

It was the moment Joyce had been waiting for all year. Up until that day, she had been talking to her friends exclusively using her phone app and, since most of them lived in other cities, she couldn't speak to them face to face. Joyce typically had to choose between paying for cellular data or using AOL (America On-Line), and due to the fact that a cell plan was cheaper than the internet, she chose the former. However, it was December 20th, meaning AOL's Free Christmas Week was commencing. She opened up the AOL app on her iPhone for the first time, and was met with the AOL login screen, with a simple, blue and white design. Below the "password" bar and the "login" button lay a blue hyperlink with the words; "Press here for AOL's Free Christmas Week".

Joyce pushed the button, and was met with a new homepage, not unlike the one she typically experienced every day on her device. However, this one had apps such as AOL browser, AOL Mail, which is significantly faster than gmail, AOL messaging, a convenient way to communicate to friend via text, AOL Stream, a way to watch exclusive tv shows and movies, and of course, AOL call, a new way to communicate with others by using your phone's camera, microphone, and speakers, to video-chat with anyone across the world who had the service.

Joyce tapped on the lattermost app. The app displayed her phone contacts and highlighted the ones that had AOL access. She tapped the "add friend" button, which took her to a search bar. She then typed in the name of her friend, Darin Lind, and their profile showed up. After confirming that they were in fact Joyce's friend, she added them to her friends list. They quickly accepted, and used the AOL call service to call her. After connecting with her, they exclaimed, "Hey, look who got AOL finally!". Joyce replied with, "Sorry, the internet is still out of my budget, I'm just taking advantage of the free week". Darin said, "You know there are more free weeks than this, right? Anyhow, did you see the new episode of The Electrician? It's the best AOL exclusive show right now. Joyce replied, "Not yet, I just signed up like five minutes ago". Darin replied, "Fair enough, I gotta hang up though, I have an appointment. Check out all the other stuff on AOL though, it's massive here!"

Darin hung up on that note, leaving Joyce to explore the world of AOL. She started with AOL stream, and was floored at the sheer library of shows to watch. Not only did she find The Electrician, as well as dozens of other AOL originals, but she found so many other shows as well. She found shows that were currently airing on TV, and almost every other movie or television show that came to mind. Being that AOL Stream was the only method that distribution companies could use to distribute their shows, not including theaters and television networks, they had no other option but to take advantage of this service.

After Joyce took a look at the AOL browser and messaging, one app in particular interested her. She tapped on an icon labelled AOL classic, and was taken to a dial up login screen, reminiscent of the screen that showed when she logged into her parents computer when she

was a child. Following this, she was met with a browser window straight from the nineties, albeit with current news, and on a much smaller touch screen. Although this browser was clunkier and less convenient than the more modern one, she still stuck with it, as it provided her feelings of nostalgia. After this reflective experience, she put the phone down, and was excited about exploring this world throughout the coming week.

In the story, Joyce uses AOL classic, or the modern internet with a 90's reskin. She gains a sense of nostalgia from this, as it is the same AOL browser from her parents' computer. This is a depiction of the newness of old media. While the presentation of this classic browser is for all sakes and purposes 'old', it became a new form of vintage media. There is a market for those who wish to experience their childhood, or those who feel that they "missed out" on old technology. This is reflected in the following quote: "In the midst of talk of 'dead media' by such writers as Bruce Sterling, it was clear that a lot of dead media were actually zombie-media: living deads, that found an afterlife in new contexts, new hands, new screens and machines" (Parrika, p.3). Here, Parrika speaks on the revitalization of media and the fact that a technology never ceases to exist. A piece of technology may be on a hiatus, but eventually, due to the rapid evolution of computing, old technology always becomes vintage and, in essence, new. This fact is shown in the discussion of AOL classic. By showing this to audiences, it implies that there is an audience for this vintage style of media. Furthermore, this was inspired by real evolutions in technology. For example, take the NES and SNES classic, Nintendo presenting their classic games on their newest systems, for a new audience that desires old media. Many see AOL as a dead service, and that it does not need to be discussed any more. However, my story helps people see that any piece of media never really dies, living on through the marketing of nostalgia.