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News

[Archives]

News Flash

Page one

Back to archives for

India

World

[Lifestyle]

Editorial

Perspective

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Bengal

Graphic designer Markus Kison has come up with a ring that flashes your heritage status ~ the number of hits your name produces on Google

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Username

Password

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Magazine

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Entertainment

NB Extra

World Focus

Call him crazy or cool, his imagination works overtime to produce weird gadgets, the latest being the Google VanityRing. Yup, a project inspired by the world's most famous search engine. Will it be out of line to say that your new social status is dependent on the number of hits your name produces on Google? Markus Kison, a graphic designer, comes up with innovative ways to promote the IT bandwagon.

Kison describes the VanityRing project thus. "While in earlier times wealth and importance were equal to the amount of money or jewels someone possessed, in a post information society it's the attention you get from people across the globe. Being on people's mind means being important, whether they think about you in a positive way or not doesn't matter. And what people have in their mind is what they read in the media. In the future this will mean, what they read/see on the Internet. Every content creator that copies and pastes your name will raise the value of your virtual mirrored importance. And there is a hard mechanical algorithm on the Net that objectively measures your appearance, it's called Google... In most job interviews the personnel manager checks your importance using this tool..."

Status symbol is expressed through rings ~ carats, size of diamonds, etc. The VanityRing is neither studded with precious stones nor comes in gold or platinum. It has a screen on which you get to read the number of hits your name is receiving everytime somebody Googles your name. "It is personalised using a custom software, and after the name is typed the ring will change its display to show the personal 'attention carats', while every night, when it is inserted into its docking station the ring is reloaded and updated." Hopefully Kison will find a company to mass produce his invention. Another of his interesting project is that of Le TipKic, conceptualised with Christian Wolf. In this project laptops are transformed into "Tipp-Kick" arenas, allowing users to repeat the football World Cup finals of 2006 ~ France verses Italy.

"A FujitsuSiemens Lifebook is equipped with a touch screen... On the laptop the Tipp-Kick player is heading vis-a-vis the Italian keeper, standing in his goal, in form of a flash application. If the shooter hits the screen with the physical ball (kicked by the mechanic of the Tipp-Kick figure), the computer registers the position of the contact point and compares it with the area of the goal and the position of the goalkeeper."

Keep watching this space to read more about Markus Kison.

MP

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