

# The Problem

Everyday, thousands of people take the train home after a hard day of working. The majority of these people listen to music during this daily trip. They distance themselves more and more from the rest of the world by building this 'wall of music' around them.

*Traveling people isolate themselves.*

People see traveling, even while listening to music, as wasted time. We see it as a wasted opportunity. Having contact with someone can make your journey much more pleasant. With so many people in the same room, there must be someone who you can talk to?

# Our Vision

We want to change the negative feelings about traveling by filling the 'wasted' time with simple but meaningful interactions between people. How do we do that? By lowering the threshold of simple social interaction.

We want to do this by providing a close-range, close-to-body device that makes connections between other devices, based on a music profile you build yourself. The device notifies both users when there is another user close to them that listens to similar kinds of music.

This idea is based on certainty. People are often not sure what to talk about in order to maintain the conversation. By taking away that uncertainty, we give people the means to start talking: music they both like.

Besides lowering the social threshold, people can discover new musical tastes through other people. By connecting two Hapto's for a short amount of time, you can exchange songs with someone.

*Connection is key.*

## The Hapto team

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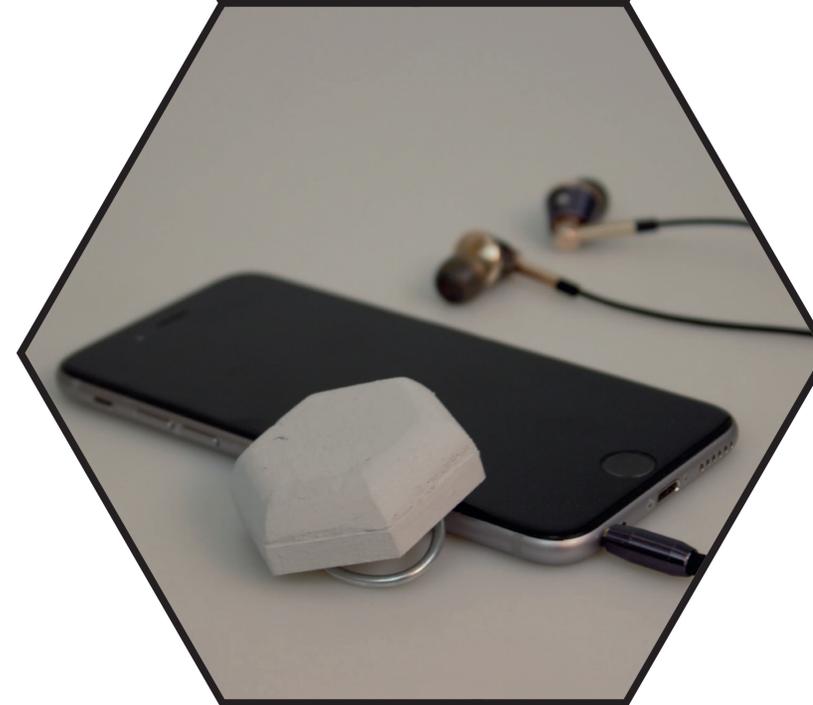
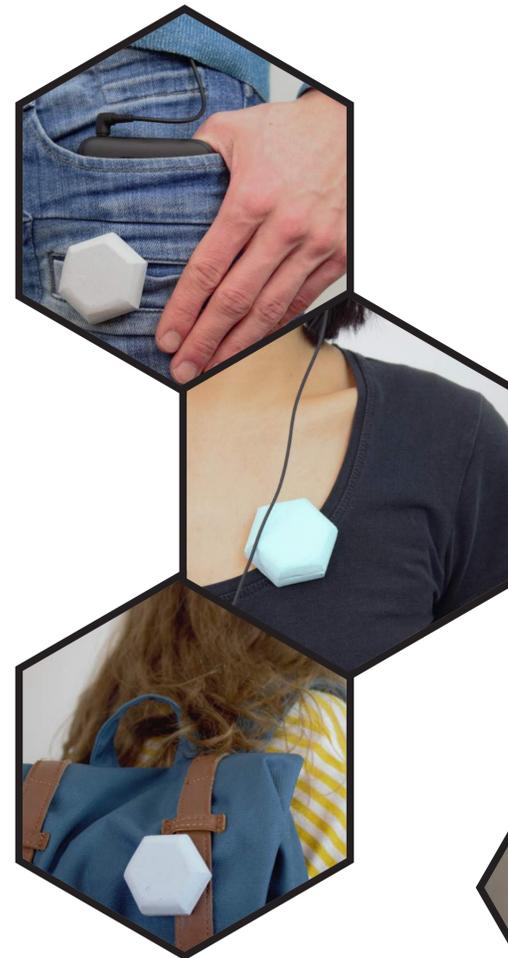
# hapto

## Universal

Place it anywhere, use it everywhere

The Hapto is small & wireless. This provides the opportunity to place it anywhere you want. It has a clip to put it somewhere on your shirt or pants and a loop hole to attach it to your keys. In any case, it won't bother you.

The Hapto can operate parallel to your existing system. It doesn't interfere in your activities. Because it works with bluetooth, you can connect it to any other audio device you want.

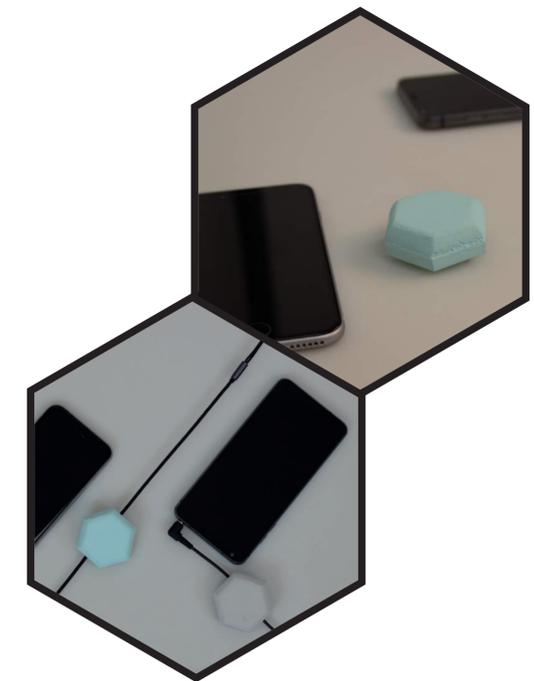


## Subtle

Unobtrusive, personal and discrete

An important value of the Hapto is to leave people the choice of using it. It contains an online/offline switch in case the user doesn't want to get noticed. When it's switched offline, you're invisible for other users.

People can make the Hapto as visible as they want. Because its position is not fixed, people can put it in any place they want.



## Connecting

Meet people and discover and share music

The Hapto can connect with other devices using your phone. Since most travelers listen to music, there will be people with similar taste nearby. Hapto gives you something to talk about: music that you both like.

The connection is made on certain criteria, using the musical profile that is extracted from your music playback. The devices can exchange music by holding them on each other for a short amount of

