Containing RFID, Expanding Usability

Dr. John Monberg
https://www.msu.edu/~jmonberg/
Walter Dorwin Teague
Beau Brownie Camera
Eastman Kodak, 1930

Jonathan Ive
iPod Mini
Apple Computer, 2004
The biggest retailer in the world covers an area larger than Manhattan.
“broadband is beautiful”

“we’re smarter than advertisers think”

“I relate to this brand”

“don’t sell me, engage me”

“don’t tie me down make it mobile”

“free to choose”

“I Tivoded it”

“I do my own research”
Key Relationships Between Deliverables