

# Programming Interactivity and Innovation

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# Moving from point A to B (1908)





*Here's how you can*  
**RENT A NEW CAR  
FROM HERTZ**  
*as easy as A...B...C*

Service economy

**...AND DRIVE IT YOURSELF**

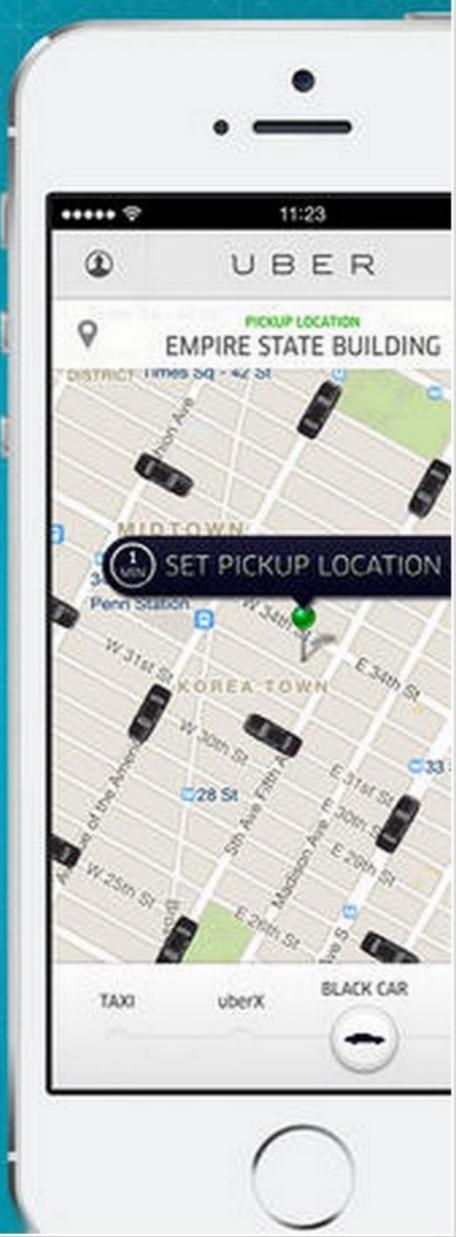
Taking a business trip? Going on a vacation? Do like



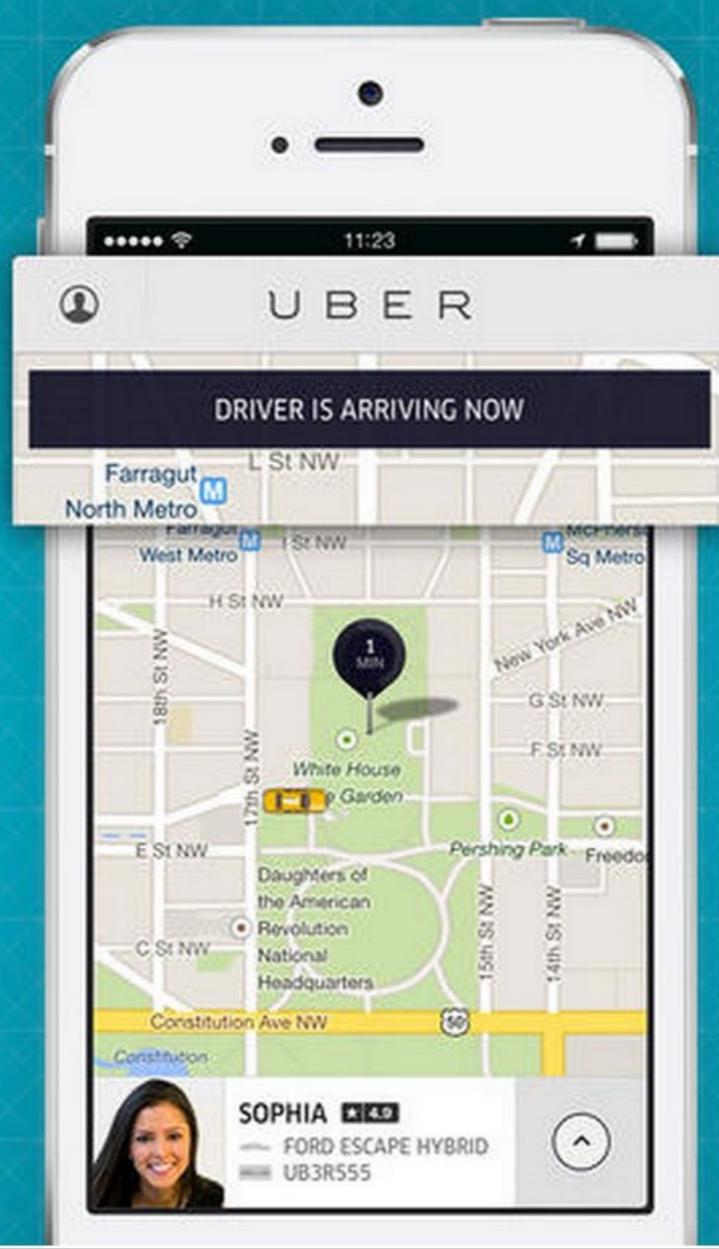
STEP INTO the local Hertz station at home, or on arrival by plane or train. Easily identified by the Hertz yellow and black sign.

# Moving from point A to B (2010)

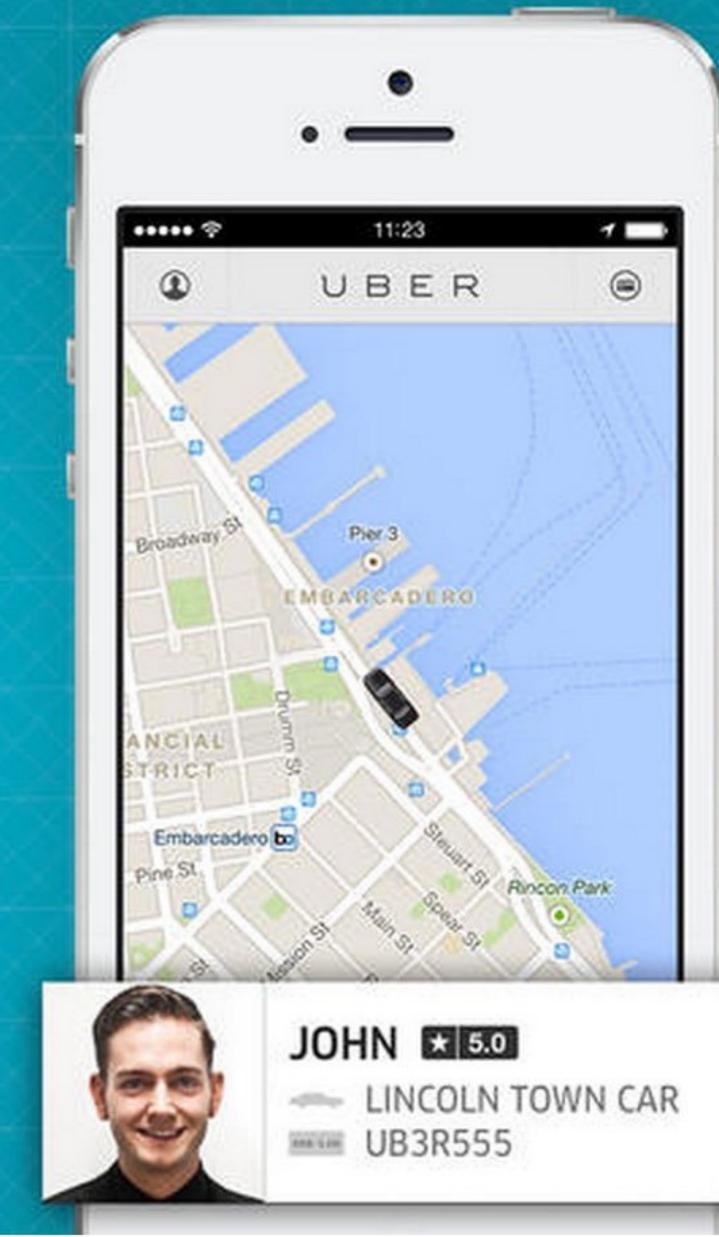
REQUEST A RIDE AT THE  
PUSH OF A BUTTON



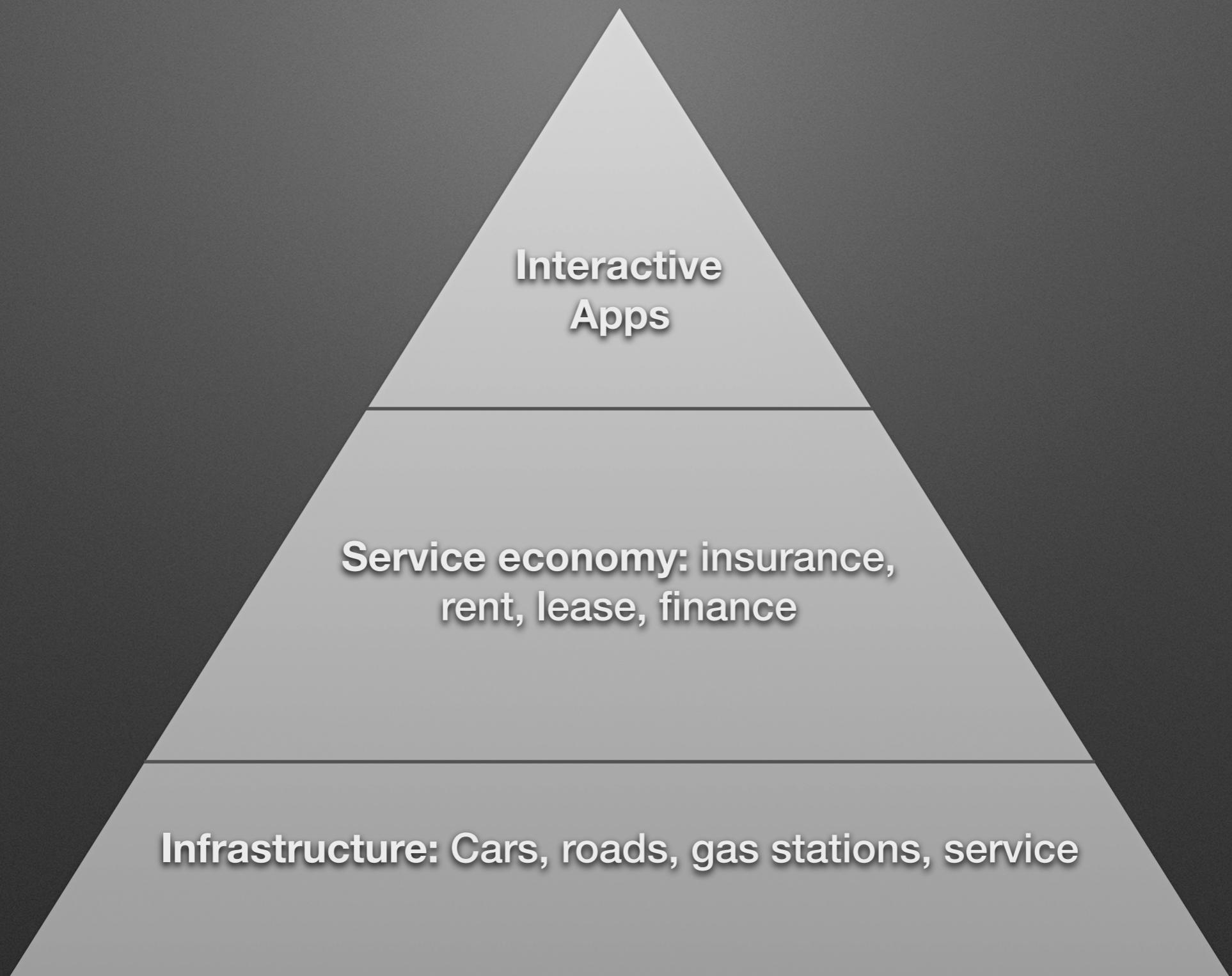
WATCH AS YOUR DRIVER  
ARRIVES IN MINUTES



RIDE WITH A  
FIVE STAR DRIVER



# Layers of Innovation



Innovation in 1910 was about **infrastructure**,  
innovation in between years has been about **services**,  
innovation in 2010 is about **programming interactions**  
that redefine the service economy

# Programming Interactivity (PI)

	ID	PI
USER	Experience	Economy
PROTOTYPE	Wireframe	Viable product
SYSTEM	Mobile first	Ecology



# Example

## Pebble: E-Paper Watch for iPhone and Android

by Pebble Technology



68,929  
backers

\$10,266,845  
pledged of \$100,000 goal

0  
seconds to go

Funded!

This project was successfully funded on 19, 2012.

mizable watch. Download new watchfaces, use apps, get notifications from your phone.

Pebble Technology

2 created | 68 backed

MISFIT

THE MISFIT APP

FIND OUT HOW ACTIVE YOU ARE

SET GOALS

CONNECT WITH FRIENDS

GET MOTIVATED



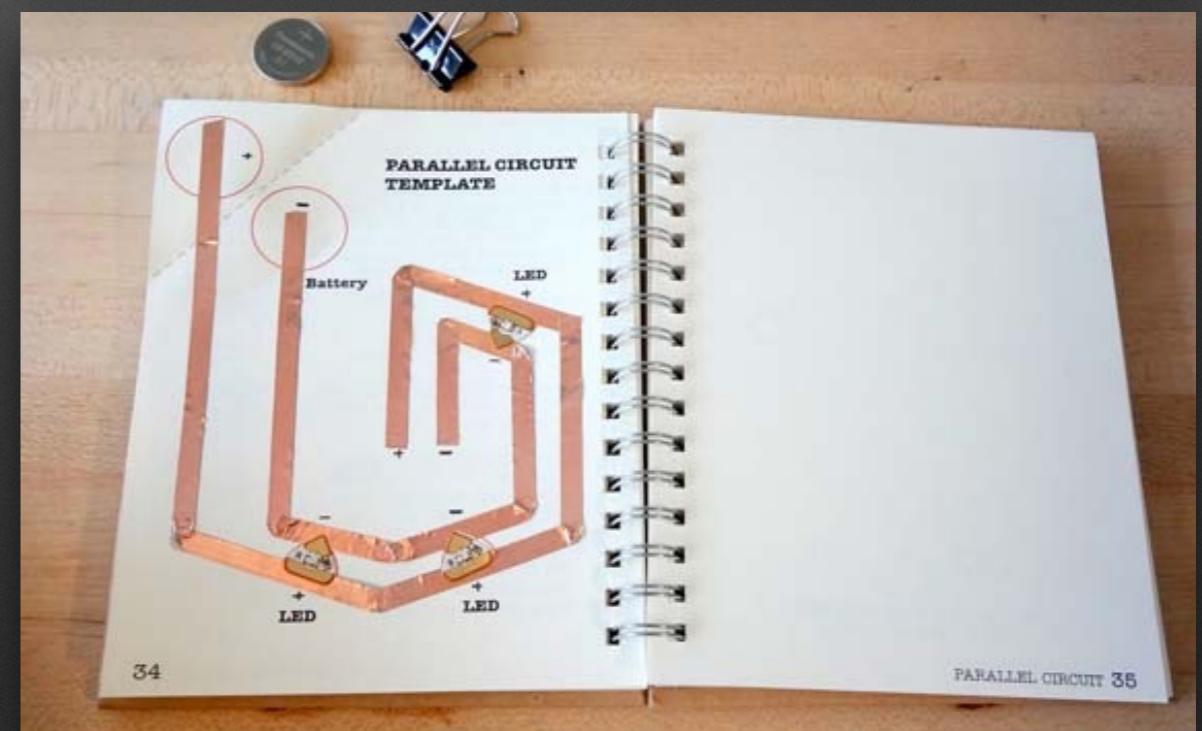
Blink | Arduino 1.0

```
/*
Blink
Turns on an LED on for one second, then off for one second, repeatedly.

This example code is in the public domain.
*/

void setup() {
  // initialize the digital pin as an output.
  // Pin 13 has an LED connected on most Arduino boards:
  pinMode(13, OUTPUT);
}

void loop() {
  digitalWrite(13, HIGH);      // set the LED on
  delay(1000);                // wait for a second
  digitalWrite(13, LOW);       // set the LED off
  delay(1000);                // wait for a second
}
```



# Programming Interactivity Book

ΑΡΧΙΚΗ

ΚΕΦΑΛΑΙΑ ▾

ΔΙΑΦΑΝΕΙΕΣ ▾

ΑΓΟΡΑ ▾

ΕΝΗΜΕΡΩΣΕΙΣ



Κεφάλαια

Πίνακας Περιεχομένων



Αγορά

Αγορά ψηφιακού βιβλίου



Συμμετοχή

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