

Art school is one of the most challenging experiences I've ever undertaken. You're challenged intellectually and visually all the time and made to push your limits. Most of the time, you don't know if you're on the right track until you're almost done and you're always under time pressure. My process includes a lot of "two steps forward, one step backwards" as my ideas change and evolve. Often I'm overwhelmed and lost within my ideas. There's a lot of questioning and many late nights. Quite often you're very tired. But it's fascinating to see what you can do and what

SAATCHI & SAATCHI

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FROM	DATE
Thomas Williams	29 September 1998

TO	SUBJECT
Anuli Sam	Identity Mode Interface

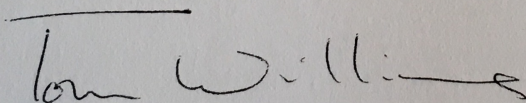
Dear Sam,

Following your request, I am returning to you your entry for the Saatchi & Saatchi Innovation in Communication Awards. I sincerely thank you for your interest and hope that you will participate in next year's competition, as well.

Your entry, the Identity Mode Interface, was most impressive and received several positive comments from the judges. It did not fulfil, however, all the requirements that were specified for the entries to be correctly completed. Among the prerequisite forms was a proof of patent or patent pending status, which was not contained in your folder.

I wish you the best of success with the development of your idea.

Kind regards,



Thomas Williams

February 23, 1999

What follows is a non-disclosure document that states that an agreement was reached between the two parties, George Kentris, Communication Consultant and Anuli Susan Sam, Inventor and Independent 2-D Animation Consultant on the information contained within the **seven page "IMI Process" disclosure document** that Anuli Sam has filed with the US Department of Patents and Copyrights. It has been agreed that George Kentris will not reveal the content or nature of the content that is found in the **IMI Process** document to any other person unless otherwise instructed by the inventor to do so....At this point George Kentris, does not have permission to reveal any information on the **IMI process** as the inventor is in the process of patenting the process and does not wish to have this information made public in anyway, shape or form.

This agreement has been made between, George Kentris and Anuli Susan Sam on this day, _____ in the City of _____ and will remain in effect until a further written agreement is reached.....

Signed,

George Kentris, Communications Consultant

**Anuli Susan Sam, 2-D Independent Interactive Animation Consultant
and Inventor of the IMI Process and Electric Skin....**

**...The IMI 2000 Transporter Process
for the Electric Skin Application...**

Disclosure Document

February 23, 1999

What follows is a description of an on-line process of **identity creation**, (an **identity mode interface**), in which the user, through a piece of software reshapes the browser landscape by creating visual identity for herself. This software acts more like a transporter than a browser so I have chosen to describe its function as such. **IMI** makes the internet simple for the user to access as the identity process lets the user realize a visual representation, first by building it and then by moving it through space in a sequence of animated images: thereby creating "the illusion of life" In the first release the website guide, host or gatekeeper receives a single image, to start with a text note in the form of an e-mail attachment. The site's "gatekeeper" receives the "imaged identity" and saves it as valuable information, an asset, about and from the user. The single image reveals information on the users' looks, style, character, acoustic and environmental preferences which is easily worth a thousand words. With the **IMI process** the "rude" interface has been replaced with a learning interface and the user is on the way to warming up the cold and mechanical internet environment. Why?

The user, in effect, is empowered by turning the camera, so to speak, on herself and setting up the parameters of a visual identity that give the user the illusion of constructing identity. Continuity for the user starts here, allowing the user to bring along to the new virtual internet environment what she is most familiar with: identity, her own and others...The **IMI process** treats the user as a market segment of one and this is very significant in that the user feels important and recognized as an entity with an identity and not just another number...

What are the steps involved in creating this process? Technically, the process relies on a number of large object design databanks that quickly serve up various images for each step of the process. The final image is a figure and ground composite that moves over a ground of streaming video. The user decides how she wants to move and selects the type of ground to move upon and through...Once the visual information is set the user chooses the length of the scene and enters the URL address in the locator window in order to view her identity. The effect of the final animated composite for the user is that of moving towards the site in some manner, with some form, for some time...addressing concepts of person and place that we are all familiar with...

At the site, the "gatekeeper" /host/tour guide receives the "identity" image. It can be compressed and stored in the IMI identity storage module.. for future reference by the site...For example, "lifestyle" preferences in looks and dress, environmental and musical tastes can be determined from the final composite...This type of information is extremely valuable, as it allows the marketing team to visualize their target market.

This process of creating identity is being developed into a piece of software called **Electric Skin** and was first conceived of by Anuli Susan Helen Sam, a 2-D Interactive Animation Consultant, in the month of April in 1998 in Toronto, Canada.

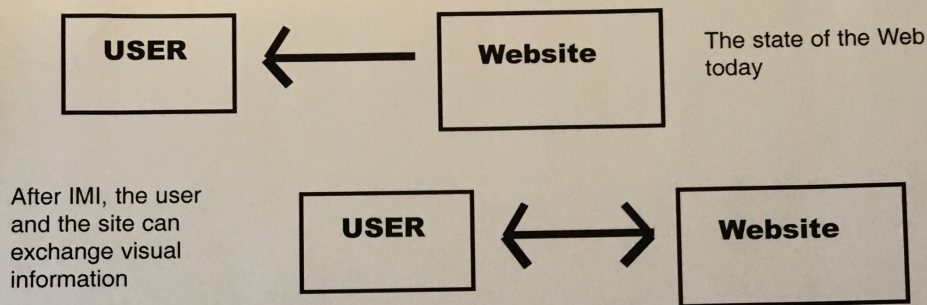
The process of creating digital life, "representation" or identity has been researched and documented by the inventor: whose aim it has been to keep it as simple as possible. In order to protect my rights to this process of creating identity I am filing this disclosure document as a starting point to securing a full patent as soon as possible..

The **IMI 2000 Transporter**, hereafter known as "**Electric Skin**" is designed to facilitate communications between bits, people and things in the on-line world by building new connections and ensuring continuity for the user... I arrived at the process by asking the following questions. What is identity?

An age old problem no less...especially in the modern age, where a continuous loss of identity has lead to increasing violence...By allowing the user to create her own identity the user becomes empowered and no longer feels like a faceless number on the internet...The **Electric Skin** interface is designed to tap into information sources and image banks and give the user the tools they need to navigate and customize their experience...The **IMI process** gives the user "photo ID" and the illusion of control over their visual identity..Unlike a browser with its very one-dimensional limitation of text entry only, **Electric Skin** has three dimensional qualities which includes time, space and location...

The question was posed: How to create a bridge, a transition, a seegway that fills the gap between the user and the site and makes the net easier to use... How can this transition be experiential, engaging and entertaining? **Electric Skin** allows the user to set the tone for the interaction with the site. The new medium of the web offers more control over information and the opportunity to interact. **Electric Skin** exploits this opportunity.

The **IMI process** lets the user and the site talk to one another..The **Electric Skin** interface is rich in content and function while being deceptively simple. It is fluid and transparent. Up until now the user has been restricted to numerical or textural representation only. Today's user finds this very limiting and frustrating as it is not a true representation of the user's identity especially in light of the fact that the best on-line communities and virtual corporations have defined their visual identity extensively.



The above diagrams show the present state of visual communications between the user and the site demonstrating the restriction on visual information that presently exists on the net. Presently, bandwidth has set limitations but that is changing fast. **Electric Skin** will really take off when the web reaches a critical mass and the user demands an identity...Future upgrades will, as bandwidth increases, include audio, chat, real-time video clips for the site as well as an artificial intelligence element on the gatekeeper side....

While most virtual corporations have visual identity on the web the user has none...Corporate identities today consist of more than images, flags, logos and ceremonials. Successful corporate identities are shaped around compelling stories that make sense of where we come from and where we are going to. Why can the user not share a similar experience and, at least be allowed to create a "story" of identity? In the animation industry it is the characters who make the story...Disney built an empire on a mouse, Warners' on a rabbit... The **IMI process** allows the user to create her "brand", her identity, her story....

Further, the **Electric Skin** application empowers artists and designers, filmmakers, videographers and animators who will contribute to the identity bank. Identities in the form of characters, avatars and designs will be developed worldwide offering the user immense richness of choice in piecing together identities. Creation and royalty fees will be paid out to artists for the use of these identities further fueling the networked economy by giving the creator an opportunity to develop an identity or many identities and have them accessed by the millions of users on-line...

Individual Identities become the currency and greatest assets for **Electric Skin** and will fuel the interactive discourse between the site and the user as the **IMI process** allows the user to become deeply "participatory" in the illusion of creating an identity of their own...

In a move to global communications written language begins to break down as the visual and acoustic return as the dominant universal languages. The dependency on text and numbers to communicate slows down the new networked economy because the visual information is one directional, like television... The **IMI process** take the interactivity of the new medium and strives to balances out the exchange of information while satisfying the user in their desire to create stories and images and build relationships that are educational, entertaining or commercial.

Artists throughout time have used pictures to depict cultural information, to enlighten and to entertain...Often little or no spoken dialogue or written information is needed to effectively communicate a story..Charlie Chaplin clearly demonstrated this in his early silent films. The first release of **Electric Skin** is largely silent...except for the user who will hear music as they create their own identity...Again, as bandwidth increases, future upgrades will include audio and dialogue.....

The **IMI process** creates and manages visual identity information for the viewer and the website. The **IMI process** is a fun, positive experience for the user...as identities may be changed according to the type of impression you want to leave at a site....In wake of the Y2K bug the **IMI process** boosts self-esteem and strengthens the visual immune system of the internet as number crunching changes to connecting. The **IMI process** connects two disparate sources of information in order to create an interactive exchange.

With customized identities the user has fun creating visual identity to go to a virtual site...**Electric Skin** not only includes a face, a body, clothing, gestures and character, it also gives the user the option of adding in environmental preferences, a companion to travel with and a virtual house as a metaphor to store favorite sites in.

Visual representation is not fixed and can vary on a per site basis, allowing the user to make a new identity each time she goes to a different site. A text note regarding the user's musical selection is included with the final vector based image file for the site. Technology makes it possible to create, cheaply and consistently an offer to the **Electric Skin** user that is unique, not just one time but every time she goes to a site...**Electric Skin** is all, literally about mass customization..As Marshall McLuhan said so well: "In the electronic age, we wear all mankind as our skin..."

As the user moves through the **Electric Skin** interface various modes allow her to select from a series of databases to piece together a visual identity. A virtual site in turn can create a "gatekeeper" identity to greet and capture the user's identity and store it digitally in the **IMI** identity d-base module for future reference...The IMI process is structured to create every interaction as a joint venture.

Entry Form

The Saatchi & Saatchi Award for Innovation in Communication
80 Charlotte Street
London W1A 1AQ
England

Please print this form out, fill it in by hand and send it to the address above
(with the rest of your entry). Once you've printed the form out,
close this window to get back to the "how to enter" section

Annuli Sam

Name

#409 1490 Eglinton Ave W

Address

Toronto, Ontario M6E-2G9

(416) 784-3090

Phone number

identity@ivillage.com

E-Mail (if applicable)

Deed of Eligibility and Release

The Saatchi & Saatchi Award for Innovation in Communication
80 Charlotte Street
London W1A 1AQ
England

Please print this form out, fill it in by hand and send it to the address above (with the rest of your entry). Once you've printed the form out, close this window to get back to the "how to enter" section.

I Anuli Sam of Toronto, Canada

submit this deed to the organisers of the Saatchi & Saatchi Innovation in Communication Award ("the Award") with the understanding that it will be relied upon to determine my eligibility to enter into and compete for the Award.

I represent that I have complied with all the terms and conditions of the Award and that I have perpetrated no fraud or deception in entering or in claiming any prize. I further represent that I or any members of my immediate household are not employees of Saatchi & Saatchi Worldwide or its affiliate subsidiaries, divisions and advertising and promotion agencies, nor am I or any family member in my immediate household connected with them in any way.

I further understand that if my entry is selected as a winner that I hereby, for myself, my heirs, executor and administrators, waive and release any and all rights and claims I may have against Saatchi & Saatchi Worldwide for any matter, cause or thing whatsoever with respect to, or arising as a result of, any prize I may win.

I further understand that any taxes due as a result of my acceptance of the award are my sole responsibility. I understand that Saatchi & Saatchi Worldwide will have no liability for any taxes that I may owe as a result of this award. I grant permission for the use of my name, city, country and photograph for advertising and promotional purposes in conjunction with this and similar awards without additional compensation.

Signed by: Anuli Sam

Dated: April 29 '98

as a Deed in the presence of: TIM. I. MILLER
[Signature]

If the entrant is a minor this form must be countersigned by a parent or legal guardian.

Susan Sam.
Digital Creator
Depth Woman

fast
paced
flexible
informed
perceptive
ethically aware
technologically aware
knowing more than one culture
speaking more than one language
thinking globally, acting locally
with comprehensive artistic perception.

REFERENCES



“According to Marion Pinsdorf’s prediction for the nineties: “New breed workers will be driven by their projects as the computer experts in “The Soul of a New Machine”, or they may be hackers-adventurers, visionaries, risk-takers, and artists - who infuse the marketplace with a new ethic. They seek unlimited access to information, to anything that can teach them something. Although tough competitors, they will seek co-operation. Other workers may become disaffected, drop out, or lack the common fund of information and skills upon the motivation could be build in the past. The Qualities required from business people today and tomorrow are far beyond what was required from “mass” or “speed” man. Mas: man was too spread out and speed man is going too fast. Today’s woman and man need more than brains.”

“Today many of these artists are more interested in managing information than they are in formulating unique forms of individual expression.....”

LEONARDO VOL. 21 NO.2

Computer Experience:

MEDIA 100
ADOBE AFTER EFFECTS
VIDEO TOASTER 4000
AVID
ACE 25
SONY BVE 900
PHOTOSHOP
ADOBE ILLUSTRATOR 3.0
VIP IMAGE PROCESSING
STRATA STUDIO PRO
3-D STUDIO
LIGHTWAVE 3D
AUTODESK ANIMATOR PRO
DISNEY STUDIO
COREL DRAW
QUARK X-PRESS 3.0

Educational Experience:

*NFB Editor Training, Ed, AB 1994-95
*Center for Advanced Technology: After Effects, Edmonton AB 1995
*University of Alberta, Animation Basics, Susan Crandel, Instructor 1994
*Humber College, Toronto: Arts Administration/Fundraising 1991
*College of Business Training: Toronto: Wordprocessing, 1989
*Toronto School of Art: Image Processing, 1989
*Emily Carr College of Art and Design, Vancouver, BC Painting, drawing, printmaking, design 1981-84
*Alberta College of Art: Foundation Year 1980
*Banff School of Fine Arts, 1977 Painting....

REFERENCES

Nelson ThallThe Marshall McLuhan Center for Media Science
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Toronto, Ontario..... 905-889-2840
Tom RowePacific Motion Pictures
VP Creative Development
Vancouver, BC 604-
Nicolette Saina.....Sania Productions, Edmonton, AB..... 403-
Thomas Crean.....McLuhan Educator Consultant, Van, BC.... 604-
Daryl Larson.....Edipix, Richmond, BC..... 604-

