

ECHO – SPECULATIVE TECHNOLOGY

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The year is 2045. Five years ago, *Cache Enterprise* released a memory recording device, *Echo*, that took the United States by storm. Millions of people have purchased *Echo* and use it daily. The beta version started out as a wireless camera, taking photos through signals sent by the user's brainwaves. It has now evolved to have memory recording capabilities. The clips/video can be max 8 hours long or as short as a few seconds. The device can be connected to a phone/computer/etc via bluetooth. Memories can then be uploaded to a cloud where the user can look back on their life experiences. This device is privately owned with the promise to protect the rights and privacy of its users. The government cannot force memories to be handed over without consent.

The project takes form a hypothetical social media platform that combines features from Facebook, Reddit, Twitter, and Tik Tok. There are 4 main characters that reflect different demographics. The issue would affect all of America, where *Echo* is currently being used and manufactured. There is a lot of controversy surrounding the ethical nature of a memory recording device paired with a platform that lets users share those memories to the masses. The current issue at hand is a new release of the *Echo Model 7* – the introduction of an implant *Echo*. This new device will let users record all day in comparison to the external old models, where users can only record up to 8 hours.

I chose this aesthetic because it would most accurately represent the discussion held about the new *Echo Model 7*. Social media is where people come together to discuss (and argue) about news and current events. I found this most fitting for what the device is. I also wanted to create an environment where I can poke fun of 2021 celebrities/influencers/billionaires as a metaphor for reactions or responses that could happen in the future in regards to *Echo*.