YOU ARE THE MAIN CHARACTER
THE ACCESSORY THAT REMEMBERS

YAMC (pronounced yams) is an earring + earpad that stores and retrieves your core memories!

RECORDING
YAMC observes your life and temporarily stores events in its memory stack.

STORING
- When YAMC AI detects a significant event based on your vitals + the recording, it permanently stores the memory in cloud.
- Alternately, you can tap the stud to save the current memory.

VITALS
Integrated vitals sensors in the earpad track your heart rate and brain activity.

PLAYBACK
When YAMC AI + vital sensors evaluate that viewing a particular memory can benefit you, it vibrates + prompts you to relive it. (You can also access memories unprompted).

Memories will be accessible through the companion app on VR headsets or a smartphone. (Face ID needed to log in).

YOU ARE THE MAIN CHARACTER
YAMC periodically produces intriguing movies about your life where YOU are the Main Character!!

ASHNA KHETAN
MOTIVATION

We produced YAMC as an asset-based design that evokes nostalgia and empowers its user.

WHO
YOU. Anyone. Everyone. YAMC is a low-cost mini-wearable camera that is compatible with the devices you already own.

HOW
Nostalgia- Reminisce on old times, people, passions. Empowerment- YAMCS shows you your motivations when you most need them.

Your younger carefree self may inspire future you.

WHY
Do you ever wish you could go back to the good old days? Do you hate having to pull out your phone to record when you go to concerts or on cool trips? Do you ever feel like you lack the inspiration you once felt?

YAMC is here to help.

MANIFESTO

YAMC is designed for support (means-to-an-end) and play (an end-in-itself).

SUPPORT
We sometimes give up on our dreams or on others because momentary difficulties outweigh what was once so powerful that we began to pursue them. We get so caught up with the world around us that we forget we are the main character in our lives. YAMC reminds you of this.

lower inhibitions --- personal & social flourishing --- tech to transcend tech

PLAY
Alternately, sometimes we just want to reminisce on our past, or enjoy our memories with others.

relationships --- play & delight --- humans in the loop

Design should understand us... we hope YAMC can understand your life well enough to augment it... and at the very least, you get a cute new earring!
If you REALLY want to get into the science...
(don't read if you don't care; we just want to be open about our tech)

**STORAGE**
5-minute segments
25-minute temporary storage
Permanently deleted unless saved.

**SMART ALERTS**
Heart rate + brain activity are measured in-ear (actually one of the best places to track these!)
Increase in either + context from current recording = alert to view a past memory picked by AI.

**PRIVACY**
No storage in the device itself.
Stored on the cloud like a Google Photos album.
Face ID needed to unlock on your device.

**MULTIPLAYER**
You can share memories!
Permission required from you + the receiver.

**CENSORSHIP & ETHICS**
Our AI will censor content deemed inappropriate or traumatic.
YAMS control is in your hands- you can remove or disable it whenever.

If you have any other questions, please feel free to contact us at:
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