

“iScreen” – Screen of the Future

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The iScreen represents the most likely case for the screen of the future. The Flash ad I have created is an example of what initial corporate advertisements for such a screen may look like.

Current trends in screen development show two diverging paths: bigger screens for higher-resolution “realistic” images (eg. HD tv), and smaller screens for portable mobile devices (eg. iPod). At the same time, consumer technology is taking on a convergent pattern of multiple platform operation – Apple’s iPhone being only the latest in a string of such examples.

The candidate to reunite the two paths would need to provide high-resolution realistic simulations with functional portability. The goggles (or, in the case of the iScreen, a headset) is not a new design concept, and its one that developers routinely turn to. I named the screen an iScreen because Apple has been successful in designing and marketing products as accessories, and as lifestyle-altering choices.

The screen will work through a combination of small particles and light or laser rays, which will be able to simulate 2D and 3D environments in front of the user’s eye(s). Of course, users would need to spend some time adjusting to this mode of seeing, and of navigating with the help of various devices. I imagine the hand-operated mouse or cellphone toggle key will be replaced by iris-tracking technology, which is probably already in development. Additional controls will probably need to be incorporated into a second external device. Examples of controllers could include a wrist-band control or possibly even a temple implant. When necessary, the transmission can be shut off or paused, in which case a transparent lens will allow the user to see the surrounding environment.

The screen will be able to transmit information on various platforms: wireless telephone, internet, satellite television, etc. The headset will have earphones, which will also be able to pick up the user’s speech (perhaps through an implant that reads sounds through the user’s jaw bone).

First, I want the ad to serve as a reminder that any such future developments are most likely going to emerge from the corporate world. In that sense, the iScreen can become synonymous with a veil, pulled over the eyes of the consumers, creating a greater dependence on technology. The GPS security system described in the model (following the ad) may also cause alarms over forced tracking and surveillance.

Second, the ad tries to guess possible changes in human perception and behavior, which may emerge as a result of this new technology. For example: increasingly tech-savvy generations will be able to multitask to the point of perceiving and interacting with two simultaneous screens (or more). Also, the iScreen can change the way people interact with each other – even while being in the same location, two people can experience completely different environments, based on what they have selected. Likewise, two people in entirely different locations can experience a simulation of almost exactly the same environment.