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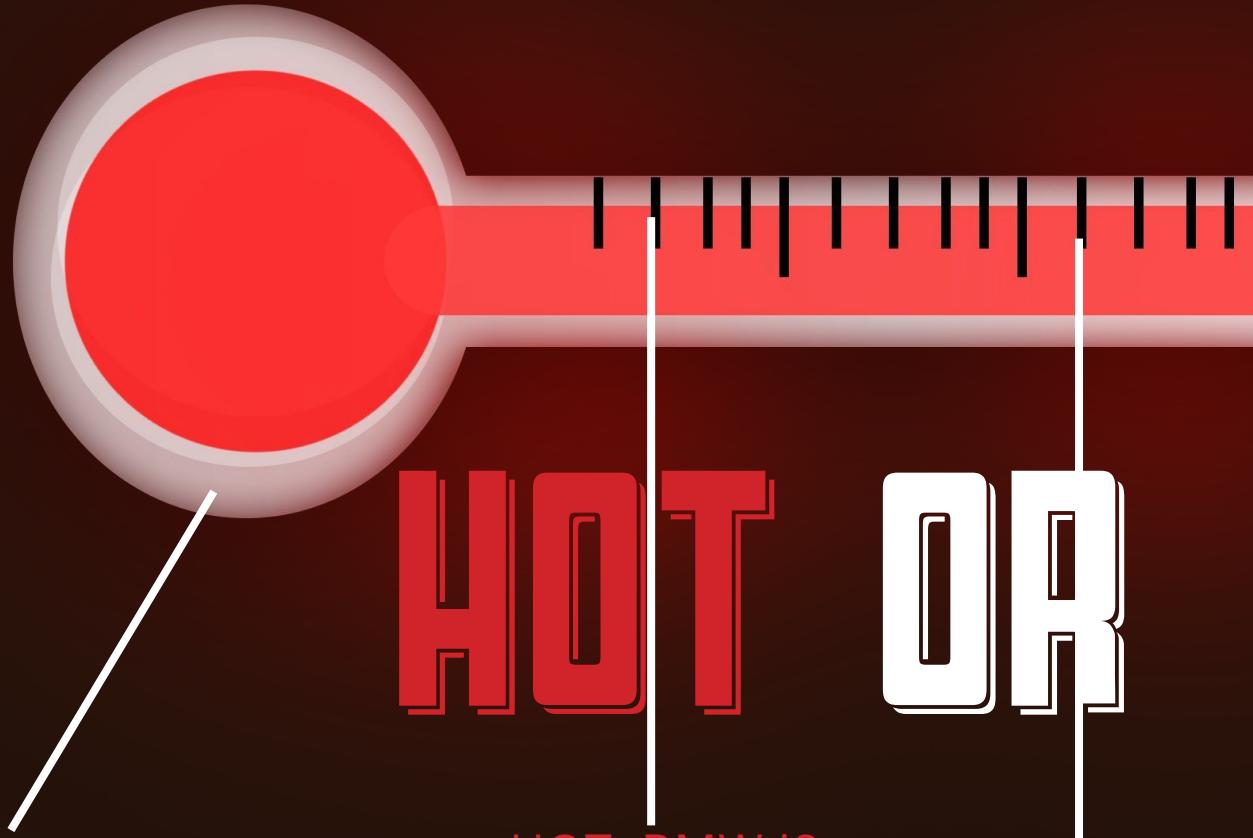
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HOT OR

HOT: BMW i8

The phrase “plugin hybrid” doesn’t really carry much excitement. This is a phrase for people who love photographing their cats and for those who love Southern California but not the idea of Southern California. The BMW i8 is here to change all of that and not only because there is a lowercase “i” in its name. This car has a combined output of 360 horsepower from its three-cylinder petrol engine and 7.1kWh battery that whisk the occupants to 62 mph in 4.4 seconds. And when driven with some decency, the i8 delivers 134.5 mpg*. With killer good looks and even better performance, this is the hybrid the world needs.

*Under the New European Driving Cycle



HOT: Twitch Plays Pokemon

Perhaps one of the quirkiest implementations of crowdsourcing to date, “Twitch Plays Pokemon” is not only an indirect look into the collective gamer conscience, but an interesting statistical thought experiment as well. By parsing subscribers’ comments on a live stream of the original “Pokemon Red”, the idea was to bring the community together to try to catch ‘em all, and in theory, it should have worked. Treating the inputs as a random variable, it could be said that the will to complete the game applies a strong, single bias to the set, while everyone who aims for chaos does not have a unified directive and would be filtered out as noise over a long period of time. That is, before alternative directives spawned from the ad hoc narrative many of the participants created. Anything from fan fiction, to fan art, to documented religions spawned from this sequence of random events, and from chaos came cult. The game’s parsing structure had to change to a “democracy-anarchy” polling thereafter, and after 390 hours of continuous play, 1.16 million Pokemon Masters were born to legend and the community once more had a rapturous reunion. Twitch Plays Pokemon was the perfect beginning and end to the novel assumptions of the stream’s creator. A breeding ground for good and evil, will and chance, loss and retribution, a sense anonymous but fervent brotherhood with one million happenstanced strangers, whether intended or not, were the products of just a few days of software development and two weeks of stream maintenance. The unnamed creator did for the video gaming community what many large developers (who shall go unnamed as well) seemed to have forgotten or abandoned; to have faith in ourselves as problem solvers and in our ability to imagine our world.

HOT: Smoking Gun

After 9 years of painstaking research and analysis, a group of astrophysicists have discovered the most direct evidence for the gravitational waves and consequently the Theory of Cosmic Inflation.

Theory of Cosmic Inflation?

Proposed in 1980 by astrophysicist Alan Guth, the idea of cosmic inflation is suggestive of a kind of repulsive gravity. Inflation caused an explosively rapid scaling up of space time that occurred a tiny fraction of a second after the Big Bang. In another fraction of a second, inflation slowed to a more leisurely expansion that continues to this day and is accelerating. The rapid expansion created ripples in the fabric of space and time in the form of gravitational waves. Although, the waves became untraceable as time passed, they left an imprint in the Cosmic Microwave Background (CMB). These “imprints”, or, characteristic swirls in the CMB, prove the existence of gravitational waves and in turn bolster Guth’s theory of cosmic inflation.

But why is this HOT? Well,

- It gives a glimpse of the origin of everything
- Suggestive of the inevitability of a multiverse
- Proves the only untested part of Einstein’s Theory of Relativity
- Brings us a step closer to a grand unified theory

NOT

NOT: Digital Hate

The world we live in is getting continually more fast-paced. We're constantly on our laptops, tablets, cellphones, and smart watches—many of us using more than one at the same time. While all of this technology is wonderful: we're gaining endless access to knowledge, reconnecting with old friends, creating jobs—not everything online is free.

Public forums and social media have been littered with digital hate. One click to 4chan or Reddit will show many obscene messages, graphic pictures, and spiteful words. All of this digital hate pointed at one another is not creating the peaceful, accepting environment that everyone on our planet has a right to. And this is

#notcool.



NOT: 3nder

As an application that's still under development, 3nder copies off the famous dating and hook up app Tinder and applies it to Threesomes. That's right. You see it correctly. Hello Brave New World. This app matches you with two other people to have threesomes. The model itself is so controversial, it's like a mix of the shady Craigslist threesome ads that lead to police reports with pretty photos and connected to FaceBook.

**Don't believe us? Go right ahead and look at
<http://www.3nderapp.com/>**

NOT: Flappy Clones

After Flappy Bird, one of the most popular apps of early 2014, was taken off the market, there were rip-offs of the game flooding the market. Games like Splashy Fish and Flappy Wings flooded the mobile applications markets. With all of them being pretty much the same, the lack of originality was exasperating. However, some ideas such as Flappy Cyrus which had Miley Cyrus flying through a bunch of wrecking balls were truly creative. The underlying irony is that all of these games were "inspired" a game whose concept was basically "repurposed" from the 90's game Copter and the graphics were "motivated" by those of Mario.

bitcoin DECODED

THE RISE AND FALL OF A CRYPTOCURRENCY



The Dollar, Euro, Yen, Rupee, Pound, and Peso along with every currency has two things in common: Centralized backing in the form of a national bank or centralized government. In the old days, these currencies were backed by the gold or precious metal standard, which is long since gone.

People have attempted to establish digital currencies following the internet boom. The one currency that's made it's path onto the mainstream world is Bitcoin.

What is bitcoin?

A cryptocurrency developed late 2008 and early 2009, that has finally made its way into mainstream. Essentially, the bitcoin is a cryptocurrency, a digital token which heavily focuses on cryptography to decentralize the medium of exchange, that needs to be mined through code. Bitcoin has potential to completely deregulate currencies and shift the global economy to a digital one.

Who created the bitcoin?

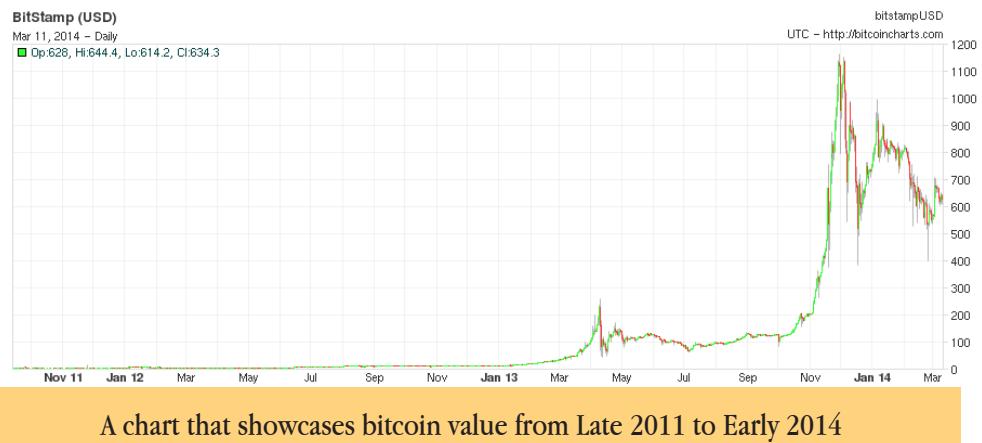
Satoshi Nakamoto, the name that's been in the press in the last few months. Satoshi Nakamoto was said to be revealed by a Newsweek Article saying Dorian Nakamoto was Satoshi. This statement however was later reclaimed by Dorian and is still under investigation by hundreds of news organizations around the world. Therefore, no one still knows who Satoshi Nakamoto really is.

Decentralization

There is no one person or organization that can control the flow and price of the bitcoin. Since the technology is based on Peer to Peer, the price of the Bitcoin depends on what the buyer and the seller agree upon. This is essentially a true medium because it purely relies on supply and demand.

How Does One use a Bitcoin?

To an everyday person, a bitcoin is a digital token that is stored in a digital wallet from various providers. You can use a program or application to send and receive these coins in your wallet.



Where can I use a bitcoin?

Numerous internet services have opted for a Bitcoin payment system. Some of the biggest being: Overstock, TigerDirect, Etsy Vendors, Tesla Motors, Zynga, and WordPress. Bitcoin isn't limited to just big names.

Peers can sell their services for bitcoins with the click of a button. Websites such as:

<https://spendbitcoins.com/places/>
list services that people are willing to do for bitcoins.

How Do I get Bitcoins?

You can buy them for the value in your respective fiat currency, service in exchange for bitcoins, or mine them.

You can mine bitcoins by using your computer's power to solve puzzles and if your computer solves one right you get 25 bitcoins. The bitcoin system is capped to only have 25 bitcoins mined every 10 minutes, so getting your hands on that with the amount of miners today is highly unlikely.

The more efficient way is to join a bitcoin mining pool that use their computers to solve a block puzzle together.

For full information on mining visit:
<http://www.bitcoinmining.com/getting-started>

Shortcomings

There are two major shortcomings that are prominent in the Bitcoin market, and they are Volatility and Built in deflation and Market Cap.

Volatility

This is by far the biggest problem with general acceptance of a bitcoin in an everyday world. The bitcoin prices are unstable because the prices are directly dependant on the buyers demand. In terms of elasticity, the bitcoin is insanely volatile.

As seen in the graph, before January of 2013, the price of Bitcoins was almost nonexistent. Then, as some speculate the bubble hit, where bitcoins became mainstream.

Towards the end of December 2013, bitcoins hit a high of almost \$1200 per bitcoin. After this initial high, the bitcoin began hitting lows for the yearly average. Recently, the new lows under \$600 hit when MtGox, the most popular bitcoin broker at the time, halted all withdrawals and filed for bankruptcy in late February.

The problem arises, in that the fear of one broker closing drives the prices of the bitcoin down by hundreds of dollars. This sense of deregulation is opposite to the critical role of the government during the 2008 bank bailouts.

Also, because of this volatility, sales being refunded are never guaranteed the same valuation. This brings a hazy sense of trust and security with the bitcoin. Take for example, buying a T Shirt with bitcoins, when you refund it because it doesn't fit you will not get the same valuation back. The other problem with this valuation is, that with Bitcoins the currency has to always be compared to another to

get it's worth. Therefore, what currency would you even compare to? Therefore, the potential for this digital currency is huge once price stability is addressed in a sense. This, as argued by many traders, can be fixed with greater volume and usage of the coin.

Built in Deflation

With the current algorithm that establishes bitcoins, a maximum of 21 million bitcoins can ever exist by 2140 due to the block time limits. Once this cap has reached, each fraction of a bitcoin will be worth more and more, this in essence is very puzzling. This model severely favors those who were early-adopters. As the valuation will get bigger and bigger due to the fixed supply, there will be a question on when should one spend Bitcoins. Another puzzling factor is very reminiscent of gold, a precious metal that has a cap in supply causing the price to increase per fraction over time. This exponential economics for the early adopters was one of the main reasons why the United States and other countries devalued away from the Gold Standard to evaluate their currencies. Therefore, the built in cap of 21 millions bitcoins is a giant shortfall which can cause severe deflation over time, a hinderance that is seen as negative in economics.

Accepting the shortfalls, one can still hop on the Bitcoin bandwagon. You can get more information on bitcoins through community website presented by The Bitcoin Foundation:

<http://www.bitcoin.org/>

REV
V

APPL

SPARK'S EVOLUTIONARY WEBSITES & APPLICATIONS LIST

CONTINUE

KICKSTARTER



What if you had a great idea for a project but no way to fund it?

Before 2009, you might have to take out loans and reach out to investors, often getting turned down or never finding out how to truly start.

But now--kickstarter.com is looking to turn the dreams into reality. Kickstarter is pioneering in that anyone from filmmakers, artists, and musicians to those who develop a new technology can pitch their idea to large online audience and gain financial support from the community.

A brilliant idea such as the Midwest Game Developers Summit has been funded to provide a conference to share knowledge and experience to local programmers.

Additionally, artists such as Emily Snider, receive backing to create their EP, a feat that might otherwise be hard to accomplish without the massive funding from online sources.

CHANGE.ORG

change.org

What would you do if your mom has terminal cancer and the insurance company decided to stop funding her treatment? Unfortunately, this story is pretty common.

In this case, all it would take is was one change.org petition signed by thousands to change the insurance company's mind. In fact, change.org, as the largest petition platform, has made it easy for people to change the world, whether it be locally, nationally, or globally. Active in 196 countries, people are using this website daily to improve and empower those who might have otherwise been pushed around.

It's an anonymous massive voice for the voiceless. As technology is connecting people faster each day, starting a campaign and transforming the world--even just a tiny part of it--is a realistic goal with the help of change.org. Many petitions on change.org have garnered a response. A notable petition includes LinkedIn adding a blocking feature to protect users from stalkers; and another involved the freeing of Daniel Larson, a prison ruled innocent stuck in legal limbo. These are just several examples of the many remarkable stories.

Now, ask yourself, how will you change the world today?

KIVA.ORG



Loans that change lives

Kiva is a non-profit organization founded in 2005 with a mission of alleviating poverty. This is done by connecting people in a worldwide network to administer loans to those less fortunate who are trying to create opportunities for themselves. It boasts a 98.9% repayment rate and with over \$500 million lent out since its creation. There are several focus groups to choose to loan your money to, including those trying to combat poverty, supporting socially marginalized populations, and providing entrepreneurial support.

QuizUp



QuizUp

Taking the mobile gaming world by storm, QuizUp by Plain Vanilla Games is the largest trivia game in history, with more than 400 categories and 150,000 questions for players to explore.

Inherently competitive, the game encourages peer-to-peer interaction by allowing players to challenge their friends in categories of their choice, or to go head-to-head real-time with participants in over 100 countries. What it lacks in consistency and grammar/ spelling, it greatly makes up for in inclusiveness, opening the question pool to any contributor's suggestions, and using the masses' knowledge to fine-tune and correct erroneous questions.

By polling for participant feedback, QuizUp sets the groundwork for a large-scale game that's easy to play, but hard to master, aiming to hit that elusive mark in video gaming that satisfies the common user and hardcore gamer alike. While any player may enjoy the full benefits of the game from the start (unlike many pay-to-play counterparts), the successful gamer must learn to master all categories, rewarding intellectual finesse rather than physical skill or opportunity-based events like its hyper successful predecessors (e.g. Candy Crush, Temple Run, Flappy Bird, Angry Birds). QuizUp has all the ingredients to whip up the next generation of "smart" gaming, and despite still being in its early stages, deserves our attention in the months to come for having the potential to transform the way we mobile game.

DuoLingo



duolingo

Rosetta Stone without the \$400+ price tag. Welcome to DuoLingo, the Application that broke the language barrier for generations to come. A Project started at Carnegie Mellon University by the same professor that made the famous reCAPTCHA system, Luis von Ahn, is now one of the biggest competitors to Rosetta Stone. People spend hundreds to thousands of dollars attempting to learn a language from tutors, teachers, and Rosetta Stone. DuoLingo takes this away completely. With keeping the user in mind, this implementation relies on crowd sourced text translation. This completely transforms the world of language education by making it not only accessible but interesting. It's like Wikipedia for learning languages. The brilliant application was rated as the Best App of the Year for Apple and the Best of the Best by Google Play. The currently supported languages include:

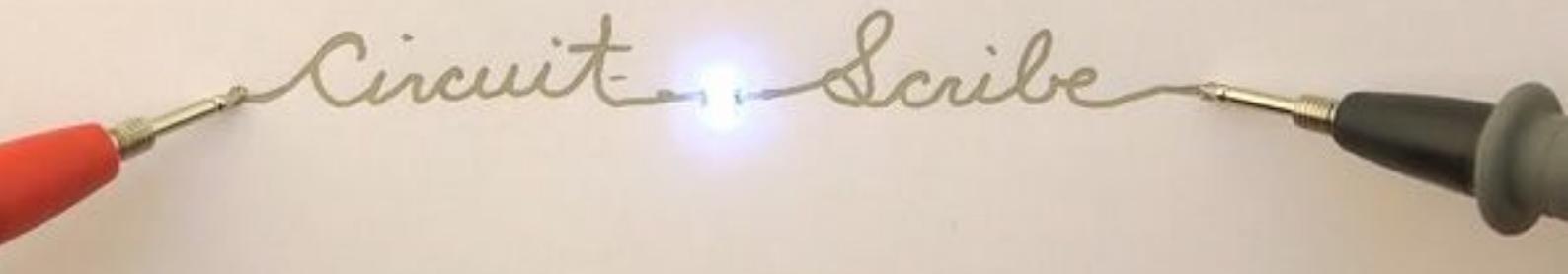
Available in (List from Wikipedia)

- English
- Spanish
- Portuguese
- Italian
- French
- Dutch
- German
- Polish
- Russian
- Turkish
- Hungarian
- Romanian
- Japanese
- Chinese

Available to Learn

- English
- Spanish
- French
- German
- Portuguese
- Italian

The highly scientific approach to learning makes DuoLingo phenomenal. It uses the same methodology that Khan Academy implements. People earn "points" by doing activities involving their language goals. This sets up an intrinsic motivation for the users. Also, the aesthetic User Interface just makes this application even more amazing. So if you ever want to pick up a new language on the side to add to your knowledge bank check out DuoLingo.



An Interview with the CEO & Founder of an Urbana Start-up **Electroninks**

Interview conducted with CEO Brett Walker, a PhD graduate from the Material Sciences and Engineering department at UIUC

Can you start off by telling us a bit about circuit scribe?

Circuit scribe is basically a roller ball gel pen with an aqueous silver particle based ink with which you write with like a regular pen except that when it dries up you've created a circuit. So instead of just creating a normal decorative trace, you've created a conductive trace.

CIRCUIT SCRIBE:



CONDUCTIVE INK ROLLERBALL PEN

The Circuit Scribe pen that Electroninks developed.
To be shipped starting July 2014

* All Images in this article are used in permission from Electroninks. All rights reserved to Electroninks

So how did your team come up with the idea?

In graduate school the Lewis group did a lot of research on conductive inks and we were looking for different methods to deposit the conductive inks which resulted in the method we tried.

What inspired you all to do something of this sort?

We work with really expensive and complicated materials when it comes to conductive materials and we thought that it would be nice to create something that is simple enough for everyone to use. Now creating a circuit is exactly like using a pen instead of reading complex manuals.

Where is this idea heading? Where would you want this to be deployed?

We're getting a lot of support from the tech community for electronics as well as STEM education industry.

This can really change the way how circuits are taught as opposed to breadboards or otherwise complicated techniques.

There is a certain amount of basic knowledge of how to use a breadboard required, before creating basic circuits. Our method takes that away as everyone knows how to use a pen. So we currently see a lot of demand in the stem education industry.

Can you give us some specs of the ink? What can be done with it?

We've done a lot of optimization on the ink so that it can be used in circuit repair as well as actually circuit construction versus just teaching basic circuits.

The newest ink that we've been developing here at Enterprise Works, you can solder to it which you couldn't do with the previous ink. We're also doing some studies to see how well it works as an antenna.

What about the technical side of things? How conductive is the material?

The conductivity depends on what substrate you use. If you use something like photo paper which dries really fast and hence increases conductivity, you can get conductivity down to around 15-20 milliohms per square but if you use regular paper it goes up to 50-60 milliohms per square which is still highly conductive.

The dry time is also really good, just a few seconds as opposed to the hours it takes with other technologies. We're trying to do optimizations now to ensure that it works with high frequency ranges as well.

Does the ink have any capacitive or inductive applications?

You can use the ink as a capacitor by drawing on two opposite sides of the paper. As the ink is only absorbed onto the top layer of the paper, the paper in between the two layers of ink makes it behave like a capacitor. We haven't done a lot of testing on the inductive side but yes I believe that it's possible.

Most of the standard ICs today are made for the breadboard and they fit perfectly onto it. What does your team plan to do in terms of that?

We plan to have 8 pin conductors that can magnetically stick onto the paper and the ICs can be used on those. Apart from that we are working with some companies to make it such that the ICs can bond directly onto the paper.

Do you think that circuit scribe has the potential to completely replace the traditional copper wires?

We do a lot of business in the electronics range. We do a lot of potential in the printed electronics area where the ink could match up to the conductivities required. This will help to improve all your devices to make them slimmer, cheaper and more easily available for mass production. Most of the electroless plating baths used copper as copper is cheaper than silver but you need a lot of flexibility which this can provide. Hence it can compete well with copper on FR4.

So it won't replace copper wiring everywhere but in just some applications?

Yeah, I don't see people using inks for transmission lines but in the case of your handheld devices there it is useful.

Can you tell me about some of the crazy stuff that you guys can do with circuit scribe?

The other day in lab we created a band pass filter using just the ink. We created the capacitors by drawing on the front and back of the sheet and resistors by drawing squiggly lines at in the end we managed to make a complete working band pass filter.

What was the greatest obstacle you guys faced while creating circuit scribe?

Actually creating an ink that we could commercialize without costing a lot of money was a challenge. Also we had to find a manufacturer who would work with us to create small batches of roller ball pens. We also had to create magnetic products to clip onto the sheet using the magnetic bookmark. So basically all the normal production headaches.

When did you get your product first ready?

That was last summer and when we were completely sure we launched our KickStarter campaign in November last year.

Their Kick-Starter campaign went finished had a outstanding amount of:

\$674,425
with over 12,000 backers and an original goal amount of \$85,000.
The pen is available for pre-order at only a cost of \$25.

Estimated Shipping Time:
July of 2014

<http://www.electroninks.com>



3D PRINTING

THE NEW ERA OF PRODUCTION

Have you ever seen the show How It's Made? If you have, then you know just how much work goes into the simplest products. Gargantuan machines stamping, pulling, heating, and cooling or skilled, calloused hands carefully sculpting, threading, and pressing just so you can wear a pair of flip flops or eat cereal out of a bowl. No more. We, the human race, are beyond this. Imagine a world where a simple design is put into a machine and moments later, the actual product is spat out of a tube and right in to your outstretched hands. That world is here and it is called 3D printing.

To be painfully honest, this whimsical world has actually been around for a while. Charles W. Hull of 3D Systems Corp. invented stereolithography, the basis for 3D printing back in 1983. By layering thin layers of liquid materials, he was able to "print" three-dimensional objects. The liquid used in this process is usually an ultraviolet photopolymer resin that gets thinly layered and then put in a chemical bath to remove any unwanted material. What does that mean? That means no more long documentaries to try and understand how your crocs came to be. No more listening to that friend who just has to tell you every painstaking procedure that was needed to put his beloved badminton racquet together. How was it made? A flash drive was shoved into a machine and the product just kind of fell out the other end.

That's how.

Thinking Big

Ok so what if I don't want 3D printed trinkets and gimmicks like I keep seeing on the Internet? What if I want something big? What about a car? Well, at the Geneva Motor Show, EDAG released their 3D printed concept car, the Genesis, that they say was inspired by a turtle's skeleton (no I'm not making that up). The car isn't so much a car, but rather a cockpit that is made of exactly one piece. This thermoplastic unibody construction can even be printed in carbon fiber to increase the structural strength while keeping the frame light. Even though EDAG doesn't expect the Genesis to be used in a car anytime soon, they wanted to show off the manufacturing capabilities of 3D printing for generations to come.

What about a car that can go to space? NASA has that one covered. The next rover actually uses about 70 3D printed parts that use a process called Fused Deposition Modeling, a process similar in idea to Hull's stereolithography. These parts were printed because traditional manufacturing methods just don't offer the precision that was required.

On an even larger scale, a company called Contour Crafting claims they can print a 2,500 square foot house in less than 24 hours. A large gantry that applies cement will make this house in record time and with robotic precision. No more construction workers falling off of stuff. No more stopping for three months because of freezing temperatures or because the flu is going around and everybody on the team is currently eating chicken broth.

What about a HOUSE that can go to space? Contour Crafting states that their technology has the means of building an entire infrastructure including labs, habitats, and facilities on the moon even before humans get there.

Medical Field

Space is alright and all but the final frontier isn't always the most urgent frontier. Everyday, 18 people die for lack of an organ transplant. Currently, there are more than 120,000 names on the list of people waiting for a lifesaving transplant. 3D printing might be the answer.

Space is alright and all but the final frontier isn't always the most urgent frontier. Everyday, 18 people die for lack of an organ transplant. Currently, there are more than 120,000 names on the list of people waiting for a lifesaving transplant. 3D printing might be the answer.



Professor Matt Ratto at University of Toronto innovating medicine through 3D Printing (Picture from ginger coons)

Although transplants may seem far from today's horizon, a Canadian professor is bringing us closer to the benefits of medical 3D printing than ever. Matt Ratto, a professor at the University of Toronto is using 3D printing to make prosthetics that may not have the quality of a limb made by a skilled technician, but definitely decrease the time and skill needed to make them. By doing this, he hopes to make prosthetics much more accessible to third world countries.

What about friends? Can 3D printing give me friends? Of course! Meet Poppy, a 3D printed robot that was created by a team of French Researchers to study walking and human-robot interactions. The fact that Poppy was printed allows for him to mimic human movements and he even features an LCD display for a face that reflects his emotions. Do your friends have LCD displays for faces? Case closed.

Ending Thoughts

So you may be thinking, "Wow. All of this high tech innovation makes my head feel like jello." Don't worry, because there are less intense applications to 3D printing.

3D printing made quite a statement during Fashion Week 2014. With the help of scientist Richard Beckett, fashion brand Pringle of Scotland introduced a line of ready-to-wear clothing created from a FORMIGA P 110 laser sintering system. This printer creates nylon fabric that can be molded, stitched, and woven in to some beautiful works of wearable art.



The EDAG Genesis Prototype retrieved from their informational site

intellectual

SNACKS

SPARK

UIUC
WEBSTORE
TOP
DEALS

MacBook Air

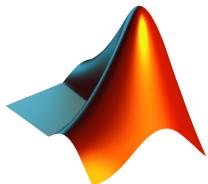
UIUC Students get a lot of benefits when it comes to discounts and freebies. However, students don't realize how much they can actually save. This is a list of software that's free or inexpensive available to UIUC students through the WebStore webstore.illinois.edu



Microsoft Dream Spark

DreamSpark is a program that Microsoft offers allowing students to get download access to expensive software. Some of these include: Windows 8.1, Windows 8, Windows 7, Visual Studio, Project Professional, OneNote, Expression Studio, and MapPoint. These are available free to download, for the most part, at the UIUC Web Store

Price: \$0 Savings: \$200+



Matlab

Matlab, a software that's primarily industry standard, used for analyzing data is available free to students. The student version as listed on the official MatLab website is \$99. This can be download free of charge as a student and faculty member from the UIUC Webstore in a hefty file. This program is used by many courses throughout the Engineering and LAS deparments.

Price: \$0 Savings: \$99



Mathematica

Similar to Matlab, Mathematica allows for mathematical and structural data analysis. This student edition is available through the Wolfram website for \$139.95. Students at UIUC however can download this for only \$25. This student edition is used by many popular courses in mathematics.

Price: \$25 Savings: \$114.95



Pro/Engineer

A Software not commonly used. Pro/Engineer makes any design engineer's life easy. This software as listed online is worth \$721.24, UIUC students can download this software completely free through the Webstore. Although encounters are uncommon with this software, the perks for being able to download for free is pretty sweet.

Price: \$0 Savings: \$721.24



Adobe Creative Cloud 12

The fabled expensive Adobe software is finally within reach of broke college students like us. Commonly priced at \$599.88 a year, the UIUC Webstore offers this for only \$195.00

Adobe® Creative Cloud™

Price: \$195.00 Savings: \$404.88

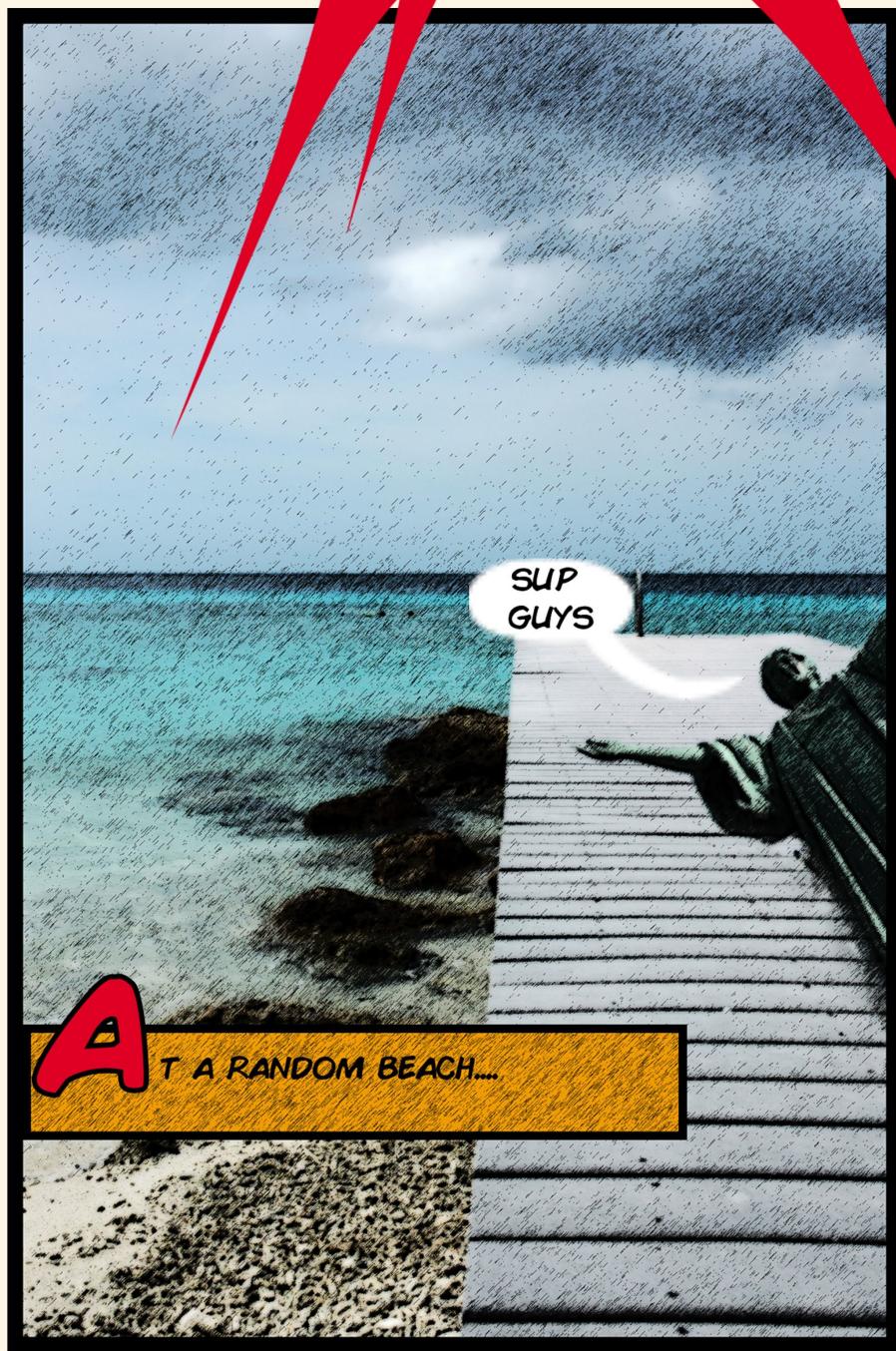
ALMA MATER RETURNS TO UIUC APRIL 2014



ALMA MATER'S

AWESOME*
VACATION

*FICTIONAL
OFCOURSE



NOKIA N-GAGE

Mobile gaming has been popular since as far as one can remember. May it be older games like Snake and Bounce or contemporary games like Candy Crush or Flappy Bird.

However, before anyone could imagine mobiles being such multifaceted devices as they were used primarily for communication, Nokia predicted the boom of mobile gaming quite accurately. The N-Gage, Nokia's attempt to stand out at the start of the boom of mobile gaming failed miserably. While the phone's design may have been brilliant for playing most games of the time, its overall look as a communication device was ridiculous.

The fact that the phone had to be rebooted each time a new game cartridge had to be loaded did not help. However after soon after the release of the phone did smart phones dominate the market which eventually led to the development of thousands of games on a number of platforms. Kudos to Nokia for their correct anticipation.

UNICEF TAP PROJECT

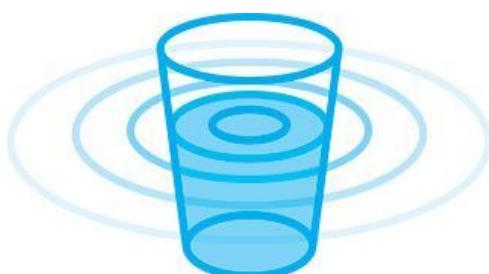
UNICEF came up with a simple yet innovative idea in order to make people contribute in a humanitarian way towards a real world problems. The UNICEF Tap Project sponsored by Giorgio Armani is usually a mission where they collect donations to sponsor those who don't have access to clean water supplies.

This year they came out with something new, a different kind of challenge -We all have blindly liked some Facebook link or page thinking that the single click would provide food, water and shelter to the underprivileged in third world countries. A big sham.

Just imagine if that were true; giving someone support over the internet by simply clicking a link. Or in this case not clicking, or to put it more accurately not touching. The UNICEF Tap Project came out with a challenge on mobile devices – to stay away from it. By visiting the UNICEF Tap Project website and starting their challenge for every minute that a person did not touch their phone the sponsors provided a child a day worth of fresh water.

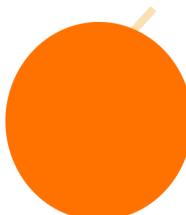
It was that simple and beautiful.

Unfortunately the project although extremely successful in generating funds for providing water, was not the most spoken about mobile hypes of the season, therefore not leaving a mark in the mobile world. However it is noble ideas like these that can truly transform the world.



TAP PROJECT

transformative IDEAS FAILING TO LEAVE A MARK INTERNET WORKS



We all are so accustomed to multitasking while using the internet. The concept of multiple tabs is so familiar that working without it seems futile. It's been so many years since we got introduced to this concept by Firefox and Chrome that none of us remember what opening multiple browsers is like (except when we use the incognito window in parallel). What most people don't know is that the concept of tabbed windows is way older than we can imagine. The oldest known web browser to have introduced the concept of using tabs was a little known browser called Internet Works which was made in 1994. This browser was made by a company called BookLink which was later acquired by AOL. This browser is so old and so unheard of that it doesn't even have its own Wikipedia page.

It's amazing how a concept so simple, inexpensive and so widely used today had been created some twenty years ago but it took only till not too long ago to hit the mainstreams.

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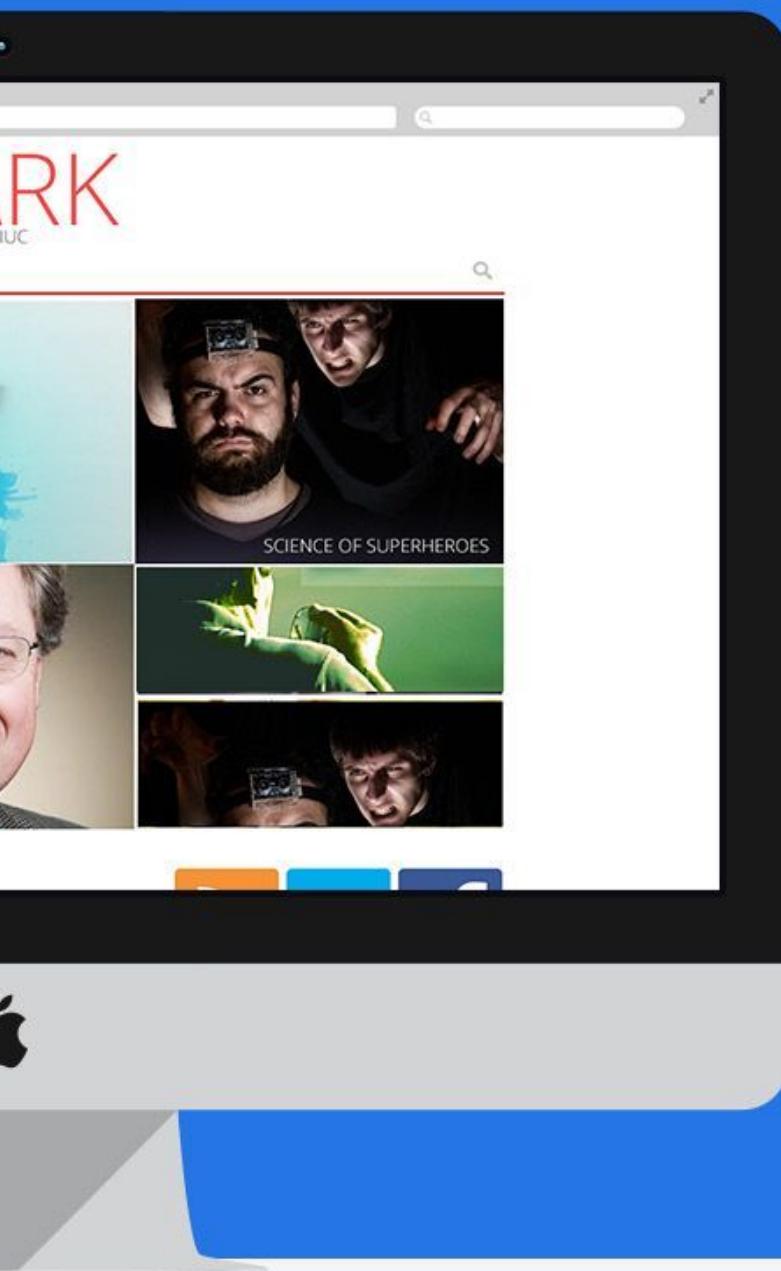
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