

Hot Spaces

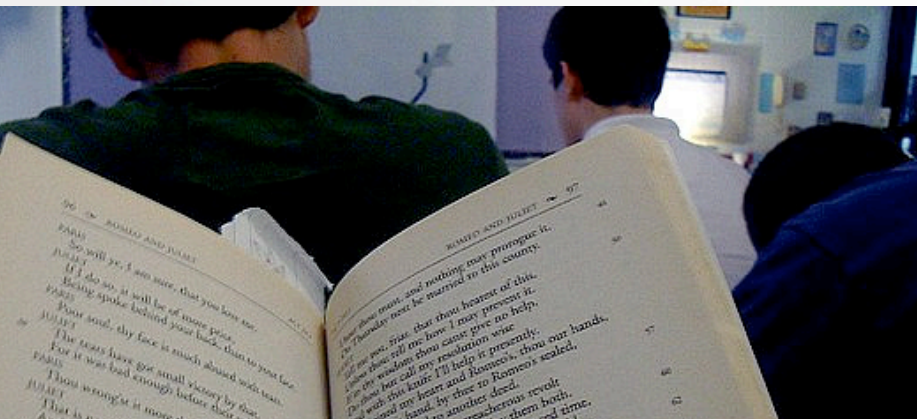
**How to Pack More Valuable
Human Exchange into Real
World Marketplaces**

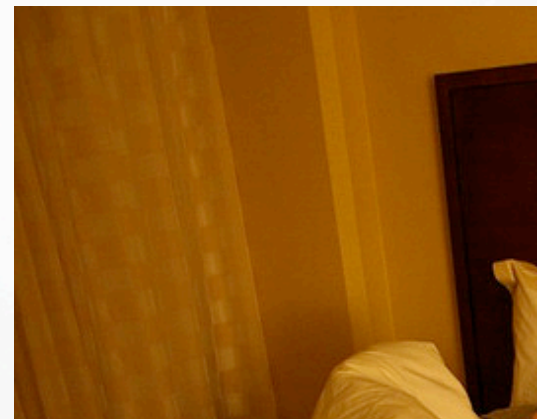
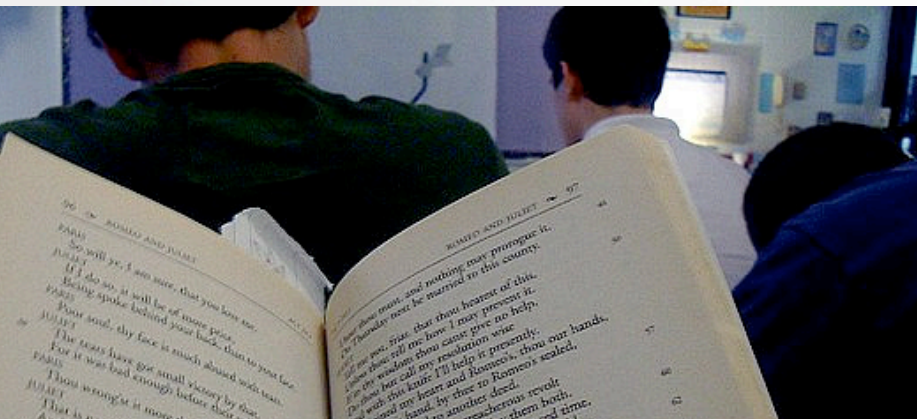
Hot Spaces

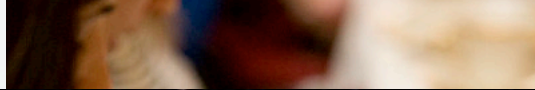
How to Pack More Valuable Human Exchange into Real World Marketplaces

Def. Hot: In the Marshall McLuhan sense
rich.

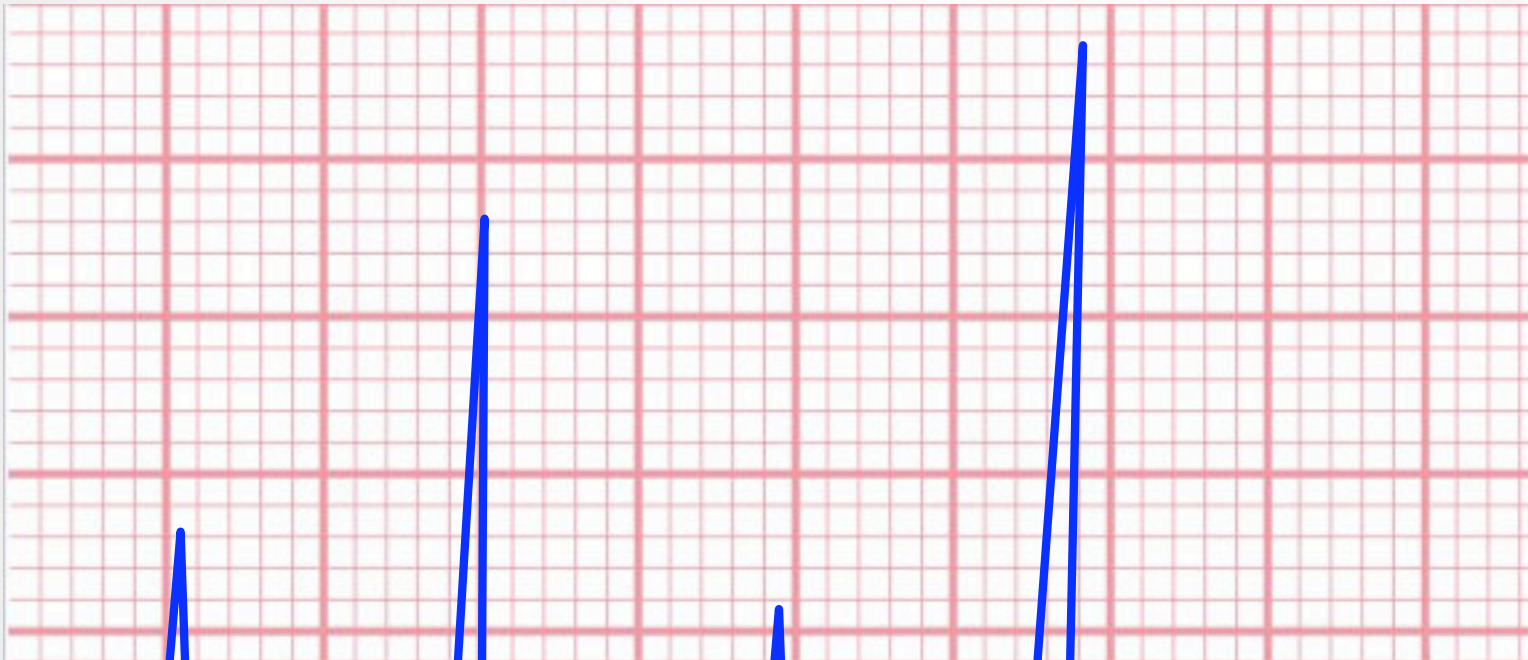
Def. Marketplace: Where people gather
products, ideas, knowledge, and/or mone



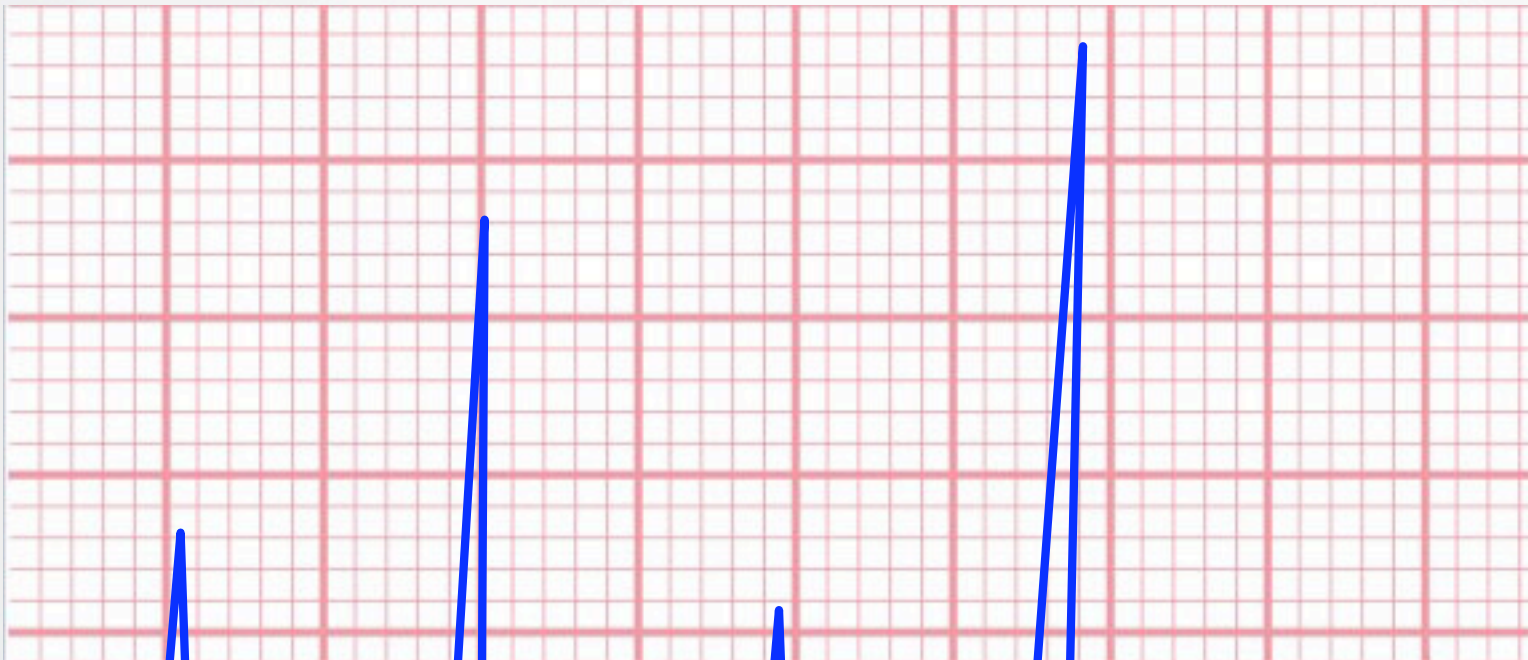




Why Secret. Meaningful From Real World Are Frustratingly



Sponsor's Experience of a Media Lab Visit



What do you want. What
you have?" Marketplace P

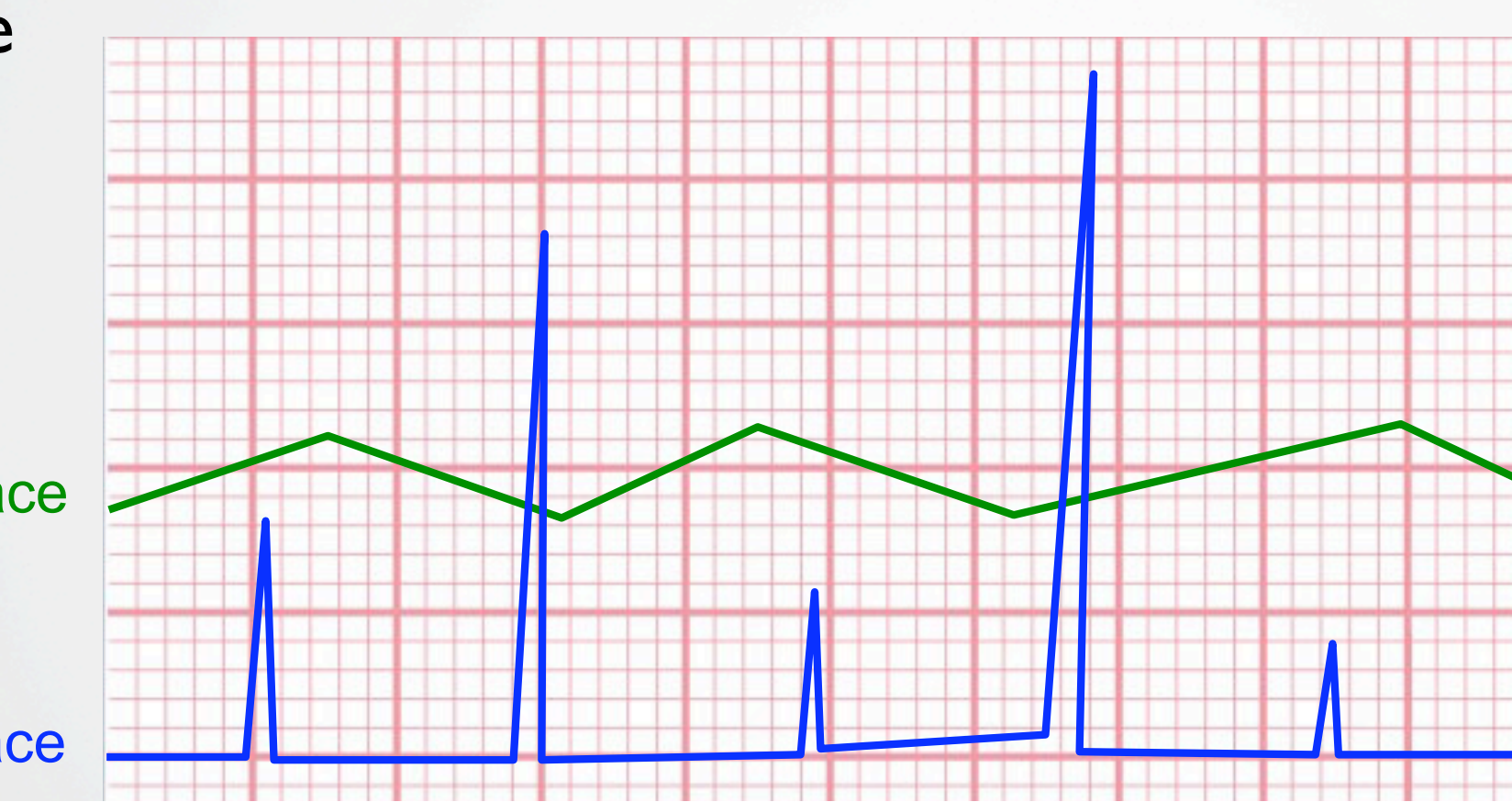
edia Lab research, by definition, does
paradigms

sponsors don't know they're interested
until they see it

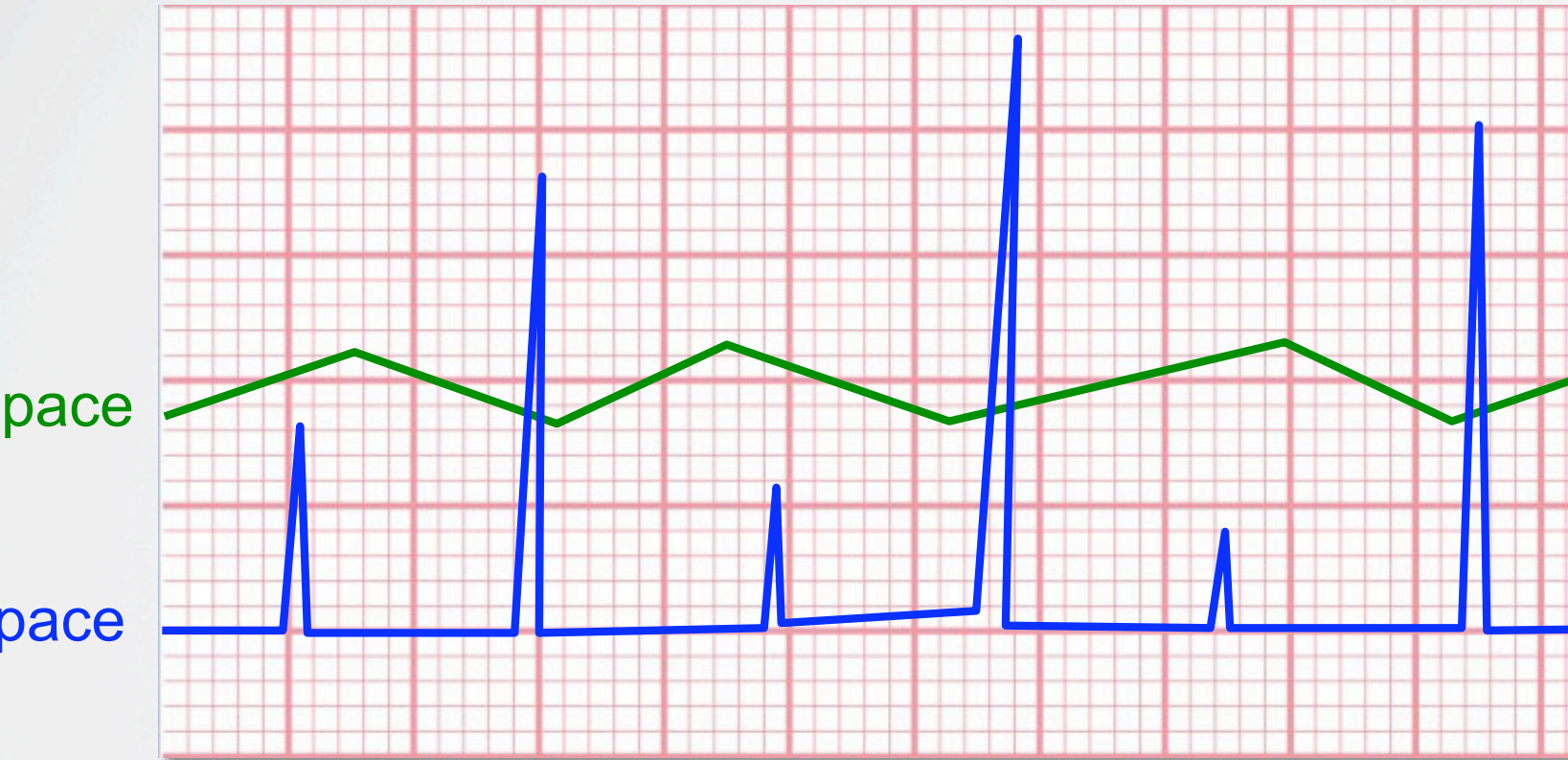
sponsor visit schedule is planned in adva

rain speeds down wrong track because
switch it

space. Average experience
meaningful, peak experience



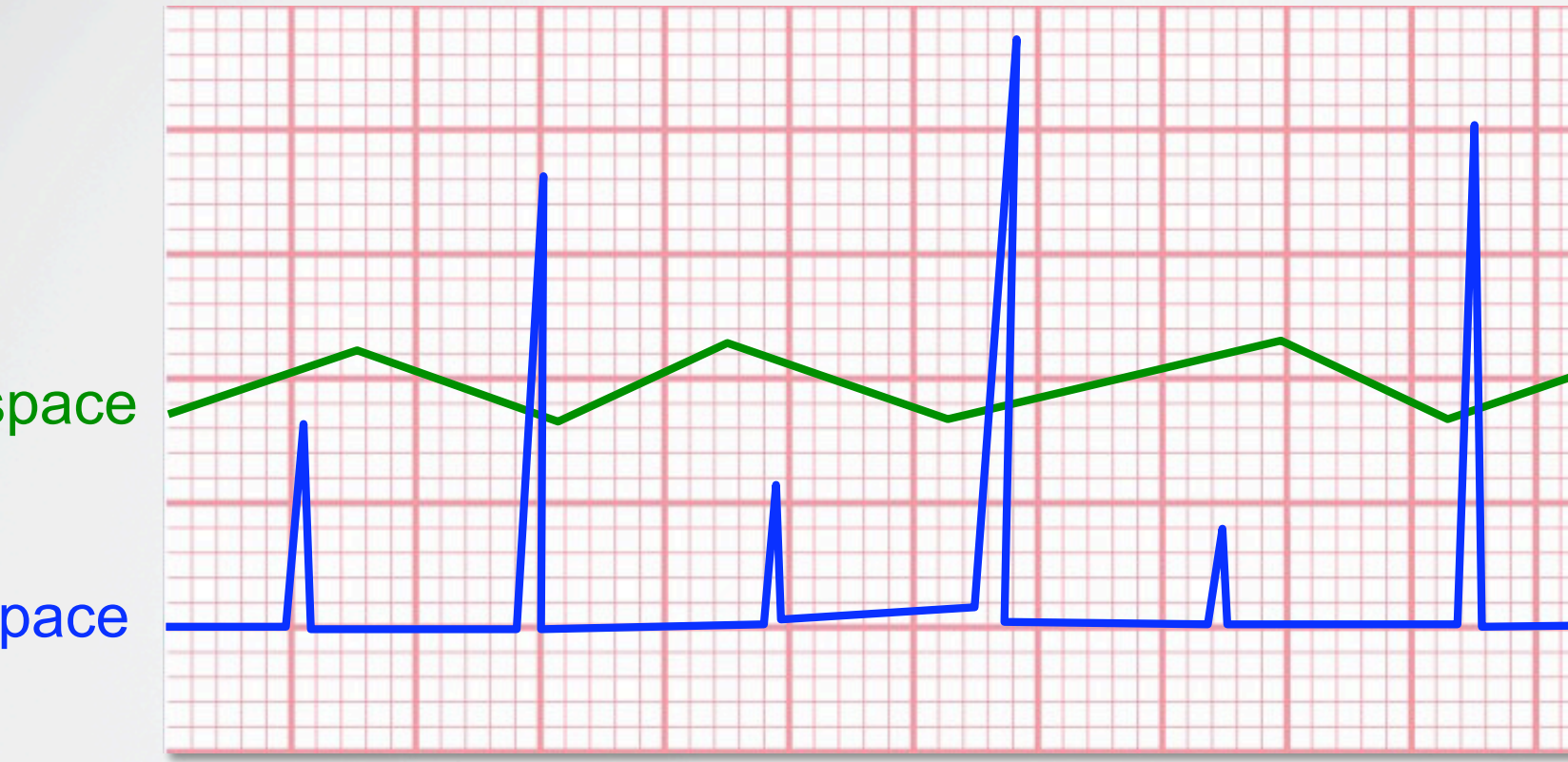
Why is Cyberspace so much



synchronous → simultaneous

low switching costs

Why is Real Space More ...



...er shared context

...ore bandwidth

Marketplaces that Effectively Combine Real a

Don't let tech interfere with rich context, hi
gh back-and-forth frequency of real space

Use mobile tech to organize a dense lineup o
ce-to-face engagements

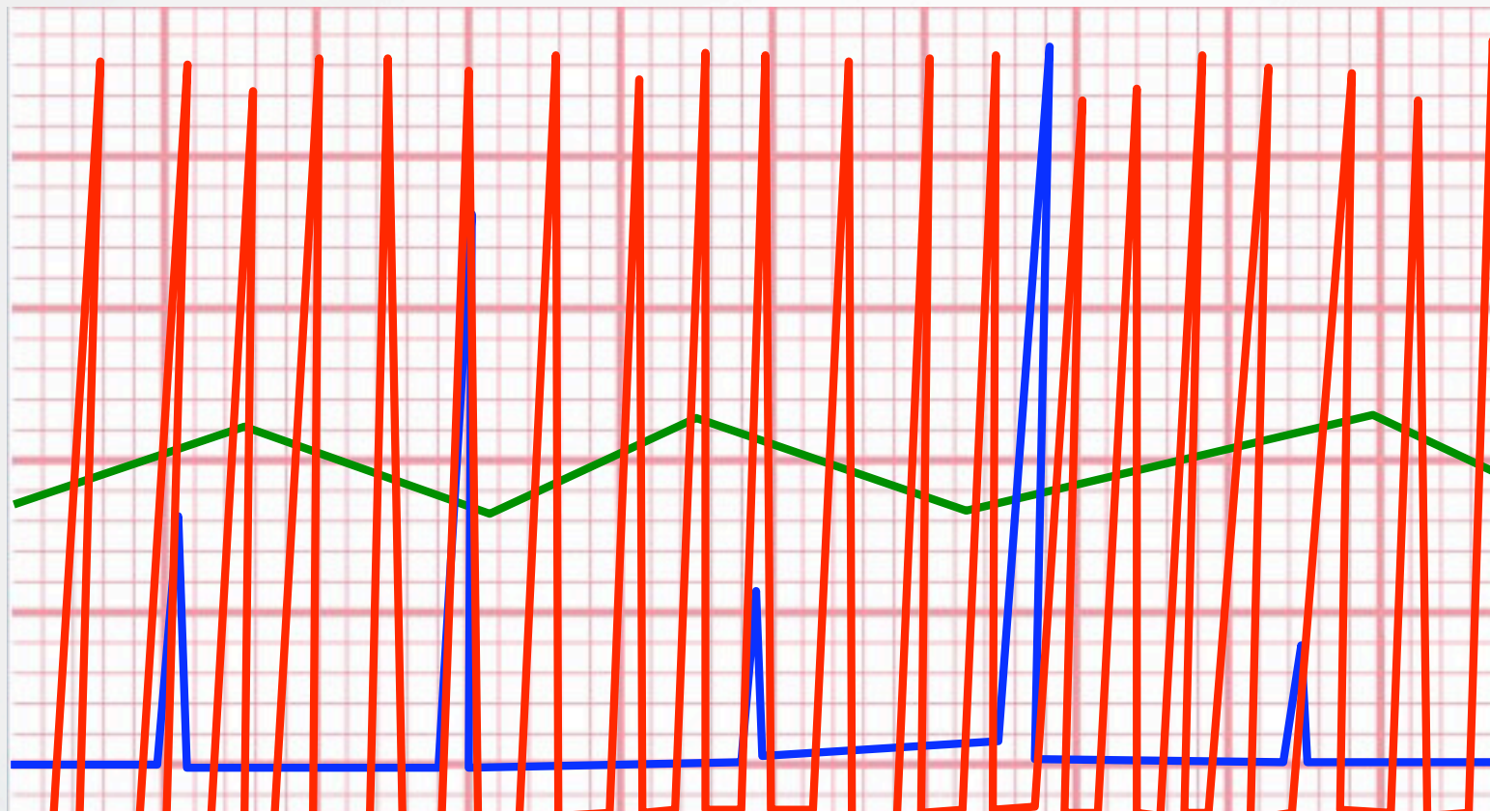
Improve local reach

Collect data about Learnings(T)

Inform participants about State(T+ I)

Hot Space Experience

ce



ce

ce

Hot Space Example. Need

Collect feedback after each sponsor / re
interaction

Automatically determine best match bet
volving sponsor interests and available

schedule next round of visits and notify

Hot Space Example. Media


The Glass Infrastructure

← Home


All groups

Launch demo

This project builds an open, social information window into the Media Lab using 30 touch-sensitive screens strategically placed throughout both buildings in the complex. The experience of using them is optimized for guests and visitors to collaboratively explore and uncover the people, ideas, and connections behind the research of the Lab. The system also makes suggestions about who to meet, where they may be, and what project and people information represented as "charms" one ought to collect, trade, and share. This is a model for an open IT system that can be used anywhere; it is a framework for developing open-area and personally responsive access methods.

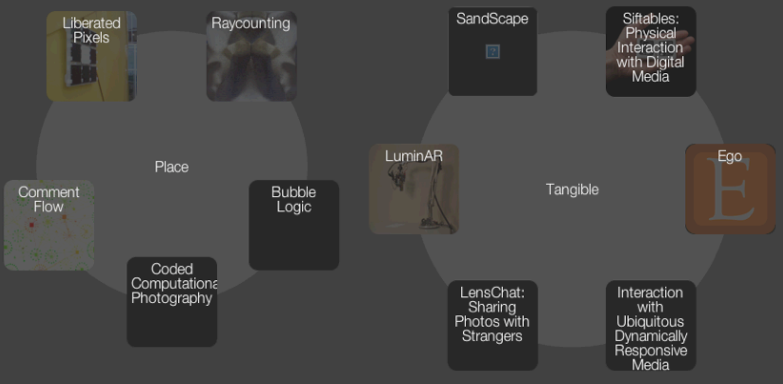


People



Related projects

Auto-categorization provided by OpenMind



The diagram shows a central circle divided into two main categories: 'Place' and 'Tangible'. 'Place' includes 'Liberated Pixels', 'Raycounting', 'Comment Flow', 'Coded Computations Photography', and 'Bubble Logic'. 'Tangible' includes 'SandScape', 'Sittables: Physical Interaction with Digital Media', 'Ego', 'LuminAR', 'LensChat: Sharing Photos with Strangers', and 'Interaction with Ubiquitous Dynamically Responsive Media'.

Hot Space Example. Re

Collect data about where customers are in purchase cycle

Where are they going in the store?

What are their queries?

Determine best way to use available resources to move c

Demos

1-on-1 consultation

Other passionate, knowledgeable customers

Workshop Example. Large T

Collect data about what participants have
they know/need-to-know

Match participants with vendors, session
participants that can help them

repeat