


MICROSOFT DESIGN EXPO 2014

Stream



A night cityscape with fireworks exploding in the sky. In the foreground, there are utility poles with power lines and silhouettes of people's heads. The city lights are visible in the distance.

**TECHNOLOGY WILL
NOT DEFINE THE
QUALITY OF LIFE**

A night cityscape with fireworks exploding in the sky. The scene is viewed through a large white question mark. The text is overlaid on the image.

**TECHNOLOGY WILL
NOT DEFINE THE
QUALITY OF LIFE,
EXPERIENCES WILL**

A group of people are lying on their backs in a field of tall, dry grass. They are wearing heavy, dark-colored jackets and pants. One person in the center is holding a small, light-colored object up in their right hand. The scene is dimly lit, suggesting dusk or dawn, with a warm, golden-brown color palette. The text 'THOSE EXPERIENCES WON'T CHANGE' is overlaid in white, bold, sans-serif font across the middle of the image. A vertical white line is positioned to the left of the text.

**THOSE EXPERIENCES
WON'T CHANGE**

A person is lying on their back in a field of tall, golden-brown grass. They are wearing a dark jacket and pants. Their right arm is raised, holding a camera up to their eye as if taking a picture. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The text is overlaid on the image, with the first two lines in white and the last two lines in a teal color.

**THOSE EXPERIENCES
WON'T CHANGE
BUT THE WAY WE
CAPTURE THEM WILL**

A person is lying on their back in a field of tall, golden-brown grass. They are wearing a dark jacket and pants. Their right hand is raised, holding a camera up to their eye as if taking a picture. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. Overlaid on the image is the text "CREATE CONTENT BY LIVING" in a bold, white, sans-serif font. A thin white vertical line is positioned to the left of the text.

**CREATE
CONTENT BY
LIVING**

**WE DESIGNED A SYSTEM THAT
CAPTURES TRUE AND NATURAL
INSTANCES OF HAPPINESS
BETWEEN PEOPLE**



| OUR GOAL




A group of people is seen in a vast, sandy desert landscape under a clear sky. The people are scattered across the foreground and middle ground, some appearing to be walking or standing. The background shows rolling sand dunes. The overall scene is captured in a warm, golden-brown color palette, suggesting a sunset or sunrise setting. The text is overlaid on the upper portion of the image.

OUR GOAL

**WAS TO HELP PEOPLE IMPROVE
PERSONAL WELL BEING**

A group of people is seen in a vast, sandy desert landscape under a clear sky. The people are small in the distance, some appearing to be walking or standing. The overall tone is warm and serene, with a focus on the natural environment and human presence.

**OUR GOAL
WAS TO HELP PEOPLE IMPROVE
PERSONAL WELL BEING, BUILD
MEANINGFUL RELATIONSHIPS**

A group of people are playing soccer on a sandy field. In the background, there are rolling hills or mountains under a clear sky. The scene is captured in a warm, golden light, suggesting late afternoon or early morning. The text is overlaid on the left side of the image, with a vertical white line to its left.

**OUR GOAL
WAS TO HELP PEOPLE IMPROVE
PERSONAL WELL BEING, BUILD
MEANINGFUL RELATIONSHIPS,
AND DEVELOP STRONGER
COMMUNITY.**



**HAPPY PEOPLE
MAKE HAPPY PEOPLE
HAPPIER PEOPLE**

A person is lying on their back in a field of tall, golden-brown grass. They are wearing a dark jacket and pants. Their right hand is raised, holding a camera up to their eye as if taking a picture. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. Overlaid on the image is the text "CREATE CONTENT BY LIVING" in a bold, white, sans-serif font. A thin white vertical line is positioned to the left of the text.

**CREATE
CONTENT BY
LIVING**





INTERACTION MODEL

A photograph of a group of people sitting around a table, laughing and talking. The scene is dimly lit, with a warm, golden light illuminating the subjects. The people are in the foreground, and their faces are lit up with joy. The background is dark and out of focus, suggesting an indoor setting like a restaurant or a bar. The overall mood is one of happiness and social connection.

**CAPTURES
INSTANCES OF
HAPPINESS**

**CAPTURES
INSTANCES OF
HAPPINESS**

**OFFERS
REFLECTION AND
NOSTALGIA**



**CAPTURES
INSTANCES OF
HAPPINESS**

**OFFERS
REFLECTION AND
NOSTALGIA**

**SUSTAINS AND
ENHANCES
ATTITUDE**



**CAPTURES
INSTANCES OF
HAPPINESS**

**HAPPY PEOPLE DO
HAPPY THINGS**

**OFFERS
REFLECTION AND
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**SUSTAINS AND
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**CAPTURES
INSTANCES OF
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Stream



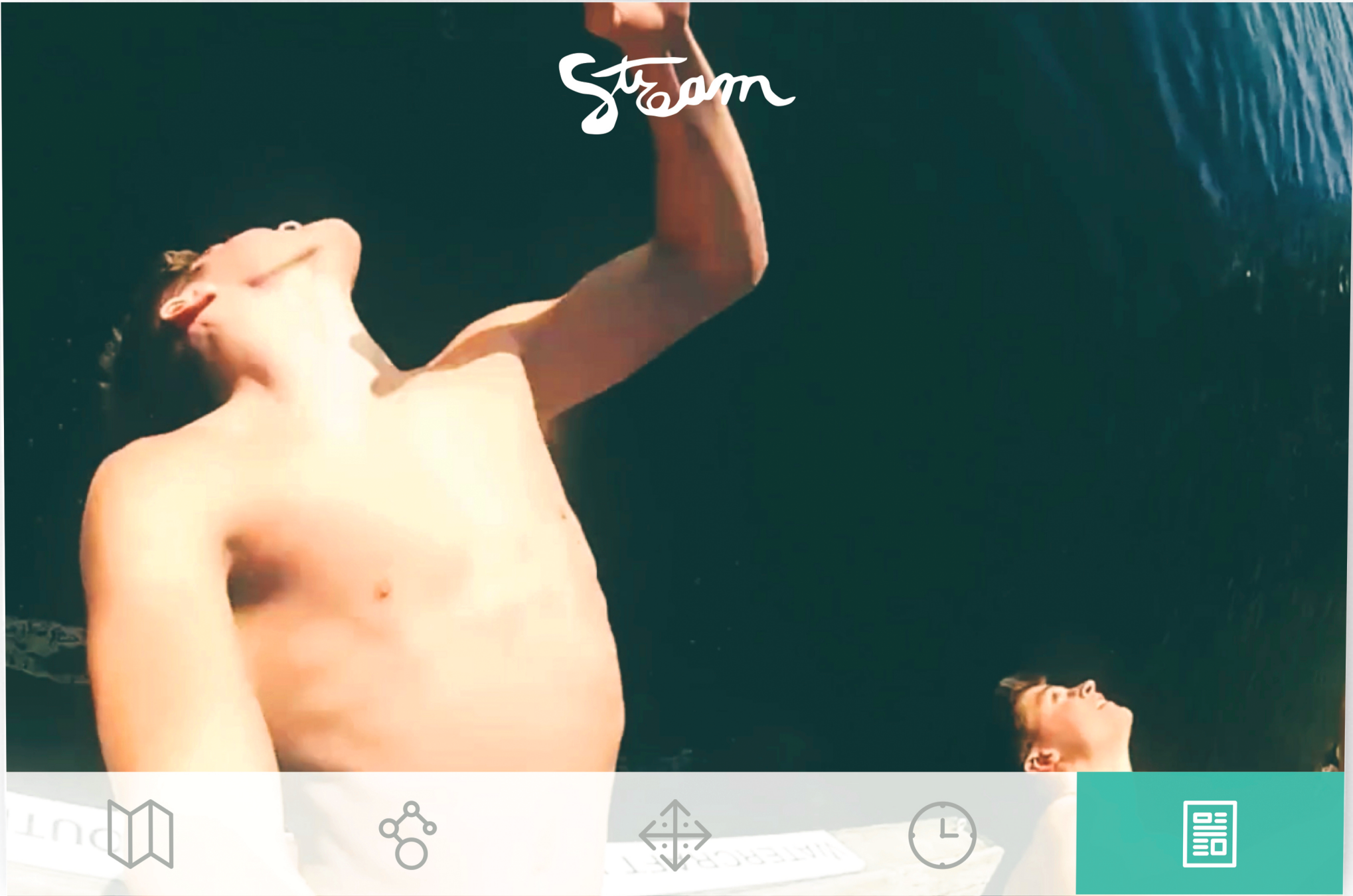
Stream





Stream

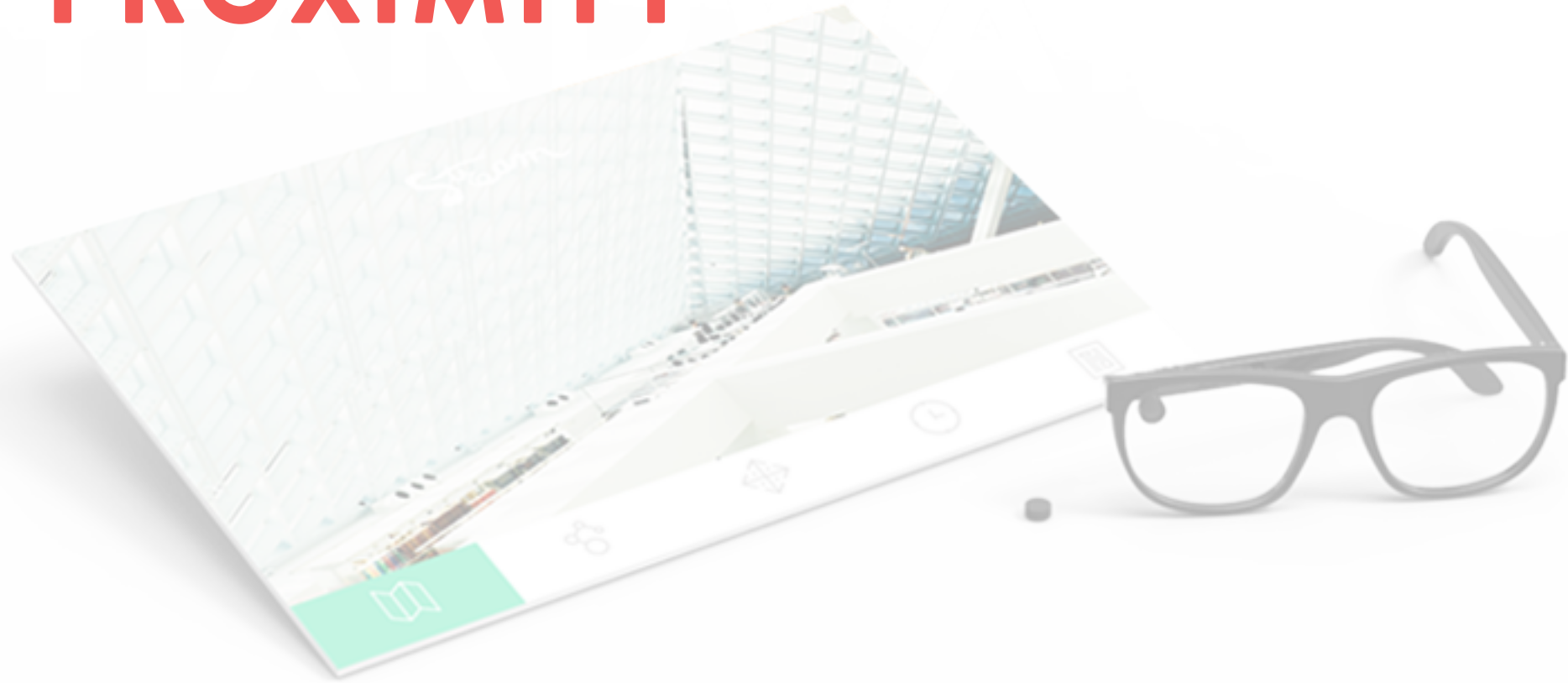




HARDWARE



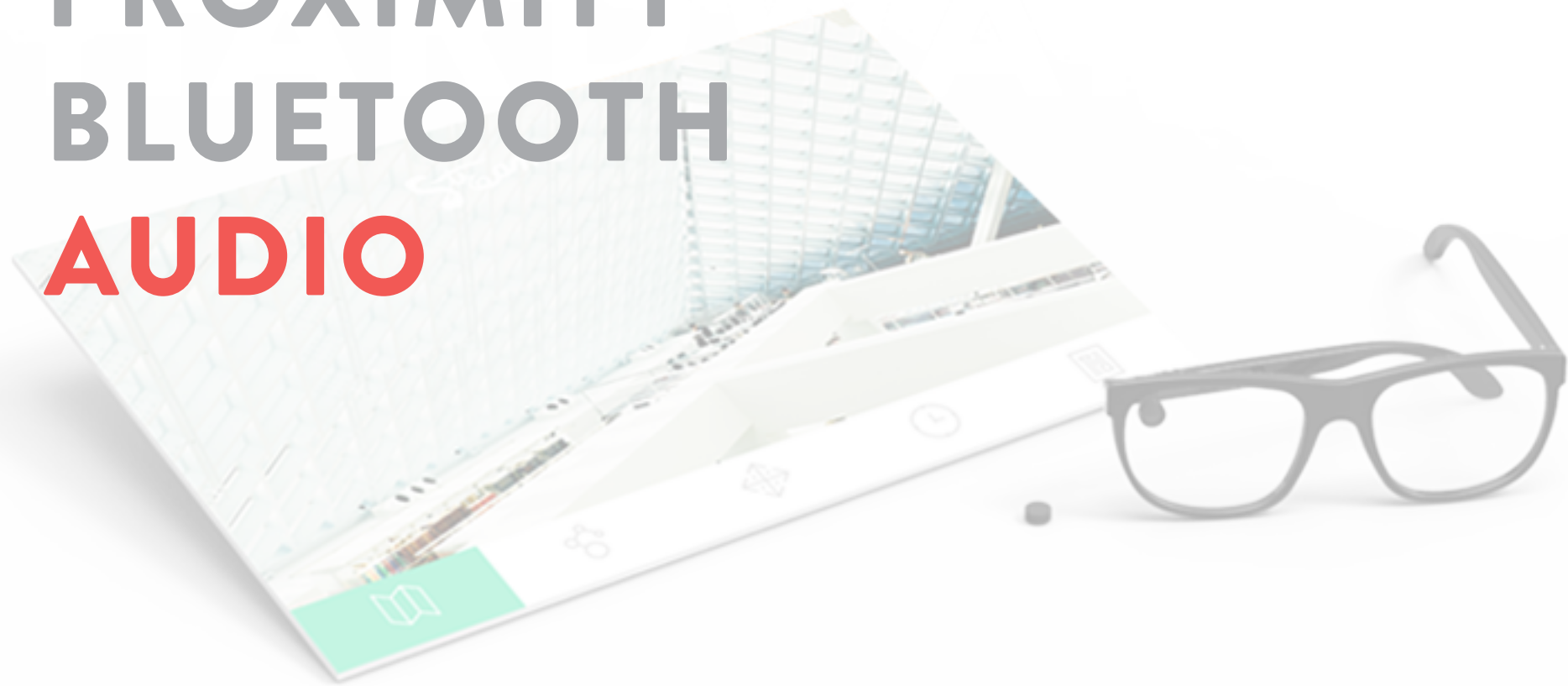
| PROXIMITY



PROXIMITY
BLUETOOTH



**PROXIMITY
BLUETOOTH
AUDIO**



PROXIMITY
BLUETOOTH
AUDIO
SKIN




PROXIMITY
BLUETOOTH
AUDIO
SKIN
LINE OF SIGHT





A photograph of a man in sunglasses and a crowd of people with raised hands, overlaid with a semi-transparent purple and blue gradient. The text 'A BILLION SENSORS' is centered in white, bold, sans-serif font.

A BILLION SENSORS



**DESIGN A SYSTEM THAT
CAPTURES TRUE AND NATURAL
INSTANCES OF HAPPINESS
BETWEEN PEOPLE**



THANK
YOU