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- Problems and Anti-thesis

**How can a mobile phone extend its usability as a remote controller?**

by: Donny Chou

09.04.08

# GOALS AND MOTIVATION



- Interest: Systems that generate communal attention rather than artist-centric pieces.
- Forms of art created by the community rather than by a single person.
- Append new forms of expression in which a mobile phone can take role in the areas of entertainment, new media arts and societal aid.

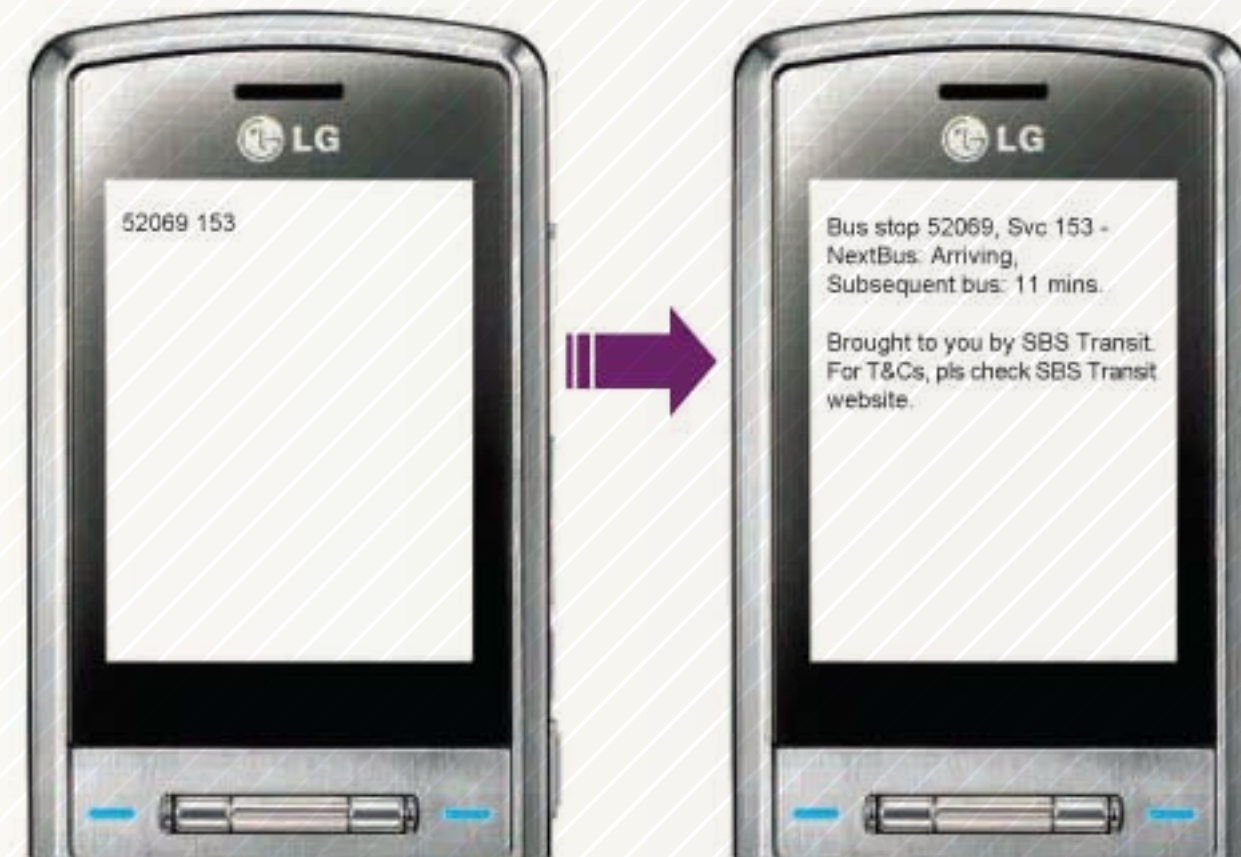
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- What is SMS?



Short Message Service

A communications protocol allowing the interchange of short text messages between mobile telephone devices

# BACKGROUND INFO

## - Importance of cell phones and text messaging

> Cell phones are among 1 of the 3 main computing platforms including the desktop and laptop computers.



> Studies at the Queensland University of Australia have found text messaging to be the most addictive digital service on mobile or Internet.

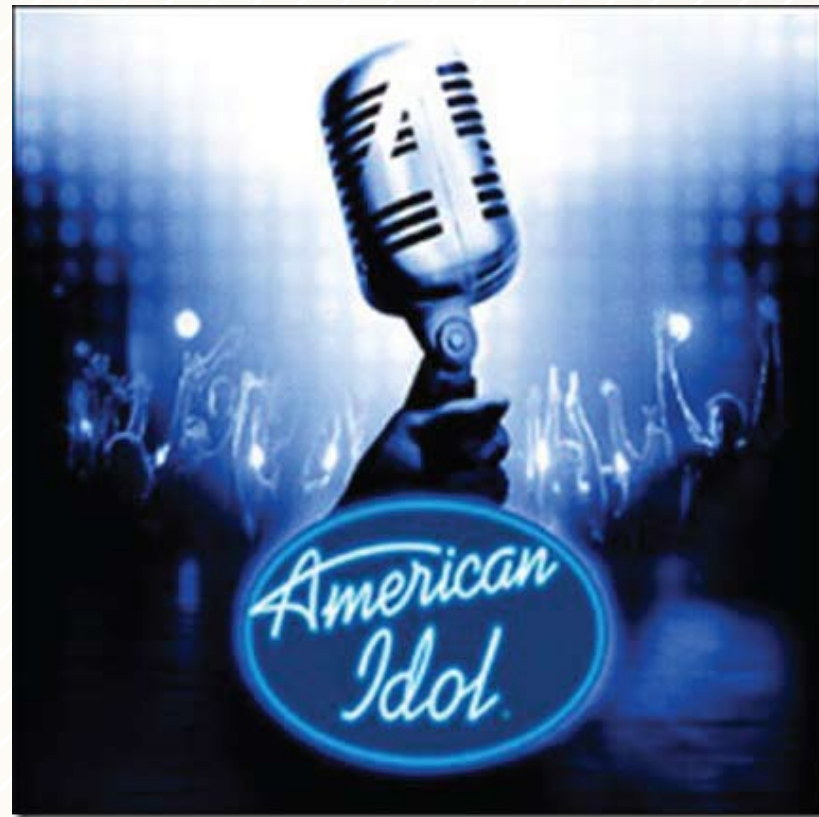
> “It has been reported continuously that SMS is the dominant, superior messaging platform; and it is actually the fastest way to communicate invented by man.” - Ahonen and Moore, Communities Dominate Brands

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# PRECEDENTS

## - Importance of cell phones and text messaging

> AMERICAN IDOL



*In total, more than 7.5 million American Idol-related text messages were sent by AT&T Wireless customers throughout the season, including polls, sweepstake entries, trivia, and votes.*

- Business Wire

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## > SMS CHATWALL, TEXT MARKETER and FIRETEXT

**SELL THIS AD SPACE**

Click to see Templates

1294: Will you have a drink with me?  
1341: I'm new in town, meet me at the south bar  
1023: Hi this is so cool  
1221: Hi guys, I'm back  
1412: What's your favorite drink?  
1670: Stacy are you here?  
Tim: i think u r cute

Send your Text Message 555-555-5555

**Powerful Template Engine Keeps Your Campaigns Looking Sharp!**

Customizable Templates  
Transparency

Text your vote to 555-555-5555  
Send Keyword: "vote" & "contestant number"  
EX: vote 555

[2] Contestant name	48%
[1] Contestant 1	15%
[3] Gary Snider	12%
[4] Tim Smith	11%
[5] Al Gunzo	10%

0171-1555205 SMS Chatwall

Christina, Ich liebe Dich wirklich über alles!  
Möchtest Du mich heiraten? Dein Sven.

0171-1555205 die persönliche Nachricht direkt

Hacki grüßt jetzt mal alle die er kennt!! Uuuund ab ab an die bar!!

0171-1555205 sur Beach-Party in Bärnau!

Huhu marco, weidn ist da!  
\*fg\*s

meine süße maus, es tut mir leid wegen heute. wir werden mehr einen tag mehr dich

**COMMUNITY FEATURE BRANDNEU !!!**

What's it for?

- Allow people to text & send pictures to a big screen in your venue.
- Generate interest, fun, revenue & capture mobile numbers to use for marketing.
- Use for a whole host of fun applications - DJ requests, flirting, votes, competitions, drinks promo's, bulletins and much, much more.

**Why Text Marketer?**

- A wealth of mobile marketing experience
- Great payout rates
- Experienced in the sector.
- Live tracking of campaigns.
- Full customer support.

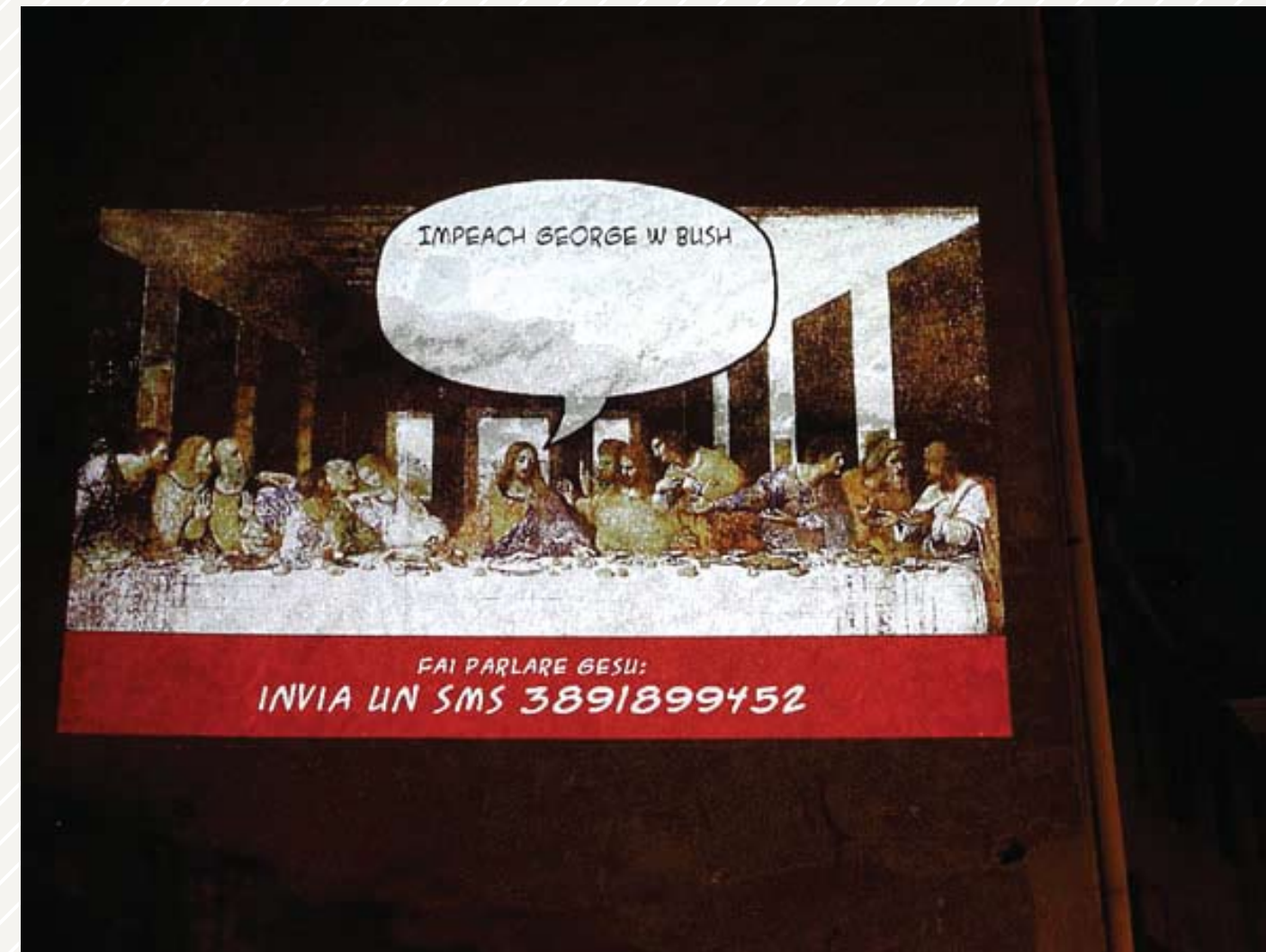
Generate revenue, marketing info' & a huge buzz in your venue.

### \* Text to screen interaction

1. Allows people to text & send pictures to a big screen.
2. Generate interest, fun, revenue & capture mobile numbers to use for marketing.
3. Used for fun applications like DJ requests, flirting, votes, competitions, drinks, and promo's bulletins...

# PRECEDENTS

## > TEXTUAL HEALING by Paul Notzold



SMS text to screen interaction used for artistic purposes - A space for urban commentary.  
a “form of interactive theater” - Paul Notzold

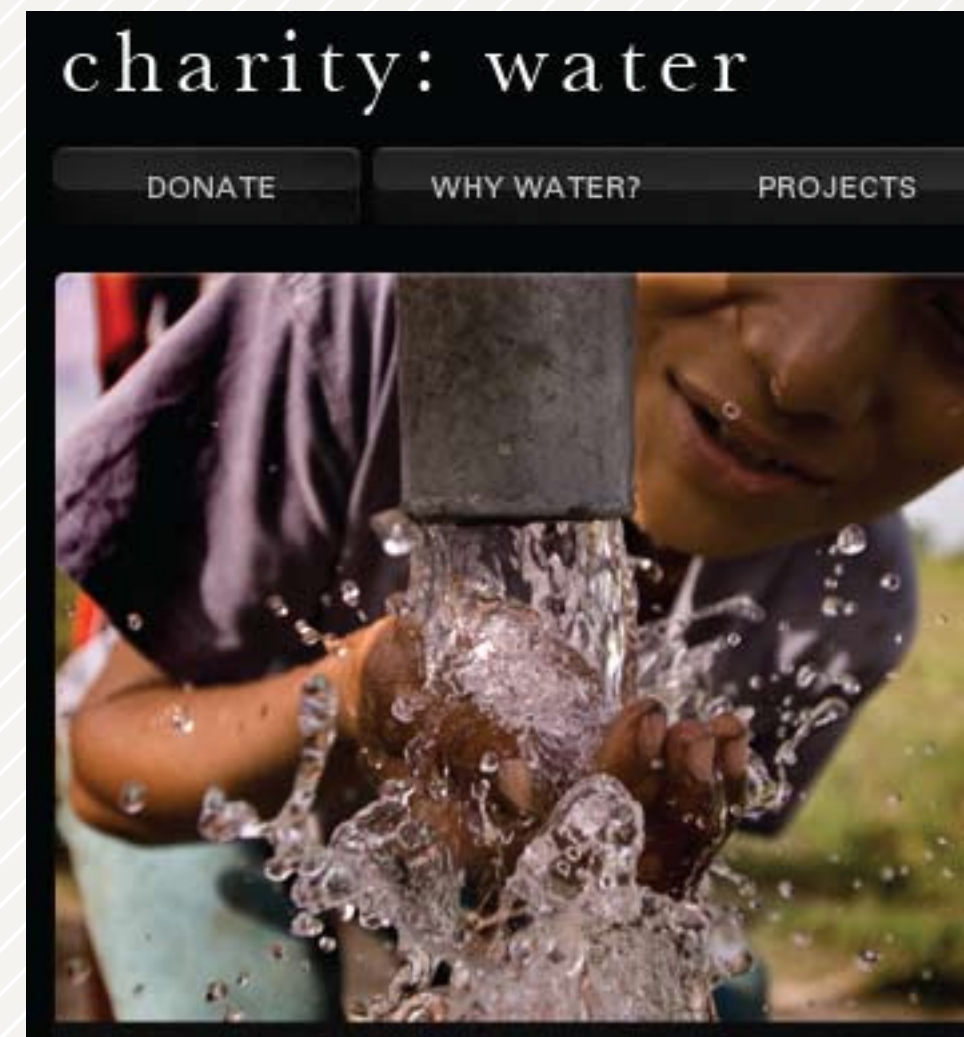
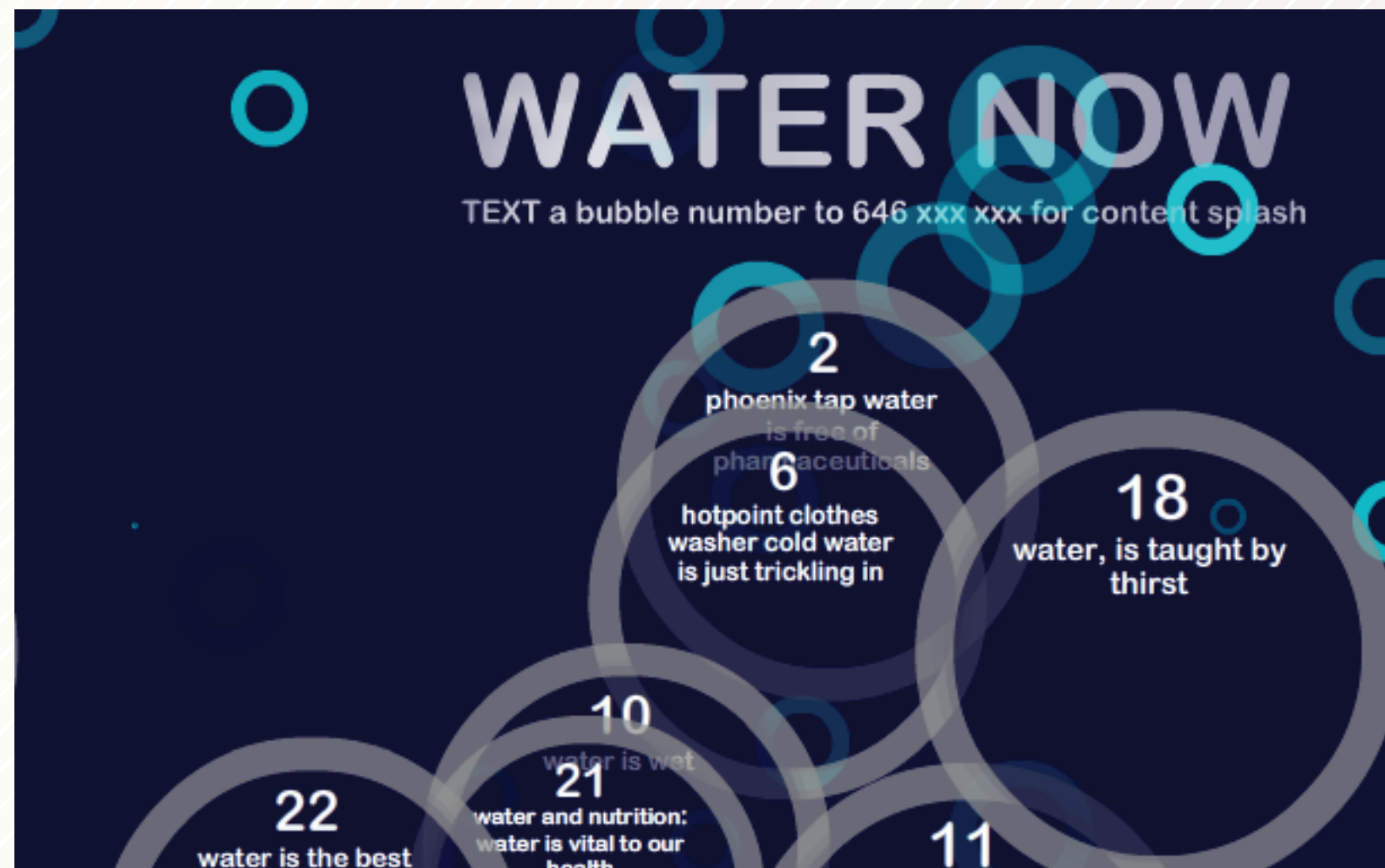
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# PREVIOUS EXPLORATION

## - The “Water Now” Project

- > SMS text to screen interaction
- > A data visualization system with a purpose of illustrating the importance of clean water around the world. Inspired through a non-profit organization named Charity Is ([www.charityis.org](http://www.charityis.org)).



- > Charity Is demonstrates us the scarcity of clean water in various parts of the world and what we can do to help.
- > Data on the Water Now project were live and drawn through a Google API.
- > Interaction -- Involved disclosing the message inside the bubble chosen by the user.

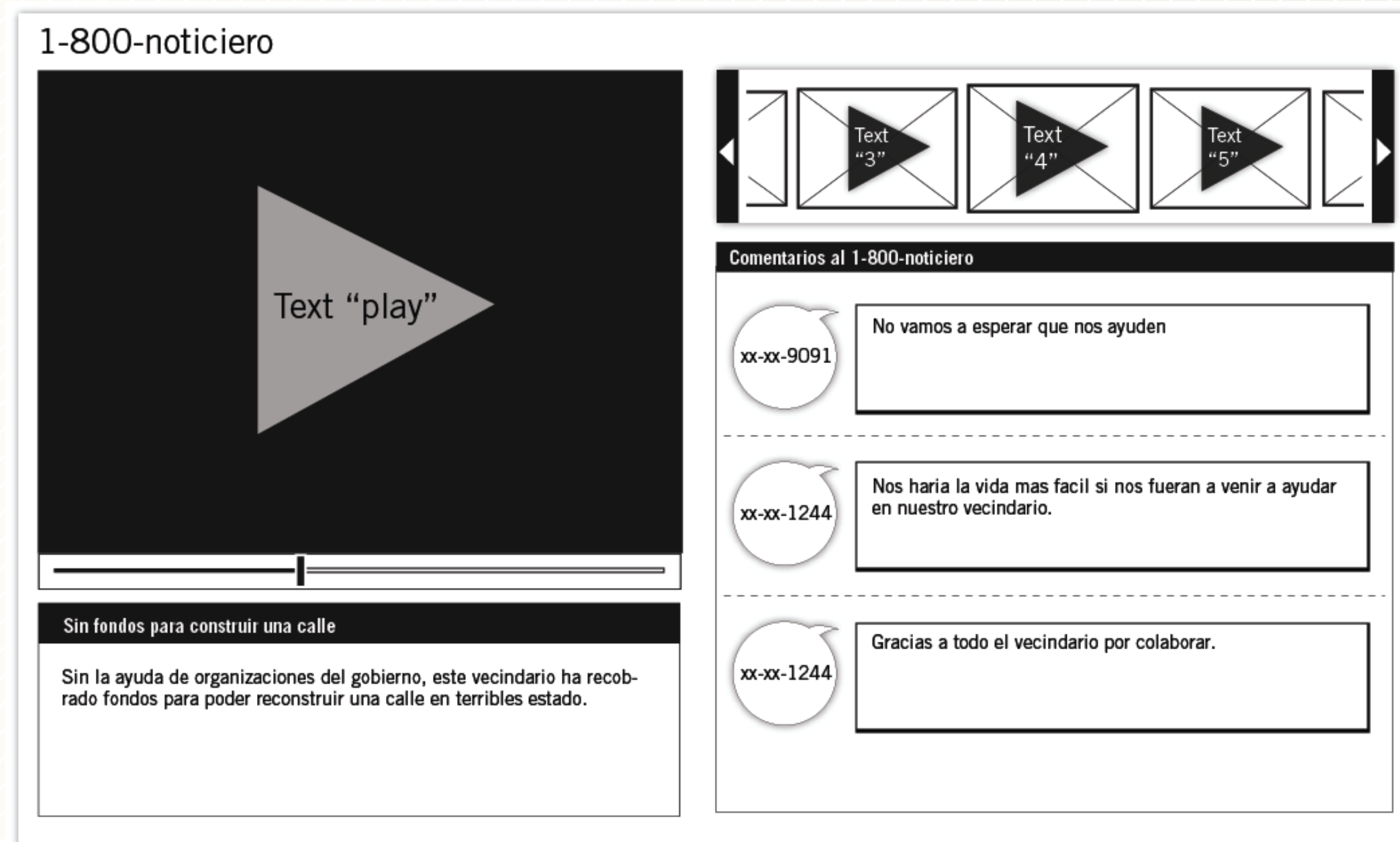
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# PROTOTYPE 1

## - I-800-NEWSCASTER



> A Video Playback format where you can upload video content on a specific subject and create a topic for debate. \* Similar to the YouTube format but with Cell phone text and bluetooth control.

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# PROTOTYPE 2

- “Agent Tito” (mini-agent in Spanish)



> Interactive animation controlled through SMS texting. Agent Tito is a comical hero and a platform to communicate current issues like the petroleum crisis, re-newable energy solutions, global warming, and so on.

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# PROTOTYPE 3

- SMS Jukebox

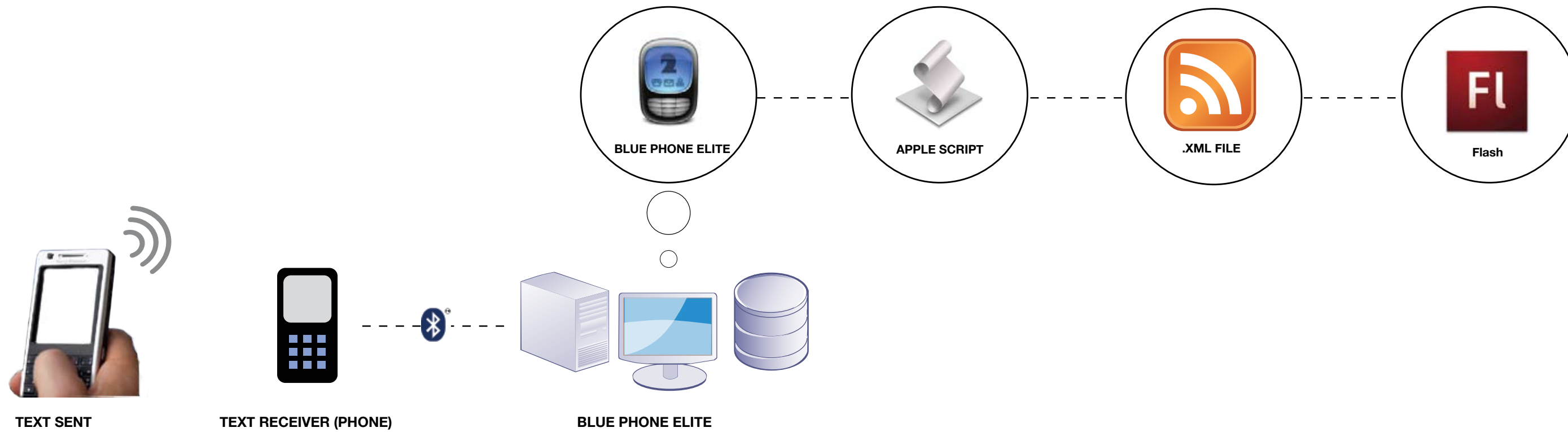


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> A Jukebox in which music playback is controlled through SMS text commands

# METHODOLOGY



1. Text sent

2. Received by a phone compatible with the Blue Phone Elite software.

3. Blue Phone Elite gets the txt from your phone via Bluetooth.

4. Apple Script saves the information automatically into a xml formatted document.

6. Flash AS 3 executes the interactive commands for video, sound or animation.

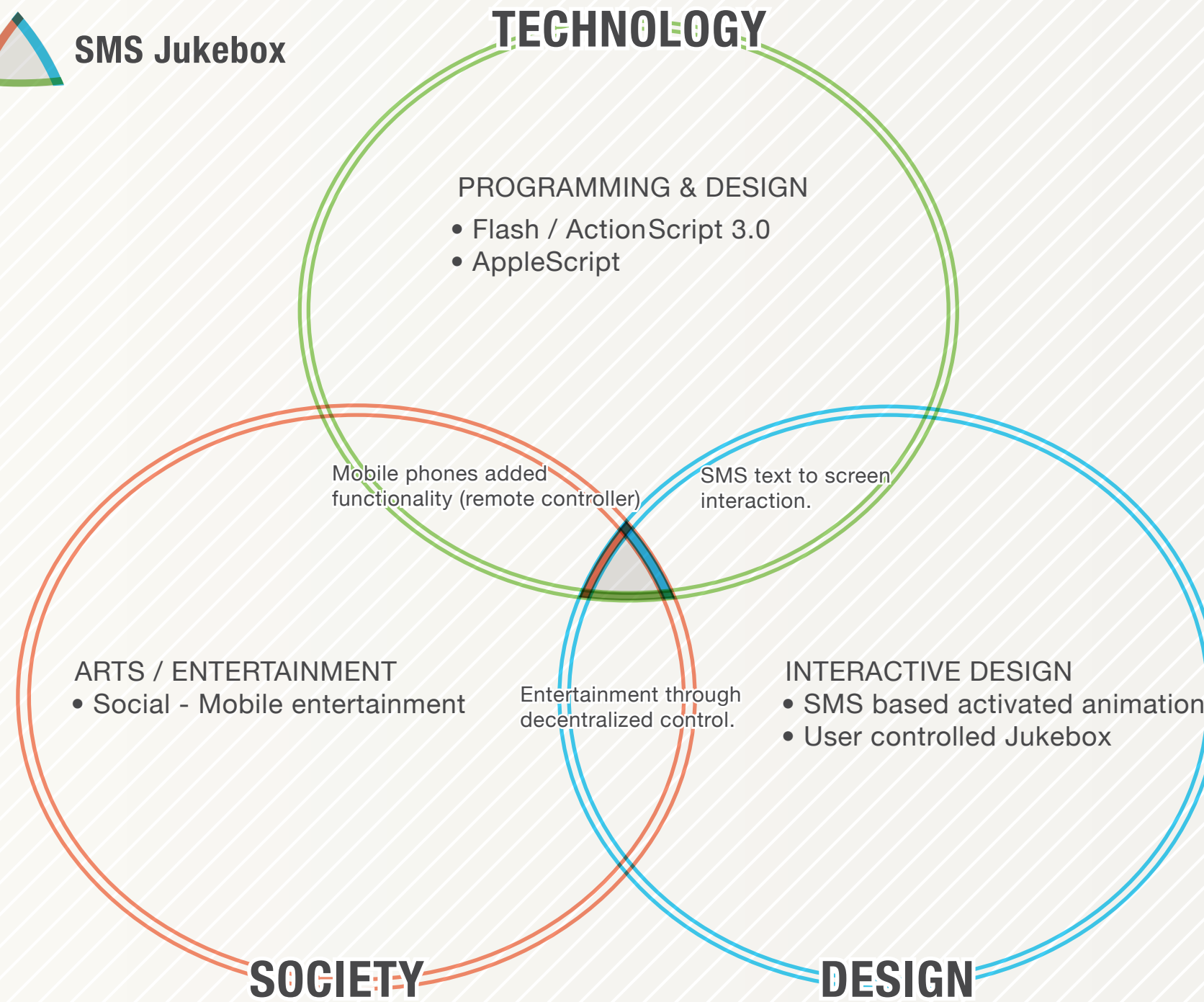
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# BODY OF PRACTICE



SMS Jukebox



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# PROBLEMS AND ANTI-THESIS

- > TECH drawbacks within SMS delay.
- > Dependency of third party softwares like BluePhone Elite.
- > Antithesis: Wireless technology (building an actual controller)



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