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The rise of Prosumer Electronics

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

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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



Participation

Upcoming

FaceBook

Flickr

Twitter

Answers!

Blogs

Wikipedia

Del.icio.us

UrbanSpoon

Yelp!

Hot or Not

SlashDot

You Tube

LinkedIn

Participation

new amcam layout



this is my new layout for my livejournal. i just finished it, how does it look?
This photo has notes. Move your mouse over the photo to see them.



This photo also belongs to:



Participation

LOVES YOU
flickr™

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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"

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?"

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. "

Personalization

Simply...J

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[Groups](#) | [Events](#) | [Videos](#) | [Music](#) | [Comedy](#) | [Classifieds](#)

"I SEE YOU
WATCHIN'..."

...taught your boyfriend
that thing you like "

Female
69 years old
MIAMI, FL;
NEWARK, NJ;
N.Y.C, Florida
United States

Last Login:
6/21/2007

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Simply...J's Blurbs

About me:

WELL IM NOT SURE WHERE TO
START. IM A JERSEY GIRL AT HEART!
I CURRENTLY RESIDE IN THE MIAMI
AREA...IM A PRETTY LAID BACK
INDIVIDUAL. I LOVE SPENDING TIME
WITH GOOD PEOPLE ~ FAMILY AND
FRIENDS. I BELIEVE NEGATIVITY, IN A
SHAPE OR FORM, IS THE DEVILS WAY
KEEPING US FROM REACHING OUR
DREAMS AND REALIZING OUR FULL
POTENTIAL. WHICH IS WHY I TRY TO
AVOID IT AT ALL COSTS! IM A BIG
BELIEVER IN KARMA - YOU WILL REAP
WHAT YOU SOW, BEST BELIEVE. WATCH
WHAT U DO.. BUT REALLY, I'M JUST
HERE TO CATCH UP WITH OLD FRIENDS

Music

...rocks, man, the rocks,
parties, chillin, sleepin,
beachin.... "

i like rap/hip-hop and sum
R&B...anything i can jam to
ferreal
-ll wayne (best rapper
alive)
-juelz santana
-jay-z
-nas
-biggie
-ludacris
-eminem
-tupac
-dr. dre
-dipset
-jimmy
-young buck

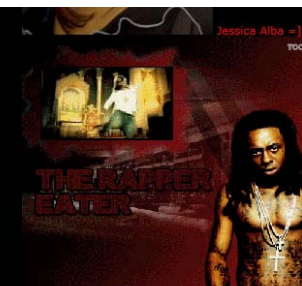


Movies

ill weasy
DODGEBALL, BILLY
MADISON, TOMMY BOY, 40
year old virgin, white chicks,
scarface, a night at the
roxbury haha, 2 many to
name all but mostly comedy

Television

FAMILY GUY, chappelle show,
sports center, seinfeld, war at
home, ESPN



zach's Friend Space

zach has 464 friends.



Personalization



Personalization



BuddyBeads



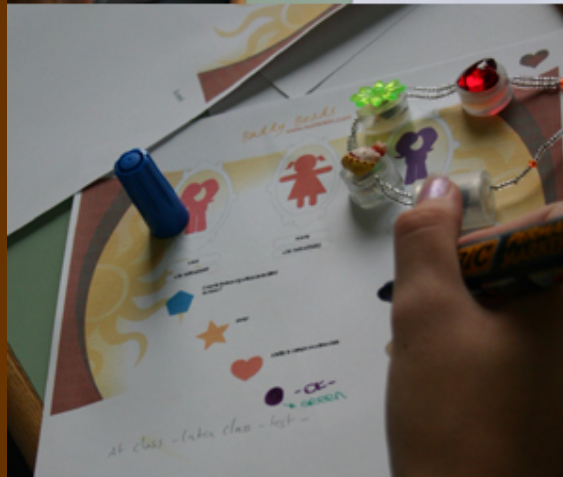
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Personalization



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Personalization



Personalization



Mix and Mashup

The screenshot displays the Yahoo Pipes web application interface. At the top, the title bar reads "pipes Combined Feed*". Below this are tabs for "Layout", "Expand All", and "Collapse All".

Sources Panel: A vertical list on the left contains the following items:

- Fetch Feed
- Fetch Data
- Flickr
- Google Base
- Yahoo! Local
- Yahoo! Search
- User inputs
- Operators
- Url
- String
- Date
- Location
- Number
- My pipes

Main Canvas: The central workspace contains a workflow diagram on a grid background. It features two "URL Builder" modules and a "Fetch Feed" module. The first "URL Builder" module has a "Base" field set to "http://upcoming.or" and a "Query parameters" section with a "text" field. The second "URL Builder" module is partially visible and has a "Base" field set to "http://upcomi". A "Fetch Feed" module is connected to the output of the first "URL Builder".

Upcoming ID (text) Module: A configuration window for this module is open, showing fields for "Name" (ID), "Prompt" (Upcoming ID), "Position" (number), "Default" (text), and "Debug" (20090).

Fetch Feed Module: A configuration window for this module is open, showing a "URL" field with a list of URLs: "url", "url", "url", "url", and "http".

Sort Module: A configuration window for this module is open, showing a "Sort by" field set to "item.pubDate".

Fetch Feed Description: A text box at the bottom left provides details about the "Fetch Feed" module:

Fetch Feed
This module retrieves one or more Atom, RDF, or RSS feeds from the URL(s) entered in the input box. To add additional sources click on the '+' icon. To delete sources click on the Trash icon.
[Example: Using the Fetch Feed Module](#)

<http://pipes.yahoo.com/pipes>

Mix and Mashup



<http://www.popfly.com>

Mix and Mashup

<http://www.programmableweb.com/search>

3d 4D ads adult advocacy africa aggregator ai ajax albumart alerts alps amazon amsterdam analytics andorra animals animation anime answers anthems api Arabic argentina art article Artistic artists asp astronomy atom attractions auction auctions audio Australia aviation bands Bangkok barbados bargains bars baseball basketball beauty bebo bedbreakfast belgium berlin bi bible bicycle bikes biking bikram birding bittorrent blog blogs boating bookmarking bookmarklet bookmarks books boston brazil bristol broadcast business calendar calgary california cambridge camping canada carolina cars celebrities celebrity census charity chat chemistry chicago childcare china chinese classifieds climbing clipboard clips code code2D coding coffee collaboration collecting college comics community comparison congress contacts contests conversion craigslist cricket crime cruising custom cycling czech Dallas dance datamining dating dc deadpool deals definition demographics design development Dictionary dieting digg dining Directions directories dj domains download dublin dvd earthquakes eBay editing education electronica email emergency energy enterprise environment EPA europe events facebook family Fashion favrats fiction finance finland fire firefox fishing flash Flex flickr flight florida flying food football forum france frisbee fun gadgets galician gambling game games gender geography geonarrative GeoRSS geotag germany golf google government gps GPX greasemonkey greece greenpeace guide guitar hardware hawaii health hiking history hockey holidays homes horoscope hosting hotels housing houston howto humor hungary hurricanes immobiliari india Indianapolis input internet iPhone iPod Iran ireland italy Itinerary iTunes IVR japan java javascript Jesus Jimaku job jobs junk Kansas karaoke keywords Korea law LBS library lightbox live loans local location London lookup Los Angeles lottery lyrics Mac Malta map mapping mapping marathons marketing mashups Massachusetts Math media medical messaging mexico michigan microcontent Microsoft military mobile money monitoring Montreal moon motorcycle motorcycles motorcyles movies mp3 museums music MySpace nascar navigation NBA nc NCAA nestoria net netherlands network networking networks news newyork newzealand nfl nirvana noaa nokia nonprofit north notams nsfw nutrition nyc office olympics Oodle OpenID opml oregon outlook p2p parenting Paris payment pearljam personalization personals pets philadelphia philippines phishing phoenix phone photo photos php picture pim ping pong pipes playlists plugin pm podcast poland police politics pollution Post Prague programming property puertorico quebec racing radio Random rank rating ratings rdf realestate realstate realtime recommendation recruiting recycle reference religion reminders reputation research restaurants retail review reviews rewards rideshare rpg rss ruby running salary sandiego sanfrancisco sap sardinia school science screensaver scuba search seattle security semantic SEO sex sharing shipping shopping Singapore skateboarding ski skiing skype slang slideshow smart browser sms soccer social songs source spain spam speech sports spy starbucks statistics stocks storage streaming subtitle subtitles subway surfing swap switzerland Sydney tag tagbulb tagging tags Tehran Telephone telephony television tennis terrorism texas tfrs thailand theatre Theory thumbnail tickets time tool tools top Toronto torrent Toto tracking traffic trails transit Translation travel trends trivia trucks TTS tutor uae ufo ufos uk user generated utility vancouver vc video videos viewer virginia visualization vizualization Voice WAP war web20 webcam webcams websearch wedding whitepages widget widgets wifi wii wiki wikipedia windfarms windows wine wireless wishlist words writing yoga youtube yui

Ease of use



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.



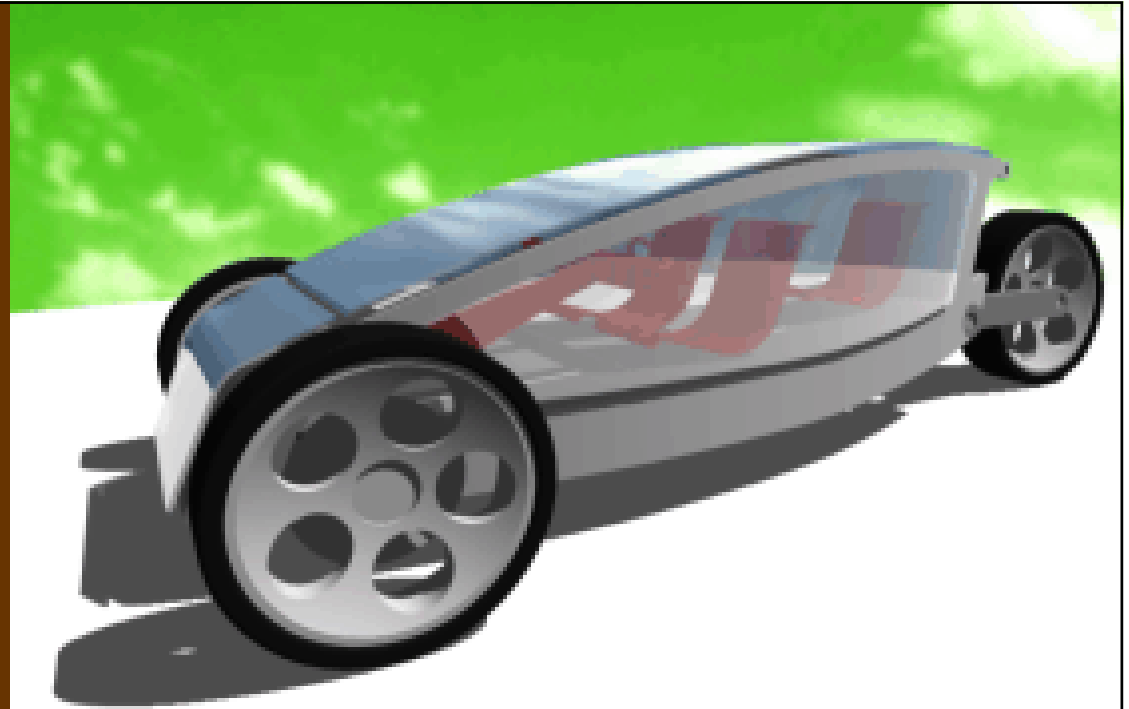
Context

Content

Open Source

OsCar

C,mm,n



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

Objects as platforms



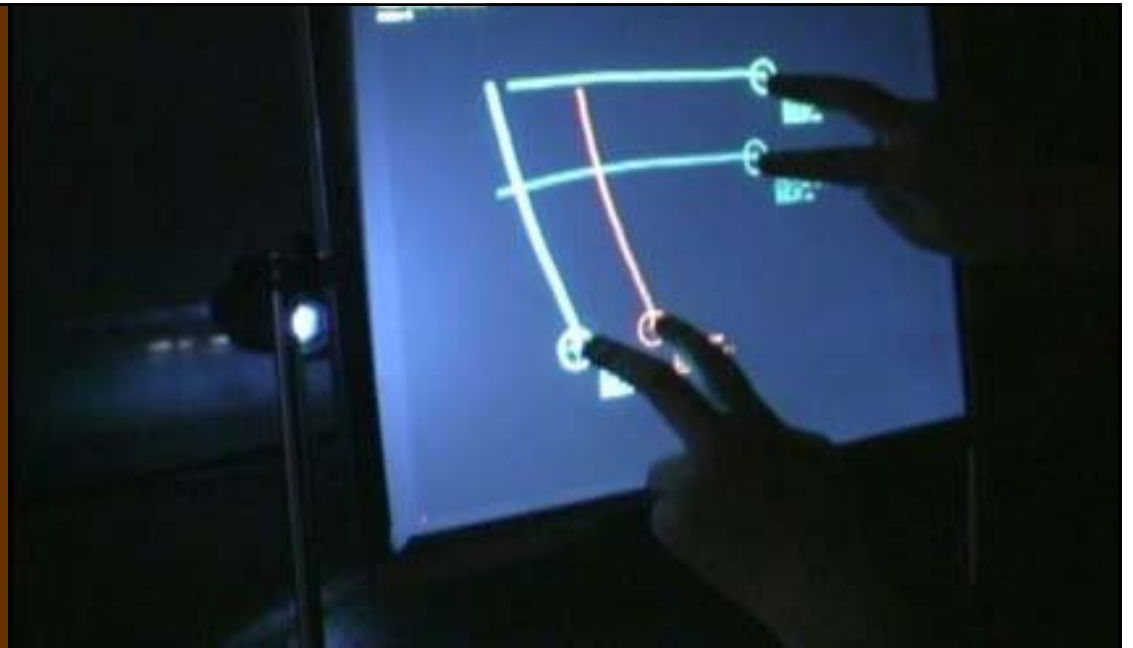
<http://www.microsoft.com/surface/>

Objects as platforms

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



New Interaction paradigms



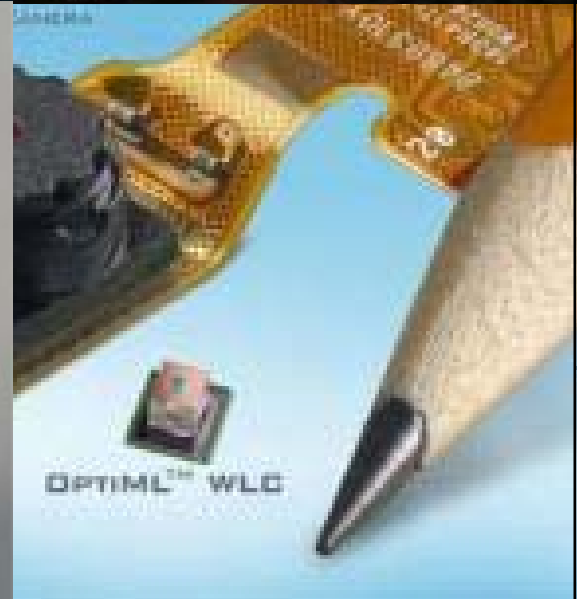
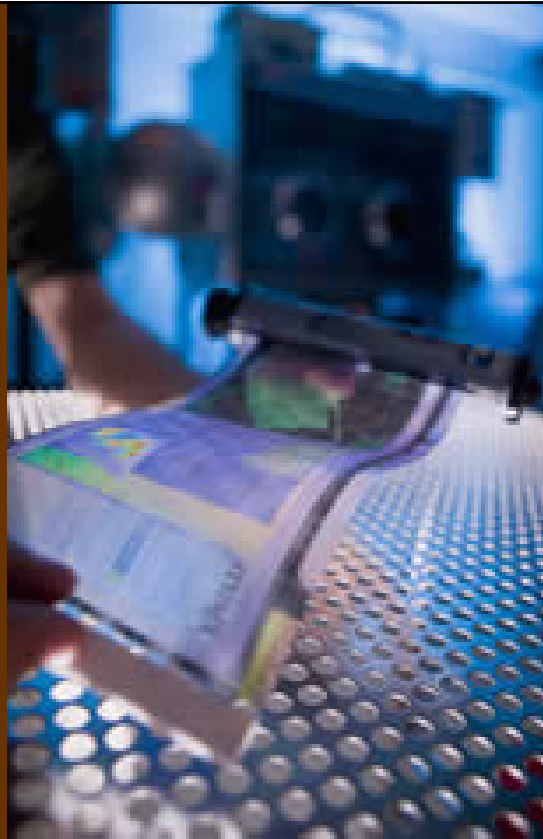
<http://www.brightcove.com/channel.jsp?channel=688250806>
http://www.jazzmutant.com/lemur_overview.php

New Interaction paradigms

<http://wii.com/>



Form Factor



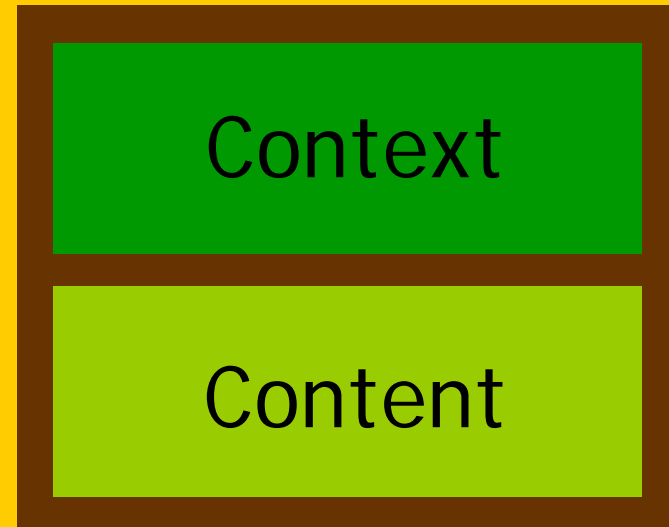
<http://www.agilight.com/lightwire/index.htm>
<http://www.tessera.com/images/OptiMLWLC.jpg>
<http://www.cs.colorado.edu/~buechley/>
<http://flexdisplay.asu.edu/>

What's next?

Container

Context

Content



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Prosumer Electronics

පුද්ගල

***Times are
changing***

Users:

CrafTech, new perceptions

Technology:

Cheaper, easier, modular, sexier

Business:

Building the infrastructure

Prosumer Electronics

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

Prosumer Electronics

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



Thank you



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