



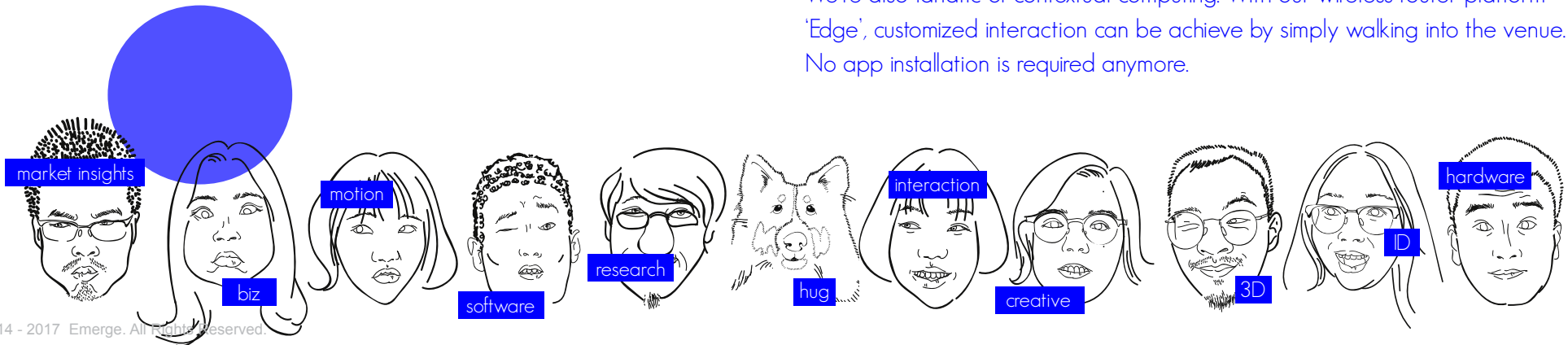
MERGE

We are a group of Artists, Hackers and Innovative Minds

When blended with creativity, technology becomes modern magic; that's where we come in and speak the spell.

Apart from creative thoughts that we can offer, we'd love to transform your idea into pixels, moving pixels, voxels, particles, wireless signals, servos, moving robots, flying quadcopters or other living digital organisms which worths 10^6 words.

We're also fanatic of contextual computing. With our wireless router platform 'Edge', customized interaction can be achieve by simply walking into the venue. No app installation is required anymore.



We are assembling a band of modern wizards from experience developers to technical artisans; and we are reaching out to thinkers, story-tellers, musicians, and artists just to make wonderful things happen.



Interaction Technology

We design and craft interactive canvas where your content can be shown and played with, both in the screen and out of it.



Prototypes and Installations

How about solar panels and wings, plus kinect and a projector? Does it speak Wi-Fi or Bluetooth?



Contextual Intelligence

Edge is one of the innovative networking infrastructure we've invented to bring seamless connectivity experience to real life.

Contextual content can be deduced and delivered without need of app or configuration



Insights & Creative Thinking

We'd love to share our creativity from early stage of creative process; to bolster ideas by bringing key insights and mind opening analysis onto the table.



Acid detection Umbrella

Industrial development came with costs. Many of them are sensible, while some are not: such as acid rain.

It is therefore an issue for Green Peace to emphasize the effect of acid rain when they advocate for public awareness of environmental problems.

We built the Acid detection umbrella - a custom built umbrella that lights up during acid rain with colors and flashes indicating pH value of each droplet.

Simply walking with the umbrella powered on, the rain is turned into a light show. The solution could easily generate viral effect offline and online while delivering the message in a strong, interactive way.

2014

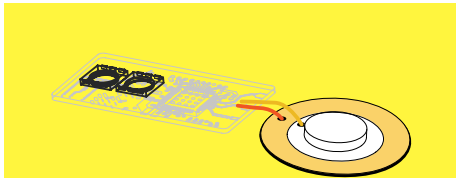
Proposed Client: Green Peace

Commissioned by: Ogilvy & Mather, Beijing

Roles: Creative, UX, Hardware and Software, Motion

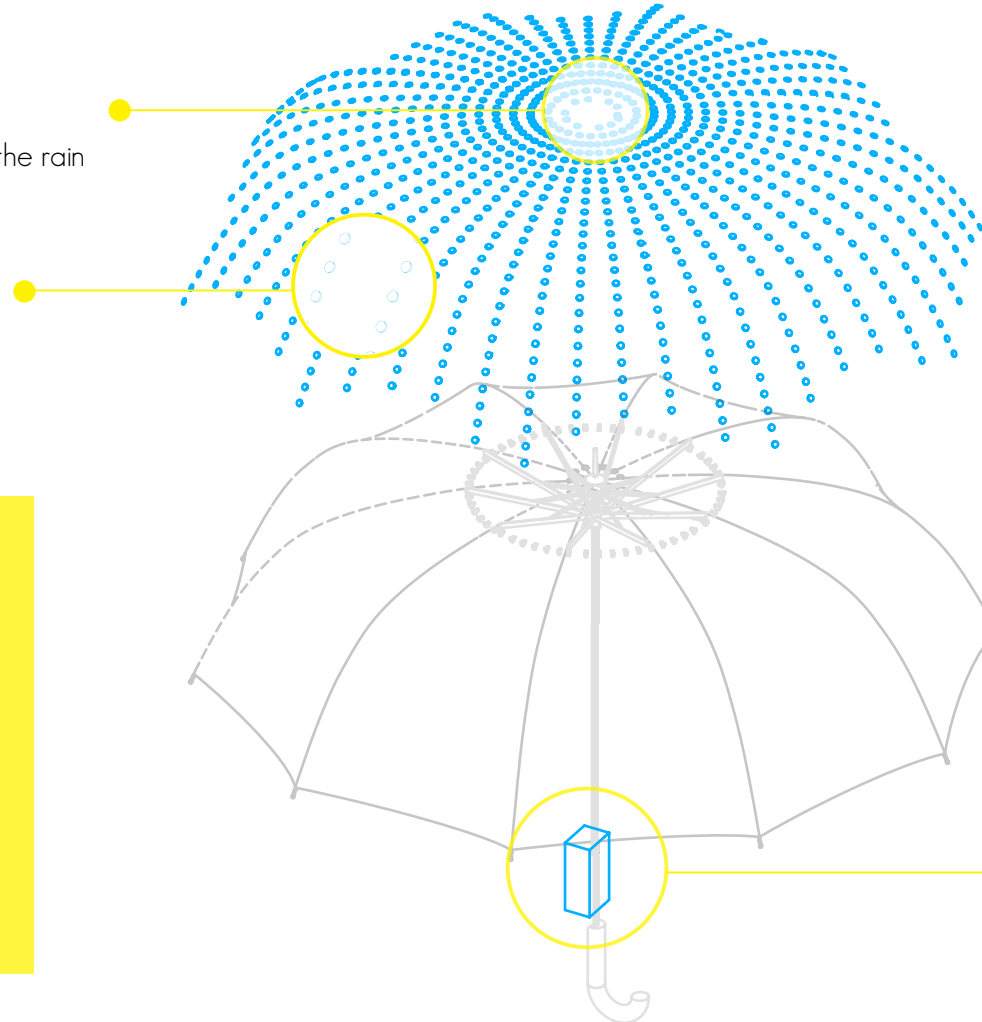
pH sensory unit
Detecting live pH condition during the rain

Tiny magnet holding each
bounding Reflex unit in place
without damaging the function
of umbrella.



The Reflex Unit

Each unit is constructed with a
dedicate 8bit microprocessor,
light control circuits and piezo
rain-drop sensors.



AVR

Sensors

HW Design

ME Design

Rapid Prototype

In charging for the stunning
light show, over 100 Magneti-
cally bound Reflex sensor units
are installed to the umbrella,
visualizing every single rain
drop hitting the surface.

Battery and command circuits provide
power and control over the device

With our founding principles our team dug deep into the link between internet and the physical world, and dug deep into the interaction and recognition between devices and people.

We created something new. We call it Dynamic Contextual Internet Experience. An experience revolution that could only paralleled by the invention of internal combustion engine.

Edge Router + OS

2014-2015

Product Self-hosted

Coop: Freescale

Roles: OS Design , Protocol Analasys , Hardware Design , Software Design , UX , Industrial Design , Operations

With the magic of Edge, all known web services are granted with super-charged power to access your surroundings.

Googling “printer”: your printer shows up on front and can be accessed directly on the webpage

Spotify now has “local mix ” from people around you.

Turning off Philips Hue on YouTube page? Sure.

And most importantly, those things ‘just work’ at the time you connect to edge’s Wi-Fi. No app is needed.

Our purpose is simple: to make the Internet smarter, to adapt and react with user’s context, to create unimagined interaction fluency.

QUALCOMM®

Dual OCA9880

freescale
semiconductor

LS1021A

Dedicated CPLD

intel

The Hardware of this beast is a piece of art. Snapping 1305 parts onto a 6-layer, palm-sized board was a journey filled with hard-core engineering and mad creativity.

This Cortex-A7 driven machine does the protocol magic at extreme speed, offering bluetooth, Zigbee and GigaBit Wi-Fi at once, lag free.

With deep cooperation with freescale and other IC manufacturers, we brought the whole experience to a real thing.

Top Cover

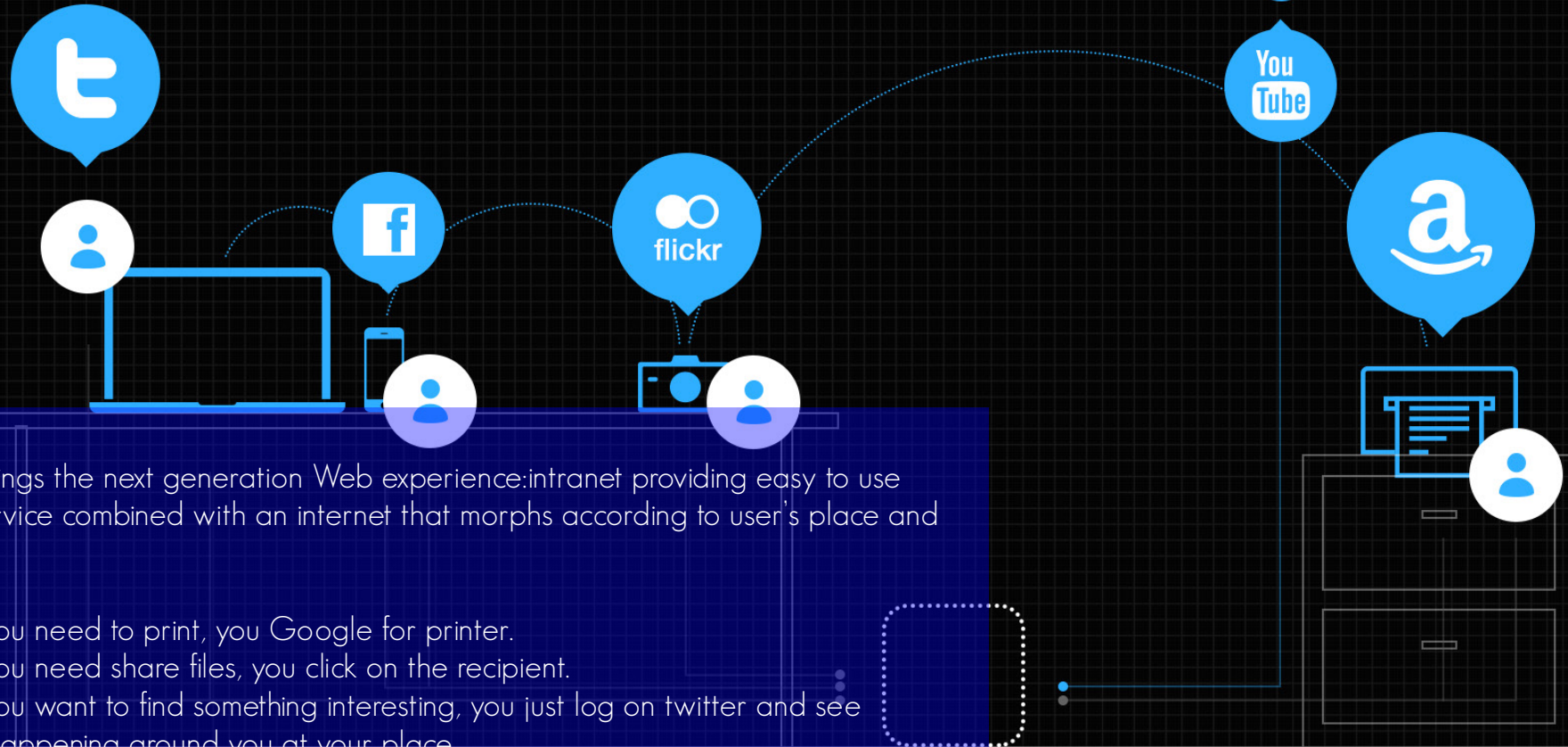
HeatSink & BLE / Zigbee Array

Main Board

Case & Custom built antenna

Rear Chasis

Web 3.0, "Internet" by your side



hold a tank

Drunk n' tweet? Probably not a good idea.
Here comes 'hold a tank', a device we created to deliver a drinking session with no worries, pure joy.

Walking into a bar with our device installed, an interface will pop on users' phone asking for expected 'drunk time'. From then on, all messages, status updates and digital contents users create during 'drunk time' will be 'muted', and silently redirected to his / her email box. This creates a (safe) engaging digital experience for our consumer, effectively delivering brand's 'drink, hassle free' message.

With Edge's Technology, all of the experience mentioned above are enabled just by connecting to Edge's Wi-Fi, without any pre-modification or app installation on consumers' devices, allowing seamless penetration throughout the process.

2014

Proposed Client: Heineken

Commissioned by: Ogilvy & Mather, Beijing

Roles:

Wireless Solution, Hardware and Software Implementation, UX



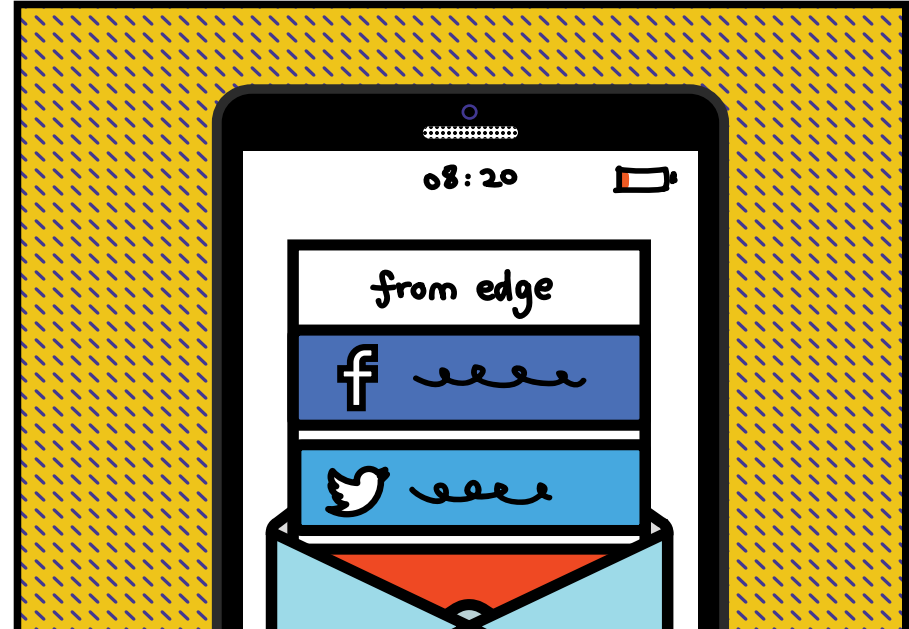
User walks in and connects to Wi-Fi (powered by Edge.)
A website pops up asking for 'drunk period'.



During users' drunk period, all messages and digital contents generated from users' devices are blocked and collected to edge.



All digital contents are safely stored until the next day.



An email is then delivered to users' device containing content generated during 'drunk period'. Share it with friends! or take a deep breathe and keep it as a private gift :p Content generated from this action would create viral artifacts, leading to broader brand influence.

singtel

2014

Client: Singtel

Commissioned by: Ogilvy & Mather, Beijing

Roles:

Creative

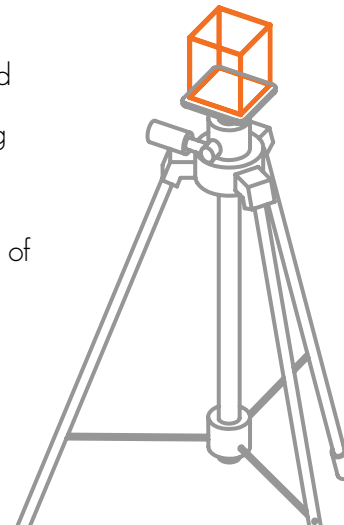
UX

Hardware and Software

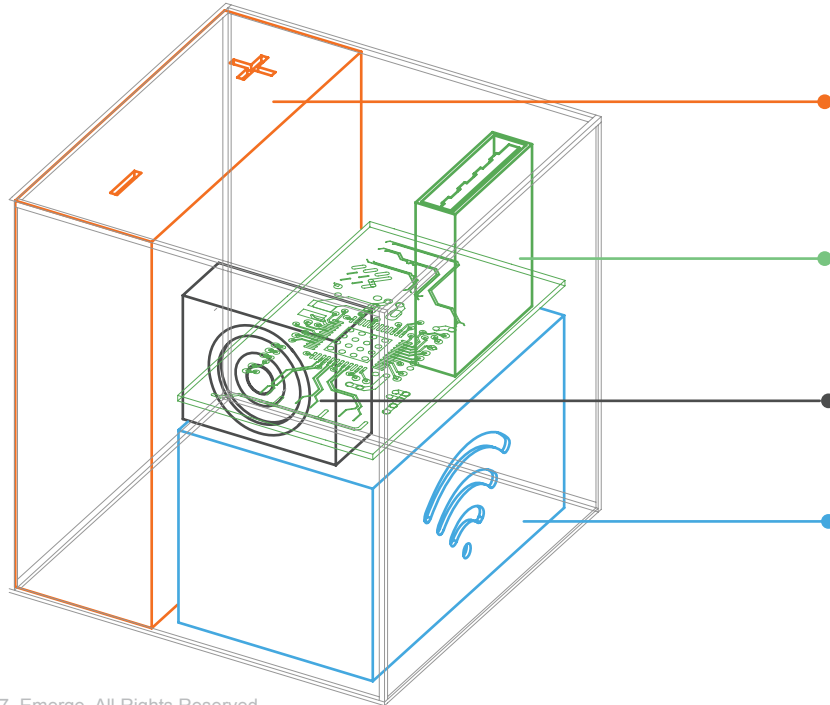
Rapid Prototype

Serverside Construction

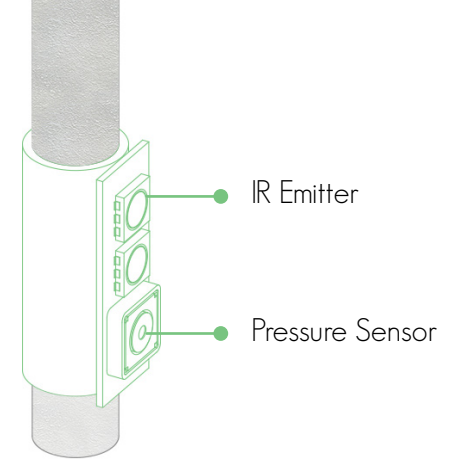
Singtel is one of the largest telecom operators in singapore. Social responsibility, especially helping education, is one key voice the brand wants to deliver. To show how 4G communication can help digitizing in-class education, we built a low-cost 4G blackboard:rubik-sized digitizer that can be deployed in seconds. It instantly turns hundreds of blackboards into modern digital teaching canvas.



part 1



part 2



Nikon View

2014

Proposed Client: Nikon

Commissioned by: Ogilvy & Mather, Beijing

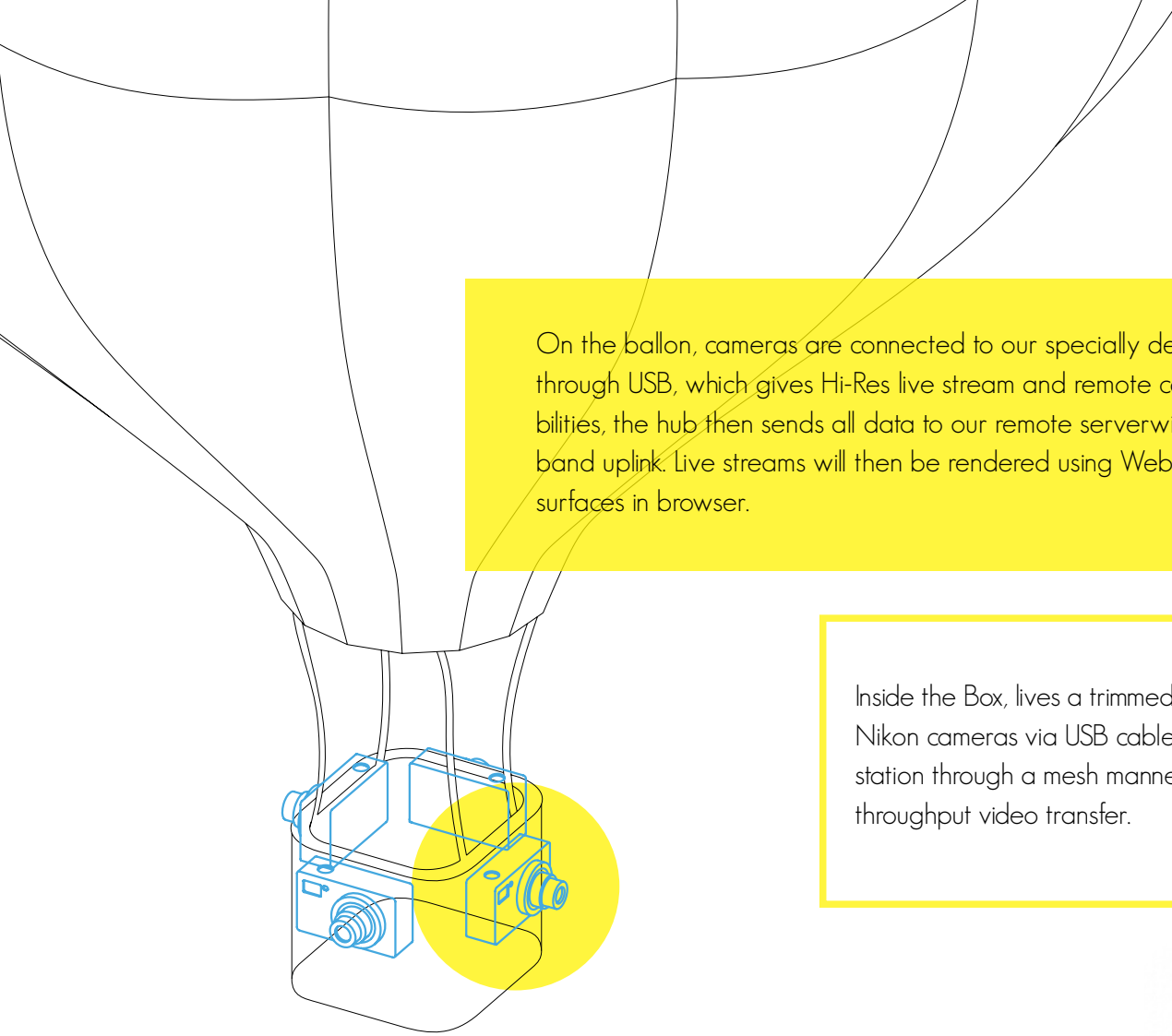
Roles:

UX

Rapid Prototype

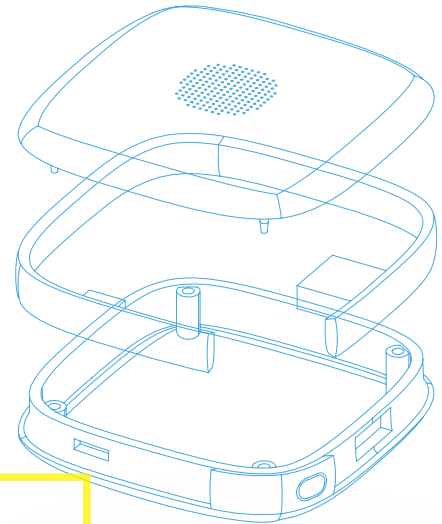
Key Technology

The campaign takes you on an immersive ride with hundreds of flying hot-balloons deployed all around China, with Nikon's camera and lenses as remote 'eyes' yielding stunning panoramic views, right in your web browser.

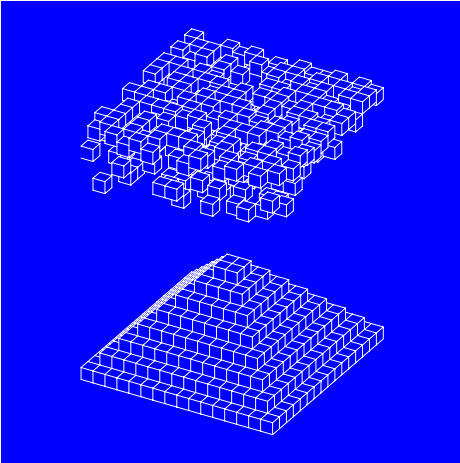


On the balloon, cameras are connected to our specially designed hub through USB, which gives Hi-Res live stream and remote control capabilities, the hub then sends all data to our remote server with broadband uplink. Live streams will then be rendered using WebGL on to 3D surfaces in browser.

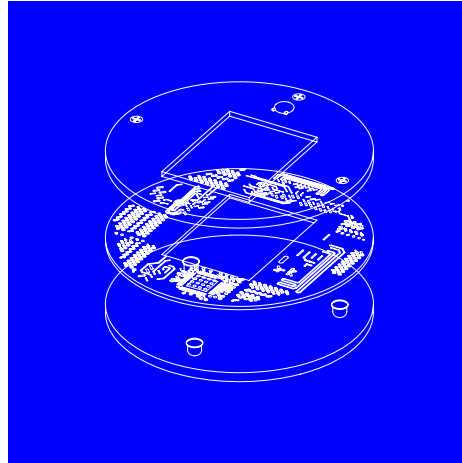
Inside the Box, lives a trimmed down of Edge system, connecting to Nikon cameras via USB cable. These boxes are linked to ground station through a mesh manner, which ensures stability and high throughput video transfer.



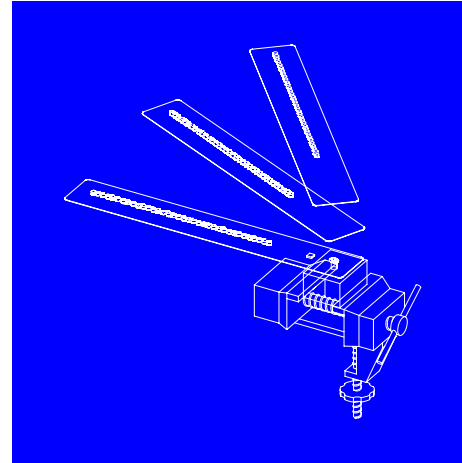
More



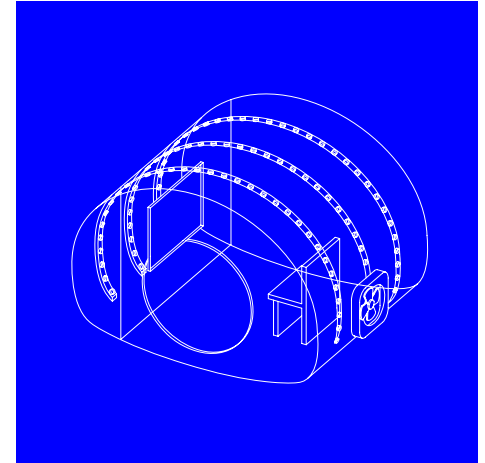
Kinetic Sculpture Design and Plan
Real estate launch event



Smart Cup stand
Opensource Hardware



POV Installation
Light & Motion Piece



Future Capsule
Installation with IFCity



- RIA Experience: MIX09 Showcase Project
- Silverlight MSDN Lecture Series
- Showcase Applications for Tech-Ed 2010 Launch
- Glow: Sina Weibo Client
- RIA Game for China Mobile (SiChuan)
- Sina Finance (Silverlight)
- Stargazer: Opensource Hardware Development Board
- Circuitpot: HackerSpace in Beijing



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