Broadercasting

- Broadcasting
- Same time, same place, same media
- Shared experience
- “Connectedness”

- How can we strengthen connectedness?
- Build it *through* the media - VIPER
  - Don’t *personalize*--- *VIPER-ize*
- Build it *around* the media - iCom
iCom

- 24-hour awareness (background)
- Instant conference (foreground)
- Multi-point
iCom

- Large screen projection
- Casual space
iCom

- Shared space
- Reciprocity, equality
iCom

- Community messaging
- Conversation stimulators
iCom

- Written in Isis
  - http://www.media.mit.edu/isis
- Works on mid-range Linux workstations
- Soon on Mac OSX
- Projector and screen cost more than computer

- Connectedness in organizations
- Connectedness around media