

TCM

BID A2 | 2010

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Meet Jamie and David



Jamie



- 32
- Stay-at-home mother
- Interested in scrapbooking, writing, and cooking for her family

Goal is to write a published children's book

David



- 35
- Architect
- Interested in large-format photography, Eames furniture, and travel to eastern Europe

Goal is to hold on to his experiences—life is too temporary

What is TCM?

- A way to preserve memories
- An instant-on contextual recording device
- Safe and secure, and future-proof

Scenario: Day in the Park

- Jamie and David are in the park with their son Brian
- They want to capture this moment for later memories

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- Jamie and David are in the park with their son Brian
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- Their digital camera takes forever to start recording
- They constantly forget to upload their images to their computers or the internet
- They always have technical issues sharing their memories with others

Scenario: Day in the Park

TCM fixes all of this

TCM Demo

