The rise of Prosumer Electronics

Ruth Kikin-Gil :: Sketching07 presentation :: June 2007

Times are changing

Participation
Prosumers
User generated content
Identity and Self expression
Technology as a vehicle for creativity

Power of Networks
Connectivity/Immediacy
Communication

Sharing and reciprocity
Assembly of systems – Data DJs
Data recycling

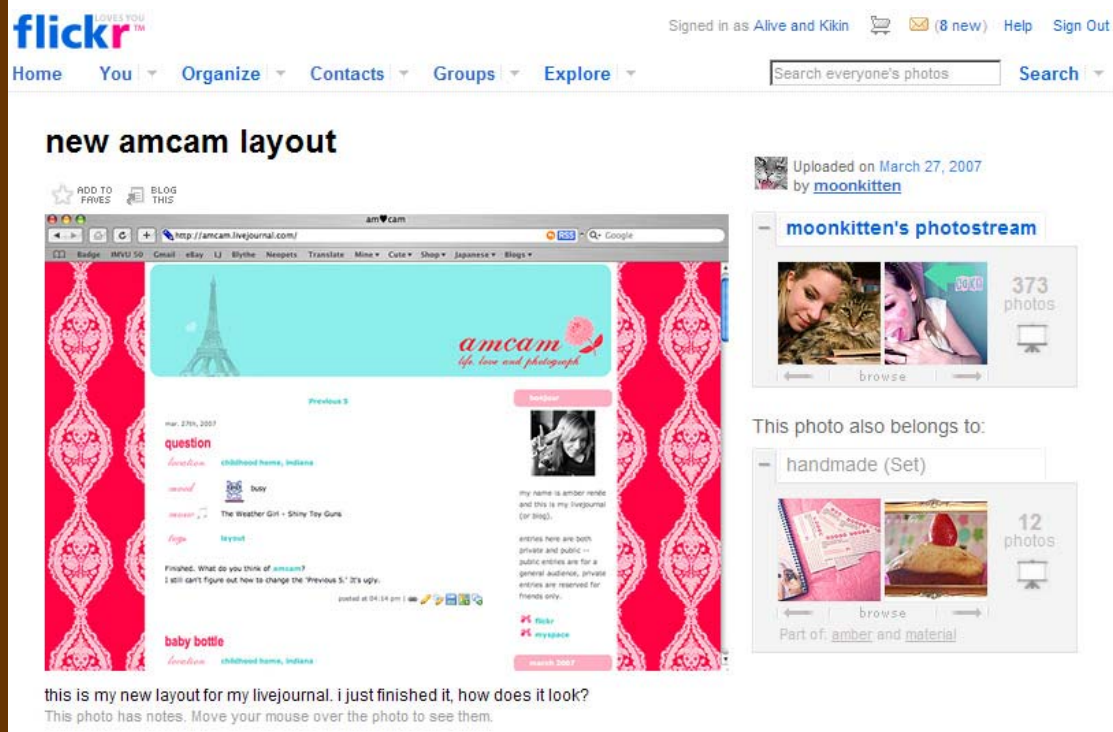
Long tail – addressing niche markets
Ease of use
Sustainability

Chiedilo
a Fnac!
XBOX
LIVE
XBOX

Participation

Upcoming
FaceBook
Flickr
Twitter
Answers!
Blogs
Wikipedia
Del.icio.us
UrbanSpoon
Yelp!
Hot or Not
SlashDot
You Tube
LinkedIn

Participation



Participation

flickr LOVES YOU™

Home | You | Organize | Contacts | Groups | Explore

iPod cover tute (1 of 2)

ADD TO FAVES | BLOG THIS | ALL SIZES

IPOD COVER

PAPER AND STICKY BACKED PLASTIC

INSTRUCTIONS

1. Print out the templates on page 3.
2. For the PAPER BASE and OUTER COVERING, cut around the templates leaving excess material on the top edges (see right). Cut out the screen windows, but don't cut the scroll wheel hole yet.
3. Cut a SCREEN COVER from thin plastic using the template. OHP film is good for this, or plastics from packaging.

4. Peel away the backing of the sticky backed plastic and place the screen cover over the hole.

5. Carefully stick the paper base to the sticky backed plastic, lining up the screen window (printed face of the template facing up - this should give excess sticky backed plastic on one edge and an overlap of paper on the other).
6. You can now trim the top edge down to the template to give a neat edge.

Prosumer

(proh.SOO.mur) *n*.

A person who creates goods for their own use and also possibly to sell:

"producing" + "consumer"

A consumer who is an amateur in a particular field, but who is knowledgeable enough to require equipment that has some professional features

"professional"+"consumer"

A person who helps to design or customize the products they purchase:

"producer"+"consumer"

A person who takes steps to correct difficulties with consumer companies or markets and to anticipate future problems:

"proactive"+"consumer"

http://www.wordspy.com/words/prosumer.asp

Prosumer

(proh.SOO.mur) *n*.

"This urge to connect also has a more entrepreneurial side, marketing specialists say.

Many young people say they are losing interest with mainstream consumer goods and are eager to sell their handmade goods to others.

The ones that do sell their goods have been labeled 'prosumers, short for 'producing consumers.'"

Netsuko Segawa, "21st century shoppers,"
The Nikkei Weekly, December 21, 1999

Prosumer

(proh.SOO.mur) *n*.

"And then there is the more activist meaning, … where mass produced goods are bad and "do it yourself" is the mantra.

We certainly have made a number of investments at Union Square Ventures which are based loosely on this theme… of consumers creating their own products and services.

Blogging is also an expression of the "do it yourself" mantra. Why rely on traditional mainstream media to inform, educate, and entertain when we can do it ourselves now?"

http://avc.blogs.com/a_vc/2006/11/prosumer.html

Prosumer

(proh.SOO.mur) *n*.

"I no longer read; I read-write.

I read a book or a magazine and inevitably turn to the laptop to make a few notes or type in the draft of a blog post.

I cannot just consume anymore –

I feel an ever-present pressure to produce.

Consuming is only good when it leads to production, says the personal brand voice in me. "

Tim Leberecht, Marketer, May 2007

Personalization

Personalization

Personalization

BuddyBeads

http://www.ruthkikin.com

Personalization

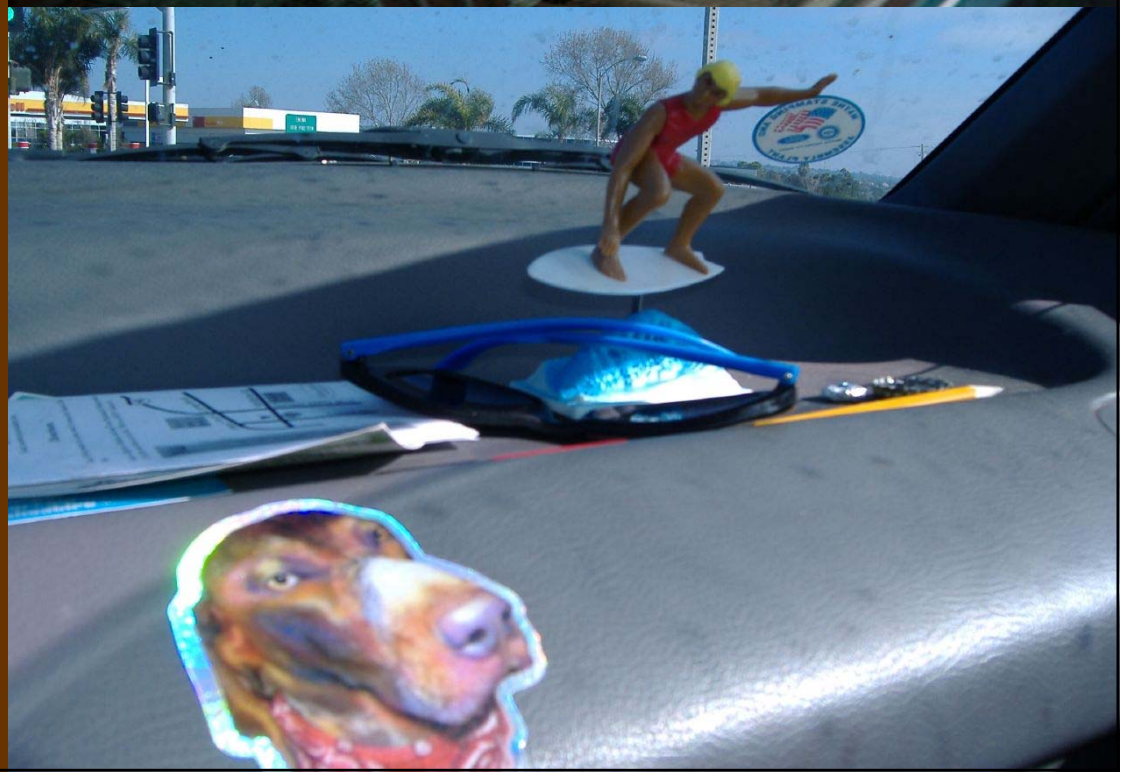
http://www.ruthkikin.com

Personalization

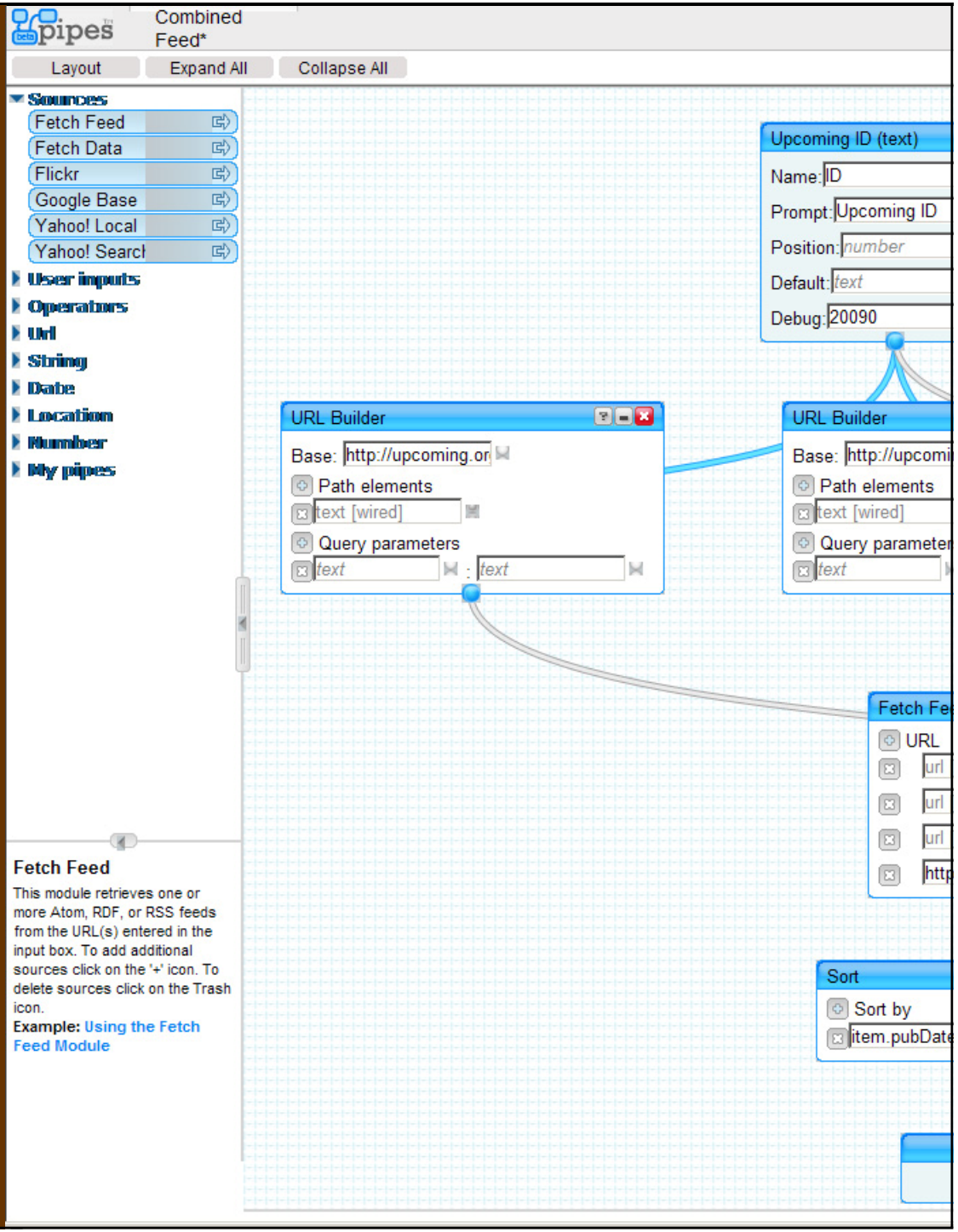
http://www.ruthkikin.com

Personalization

Personalization



Mix and Mashup



http://pipes.yahoo.com/pipes

Mix and Mashup

Microsoft® Popfly™

http://www.popfly.com

Mix and Mashup

http://www.programmableweb.com/search

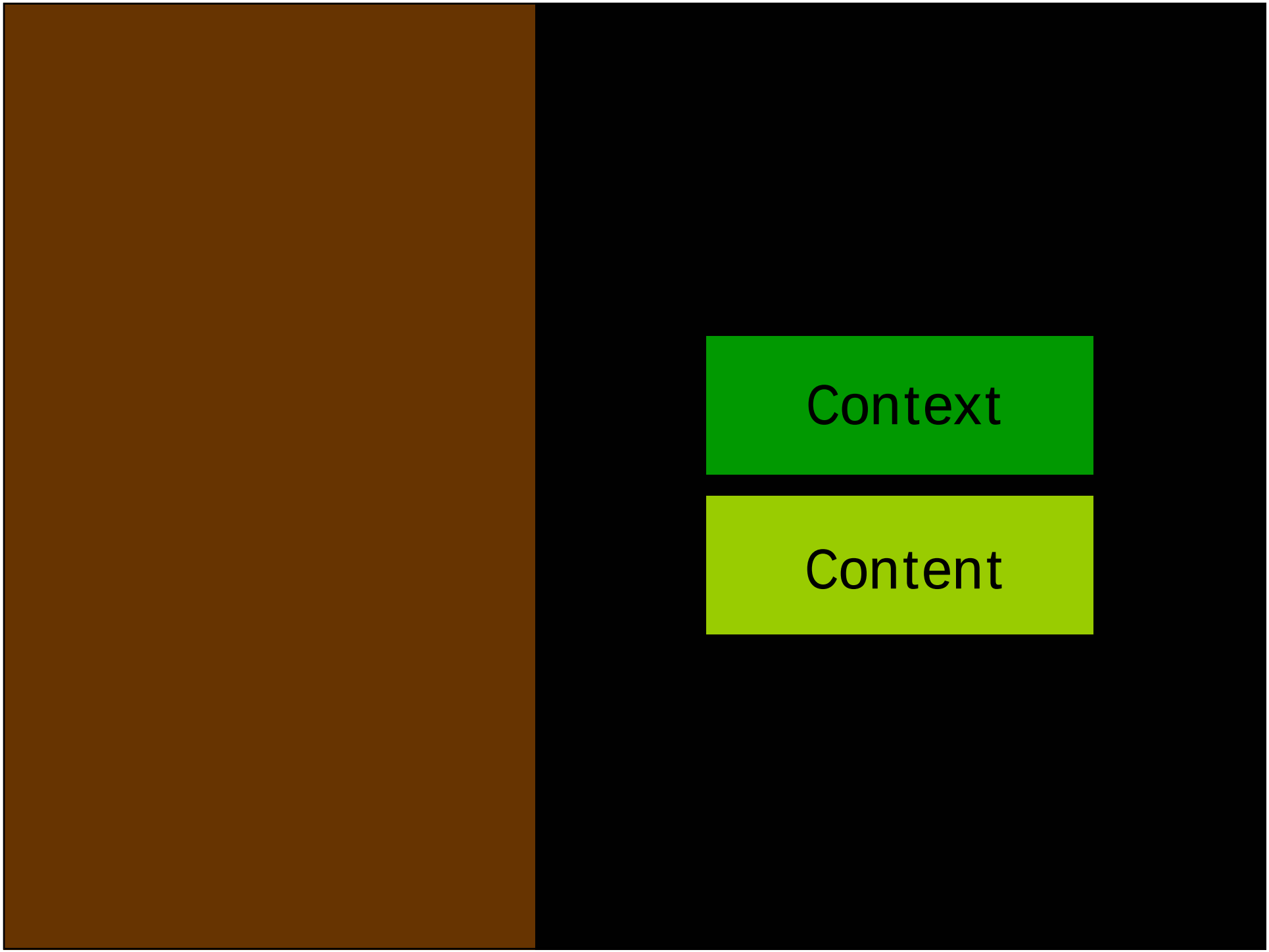
Ease of use

Microsoft® Popfly™

Our team's vision is to *democratize development* by making it approachable to an entire class of people that want to "create" without necessarily having to write code.

We believe that if you can send an email, you should be able to build and personalize your own website, mashup, social networking site, or blog.

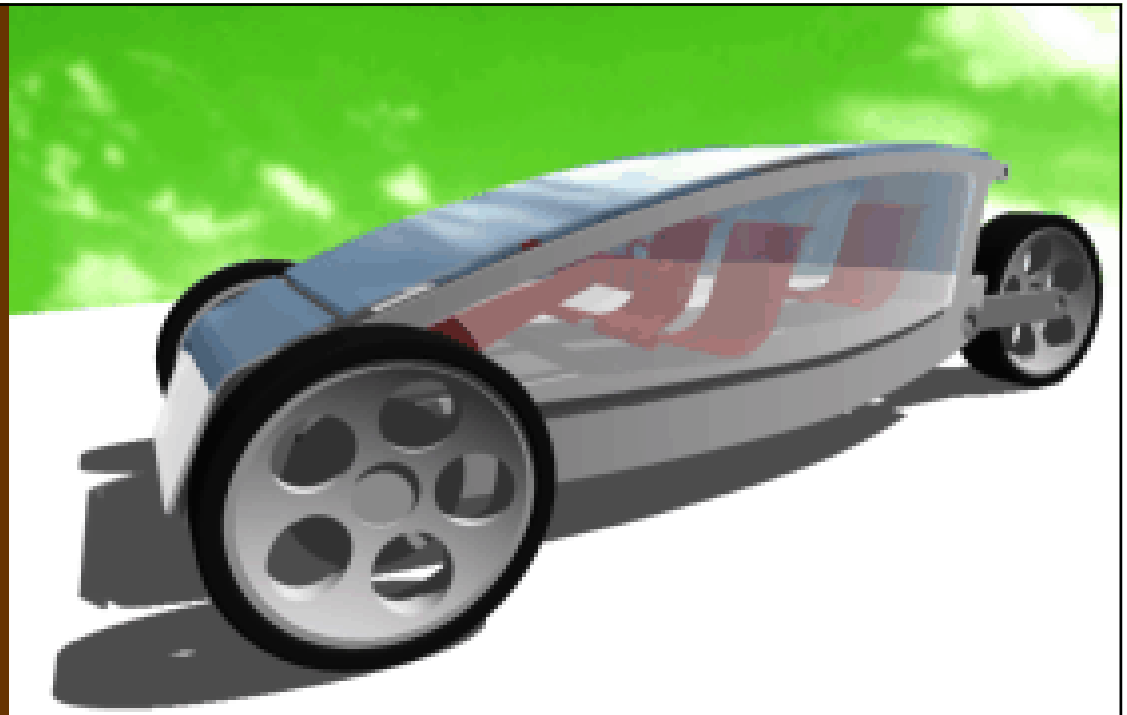
http://www.popfly.com


Context
Content

Open Source

OsCar

C,mm,n



http://www.theoscarproject.org/
http://www.autoindetoekomst.nl/website/

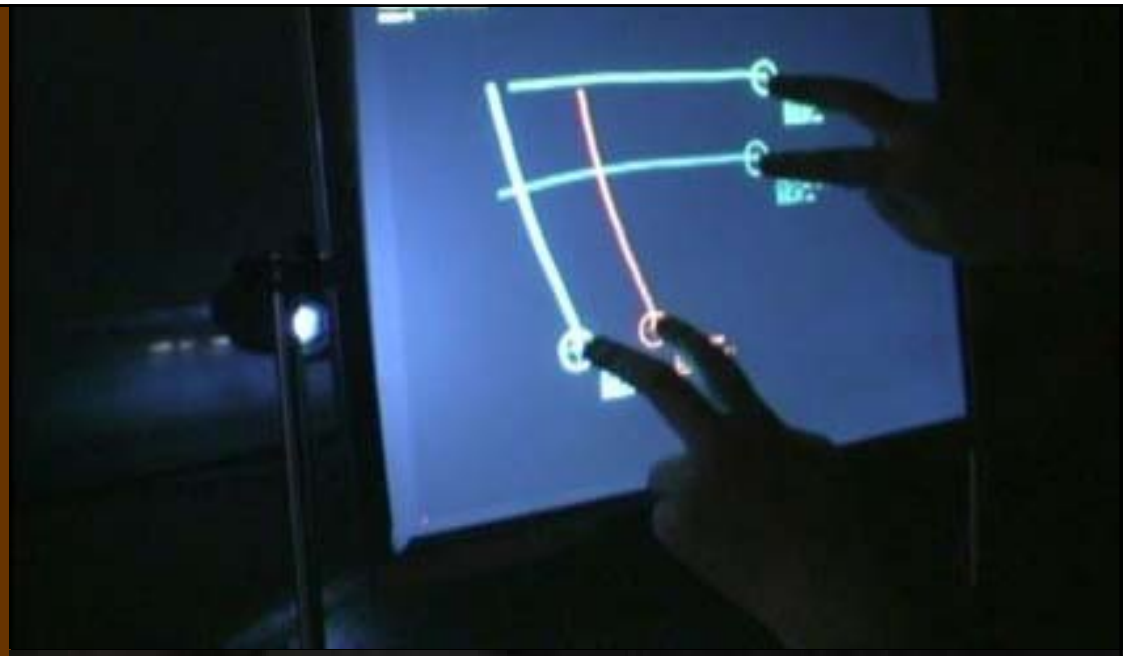
Objects as platforms

http://www.microsoft.com/surface/

Objects as platforms

http://www.apple.com/iphone/

New Interaction paradigms

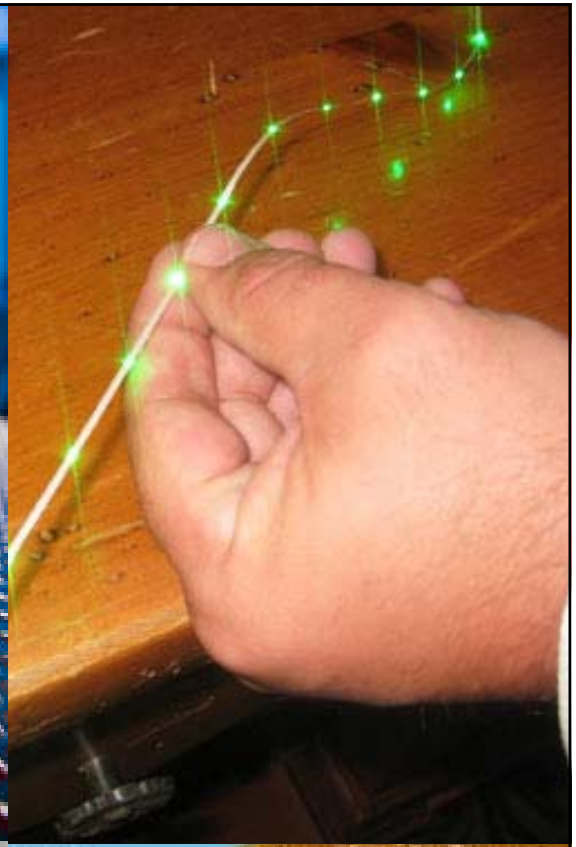


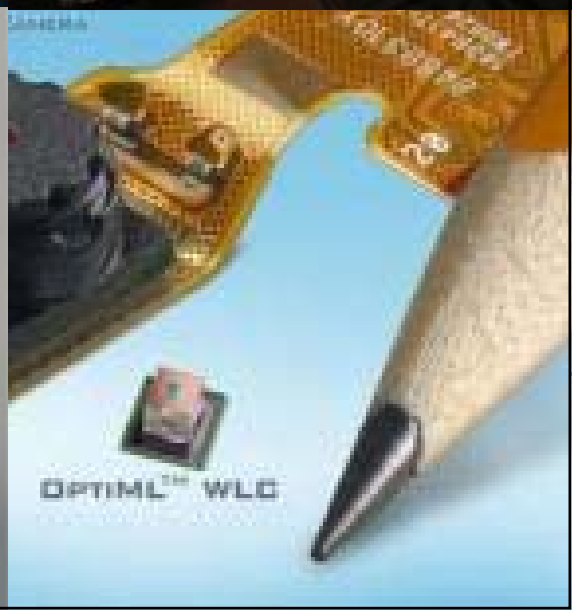
http://www.brightcove.com/channel.jsp?channel=688250806
http://www.jazzmutant.com/lemur_overview.php

New Interaction paradigms

http://wii.com/

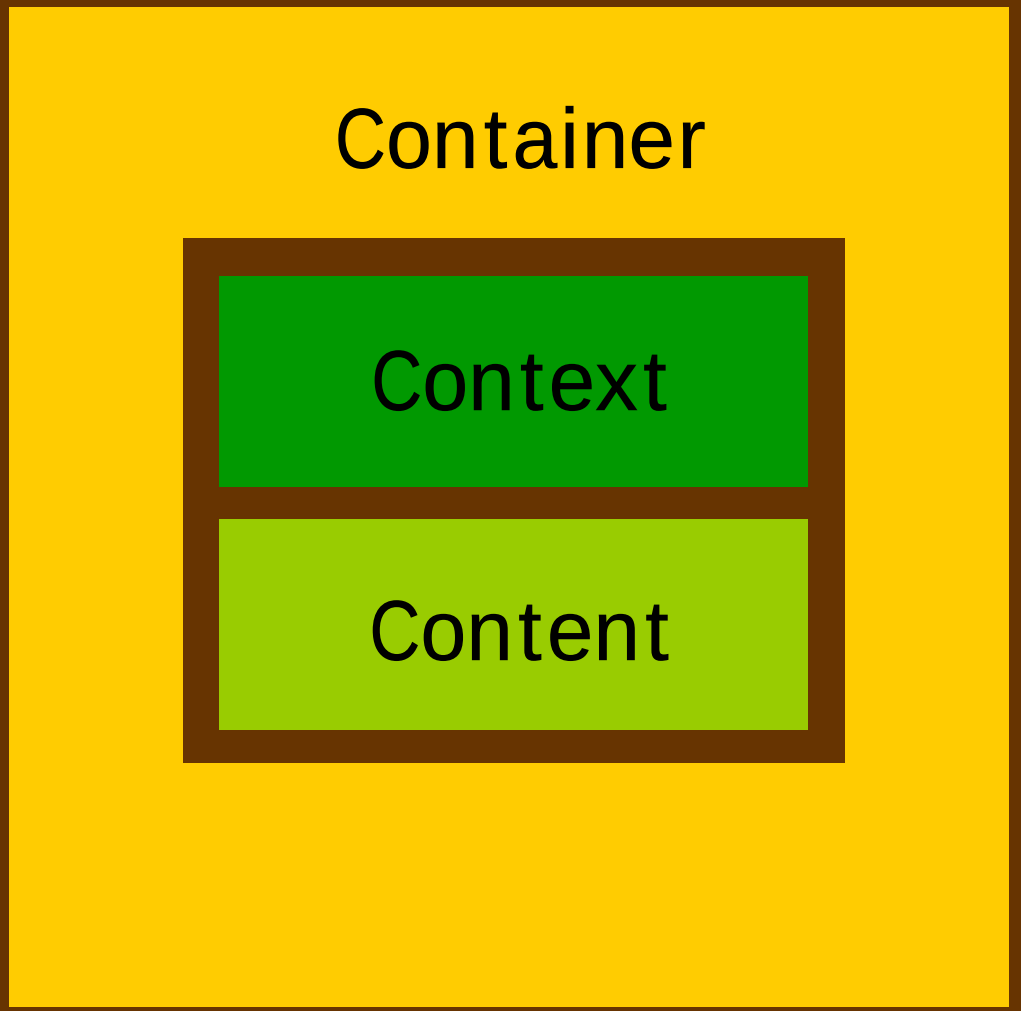
Form Factor





http://www.agilight.com/lightwire/index.htm
http://www.tessera.com/images/OptiMLWLC.jpg
http://www.cs.colorado.edu/~buechley/
http://flexdisplay.asu.edu/

What's next?



Prosumer Electronics

Times are changing

Users:

CrafTech, new perceptions

Technology:

Cheaper, easier, modular, sexier

Business:

Building the infrastructure

Prosumer Elecrtonics

“Prosumer Electronics” are electronic artifacts, assembled by the user from ready-made hardware and software modular components.

Prosumer Elecrtonics

An artifact's purpose, function, appearance and/or behavior is defined and constructed by the user who assembled it.

Thank you

www.ruthkikin.com :: ruth@ruthkikin.com