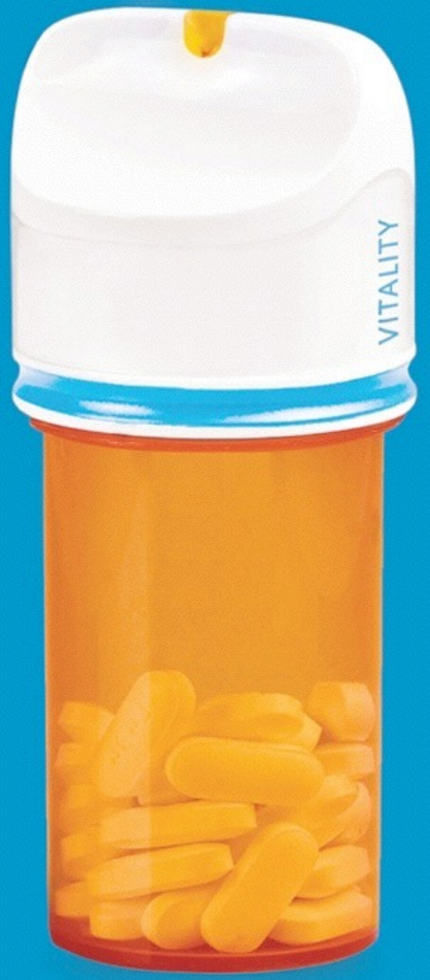
71%

ADHERENCE

SMART

98%

ADHERENCE

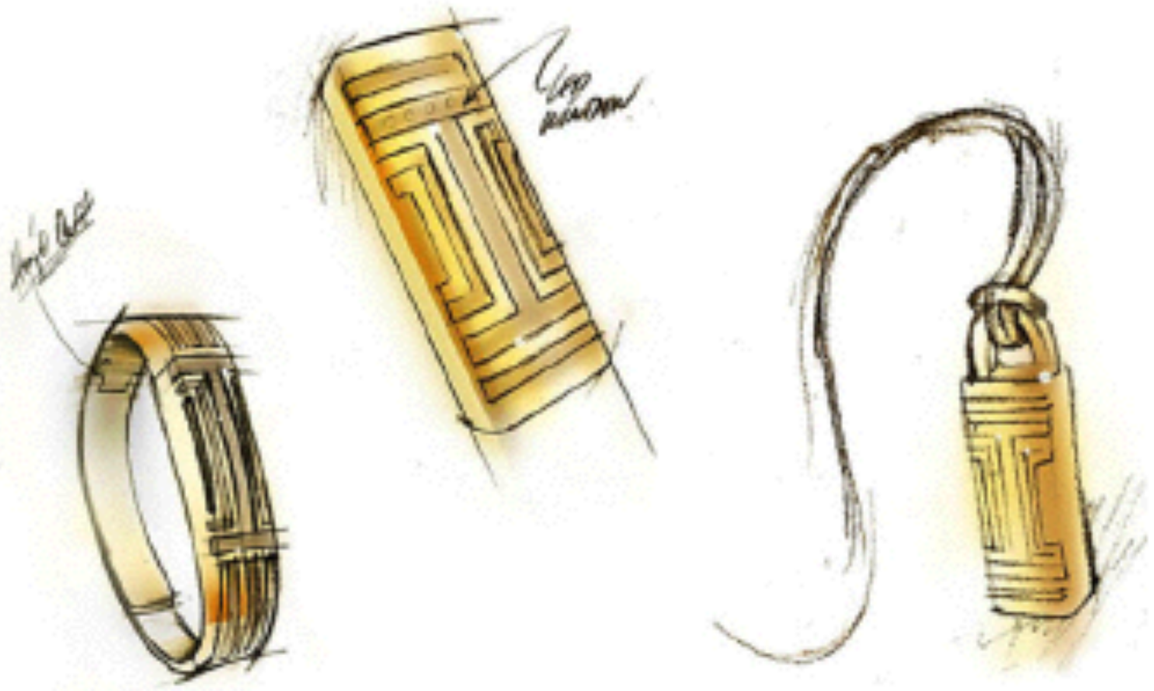


PILL HEALTH
COMEDY CENTRAL

#BeTheStory
SapientNitro

Fashion first

Fashion first



Tory Burch and Fitbit Deluxe share renders for a new line of bracelet and necklace activity trackers.

Ringly, created by CEO Christina Mercando, is one of the most talked about mergers between fashion and technology, focusing on notifications.

SWAROVSKI

SWAROVSKI SHINE SLAKE SET

$169.99

PROPELLED BY MISFIT

Bu

Th
blu
Sh
tra
ba

Shine with the Slake bracelet carrier in light gray Alcantara® fabric wit
crystals. Swarovski Shine used with the white silicone sport band is w
to 50 m. Both bands are adjustable and are also compatible with Misf

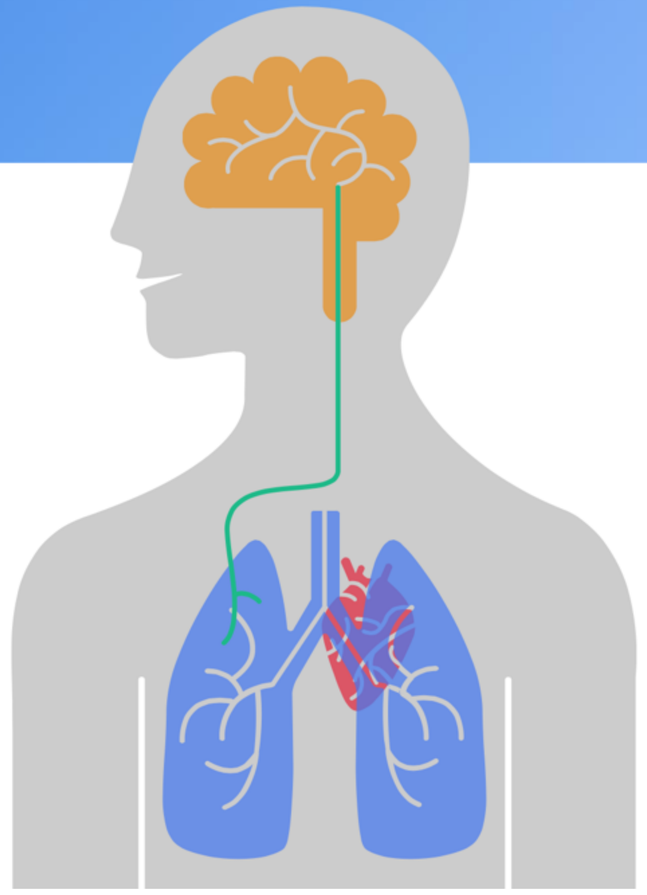
Fashion first

SPIRE

Buy Now $149.95

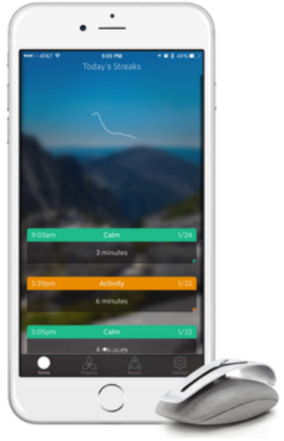
Breathing and controlling your breath is one of the easiest ways to improve mental and physical health.

THE WALL STREET JOURNAL.



Control your breathing. Control your state of mind.

Studies have shown how simply controlling our breathing can lower blood pressure, reduce tension and increase endorphins. Spire measures respiratory patterns to detect subtle changes in your state of mind and gives you tools to achieve greater calm and focus.



SUNSPRITE

Energy

Bright light increases energy and vitality. Wake up with a pop in your step.

Sleep

Bright light regulates the secretion of melatonin, resulting in better quality sleep and more energy in the morning.

Mood

Bright light is recommended by doctors as a front-line treatment for both seasonal and non-seasonal depression.

CHRONA Deep Sleep Pillow

Low-frequency sound boosts restorative sleep
Get the effect of an 8-hour sleep, in only 6.5 hours

www.ultradia.co

Enchant the most common objects

HapiFork

Specs

- Length : 7.87 inches // 200 mm
- Width : 1 inch // 24.5 mm
- Height : 2/3 inches // 15.70 mm
- Weight : 0.14 pound // 65 gr

Electronic Key

- Micro USB connector
- Batterie Lithium Polymere + 3.7 V
- Microchip Cortex M3 ST Micro electronic
- Capacitive detection
- Return to user : 1 vibrator + 2 leds
- 2 component plastic shells

Handle Fork

- Fits both electronically and mechanically with the electronic key

Patents : The technology is covered by four patents

1. Measure of the hand to mouth
2. Capacitive detection
3. Specific mechanical cooperation in between electronic and fork
4. Special cooperation between apps and data platform

Definition

HAPIfork is a connected fork which looks for a healthy eating behavior.

- Eat at the right time
- Eat at the right pace : not too fast
- Share with your coach : download his feedback alarm.
- Share with the community

Vessyl

IT KNOWS WHAT'S INSIDE

It's not magic, but close to it... the Vessyl knows and aggregates everything you drink. No more guessing or journaling. It keeps track of what's important to you... all automatically.

Monetize the secondary effects of behavioral change

beam

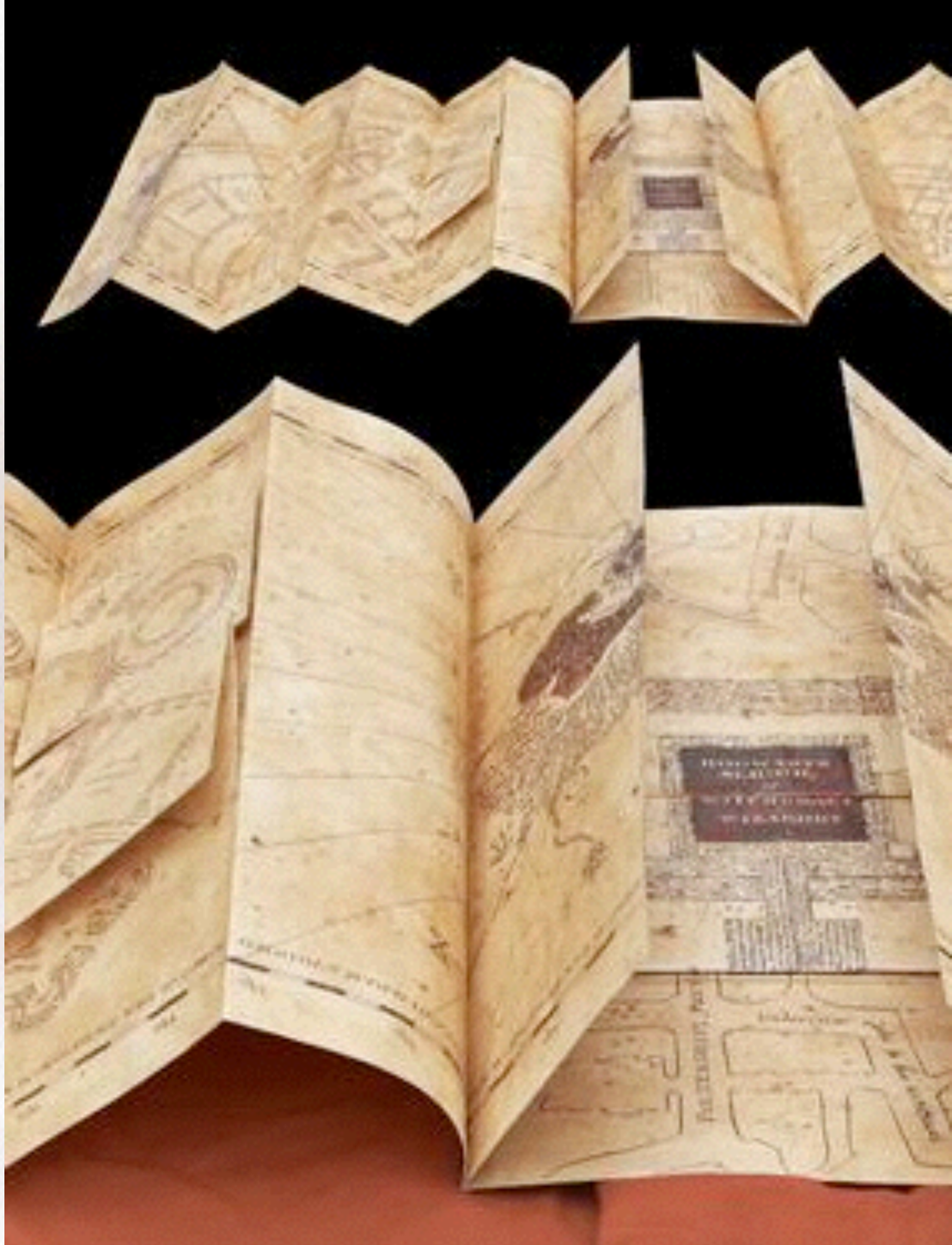
COPENHAGEN WHEEL

TELEPORTATION

5

To move
effortlessly

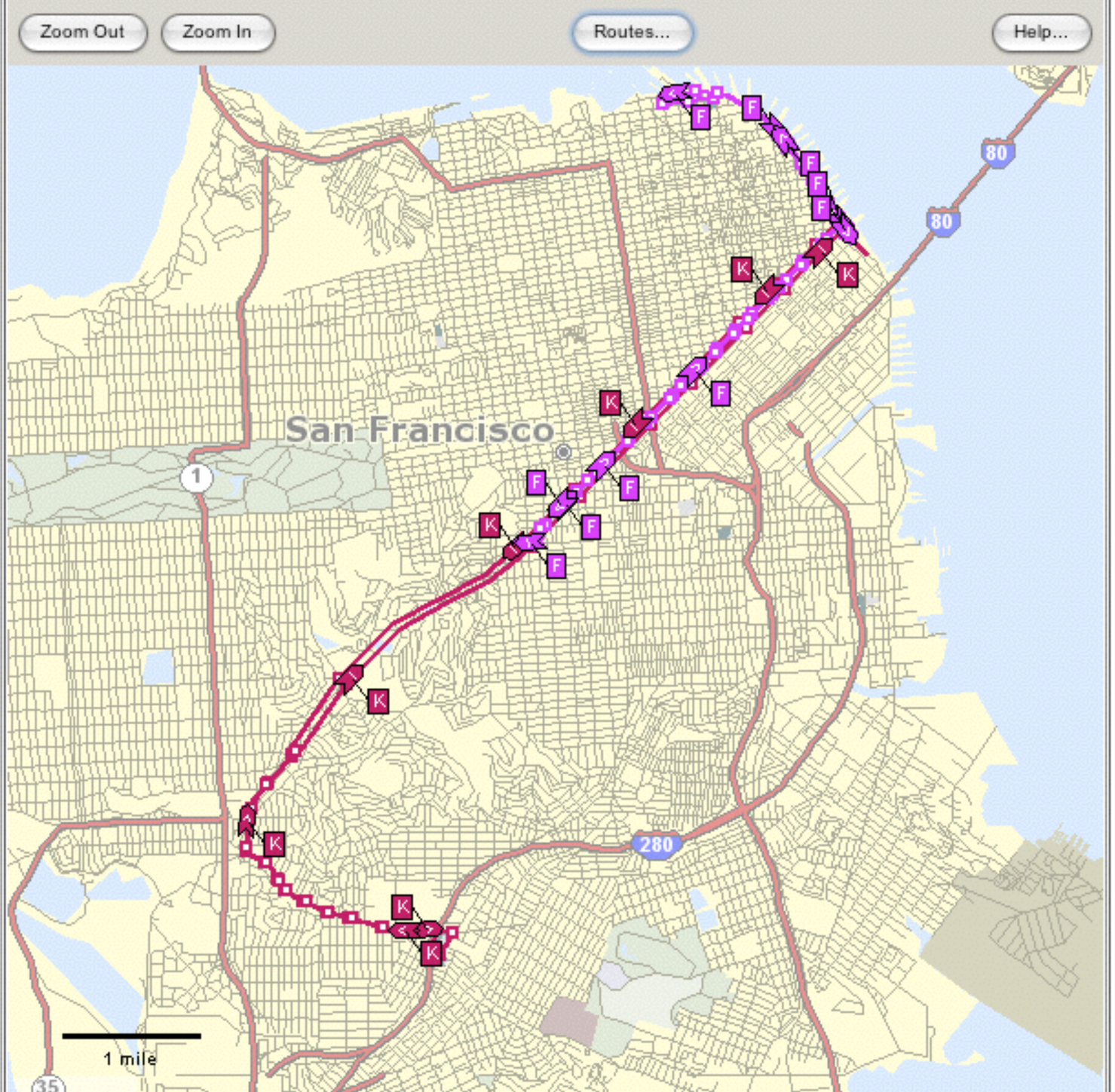
MOONY
WORMTAIL
PADFOOT
&
PRONGS
The
MARAUDER'S
MAP



About NextBus

- How It Works
- Powered by NextBus
- Help
- Wireless Access
- cool My NextBus (Web Alerts)

View a Real-Time Arrival



Increase bits to decrease busses

In SF

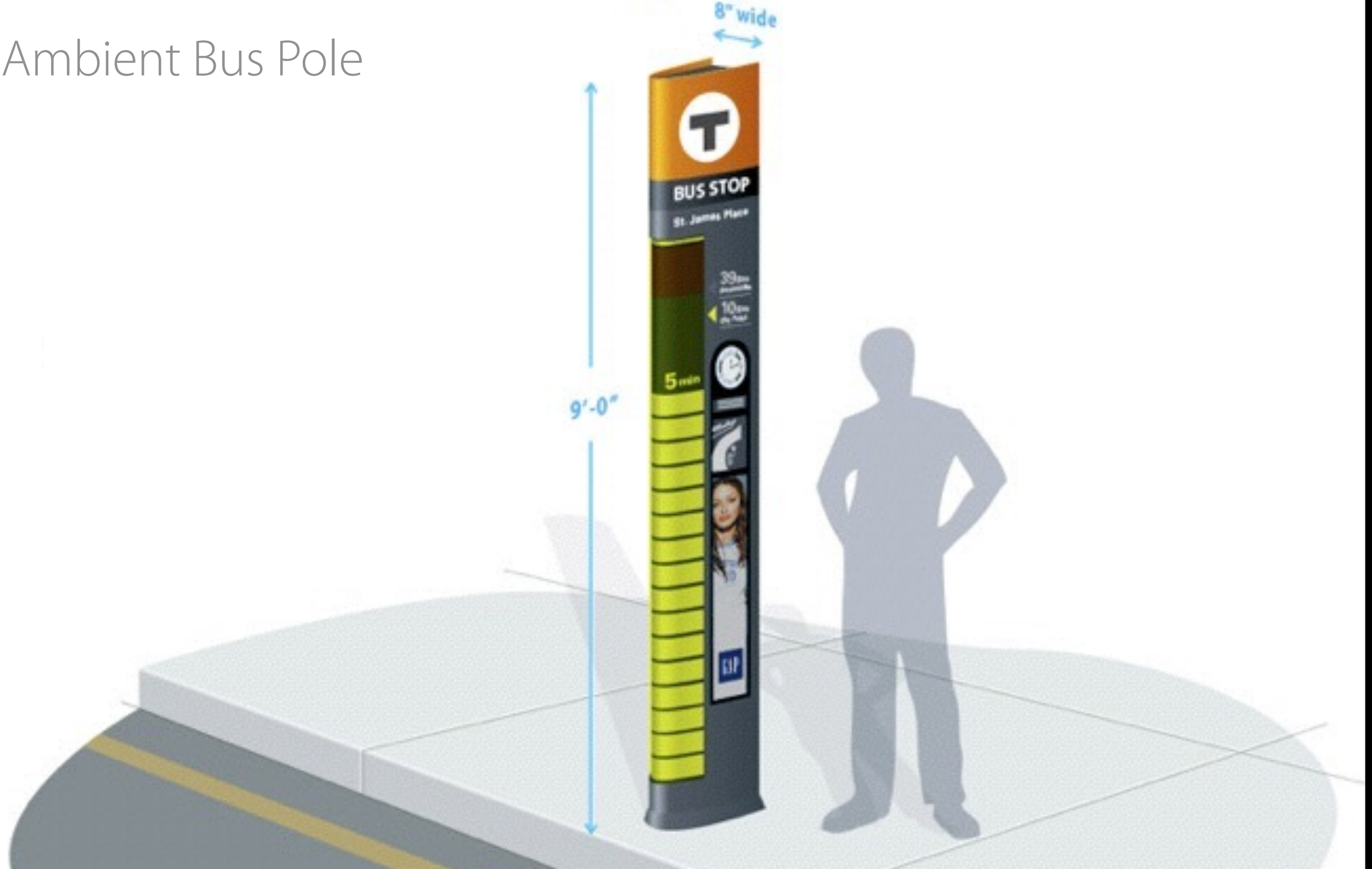
$500M budget

To serve 450K households ($1k+/home)

to drive busses around every 15 min

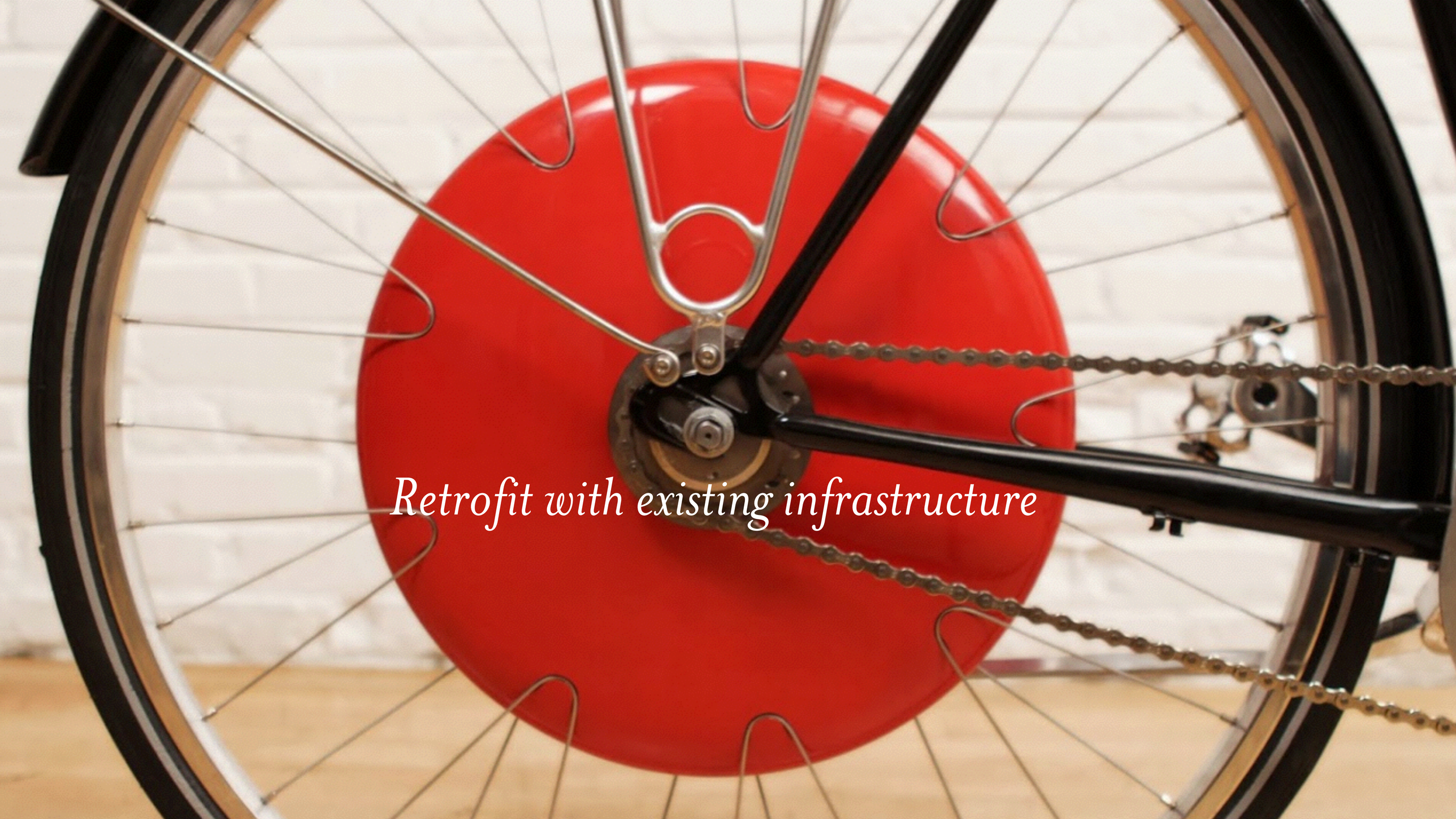
at <25% capacity

Ambient Bus Pole



Frog Design

https://www.superpedestrian.com


Retrofit with existing infrastructure

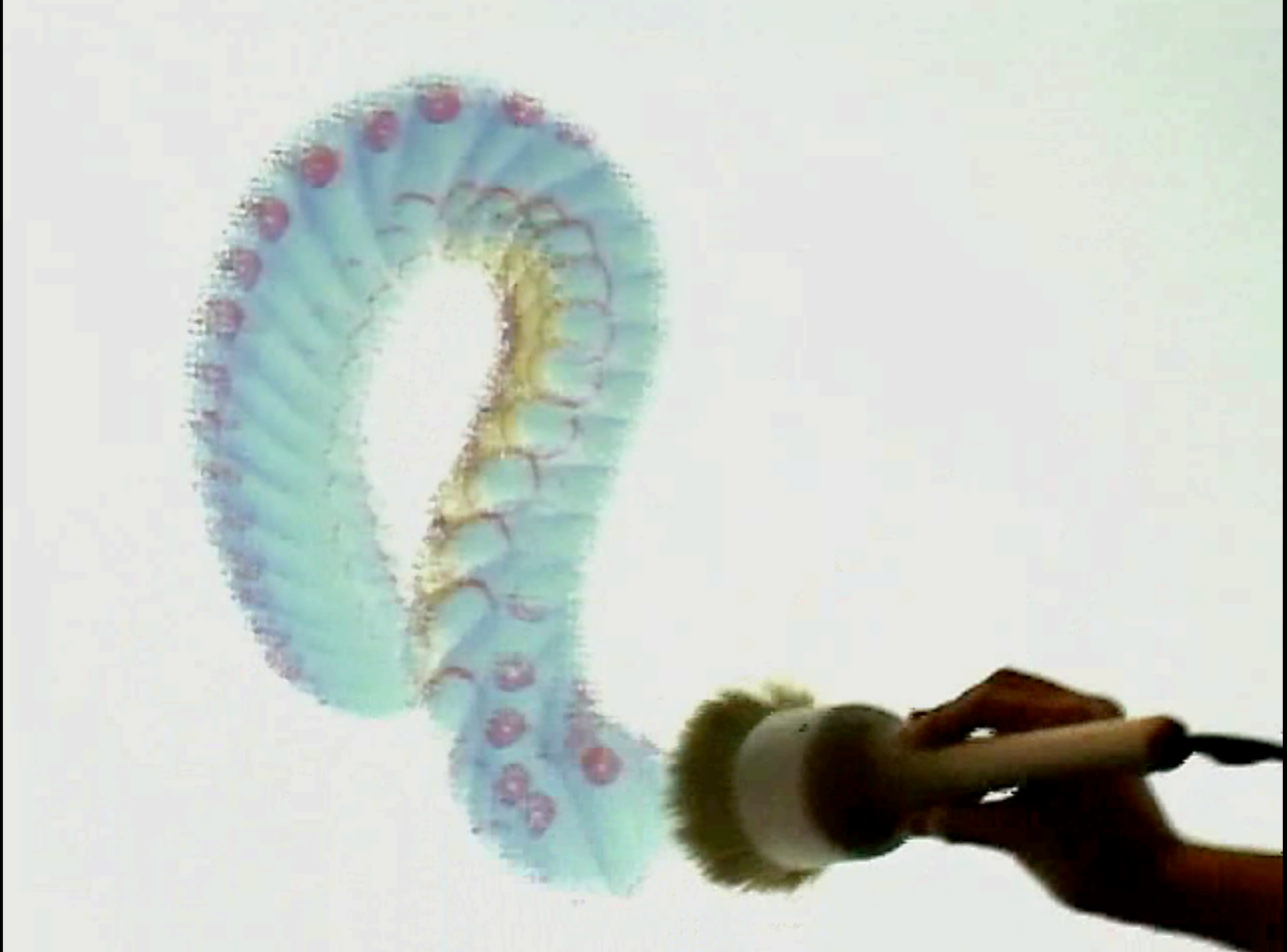
OTA updates make smart furniture sustainable

NARRATIVE
LIFE-LOGGING CAMERA

EXPRESSION

6

To create, make
and play



MIT Media Lab

HOME
ABOUT THE GAME
MEDIA
GUITAR HERO III
LEGENDS of ROCK
COMMUNITY
TRACKS
PARTNERS
Welcome to the Jungle
BUY THIS SONG
UNLEASH YOUR INNER ROCK LEGEND
BUY THE GAME

The Babolat Play Pure Drive sensor-packed racket and mobile device app

EXIT
Earned Credits:
$0.00
Be sure to feel
the emotion
ALL THE WAY
THROUGH!

Life-logging

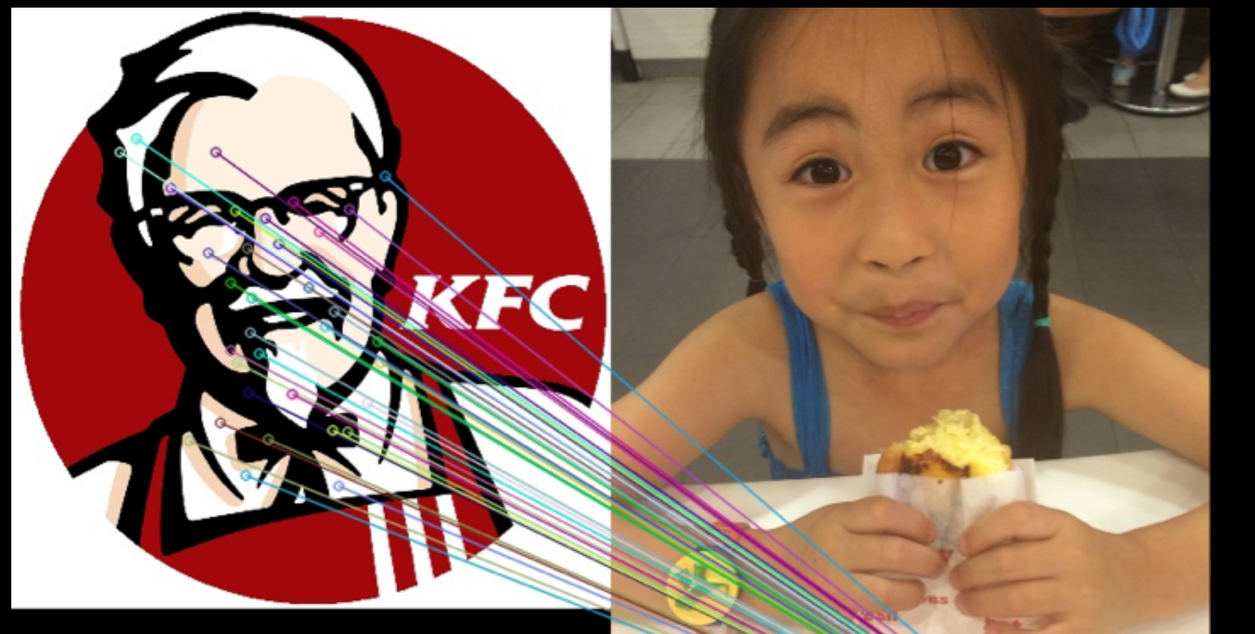
Life-logging

cambridge july 10th

sped up 300x

copenhagen june 27

1.8 Billion photos are shared every day!



ditto.us.com

Reading photos for 5000 brands, 1000 objects, 500 scenes

Ditto uses computer vision to discover products, faces, logos, clothing, and scenes in public social photos on Twitter, Instagram, and Tumblr to glean insights for for marketers.

FACES

Human faces can give context. If a logo appears above a face - such as Smith ski goggles in this picture - it can indicate the person is wearing apparel. Smiles help advertisers

LOGOS

Ditto detects thousands of logos, such as the Pabst Blue Ribbon can and Marmot jacket here. An advertiser may search for photos featuring rival brands to try to steal customers.

PRODUCTS

Users who post images of things like beer or ski equipment may be flagged for those interests. Marketers also look for correlations between interests, such as which beverages people drink while eating Kraft Macaroni and Cheese.

SCENES

Whether a photo was shot in a bar or on a snowy mountain can give advertisers clues about where and how customers use their products.

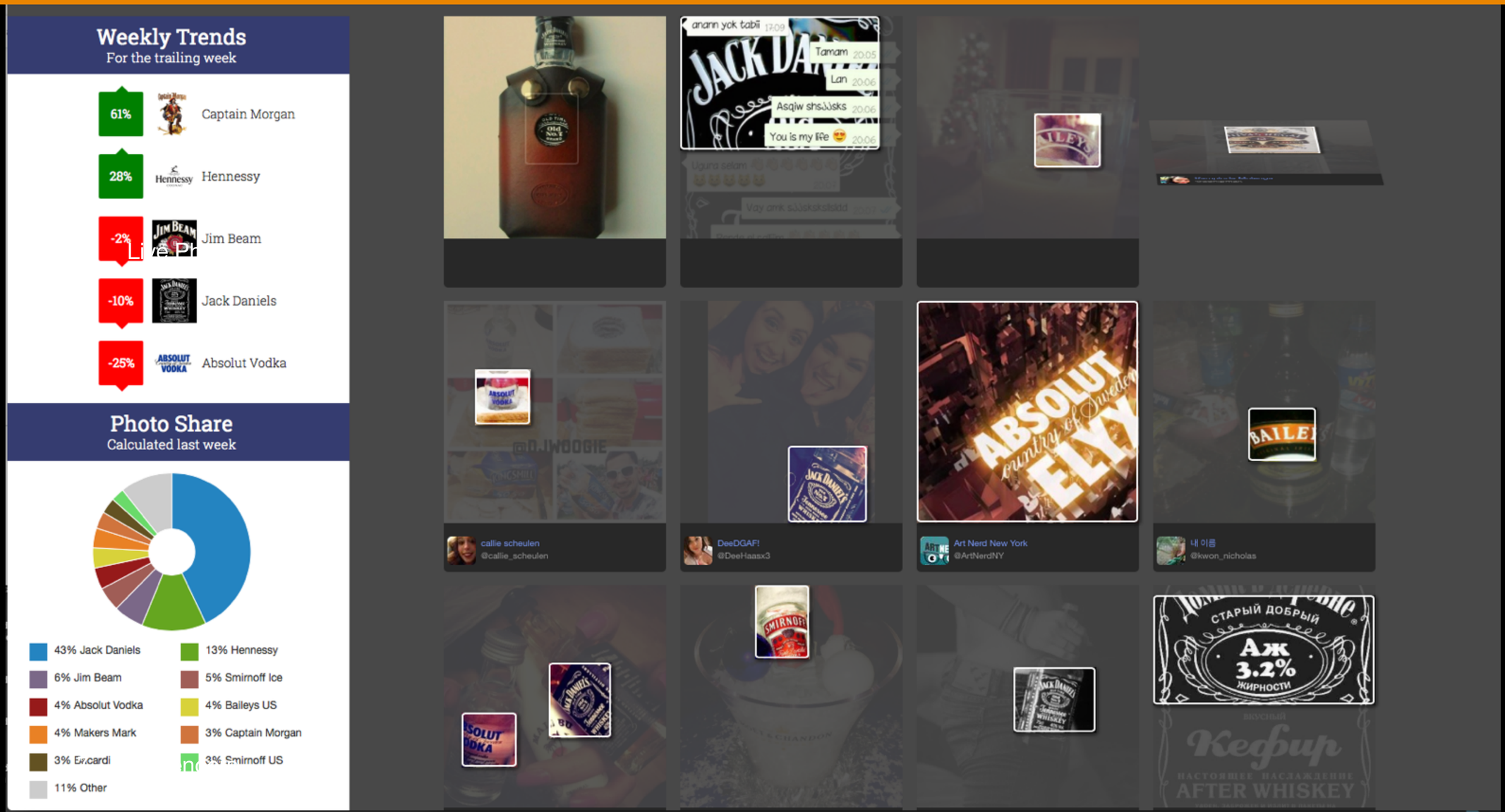
CLOTHING

Ditto has started classifying objects like purses or

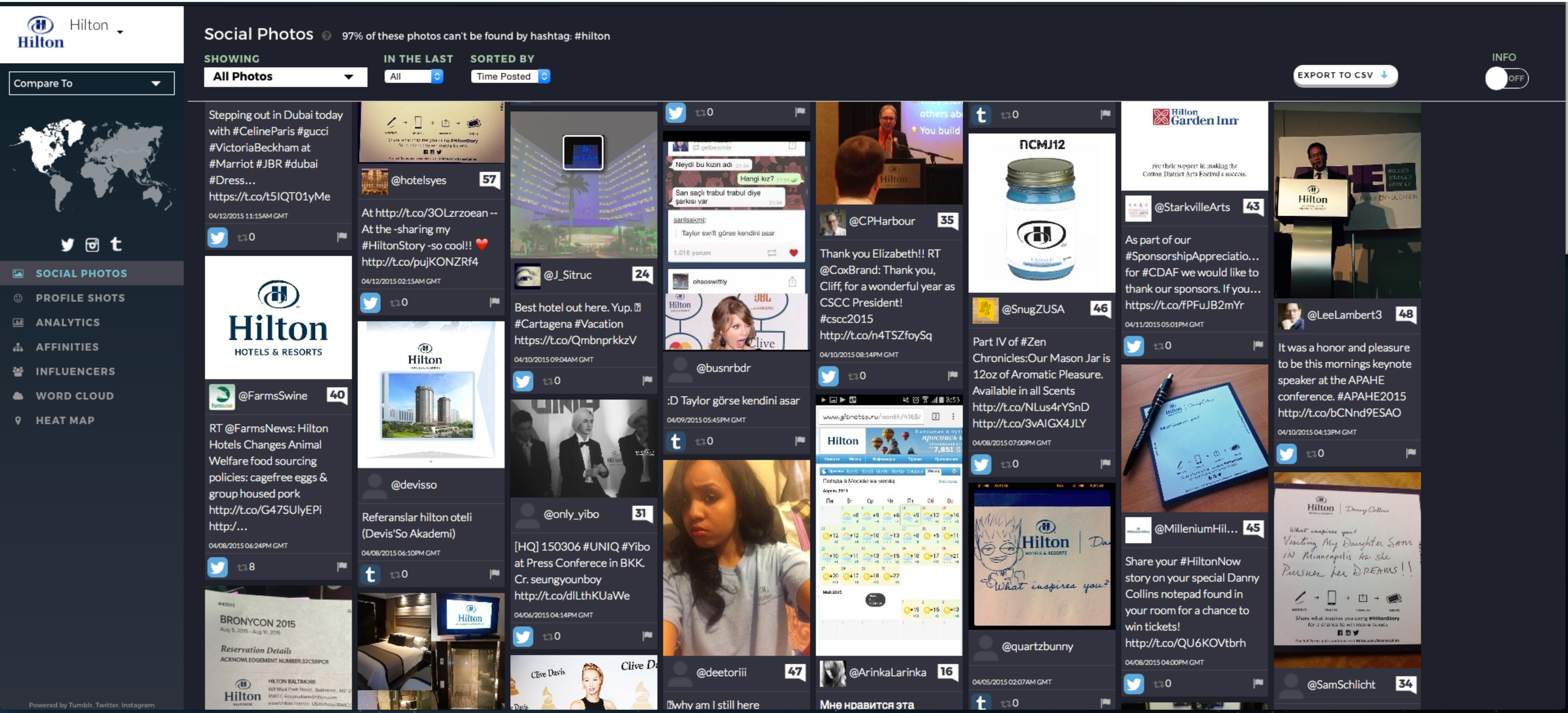
Brands are blind to these photos

See realtime matches from Twitter and Tumblr

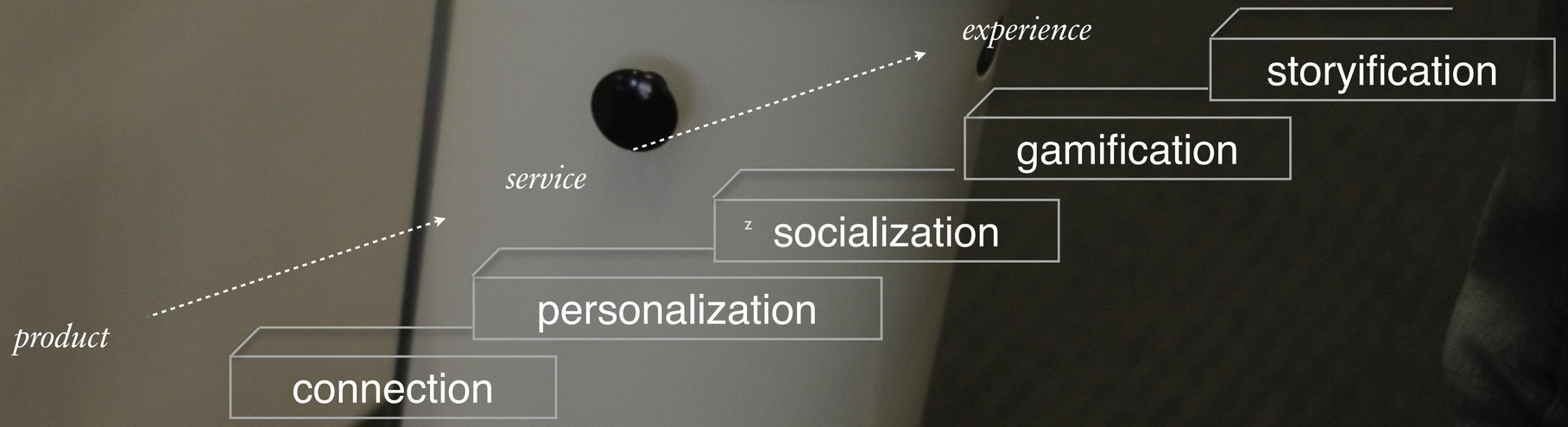
streamditto.com



Hilton is blind to 97% of these photos



ladder *of* enchantment



Amazon Trash Can

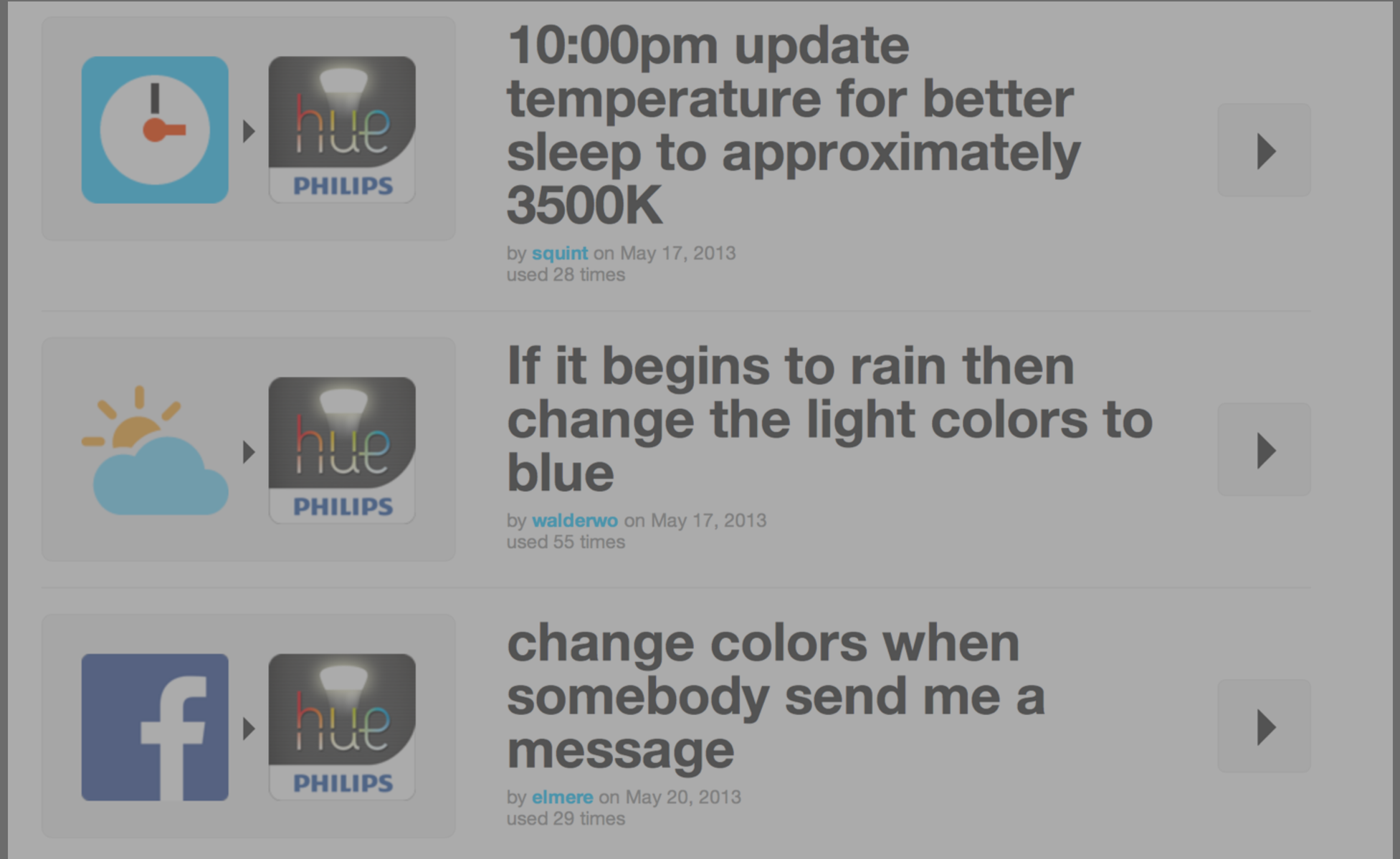
“Coconut water shipped all the way from Asia?!”

Audible commentary on the products you consume offers perspective, humor and helpful information. Below are some examples.

	+	−
GREEN	“Locally sourced, nice job!”	“Coconut Water shipped all the way from Asia?!”
NUTRITION	“Blueberry juice - lots of antioxidants!”	“hmmm... third box of cookies this week?”
COST	“Chewy granola bars, 20% off!”	“Out of season strawberries – very expensive!”

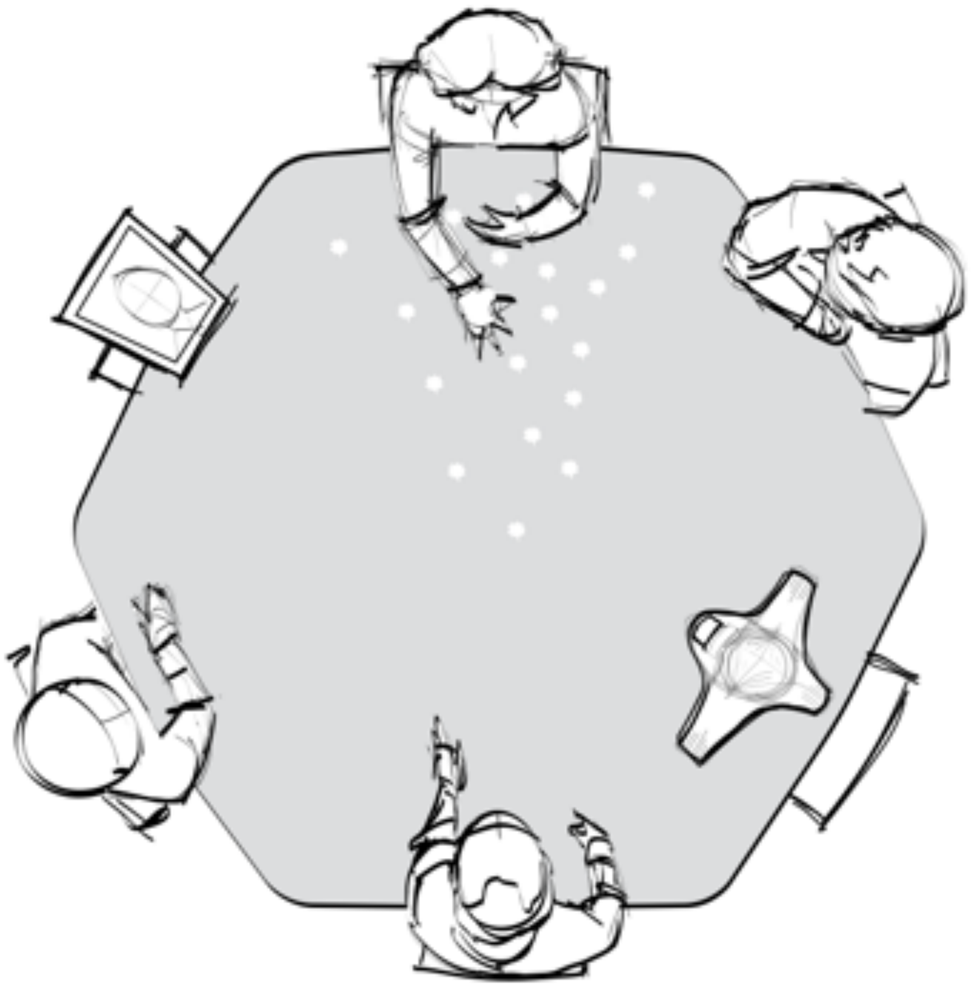
Tide
Gillette
Bounty
GLAD
HUGGIES
Start Stop
Delay start
Temperature
OK
Spin speed
Cottons
Minimum iron
Woollens
Spin

enchanted systems

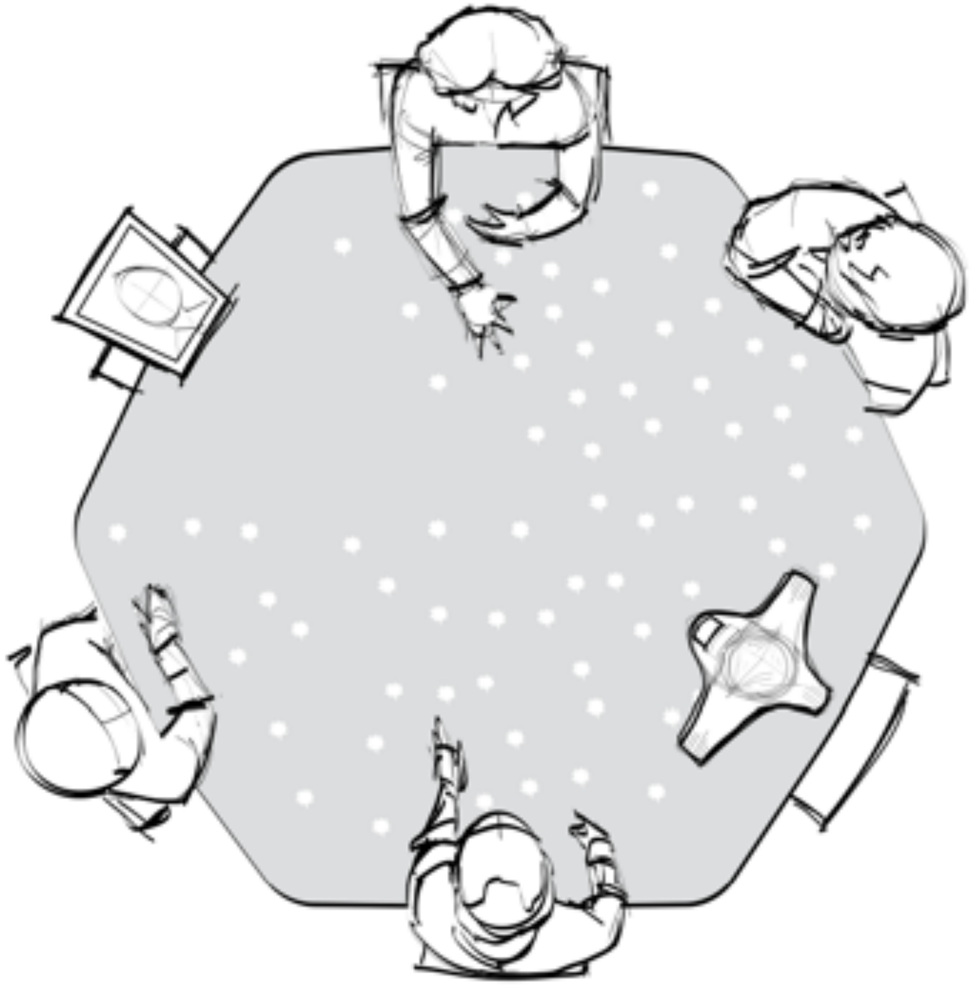


Imagine a table centerpiece that listens to the room's conversation, and provides visual feedback about the balance of conversation.

dominating



balanced



Balance Table

a table for meeting mindfulness

…with no memory

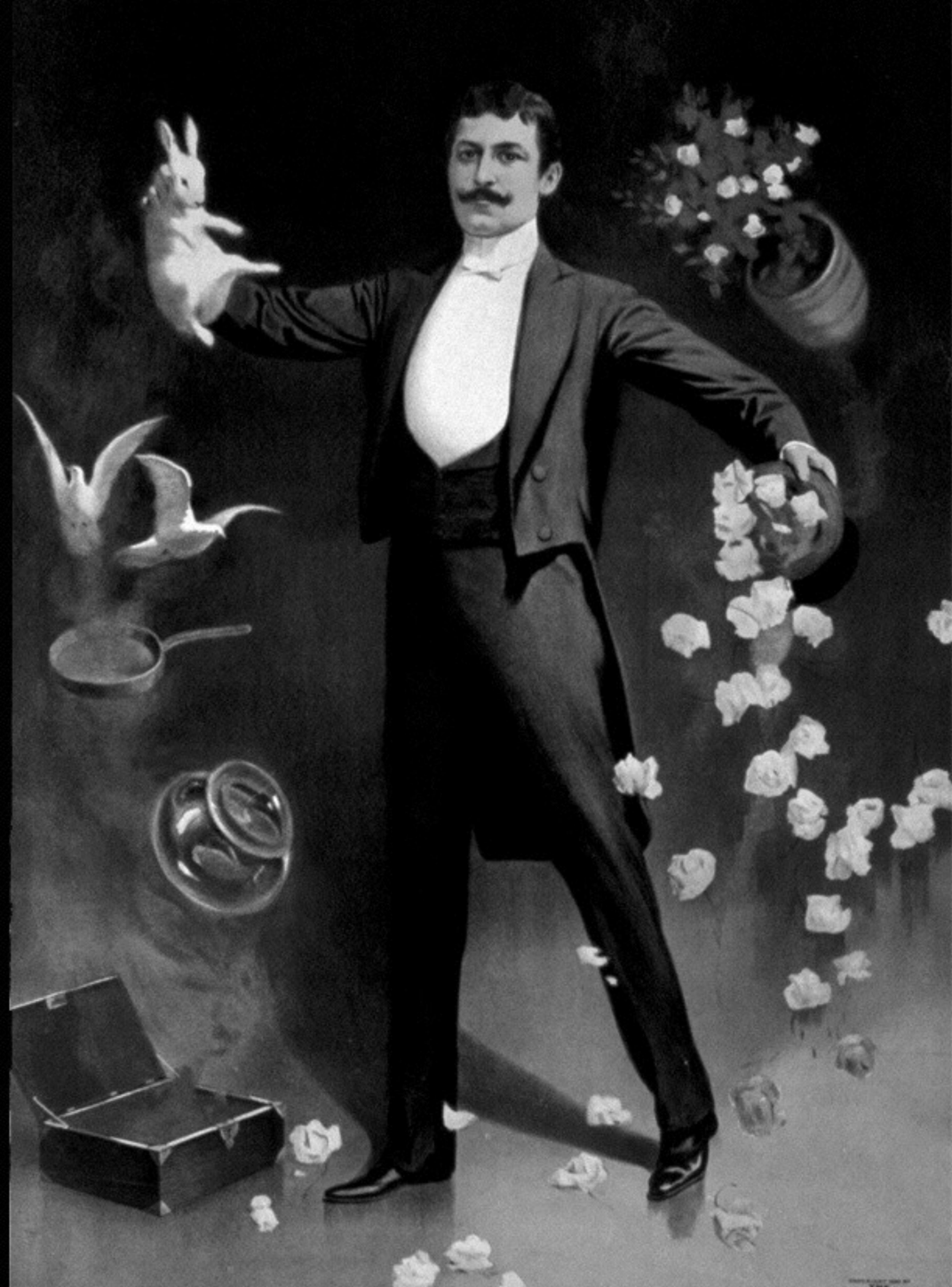
Tellart

Balance Table

There are many effect classifications:

- Production (appearance, creation, multiplication)
- Vanish (disappearance, obliteration)
- Transposition (change in location)
- Transformation (change in appearance, character or identity)
- Penetration (one solid through another)
- Restoration (making the destroyed whole)
- Animation (movement imparted to the inanimate)
- Anti-gravity (levitation and change in weight)
- Attraction (mysterious adhesion)
- Sympathetic Reaction (sympathetic response)
- Invulnerability (injury-proof)
- Physical Anomaly (contradictions, abnormalities, freaks)
- Spectator Failure (magician's challenge)
- Control (mind over the inanimate)
- Identification (specific discovery)
- Thought Reading (mental perception, mind reading)
- Thought Transmission (thought projection and transference)
- Prediction (foretelling the future)
- Extrasensory Perception (unusual perception, other than mind)

http://www.geniimagazine.com/magicpedia/Effect_Classification



Smart Hangers
Anders Erlendsson
Hsiang-Lin Yang
Simon Herzog
Music : All Inside - Bondax
Thanks to : Adrian Westway & David Rose
CIID
COPENHAGEN
INSTITUTE OF
INTERACTION
DESIGN
DK:

ENCHANTMENT PRIVACY PRINCIPLES

#1 Enchantment Must be Evident (pen)

#2 Obfuscate details with Ambient Displays (orb)

#3 Make Wireless Connections Explicit (glowcap)

#4 Design Incremental Opt-in Services (glowcap)

#5 Add More Levels to 'Public' (ditto)

#6 Avoid Storing Information (balance table)

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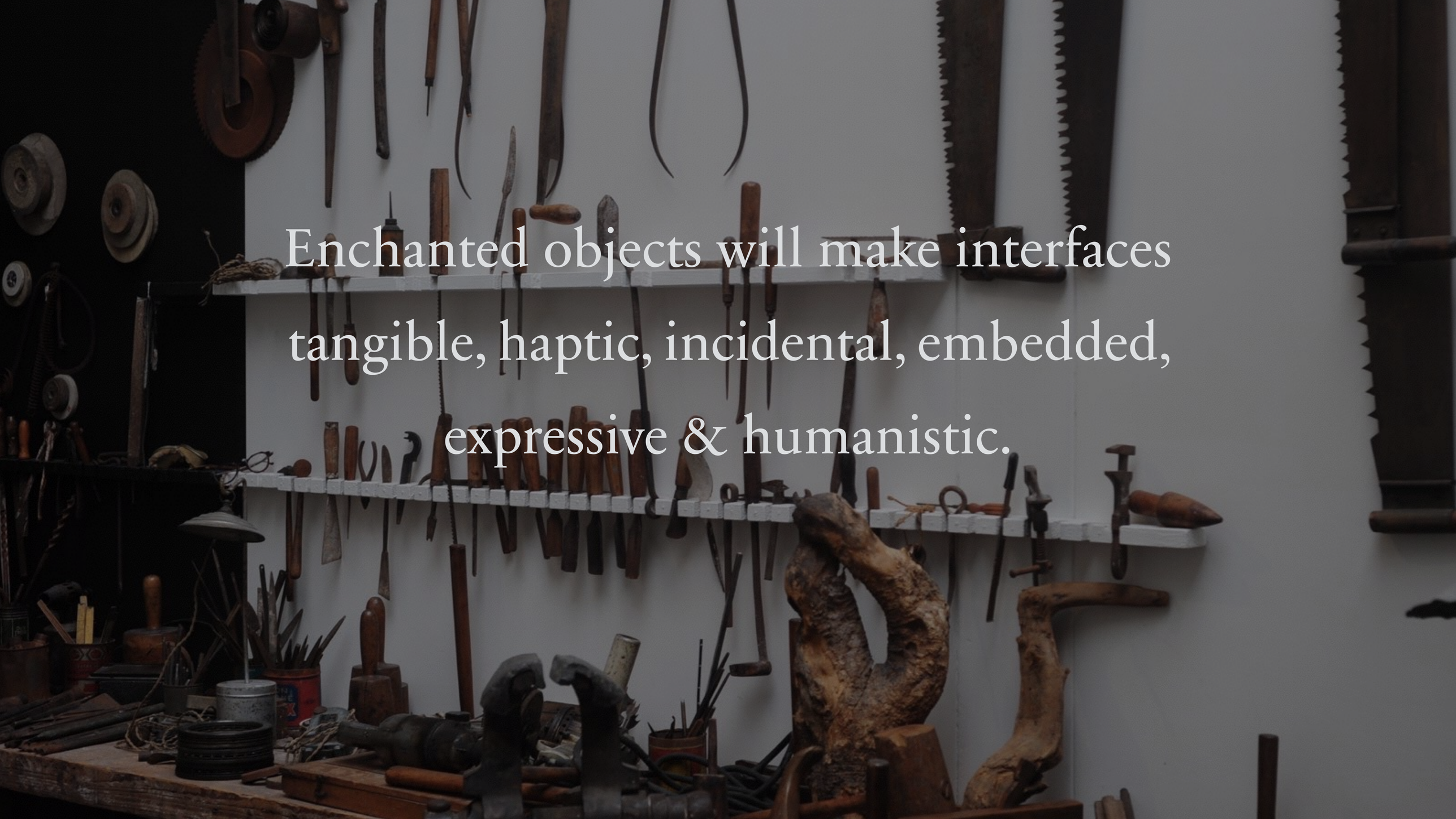
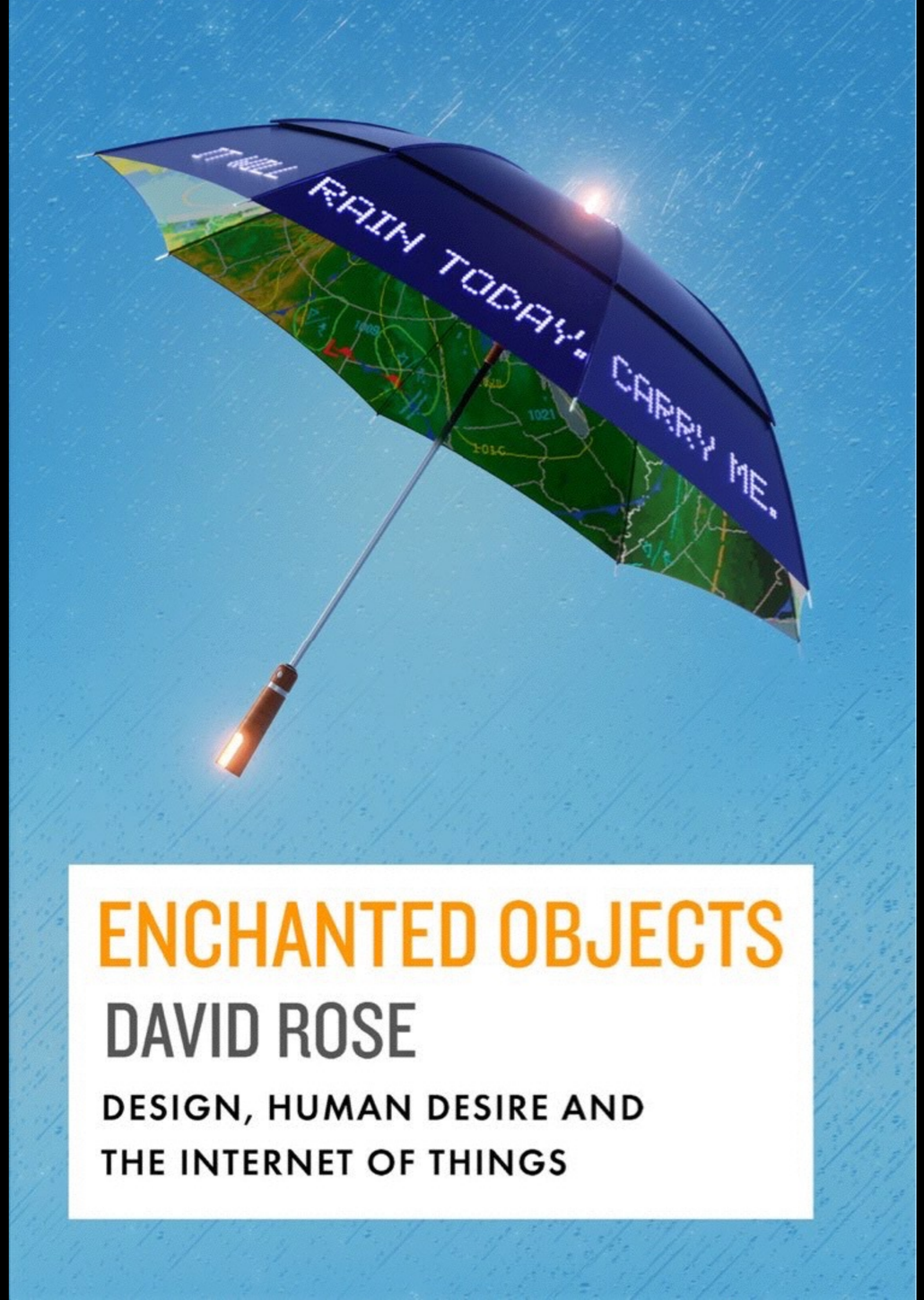


Enchanted objects will make interfaces tangible, haptic, incidental, embedded, expressive & humanistic.



Enchanted objects will change how we:

1- understand information

2- connect with others

3- stay safe

4- enjoy a long healthy life

5- move effortlessly around the world

6- play, learn and create

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