

Calm Technology Machine Learning and Metadata

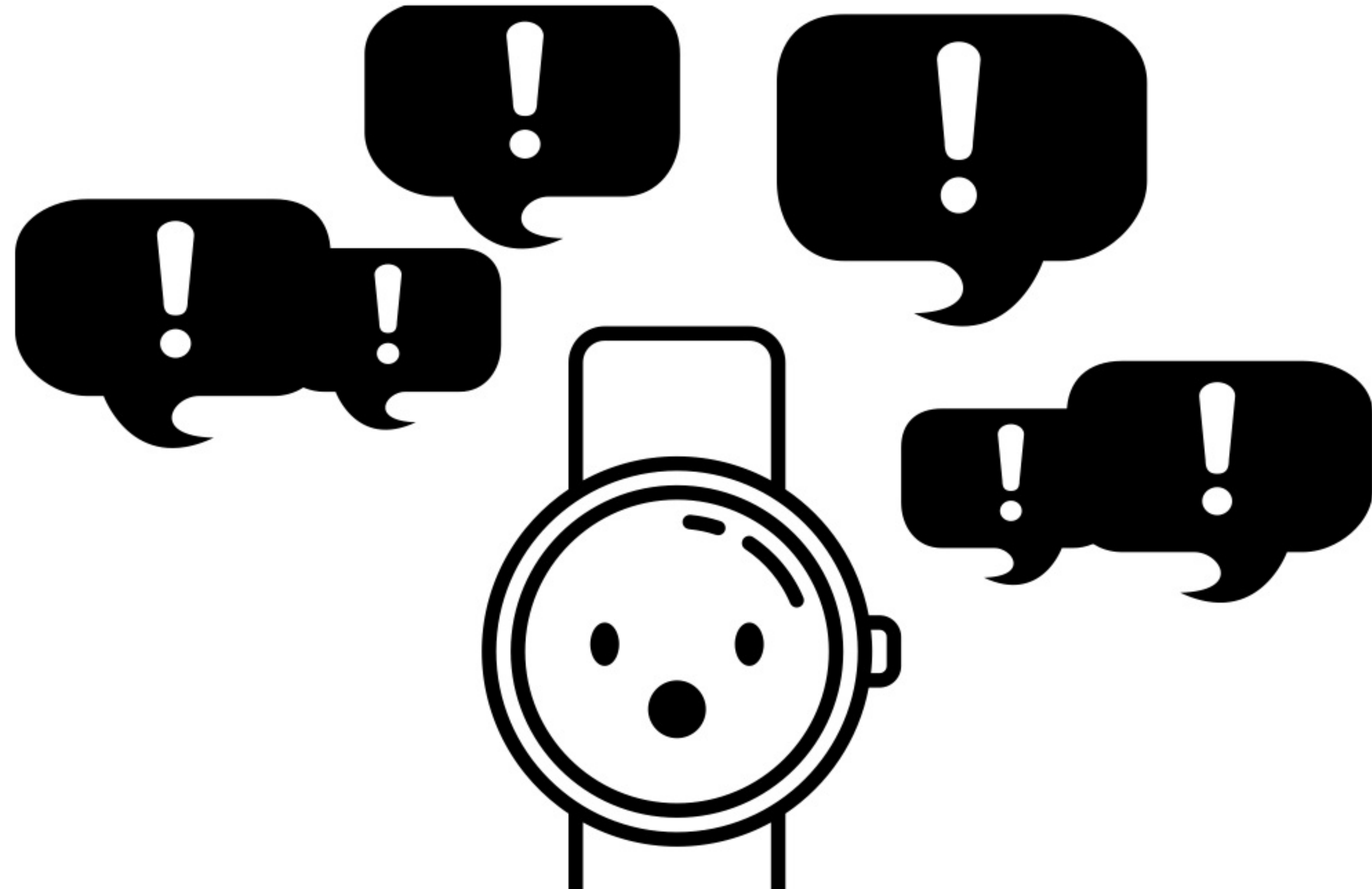
Amber Case | [@caseorganic](https://twitter.com/caseorganic)
Research Fellow,
Harvard Berkman Klein Center | MIT Media Lab
Smart Content West | LA | 3 Mar 2017
calmtech.com

50 billion devices
will be online by
2020. *-Cisco*

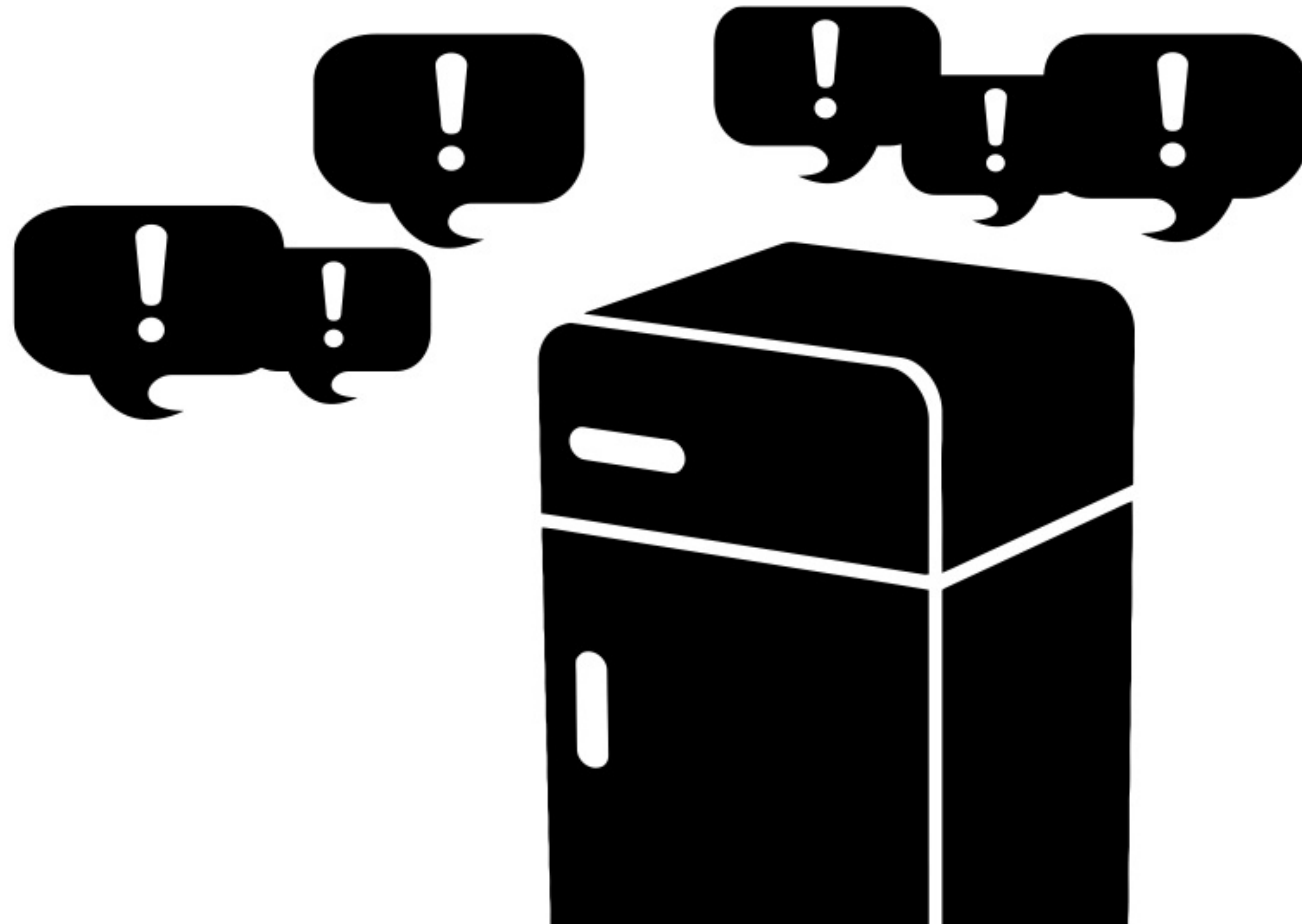
Sound good?

Consider...

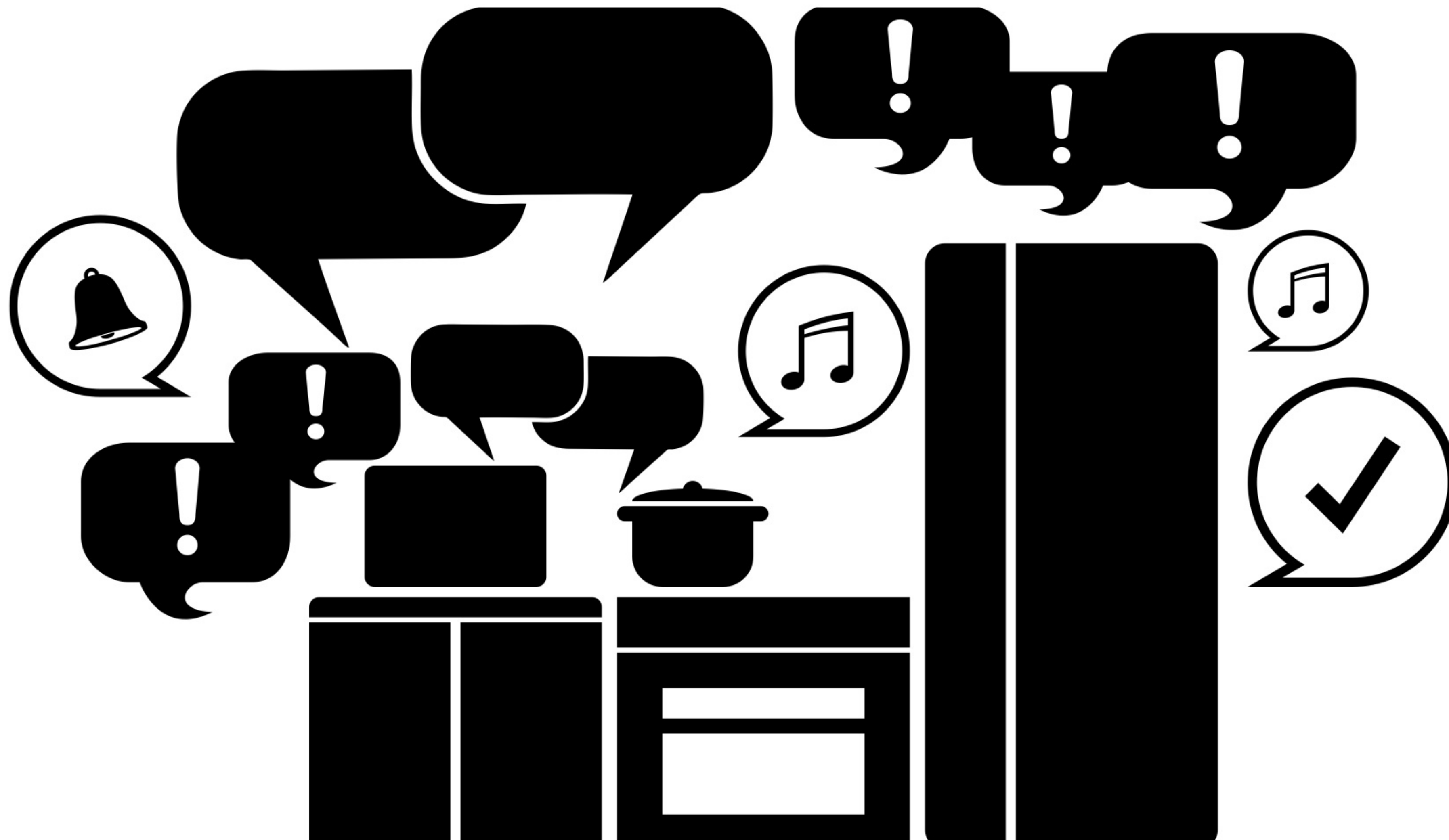
The "Smart" Watch



The "Smart" Fridge



The Dystopian Kitchen of the Future



Connected Animals



Petnet io

The new Schrödinger's Cat



DATA CENTER SOFTWARE SECURITY TRANSFORMATION DEVOPS BUSINESS PERSONAL TECH SC

Data Center ▶ **Cloud**

Cats, dogs starve as web-connected chow chute PetNet plays dead

Failure forces humans to 'manually' feed ravenous pets



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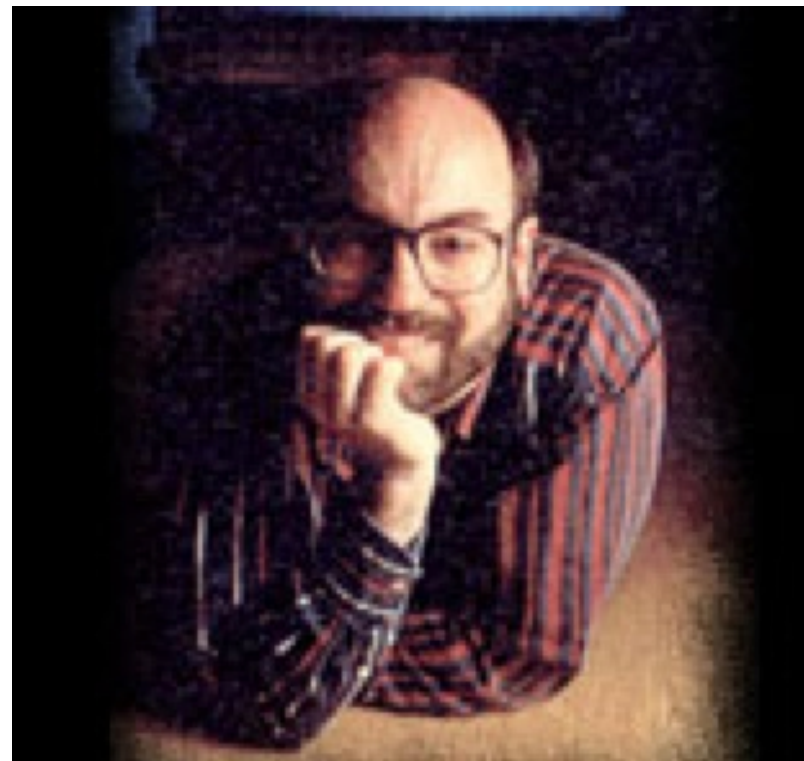
Source: <http://readwrite.com/2016/08/01/petnet-shows-happens-iot-fails-dl1/>

An era of
interruptive
technology

We need a
Calm Technology

XEROX PARC: mid-90s

Mark Weiser



John Seeley Brown



THE COMING AGE OF CALM TECHNOLOGY¹

Mark Weiser and John Seely Brown

Xerox PARC

October 5, 1996

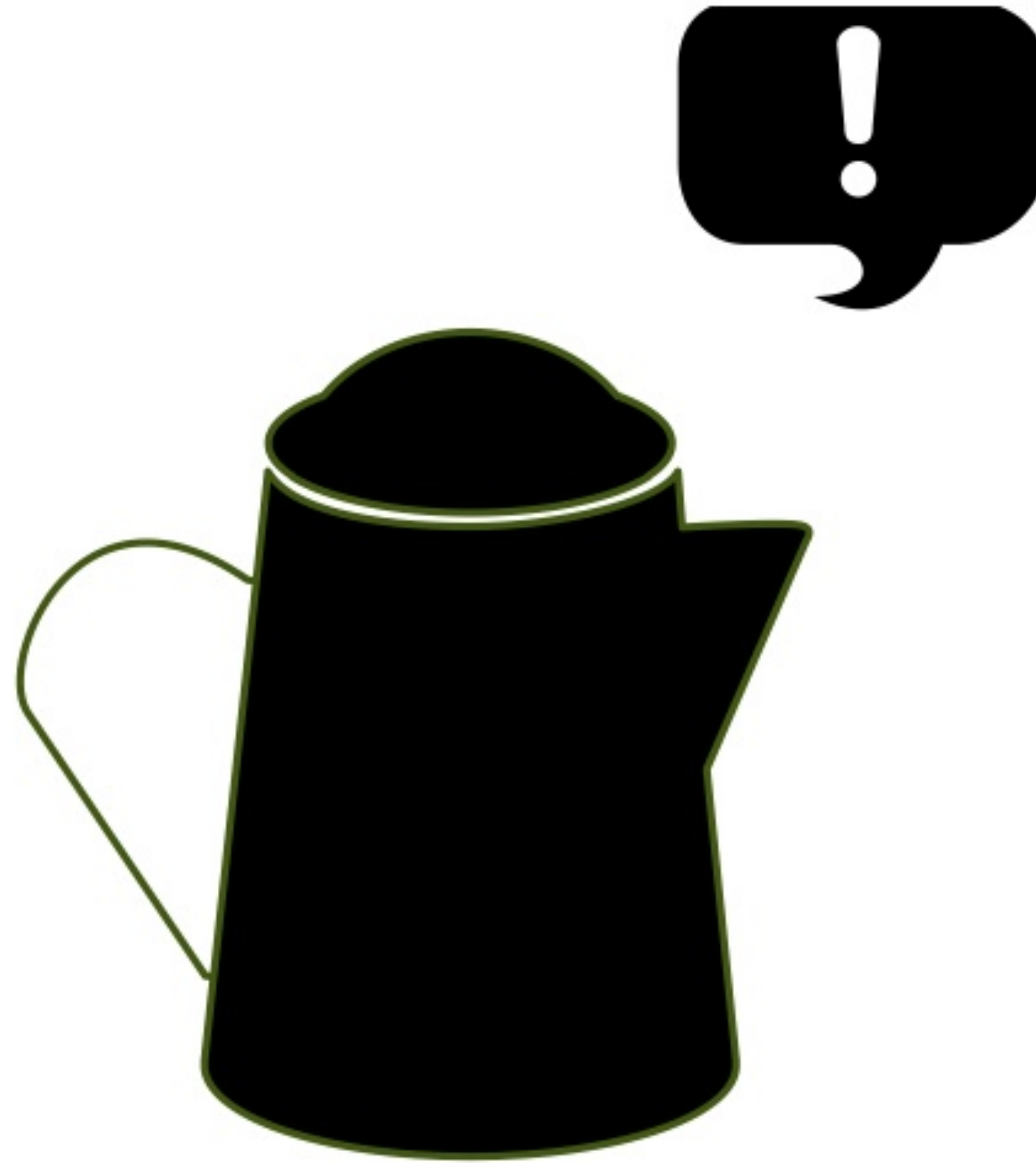
INTRODUCTION

The important waves of technological change are those that fundamentally alter the place of technology in our lives. What matters is not technology itself, but its relationship to us.

Designing Calm Technology

I. Technology shouldn't require all of our attention, just *some of it*, and *only when necessary*

A Tea Kettle



II. Technology should
empower the *periphery*

LUMOBack Smart Posture Sensor



Buzzes you when
you exhibit poor
posture.

III. Technology should inform and *encalm*



Weather Status Lighting

Hue Lightbulb connected to a weather report

Aaron Parecki
@aaronpk 2014

IV. Technology should amplify the best of technology and the best of humanity.

1. Machines shouldn't act like humans
2. Humans shouldn't act like machines

Google

Search Google or type URL

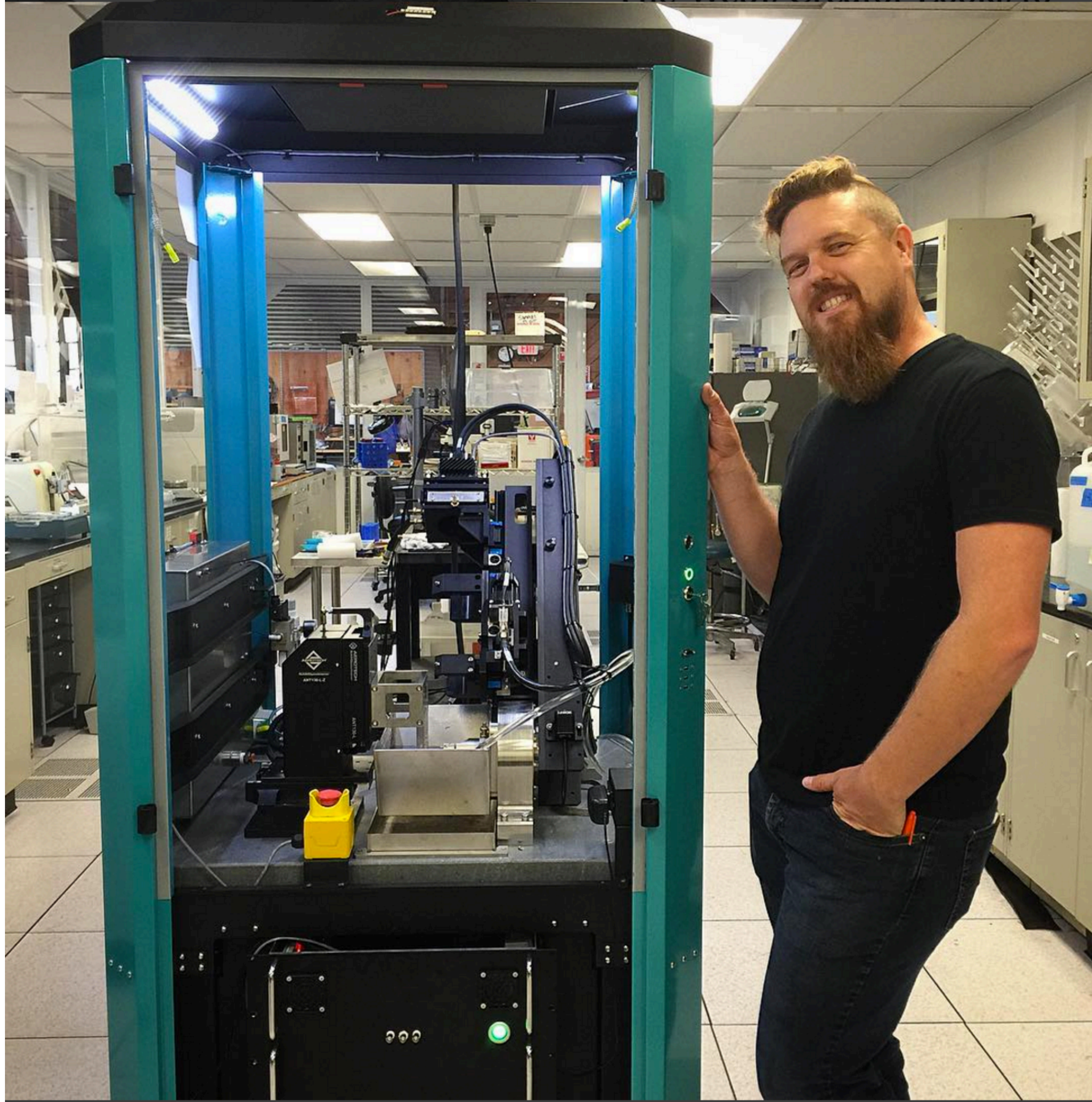


Customer Service



Sunspring

Oscar Sharp and Ross Goodwin



When
automation
goes right

3Scan:
1500 times
faster than
humans

The DRUM Magazine (Watson and Editors)

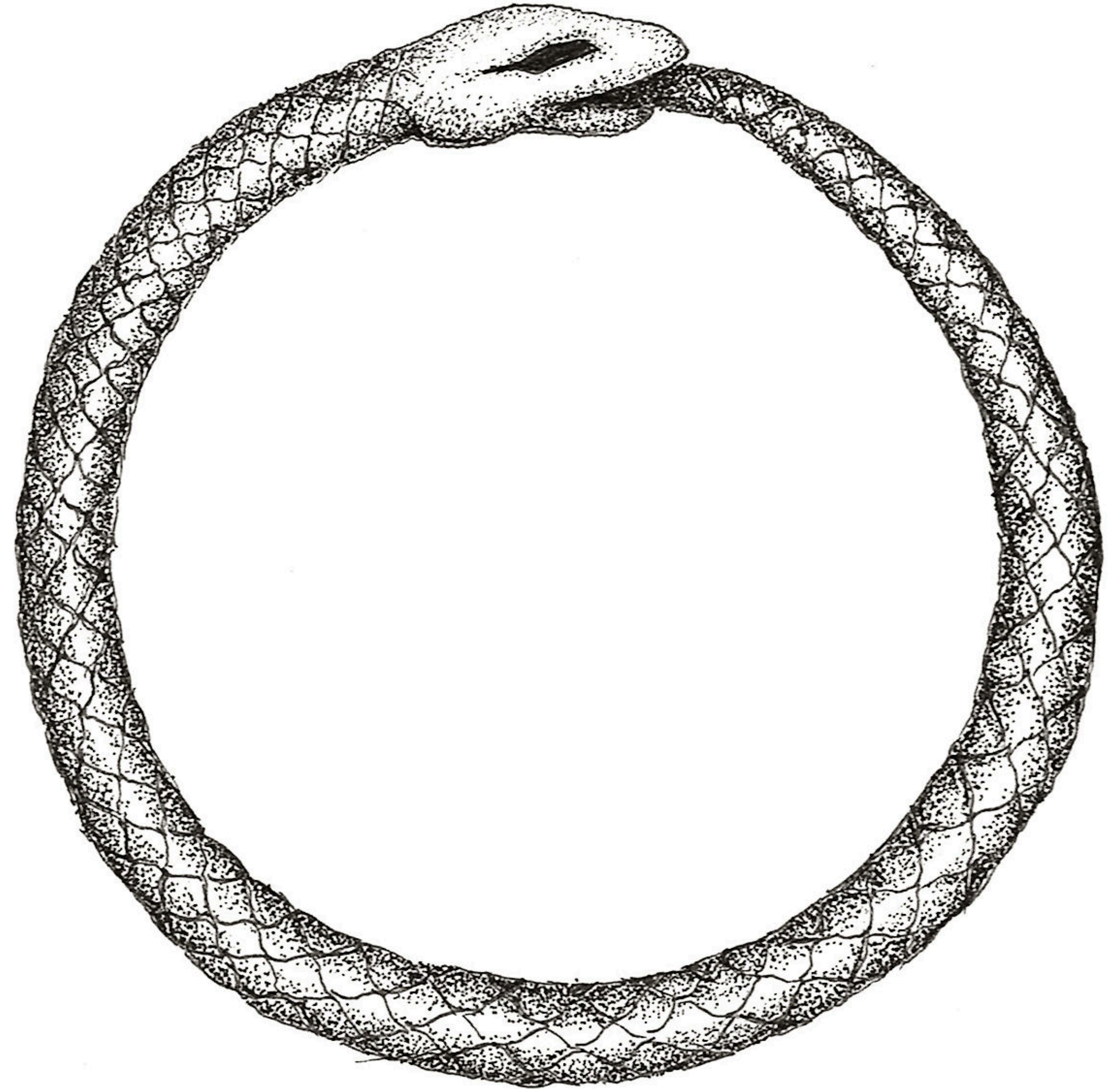
AI suggestion
Human curation



DRIVERLESS MAGAZINE

THIS ISSUE WAS PRODUCED USING
ARTIFICIAL INTELLIGENCE

The algorithm
eats itself
The snake
eating its tail



- *Gabriel Shalom*

<https://www.twitch.tv/>





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Tom Clancy's Ghost Recon® ...

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Hard Reset: Redux (WIN)

For Honor™ Twitch Prime Bundle
For Honor

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n0thingTV
streaming Counter-Strike: Glo...

noxious_gg
streaming HEX: Shards of Fate

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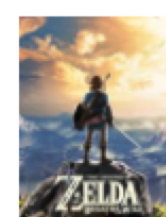
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Breath of the Wild (No Spoilers or help unless I ask for it)

The Legend of Zelda: Breath of the Wild Team Huge Plays

Welcome to the chat room!

anoldfolksong : blood moon is super weird

Send a message



Chat

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A fan-created, fan-run, non-profit, non-commercial archive for transformative fanworks, like fanfiction, fanart, fan videos, and podfic

more than **24170** fandoms | **1109000** users | **2896000** works

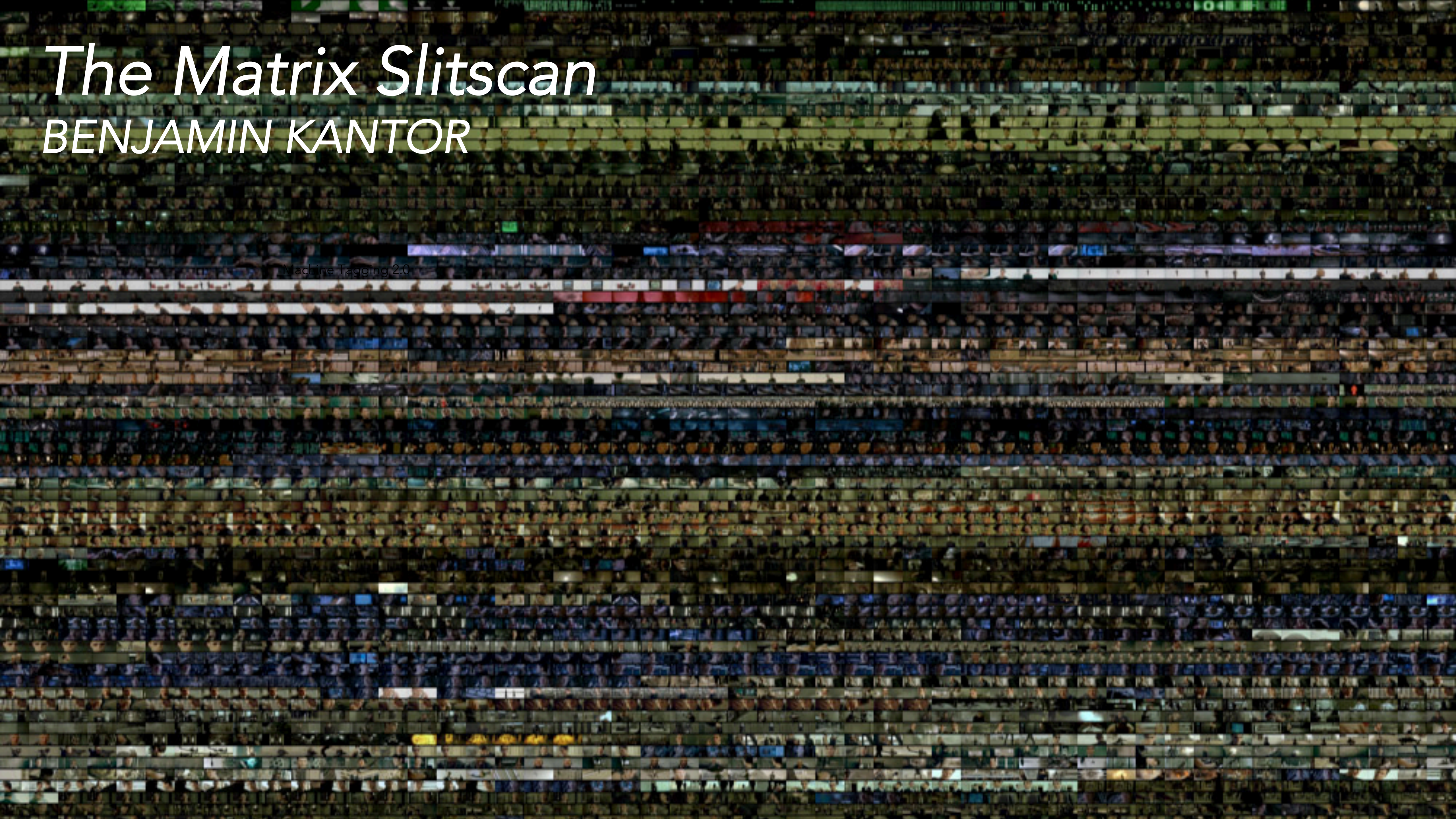
The Archive of Our Own is a project of the Organization for Transformative Works.

Fan Communities

The Matrix Slitscan

BENJAMIN KANTOR

Machine Tagging 2.0



Slumdog Millionaire



Facebook reactions



Decision-making



Decision-making when hungry

Non-hierarchical menu structures

CHINESE SOUPS			SHKAHARIYON KI PASAND	
	₹ Veg.	₹ Non-Veg.		₹
Sleek Soup	110.00	120.00	Chana Pindi	180.00
Crispy Rice Soup	110.00	120.00	Yellow Dal	180.00
Hot & Sour Soup	110.00	120.00	Dal Makhani	180.00
Sweet Corn Soup	110.00	120.00	Dal Bukhara	210.00
Wanton Soup	110.00	120.00	Rajma Masala	180.00
Manchow Soup	110.00	120.00	Seasonal Vegetable	160.00
Talumein Soup	110.00	120.00	Mix Veg Jalfrezi	160.00
Peking Soup	110.00	120.00	Vegetable Kofta	185.00
Lemon Soup	110.00	120.00	Angoori Kofta	220.00
Coriander Soup	110.00	120.00	Nargisi Kofta	235.00
Clear Soup	110.00	120.00	Malai Kofta	245.00
Veg. Lemon Coriander Soup	110.00		Diwani Handi	220.00
			Dum Aloo Kashmiri	190.00
			Dum Aloo Banarsi	190.00
			Paneer Butter Masala	235.00
			Paneer Bhujiya	250.00
			Paneer Pasanda	260.00
			Handi Paneer	235.00
			Palak Paneer	245.00
			Shahi Paneer	250.00
			Paneer Tikka Masala	265.00
			Matar Paneer	245.00
			Karahi Paneer	245.00
			Paneer-do-Piyaza	245.00
			Matar Methi Malai	235.00
			Matar Mushroom	260.00
			Mushroom Paneer	275.00
			Mushroom Masala	250.00
			Karahi Mushroom	250.00
			Mushroom-do-Piyaza	250.00
			Palak Mushroom	250.00
			Aloo Matar	195.00
			Gobhi Matar	195.00
			Jeera Aloo	180.00
			Navratan Korma	250.00
			Stuffed Tomatoes	200.00
CONTINENTAL SOUP				
Cream of Tomato	110.00			
Cream of Vegetable	110.00			
Cream of Mushroom Soup	110.00			
Cream of Chicken Soup		120.00		
INDIAN				
AATISH-A-TANDOOR VEG.				
Khushboo-e-Avadh		325.00		
Paneer Tikka		250.00		
Paneer Achari Tikka		250.00		
Paneer malai Tikka		260.00		
Paneer Shola Tikka		285.00		
Sabz Shami Kebab		190.00		
Sabz Hara Seekh		190.00		
Sabz Kathi Kebab		190.00		
Kesar Paneer Methi ki Seekh		280.00		
Veg Seekh Kebab		195.00		
Mushroom Tikka		260.00		
Veg. Banarasi Kebab		195.00		

Slightly
better, but
not helpful

SOUP

Tomato Soup	85/-
Sweet Corn Soup	95/-
Hot & Sour Soup	90/-
Lung Fung Soup	95/-
Cream of Mushroom Soup	107/-
Talumein Soup	95/-

STARTERS

Tandoori Aloo	180/-
Veg. Seekh Kabab	190/-
Hariyali Kabab	200/-
Mushroom Tikka	230/-
Paneer Tikka	260/-
Achari Tikka	260/-
Tandoori Platter	310/-

A LA CARTE

Dal Makhani	240/-
Rajma	140/-
Yellow Dal Tadka	140/-
Chana Masala	145/-
Shahi Paneer	260/-
Mutter Paneer	240/-
Paneer Butter Masala	290/-
Paneer Tikka Masala	265/-
Paneer Lababdar	260/-
Kadai Paneer	280/-
Palak Paneer	240/-
Malai Kofta	260/-
Palak Kofta	240/-
Veg. Jalfrezy	210/-
Mix Vegetable	180/-
Jeera Aloo	140/-
Mushroom Masala	260/-
Mutter Mushroom	280/-
Methi Mutter Malai	240/-
Gobhi Masala	170/-
Aloo Sabji	130/-
Paneer Mumtaz	300/-
Paneer Pasanda	290/-
Dum Aloo	240/-
Raita	100/-
Green Salad	85/-

RICE

Jeera Rice	85/-
Mutter Pulao	95/-
Veg Biryani	90/-
Veg Pulao	95/-
Plain Rice	107/-

TANDOOR SE

Roti	24/-
Butter Roti	27/-
Missi Roti	33/-
Laccha Parantha	40/-
Pudina Parantha	44/-
Plain Naan	40/-
Butter Naan	50/-
Stuff Naan	57/-
Aloo Kulcha	52/-
Onion Kulcha	58/-
Paneer Kulcha	60/-
Papad	40/-

THALIS

Ghar Ki Thali (Yellow Dal, Mutter Paneer, Pulao, Raita, Tandoori Roti 2 pcs, Salad, Pickle)	190/-
Mini Thali (Dal Makhani, Shahi Paneer, Mix Veg, Pulao, Raita, Tandoori Roti 2 pcs, Salad, Pickle, Papad)	210/-
Deluxe Thali (Dal Makhani, Shahi Paneer, Mix Veg, Pulao, Raita, Naan 1pc, Laccha Parantha 1pc, Salad, Pickle, Papad, Sweet)	240/-

OTHER DELIGHTS

Amritsari Kulcha with Chole	130/-	180/-
Paneer Kulcha with Dal & Raita	150/-	200/-
Aloo Kulcha with Dal & Raita	180/-	160/-
Onion Kulcha with Dal & Raita	160/-	180/-
Chole Chawal	110/-	130/-
Rajma Chawal		130/-
Cheese Pulao with Raita		190/-
Masala Pulao with Raita		180/-

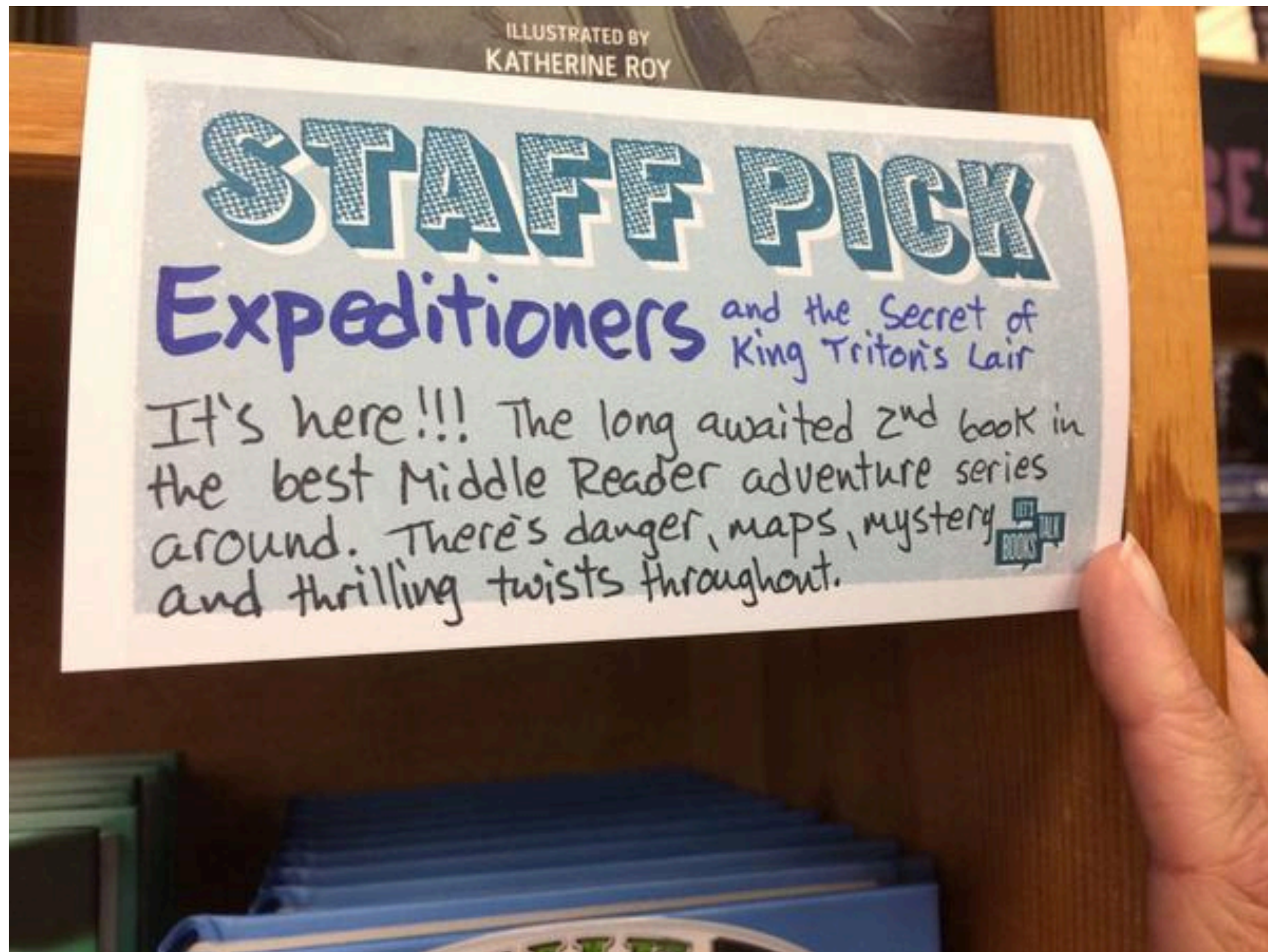
CHINESE

Hakka Noodles	160/-
Singaporian Noodles	170/-
Veg. Chowmein	140/-
Veg. Manchurian Gravy	130/-
Veg. Manchurian Dry	140/-
Chili Paneer Gravy	190/-
Chili Paneer Dry	210/-
Mix Vegetable Hot Garlic Sauce	205/-
Veg. Chopsuey	160/-
Fried Rice with Manchurian	210/-
Veg. Fried Rice	130/-
Spring Roll	130/-
Chili Crispy Potato	140/-
Chili Mushroom	200/-
Chili Cauliflower	200/-
Crispy Vegetable Salt & Pepper	200/-
Chili Baby Corn	195/-
Paneer 65	230/-
Chili Garlic Fried Rice	220/-
Golden Fried Baby Corn	220/-
Chinese Platter (Chili Paneer, Chowmein, Fried Rice, Manchurian)	260/-

BEVERAGES

Cold Drinks (Sprite, Coke, Fanta)	40/-
Diet Coke	40/-
Fresh Lime Water (Sweet/Mix)	40/-
Fresh Lime Soda (Sweet/Mix)	50/-
Butter Milk	40/-
Milk Badam	50/-
Lassi Kesar	60/-
Tea	50/-
Cappuccino	70/-
Mineral Water	30/-

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Michael Finkel: We Can't Get Away From It All (0 comment)

Now, perhaps more than ever before in my

STAFF PICKS



You Are Stardust

Elin Kelsey, Soyeon Kim

A gorgeously creative book about the scientific nature of the world and of ourselves, and how the two are beautifully intertwined. With writing that reads like poetry, the story is science-based but is presented magically, breathlessly. It will leave the reader filled with astonishment at not only the incredible facts about our bodies, but the unbelievable accompanying art as well.

Recommended by Heather A.

FASHION PLATES
150 YEARS OF STYLE



Fashion Plates: 150 Years of Style

April Calahan

Ooh la la! *Fashion Plates* is a walk through our fashionable past.

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Recommendations for Amber Case

Need a little shopping inspiration? Take a look at recommendations for favorite brands, bestsellers, new items and more.

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New!

M Missoni Plissé Knit Cardigan
\$795.00

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New!

M Missoni Metallic Intarsia Cardigan
\$895.00



Olympia Le-Tan Normal Book Clutch (Limited Edition)
\$1,771.00



Theory Murta Wilmore Suede Miniskirt
\$695.00



New!

M Missoni Geometric Jacquard A-Line Dress
\$695.00



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Get Turnt

LA1 Long Ambient

Zoot Woman - Zoot W... 

New Indie Mix

Release Radar

 New Playlist

Stream the many sides of Ed Sheeran.


The new album, out now.

LISTEN NOW

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OVERVIEW CHARTS GENRES & MOODS NEW RELEASES DISCOVER CONCERTS

Great playlists all night long.



Discover Weekly

Your weekly mixtape of fresh music. Enjoy new discoveries and deep cuts chosen just for...



The Newness

Early Bets

Take a listen to the newest, freshest RnB tunes! Cover photo: Khalid




EVENING CHILL

Elevate your evening and unwind with the lush sounds of these chill tracks...





CARDIO

Keep motivated while doing your cardio! Updated weekly!



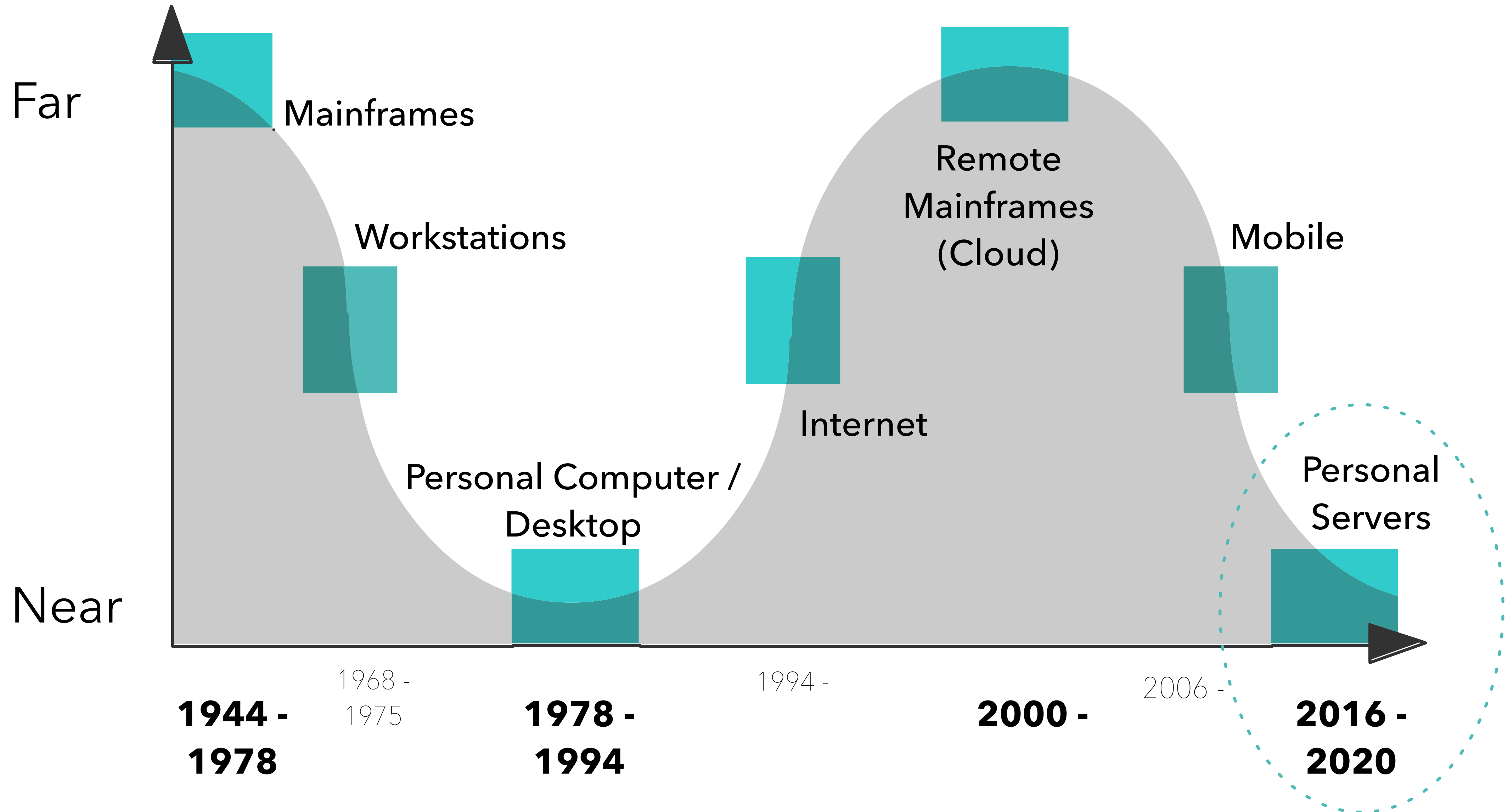
Back In the Daze +

Demon

4:53  6:12 

VIII. Technology should make use of the near and the far

Evolution of computers over time



Process as much as possible on the device itself.



...



Good design allows people to accomplish their goals in the least amount of moves

Calm Technology allows people to accomplish their goals with the *least amount of mental cost*

A person's primary task
should not be computing, but
being human.

The scarce resource in the 21st
Century will not be *technology*.
It will be *attention*. - Mark Weiser

8 Principles at Calmtech.com

CalmTechnology.com

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PARC

The world around is made up of information that competes for our attention. How much is necessary? How much is not?

We cannot interact with our everyday life in the same way we interact with a desktop computer.

Technology shouldn't require all of our attention, just some of it, and only when necessary.

Take a teapot, for example. It tells us when it is ready, and is off or quiet the rest of the time. If technology works well, we can ignore it most of the time.

"The most profound technologies are those that **disappear**. They weave themselves into the fabric of everyday life until they are **indistinguishable from it.**"

-Marc Weiser (1952-1999) Xerox Parc, 1988

O'REILLY



Calm Technology

PRINCIPLES AND PATTERNS FOR NON-INTRUSIVE DESIGN

Amber Case

Calm Technology Book

Available from
Amazon.com
Oreilly Books

Thank you very much!

Amber Case | @caseorganic

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