

# YOU ARE THE MAIN CHARACTER

## THE ACCESSORY THAT REMEMBERS



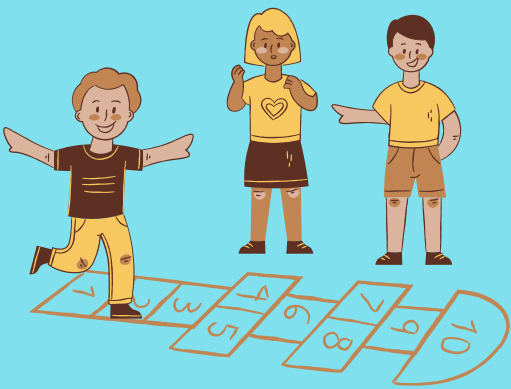
comes in 4 colors and 2 designs! (see p3)

YAMC (pronounced yams) is an earring + earpad that stores and retrieves your core memories!



### RECORDING

YAMC observes your life and temporarily stores events in its memory stack.



### VITALS

Integrated vitals sensors in the earpad track your heart rate and brain activity.



### STORING

- When YAMC AI detects a significant event based on your vitals + the recording, it permanently stores the memory in cloud.
- Alternately, you can tap the stud to save the current memory.



### PLAYBACK



When YAMC AI + vital sensors evaluate that viewing a particular memory can benefit you, it *vibrates* + prompts you to relive it. (You can also access memories unprompted).

Memories will be accessible through the companion app on VR headsets or a smartphone. (Face ID needed to log in).



### YOU ARE THE MAIN CHARACTER

YAMC periodically produces intriguing movies about your life where YOU are the Main Character!!

# MOTIVATION

We produced YAMC as an asset-based design that evokes nostalgia and empowers its user.

## WHO

YOU. Anyone. Everyone. YAMC is a low-cost mini-wearable camera that is compatible with the devices you already own.

## HOW

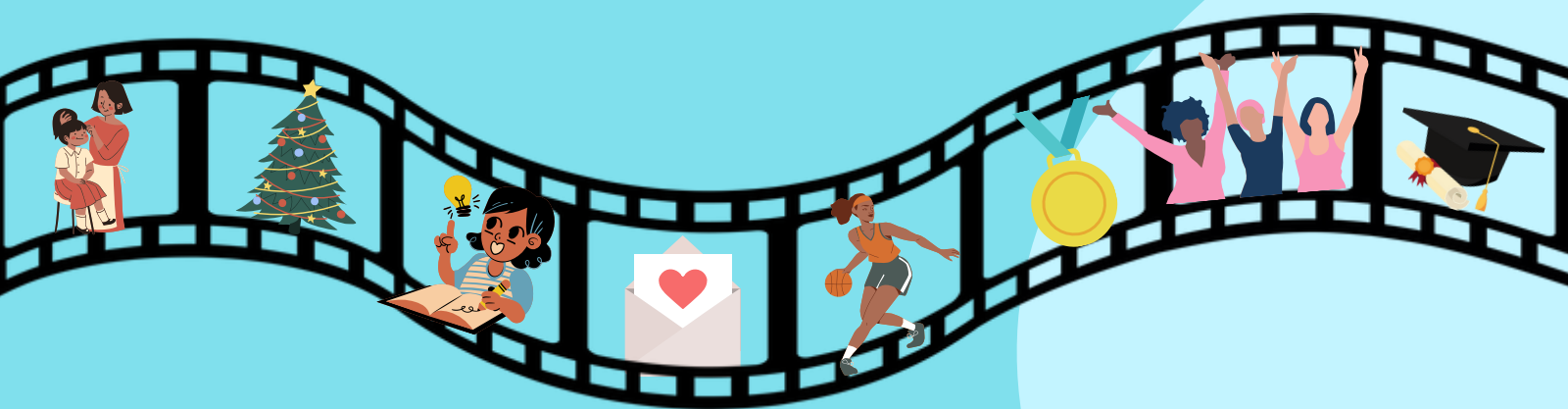
Nostalgia- Reminisce on old times, people, passions. Empowerment- YAMCS shows you your motivations when you most need them.

Your younger carefree self may inspire future you.

## WHY

Do you ever wish you could go back to the good old days? Do you hate having to pull out your phone to record when you go to concerts or on cool trips? Do you ever feel like you lack the inspiration you once felt?

YAMC is here to help.



# MANIFESTO

YAMC is designed for support (means-to-an-end) and play (an end-in-itself).



## SUPPORT

We sometimes give up on our *dreams* or on *others* because momentary difficulties outweigh what was once so *powerful* that we began to pursue them. We get so caught up with the world around us that we forget we are the main character in our lives. YAMC reminds you of this.

lower inhibitions --- personal & social flourishing --- tech to transcend tech



## PLAY

Alternately, sometimes we just want to reminisce on our past, or enjoy our memories with *others*.

relationships --- play & delight --- humans in the loop

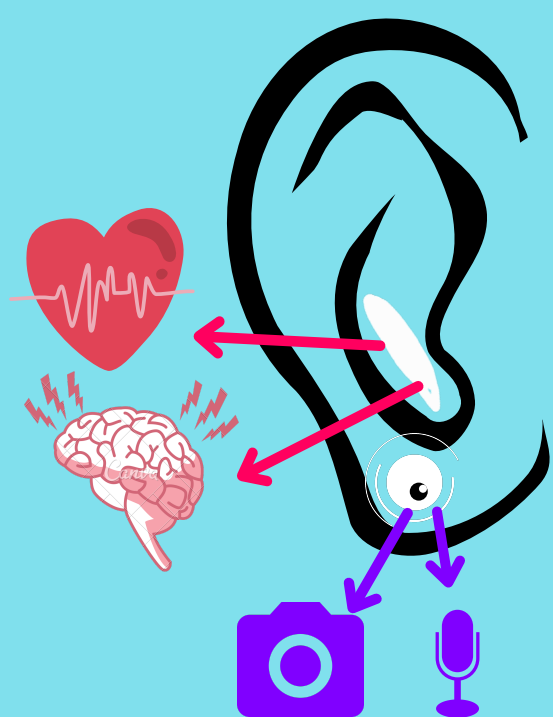
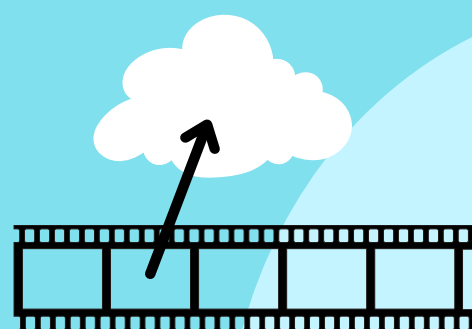
*Design should understand us...* we hope YAMC can understand your life well enough to augment it... and at the very least, you get a cute new earring!

# If you REALLY want to get into the science...

(don't read if you don't care; we just want to be open about our tech)

## STORAGE

5-minute segments  
25-minute temporary storage  
Permanently deleted unless saved.



## SMART ALERTS

Heart rate + brain activity are measured in-ear (actually one of the best places to track these)!

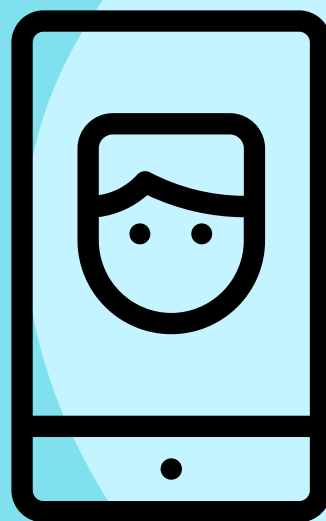
Increase in either + context from current recording = alert to view a past memory picked by AI.

## PRIVACY

No storage in the device itself.

Stored on the cloud like a Google Photos album.

Face ID needed to unlock on your device.



## MULTIPLAYER

You can share memories!

Permission required from you + the receiver.

## CENSORSHIP & ETHICS

Our AI will censor content deemed inappropriate or traumatic.

YAMS control is in your hands- you can remove or disable it whenever.



If you have any other questions, please feel free to contact us at:

**ASHNA@YAMC.COM**