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Reading 1: Enchanted Objects

Pen, shoes, and chair are all ordinary objects. Imaginative stories have different objects that are enchanted with magic or trinkets. But it doesn't only exist in stories. Enchanted objects begin from ordinary objects before it merges with technologies such as, sensors, actuators, wireless connections. Say, a wallet would hold cash and credit cards but with the magic of technology it could have budgets and restraint on excessive purchases¹. What was once imagined is now the real world manifestation.

David Rose sees the future differently than others. Explains how technology will enhance objects and have them from science fiction to the real world. Although, some might say it is expensive to create them due to always updating the technology on the objects. People buying cars must always change them to keep up with the technology of the time. But a solution to the life-span problem is a “modular architecture²”. For example, having each components get upgraded by one single update through the Internet. This will stop people from spending bunch of money every time they need to update their objects. Except it won't last long until one company decides to put a price on updates, which it did. Tesla made an impact on their business with the over-the-air updates on their cars. They have marketed and priced their updates aggressively. When one sees an update on their car, it will be written like so: “The Tesla update package for 2017 is available now for \$4,999. Just say ‘authorize’ to bill the credit card on file.”³

But these enchanted objects is what makes our future so special. Updating cars with the cloud is just the beginning. People won't like to spend that much but what's the difference if they resist the temptation of using these enchanted objects? Some already spend enough money on their cars to make it look better and faster but they have to bring it to the garage to do so. Now, they can just press one button and their car will get updated. Using the cloud on these objects will transform objects into avatars. Which means companies like apparel makers, retailers, and household/personal product makers, will get affected by this. Creating these materials with a touch of technology, it will make them even better. Pens can be a

¹ Enchanted Objects, page 48

² Enchanted Objects, page 55

³ Enchanted Objects, page 55

regular object but modifying it, will help us remember what we took notes because of its memory function integrated inside. We can have instruments that'll remember what we have played by using the cloud. There's no limit to what we can create. The opportunity to create each basic object into something we've admired in fictions or fables is real. Enchanted objects will be successful only if it keeps carrying the traditions and promises of the objects from our fantasies.⁴ This is the future business and it's only just beginning...

⁴ Enchanted Objects, page 58

References

David Rose. "Enchanted Objects: Design, Human Desire, and the Internet of Things." *page 48*.

David Rose. "Enchanted Objects: Design, Human Desire, and the Internet of Things." *page 55*.

David Rose. "Enchanted Objects: Design, Human Desire, and the Internet of Things." *page 58*.