

Realbook

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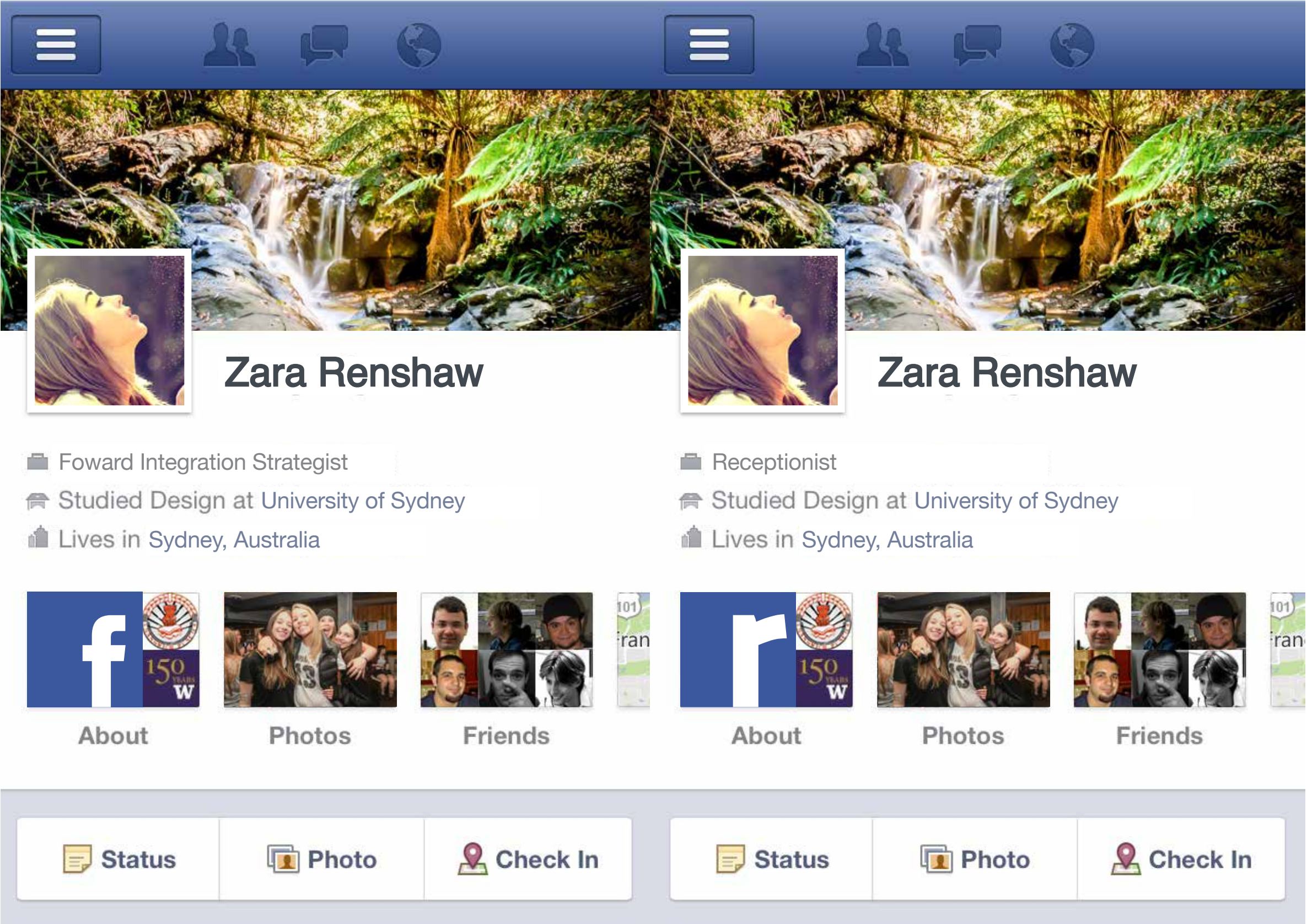


Interactive Installation

An interactive installation featuring Realbook. The installation features touch screens so the audience can interact with Realbook. The screens are shown up close on the following pages.

Occupation

This screen shows a Facebook user who has listed there occupation as a Forward Integration Strategist and this then gets changed by Realbook into a more honest version, receptionist. The way this works is the user swipes from one screen to the next.



facebook

realbook



Brandon Graham is at Rooftop Bar Melbourne.

Like · Comment · Share · 8 seconds ago via mobile · 🌐



Write a comment...



Brandon Graham is at Queen Victoria Womens Centre

Like · Comment · Share · 8 seconds ago via mobile · 🌐



Write a comment...



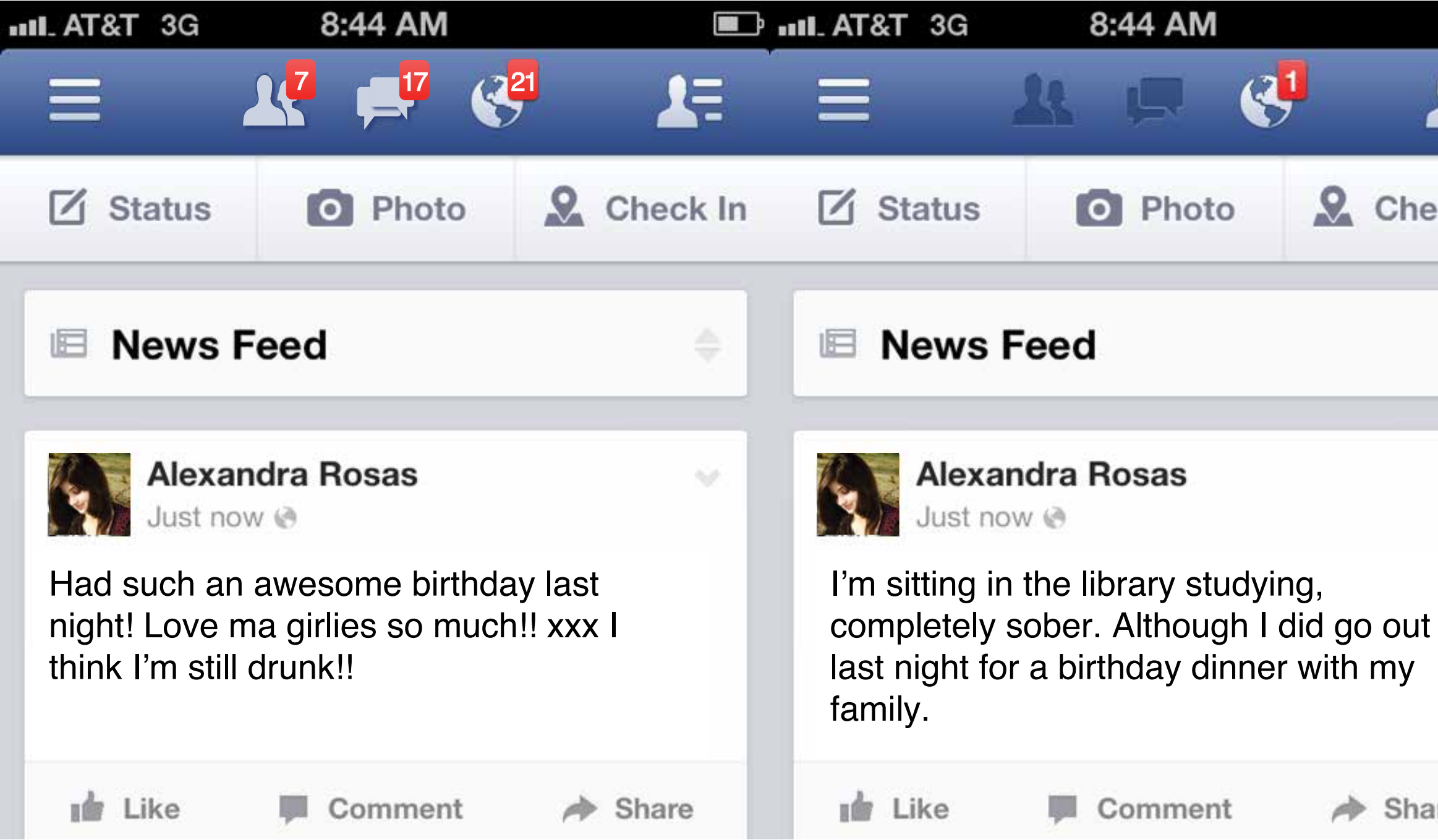
Check in

This screen shows a user checking in at a popular bar. Realbook then changes this to Queen Victoria Womens Centre. The message behind this is that people don't check in at all the places they go but instead only the ones that support a certain image they are trying to portray. People would view the first check in and then swipe to get to the changed check in.

Status Post

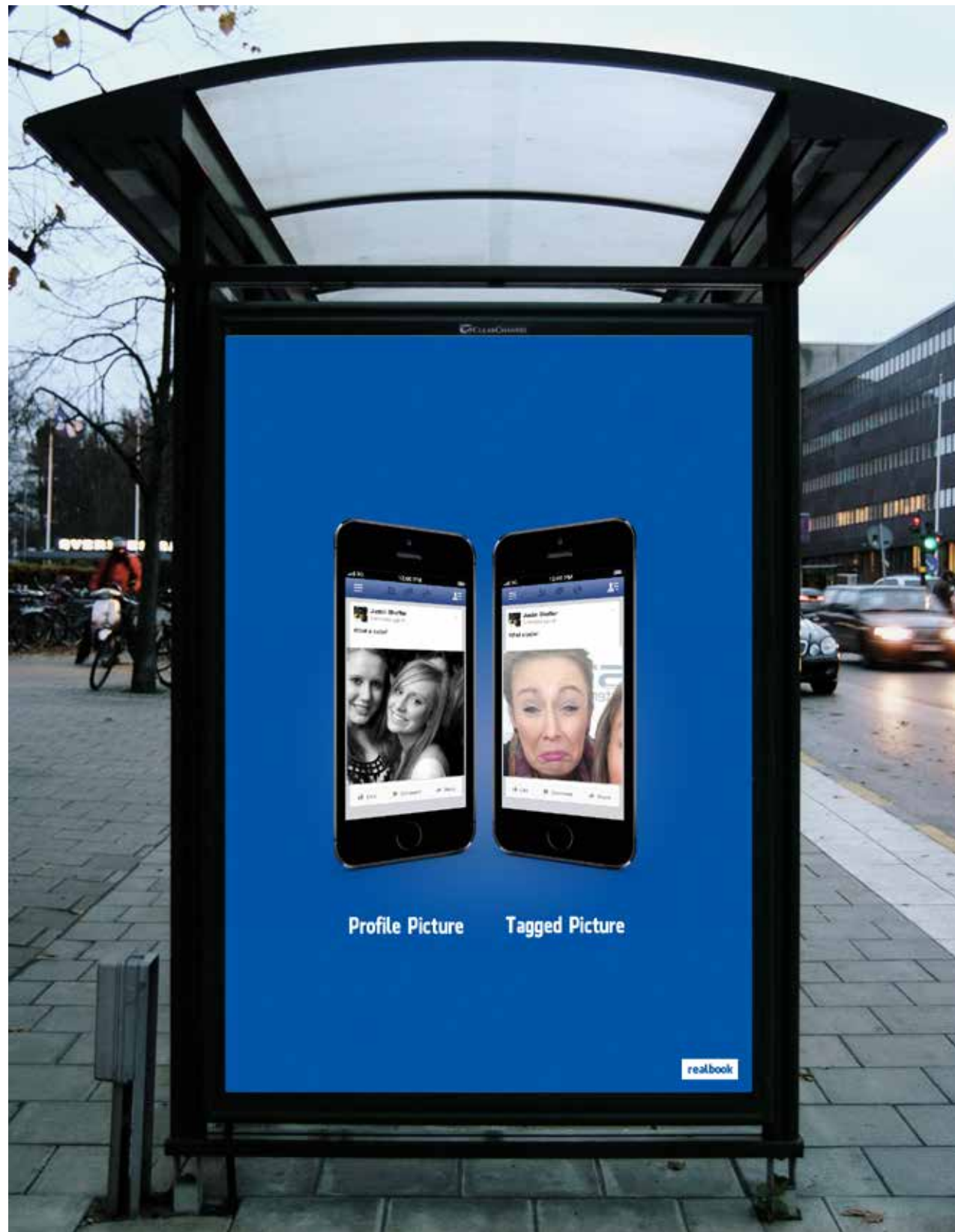
This screen shows the personal status post. The post on the left shows what the user has written. You then swipe the screen across and Realbook converts this to a more accurate status post.





Status Post

Another version of the status post.



Bus Stop Poster

The second application is the bus stop poster. This poster is implemented on a moving billboard so that the screens transition.



Bus Stop Poster

The second screen which will roll up.



Train Station Billboard

This advertisement is done on a moving billboard so transitions between the three screens. It aims to highlight that Facebook doesn't show you both sides of the argument/story/idea. Users only get fed content they like or agree with.

Train Stop Advertisement

Screen two showing Tony Abbott's possible argument.





Train station billboard

The third screen. The audience is also directed to a website in order to learn more and download the smart phone application.

realbook

a translation app



realbook

Realbook is a smart phone application that's main function is to translate or convert your content from Facebook to a more accurate and honest Realbook. The first is the status converter. Shown on the following page, Users input a status and

Realbook converts this. Realbook also converts people's likes/interests into more accurate representation. Users will select the music/bands that they like and Realbook will convert it into what they actually like.

