Proposal Concept

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Prototype website: <https://mshrwb.com>

Blink-proto provides an interactive experience to Blink Participants by giving them the ability to curate an image for projection. Blink-proto is a web application that collects, analyzes text based input and returns a selection of relevant images for the Blink Participant to select from. Utilizing modern web communication concepts, Blink-Proto can then send the selected image to an internet connected projector for display.

The Blink-proto application will also provide a set of data on the mood of the festival, with trending topics as derived from the Blink participants interaction with the application. These app derived metrics can provide a near real-time feeling of how the festival is being experienced from anonymous Blink participants. Blink-proto utilizes a public API (Application Programmer Interface) provided by Unsplash to deliver a set of relevant images. These images are provided for free by photographers from around the world who generously choose to share their work via Unsplash. In this sense Blink-proto connects Blink, and Blink participants to a larger body of photographic artists in various stages of their careers, world views, and geographies.

**Experience**

Blink Participants could opt to interact with the Blink by visiting the Blink-proto website. This website would respond with a form containing interactive questions (maximum 5 questions) regarding the Blink participant's experience. The form culminates with the option of the participant choosing to share his/her comment (anonymously) to AI service for image selection. This information would then be sent to an AI service that would interpret it into an image.

A small selection of images or colors would then be returned to the Participant's phone or computer. The Blink participant would be the curator of the results of the AI service and choose the image / color that most reflects the Blink participants experience. Blink-proto would then work to schedule the projection of the image / color and notify the Participant when the image has been scheduled to be projected. While the selected image is being projected, a separate camera connected to the internet would capture the projected image for later retrieval. This captured image could be shared with photographer who supplied the image to Unsplash. The second camera would operate in such a way as to not capture any Blink participants in the image.

**Safety**

In the age of digital security risks, steps will be taken to secure interaction with Blink-proto can only occur from Blink participants at Blink, DOS (Denial of Service) risks will also be addressed. Additionally, content moderation will be used to insure family friendly content can only be displayed. To insure as much usage as possible, Blink participants will only be able to complete one interaction with Blink-proto.

**Physical Requirements**

Blink-proto requires 3 120 VAC outlets, Internet Service, one projector and one camera. Internet Service is covered as part of the budget.

**Server Requirements**

Blink-proto consists of three primary services. The web server will be setup and run at Amazon Web Services, this will be an EC2 instance. The AI Service is a combination of web services, some will run on Amazon Web Services, some will not. The third service is an SMS messaging service, this service utilizes Twilio. Twilio will provide the mechanism with which Blink participants will be able to initially access Blink-proto. All three services are detailed in the budget section.

**Fair Use**

As part of the conditions of the Unsplash API, a credit to the photographer and Unsplash must be displayed. An example of this can be found at <https://www.mshrwb.com>

**Projection / Blink Location**

As this an experimental application of technology, location of the projection can be at Blink's direction. Additionally, it is proposed to use a smaller projector and stay relatively small with the projected images size being slightly larger than human scale.