

Collaborative Mobile Media

Daniel OFOSU; MFA-Media Art and Design; Matrikenr 112881; daniel.ofosu@uni-weimar.de

According to HTC, one of the things considered in the design process of their new HTC One was **how people find, consume and share content (information) on their phones**. To address this, they developed **Blinkfeed™** which I find pretty interesting.

WHAT IS BLINKFEED?

BlinkFeed is a home-screen app which works like Flipboard, by collating content from online news sources, social networks, and apps on the phone into a single timeline. It brings previously hidden content to the home screen, so you can see the things that are most interesting to you at a glance, without having to open any series of apps.

<http://blog.htc.com/2013/02/htc-launches-blinkfeed/> ; <http://blog.htc.com/2013/04/introducing-sense-tv/>

BlinkFeed Home-Screen sample (i)



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BlinkFeed Home-Screen sample (ii)



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BlinkFeed Home-Screen sample (iii)



I find this application exciting because it makes it not just possible to collect online information, but **easy to filter the available information** in order to **use the appropriate references and content to preserve the intangible cultural heritage** such as **music, food, clothing, behaviors** etc. within a **specific timeline**.

BENEFITS

- You don't spend time hunting for information hidden behind app icons.
- You get instant and effortless access to a continuous feed of aggregated/ accumulated content.
- Blinkfeed combines your social channels with news content from their partners to generate a personalized feed that shows you uniquely relevant content every time you turn on your phone.
- With more than 10,000 news feeds per-day, available in 16 different languages, Blinkfeed delivers fresh content, and gives you the choice to select content you want from their featured partners.
- BlinkFeed enables you to create a customized ecosystem/network with global and local content.
- By selecting content from a featured partner such as Twitter, Facebook, BBC etc... or through categories geared towards your specific interests, you will get fresh information every time you glance at your new HTC One.
- You can also integrate your HTC Sense TV (an interactive TV guide and universal remote control for your TV, cable box, and home theater) with BlinkFeed to notify you when your favorite shows are on. You can even set calendar reminders for any program you don't want to miss.

OBSERVATIONS

I have neither experienced any negativities nor heard any complaints from anyone regarding the BlinkFeed app yet.

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Items	Answer
App's Name + Version	BLINK FEED
Type (Museum, Guide, Game, etc)	HOME SCREEN APPLICATION
Operational System (OS) (Android, iOS, Windows, Web)	ANDROID
How the user(s) contribute/collaborate with it?	CONTENTS ARE SHARED THROUGH ANY SOCIAL PLATFORM SUCH AS FACEBOOK
Free or Paid (and how much)	FREE
Where it is Available (URL or market link)	HTC One phones http://blog.htc.com/2013/02/htc-launches-blinkfeed/

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Thank You

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