**ATTEND**

### WHAT IS IT?

- Attend is an HD camera which takes the form of a small, circular button.
- Can be easily attached to clothing, accessories, etc.
- Very secure! Once attached, it will not accidentally fall off until the user removes it.

![Camera icon](image1.png)

### WHAT DOES IT DO?

- Attend unobtrusively records a user's visual and auditory surroundings.
- It instantaneously synthesizes the recording with a vast database of information...
- ... And synchronizes with its corresponding smartwatch, where it displays novel, interesting, and illuminating insights about the user's surroundings.

![Smartwatch icon](image2.png)

### HOW DOES IT DO IT?

The Attend Smartwatch can display images, audio, and text!

*The feather on the ground to your left belongs to the Eastern Bluebird!*

*The plant across the street thrives in cool, shaded areas. It was the favorite plant of Catherine the Great!*

### PRIVACY

- Attend isolates details in a user's surroundings and displays information about them, but does not save recorded audio or video, make it available to the user, or upload it anywhere.
- Insights themselves, which are separated from the initial recording, can be saved and accessed later.
- This way, if Attend is used in public spaces, it doesn't record strangers without their consent!

![Lock icon](image3.png)

Created by Kaylee Harvey
Whether or not their watch vibrates to alert them of new insights
What kind of information it provides and prioritizes
- Some users might be curious about architecture, others about cars! Attend lets you decide what you want to learn
- How much detail is given
- If information is relayed visually, audibly, or both
- And more!

The philosophy behind Attend: There is no such thing as the mundane if you have the right perspective!

By highlighting small details that otherwise would have been overlooked, this device will encourage users to pay more attention to their surroundings and to actively seek out the details.

Attend unlocks new perspectives, enriches people's everyday experience of their world, and strives to find the beauty in the basic.

The possibilities are endless!