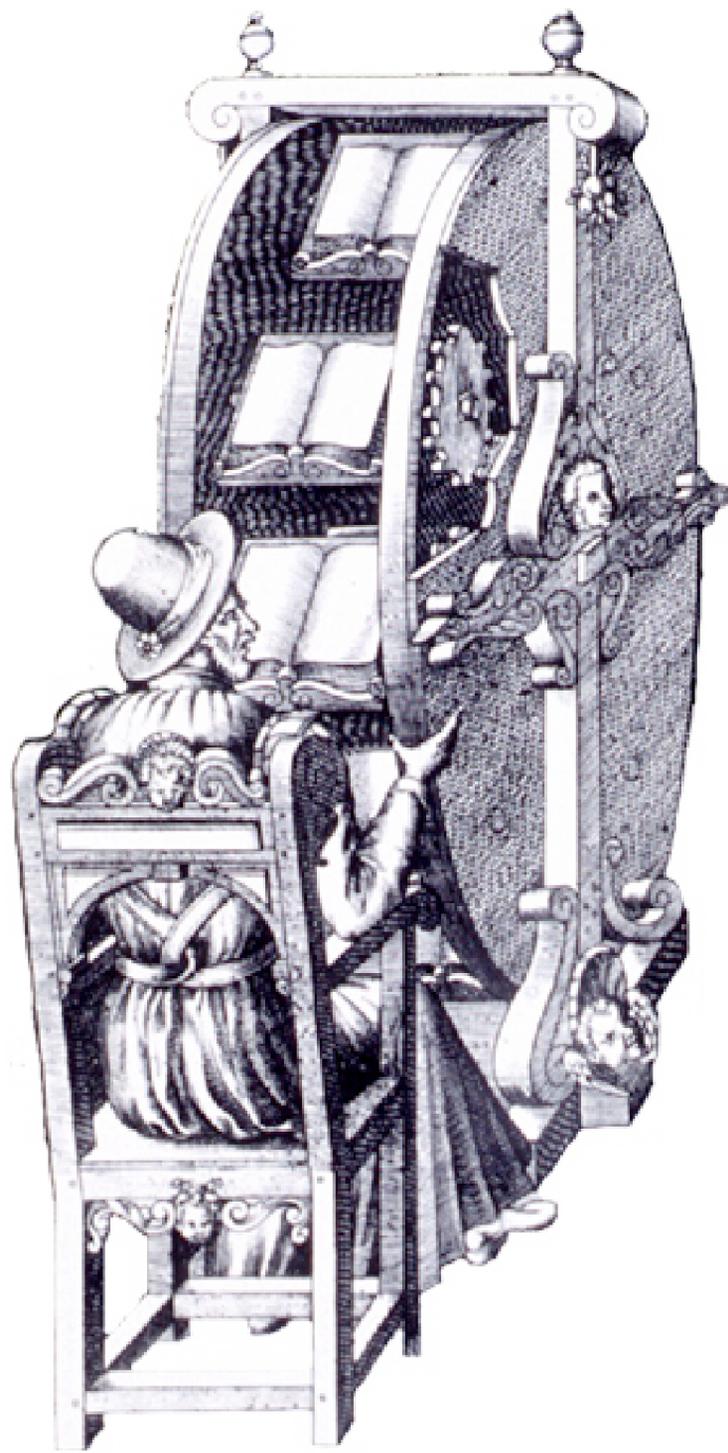






(or)  
Where's  
My Flying Car?

image courtesy of SideLong, Flickr Creative Commons-Attribution License  
[http://www.flickr.com/photo\\_zoom.gne?id=306865735&size=o](http://www.flickr.com/photo_zoom.gne?id=306865735&size=o)



<http://www.deadmedia.org/notes/33/332.html>

The Various and Ingenious Machines of Agostino Ramelli\* ("Le Diverse et Artificiose Machine Del Capitano Agostino Ramelli")

Translated by Martha Teach Gnudi; Annotations and Glossary by Eugene S. Ferguson.

Scholar Press and Johns Hopkins University Press, 1976 Reprinted by Dover Books, 1994 (ISBN 0-486-28180-9)

Agostino Ramelli (1531-1608?) was an Italian engineer who served under King Henry III of France and Poland. Many of his inventions were military in nature == scissoring battering rams, mechanical bridges, and screwjacks to force apart bars of a castle's portcullis, for example. In this book of nearly two hundred engravings, there is only one data access device: the Book Wheel.

Ramelli says:

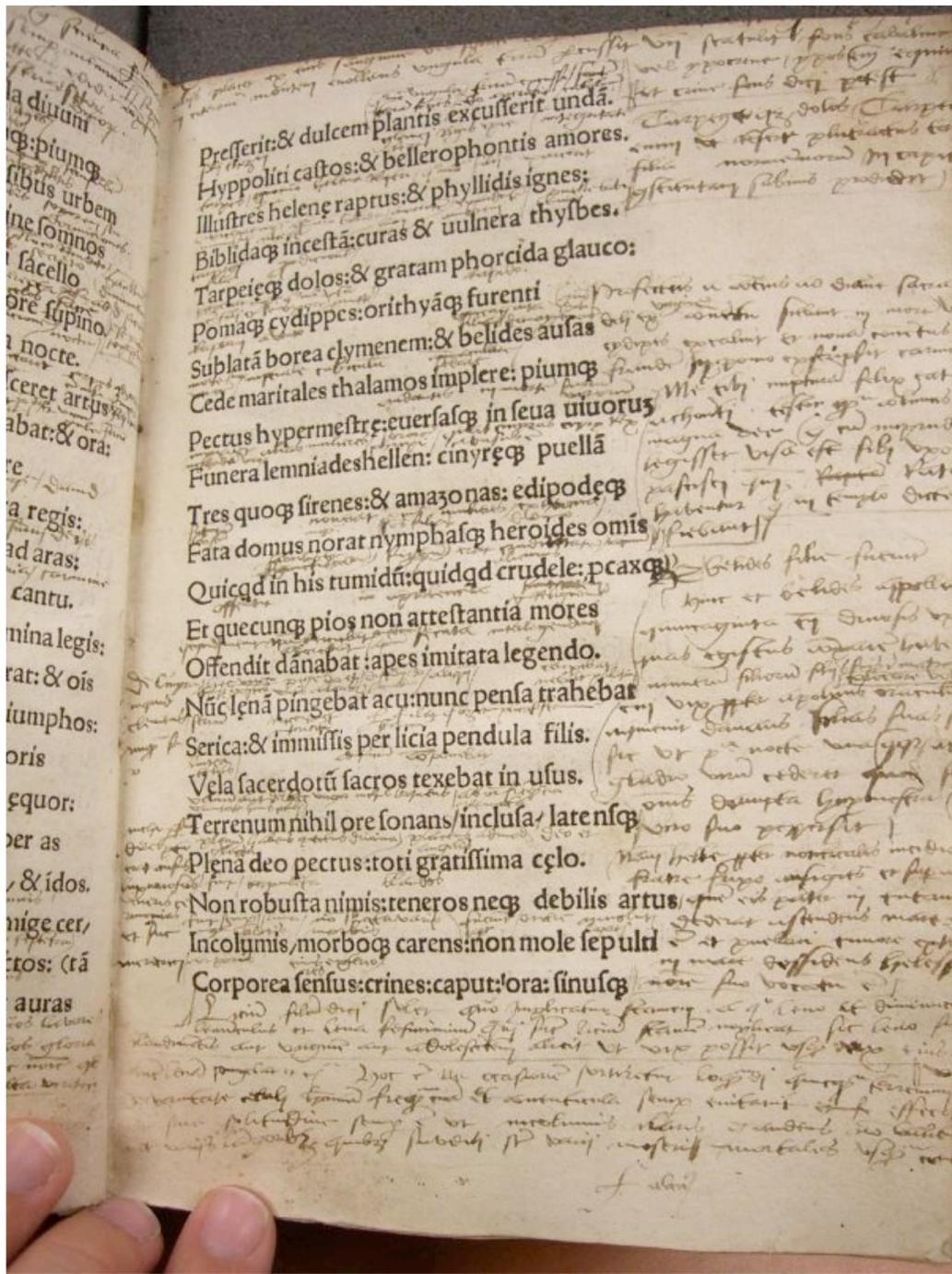
"This is a beautiful and ingenious machine, very useful and convenient for anyone who takes pleasure in study, especially those who are indisposed by gout. For with this machine a man can see and turn through a large number of books without moving from one spot. Moreover, it has another fine convenience in that it occupies very little space in the place where it is set, as anyone of



[http://www.flickr.com/photo\\_zoom.gne?id=47670267&size=o](http://www.flickr.com/photo_zoom.gne?id=47670267&size=o)  
Strahav Monastery Library



[http://www.flickr.com/photo\\_zoom.gne?id=401434085&size=o](http://www.flickr.com/photo_zoom.gne?id=401434085&size=o)



Presserit: & dulcem plantis excusserit unda.  
 Hypoliti castos: & bellerophontis amores.  
 Illustres helene raptus: & phyllidis ignes:  
 Bibliadae incesta: curas & uulnera thylbes.  
 Tarpeiaeque dolos: & gratam phorcida glauco:  
 Pomaque cydippes: orithyaeque furenti  
 Sublata borea clymenem: & belides aulias  
 Cede maritales thalamos implere: piumque  
 Pectus hypermestres: euerfascque in seua uiuoruz  
 Funera lemiades hellen: cinyraeque puella  
 Tres quoque sirenes: & amazonas: edipodeque  
 Fata domus norat nymphaque heroides omnes  
 Quicquid in his tumidum: quicquid crudele: peraxque  
 Et quaecumque pios non arcestantia mores  
 Offendit danabat: apes imitata legendo.  
 Nunc lena pingebat acu: nunc pensa trahebat  
 Serica: & immixtis per licia pendula filis.  
 Vela sacerdotum sacros texebat in usus.  
 Terrenum nihil ore sonans: inclusa: late nescit  
 Plena deo pectus: toti gratissima caelo.  
 Non robusta nimis: teneros neque debilis artus  
 Incolumis: morboque carens: non mole sepulchri  
 Corporea sensus: crines: caput: ora: sinusque

[http://www.flickr.com/photo\\_zoom.gne?id=237226739&size=o](http://www.flickr.com/photo_zoom.gne?id=237226739&size=o)  
 incunabula; exhibit at U of S Florida Library Special Collections

of the chiftonier. At last she released the knob and they returned to the dining room.

He sat down, depressed and gloomy. He began at once to argue that Mickey should be taken to a hospital. "Who is this doctor of yours?" he said. "What's wrong with him that he lets you keep the boy at home? The hospital is the place for him." But he soon realized that Elena, not the doctor, was to blame. She said, with great obstinacy, that he was better off at home, where she could take care of him herself. She showed such a dread of hospitals that he was better off at home, where she could take care of him herself. She showed such a dread of hospitals that

She was silent, though she appeared more distressed than before, and probably did not understand him. He was annoyed with himself for being so vehement, but everybody else teased him—the house, his sister-in-law, the sick child. How could the boy get well in such a place as this? "Well, for goodness sake, Elena," he argued in a different tone, "a hospital is nothing to be afraid of." She shut her eyes and shook her head; he began to shape another sentence but stopped and lay back in the mohair armchair.

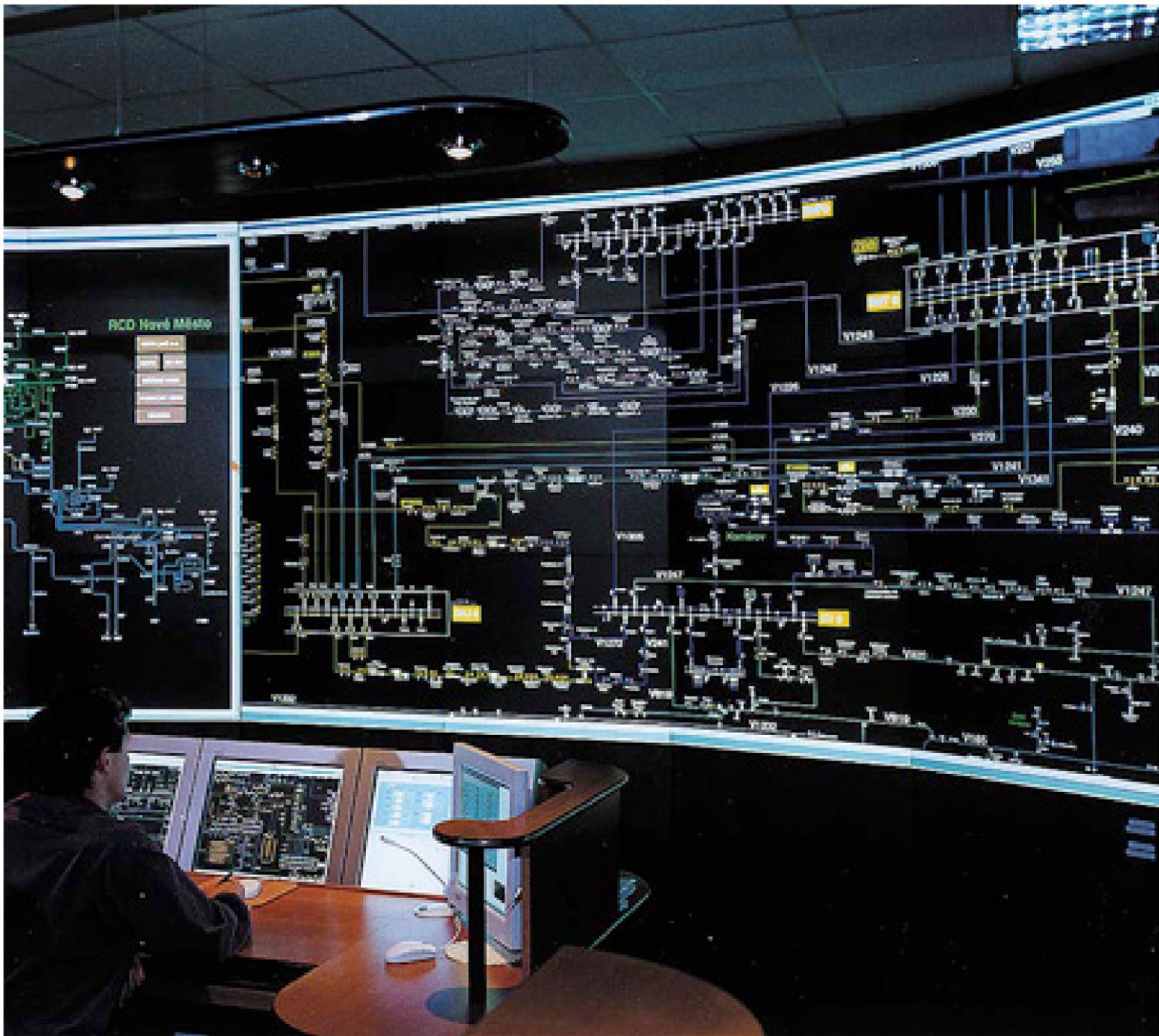
Suddenly she said brightly, almost happily, "Here's Philip and the beer." She rose to bring glasses. There





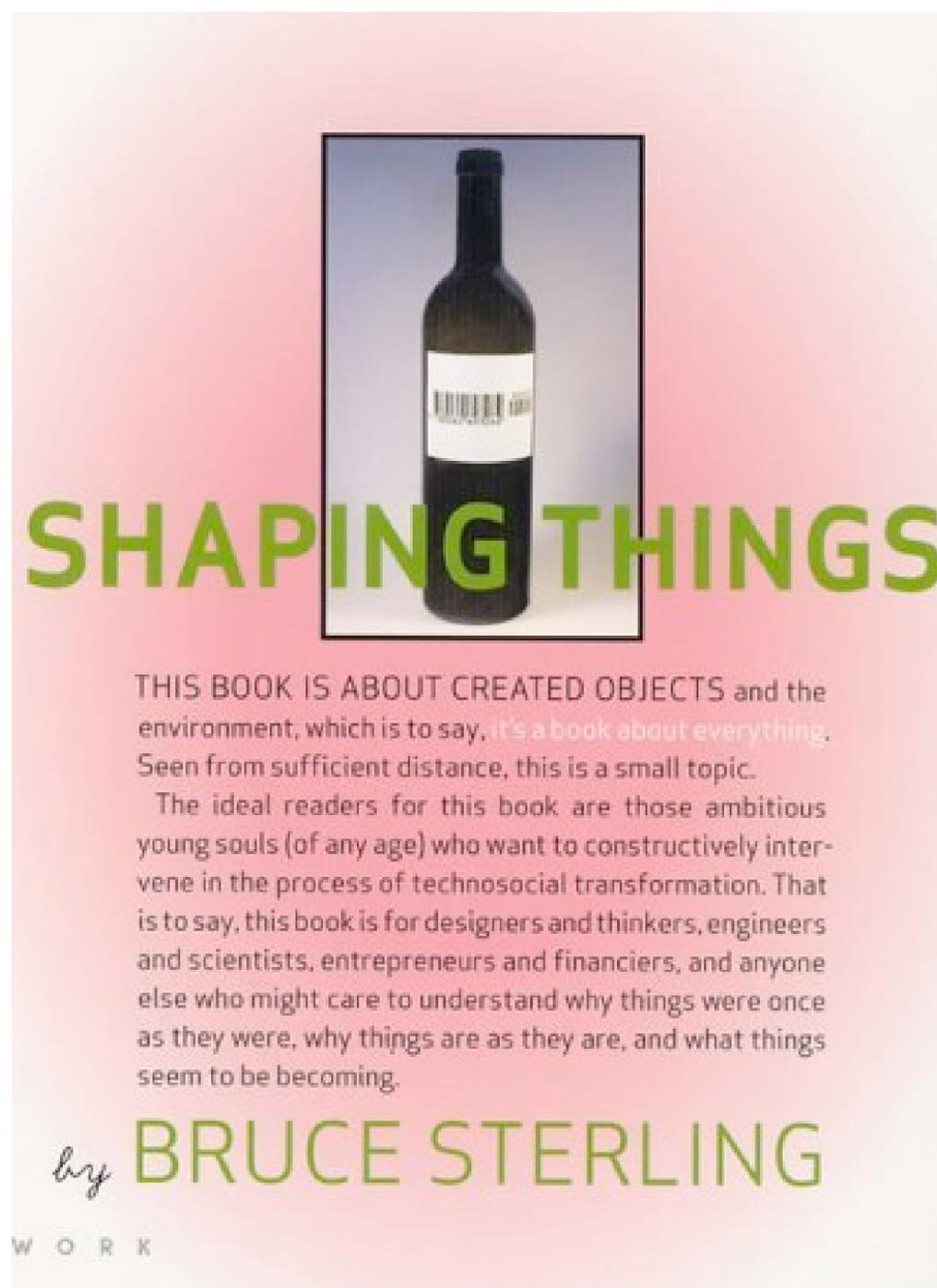


When I look at the Web today, and how we write, I still think, "Where's my flying car?"



JMO Brno, Czech Republic

<http://pruned.blogspot.com/2007/02/super-versailles.html>



Bruce Sterling, Shaping Things

A brief prehistory of spimes

Artifact

Product

Gizmo

Spime

Note: expand specific slides to include more concrete examples of each

Are you Ansgarr?



**Text as Artifact**

Simple, artificial object

Made by hand

Used by hand

Created one at a time, locally

Scrolls, manuscripts

Interactivity: some with object, less with social



**Text as Product (mass production)**

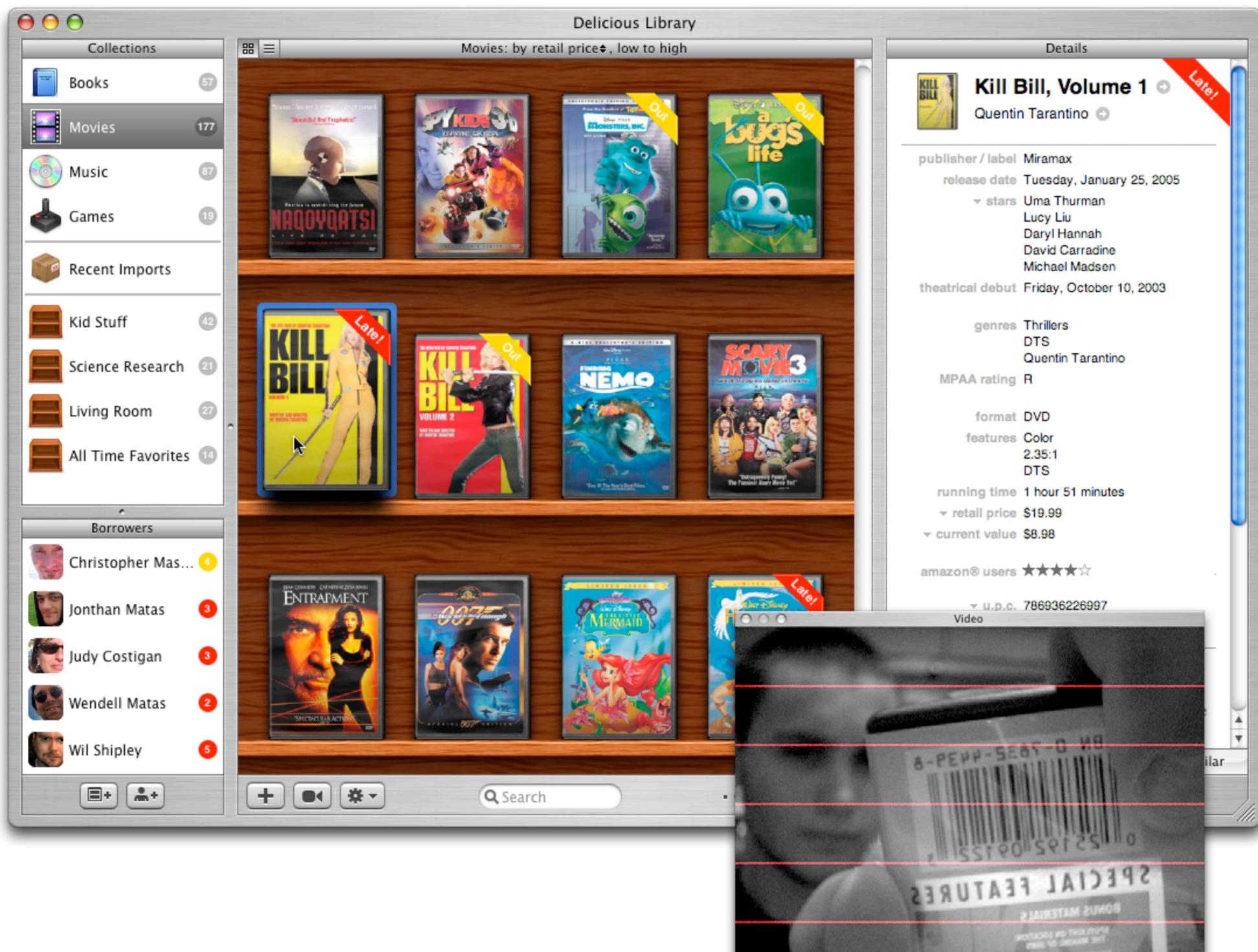
Widely distributed  
Anonymously and uniformly manufactured in massive quantities  
Assembly line  
Economies of scale  
Texts: printed books

Add: Interactivity



Here are two bad snapshots of two of the something like thirteen bookshelves in our house that fall within the four foot to six foot range. This is in addition to the floor-to ceiling, twelve-foot-long set of bookshelves in my office on campus.

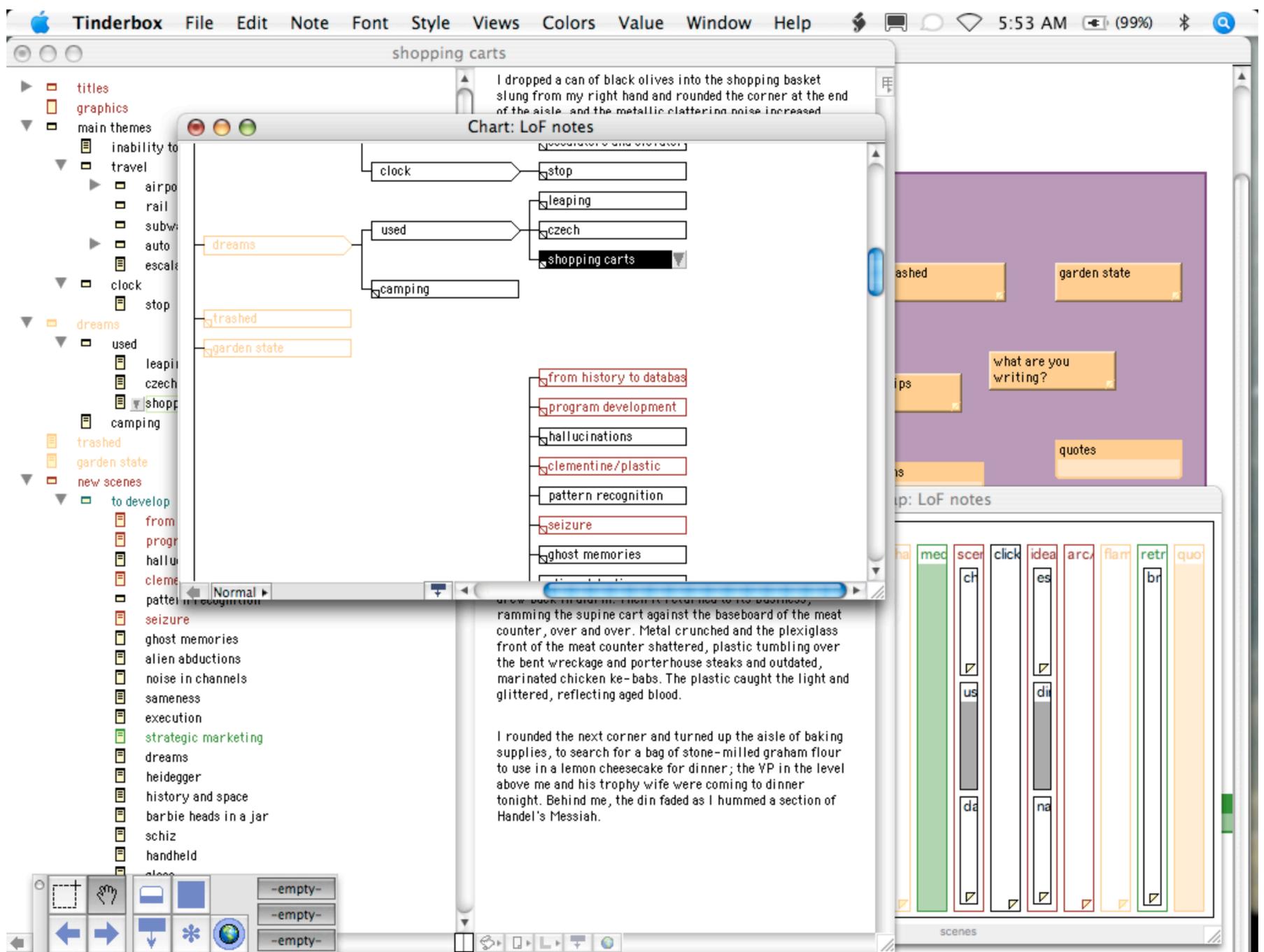
So we have some interest invested in print, still. (I didn't even show you the several hundred pounds of magazines that we probably should throw out, but they all have at least one article we think we might use eventually. And, invariably, if I throw one out, we do.



Delicious Library.

Mac application that allows users to catalogue all their books, dvds using a simple web cam to read UPC codes. Delicious looks up the book's information at a site like Amazon, provides users with cover images, etc.

Used primarily as an individual cataloguing system (location of books, who borrowed them, etc.)



## Text becoming Gizmo (The present)

Highly unstable  
 User alterable  
 Baroquely multifeatured  
 Commonly programmable  
 Requires much learning, effort for use  
 Text: hypertext

Add: Interactivity



### But what happens as we move into spime?

Informational support is extensive  
Beginning and ending as data  
Generate extensive data in localized use  
Eminently data-mineable  
Text: Forthcoming

Interactivity: Extensive. Spimes generate new information at the point of inception, and continue to do so until they are destroyed. In Sterling's examples, he talks about shoes and wine bottles being encoded with all sorts of information as objects are created: detailed contents, production techniques, additional information on how to upgrade or use objects, instructions on how to dispose of old wine bottles or worn-out tennis shoes. As they're used, they can transmit information on how they're being consumed (tread wear,



RFIDs are approaching the physical size of dust ... motes. These are shots of a new sample from Hitachi, 0.4 mm in size; there are already samples half that size—0.2 mm, which is in the 100th of an inch range. We're starting to get down to invisible to the naked eye when viewed in context. These could be in your food and you wouldn't know it. So why not our texts?

<http://www.theharrowgroup.com/articles/20031006/20031006.htm>


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johnson-eilola

Search

Options

What's this? This is a live search for **johnson-eilola** with results sorted newest to oldest.  
[Keyword Search Help »](#)

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## Today's Most Popular

## News

- Refinancing your refinanc...
- Attacking Iran May Trigge...
- Jill Carroll statement| c...



## Movies

- V for Vendetta
- Crash (2004)
- Good Night, and Good...



## Books

- Hackers and Painters
- The Da Vinci Code
- Harry Potter and the...

## Top 100 Blogs

- Boing Boing
- Engadget
- PostSecret

[More in Popular »](#)

## New in the Technorati Blog

## More Fun with Favorites

Now you can see the Top 100 Blogs,

62 posts contain:

## johnson-eilola

All Blogs

★ Your Favorites

 Posts in  with 

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## Johnson

Find Deals on **johnson** and other Electronics at DealTime. Choose from millions of deals. Save time and money every time you shop. [www.dealtime.com](http://www.dealtime.com)

## Technical Communication Library

In N I S H A 39 days ago

Check out this online library of Technical Communication. I found some interesting articles and essays by some of the pioneers of the Technical Communication field like, Durack, Johndan **Johnson-Eilola**, and Sullivan. The TC Library is based in the English

## Research Proposal: Visual Literacy

In Emily's English 516 Blog 50 days ago

In Writing New Media, Cynthia Selfe argues that "If educators hope to prepare citizens who can 'participate fully' in new forms of 'public, community, and economic life'—in other words—we must teach them to design communications using 'modes of representation much broader than language alone'" (55)

## Proposal sent

In WRT 235 Article 61 days ago

The proposal has been sent. Here is the revised version ... of considering multimedia writing, encouraging students to participate in what **Johnson-Eilola** calls

## The proposal

In WRT 235 Article 63 days ago

Writing in Electronic Environments: An Old Course for a New Major Reflecting the digital turn in composition studies **Johnson-Eilola**

Text  
Link  
Ads

Make  
Money  
with your  
Blog

[ise..](#)

## Text as Spime:

(describe spimes: objects that generate and take in data about themselves, their siblings, their lifecycles)

Ubiquitous computing: computer disappears into objects

RFIDs (and extensions)

Blogjects: Objects that blog (*your shoes, your car, your dog ... your books*)

Spimes have histories, can be precisely tracked,

"Auto-googling objects"

# What do texts as spimes allow?

- Extensive feedback on how texts are used
- Enacting a constant, ongoing usability test of texts
  - Automatic feedback
  - Time readers spend in each section
  - What texts the original text is connected to
- An extension of web server logs

# And what else?

- Spiders, 'bots, etc. on the Web: Web texts are already “auto-googling objects”
- “The book is reading you.” (Ben Vershbow at [if:book](#))
- Readers may want to opt out of contributing. (Would they? Would you? On a text-by-text basis?)

Reports: people.clarkson.edu/~johndan/

Dashboards

View Executive

- Executive Overview
- Conversion Summary
- Marketing Summary
- Content Summary
- Site Overlay

All Reports

- ▶ Marketing Optimization
- ▶ Content Optimization

Date Range

View By Default

2007

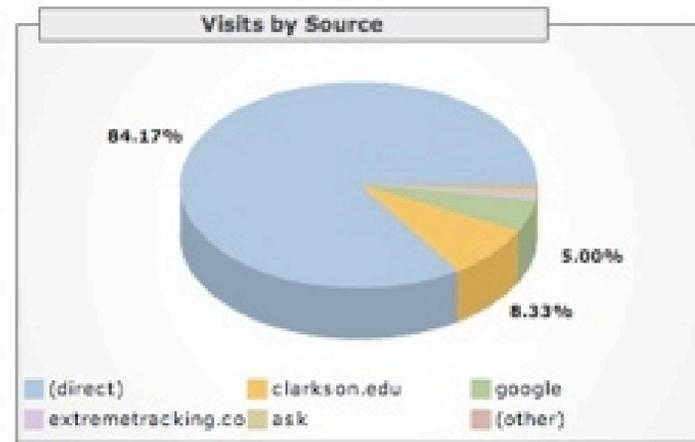
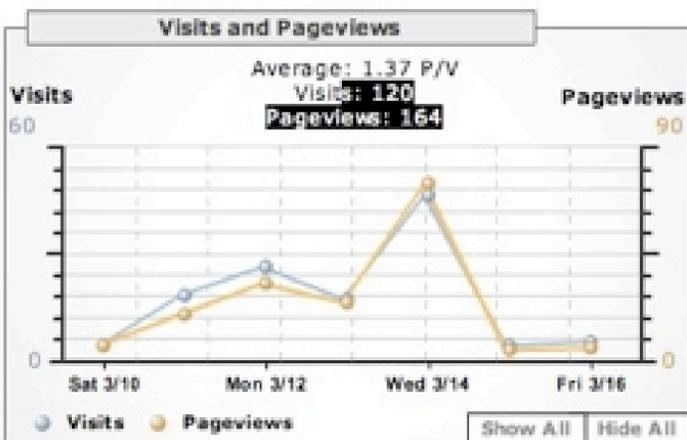
Jan	Feb	Mar	Apr	May	Jun
S	M	T	W	T	F
25	26	27	28	1	2
4	5	6	7	8	9
11	12	13	14	15	16
18	19	20	21	22	23
25	26	27	28	29	30

Prev << Week >> Next

Executive Overview

Export

people.clarkson.edu/~johndan/ | 3/10/2007 - 3/16/2007





www.google.com/adsense  
Ads by Google



### Last 20 Visitors Unique Visitors

15 Mar, Thu, 19:26:08	CPE-72-128-94-73.wi.res.rr.com	
15 Mar, Thu, 21:26:06	128.153.223.153	
15 Mar, Thu, 22:30:03	pool-72-80-196-160.nycmny.east.verizon.net	
15 Mar, Thu, 22:50:37	128.153.223.153	
15 Mar, Thu, 23:27:44	128.153.223.153	
16 Mar, Fri, 00:15:54		
16 Mar, Fri, 02:18:27	c-2	
16 Mar, Fri, 04:42:15		
16 Mar, Fri, 10:12:05		
16 Mar, Fri, 11:13:15	69	
16 Mar, Fri, 11:45:45		
16 Mar, Fri, 12:23:51		
16 Mar, Fri, 12:30:18	pool-72-80	
16 Mar, Fri, 13:12:37		
16 Mar, Fri, 15:17:41	cpe-6	
16 Mar, Fri, 18:44:40		
16 Mar, Fri, 22:00:28	pool-72-80	
17 Mar, Sat, 02:21:37	pool-72-80	
17 Mar, Sat, 13:09:46		
17 Mar, Sat, 13:38:16		

http://extremetracking.com - Visitor Details for 72.128.94.73

**Free Daily Content For Your Website**  
Free daily content for your website - Word of the Day, Article of the Day, This day in history, Today's birthday, Quote of the Day. Also: Reference lookup box, Javascript double-click code. Easy-to-use wizard generates HTML code for your page.

< Previous Visitor - Next Visitor > Close Window

### Visitor Detail Unique Visitors

Visitor	CPE-72-128-94-73.wi.res.rr.com	IP Address	72.128.94.73
Date	15 Mar, Thu, 19:26:08	Net Speed	Cable/DSL
Organization	Road Runner	Browser	Safari
Continent	North America	Operating System	Mac OS X
Country	United States	Screen Resolution	1680x1050
State / Region	Wisconsin	Screen Color	32 Bit (16.7M)
City	Milwaukee	Javascript	Enabled

Referrer	None
Search Engine	None
Keywords	None

### Last 20 Days

26 Feb, Mon	12	
27 Feb, Tue	14	
28 Feb, Wed	9	
01 Mar, Thu	14	
02 Mar, Fri	10	
03 Mar, Sat	15	
04 Mar, Sun	14	
05 Mar, Mon	14	
06 Mar, Tue	8	
07 Mar, Wed	21	
08 Mar, Thu	9	
09 Mar, Fri	9	

Done Open Notebook



<b>Last 20 Searchengine Queries</b>	<b>Unique Visitors</b>
<b>13 Mar, Tue, 17:41:43</b>	<b>Google: Johndan Johnson-Eilola</b>
<b>13 Mar, Tue, 20:28:23</b>	<b>Google: Johndan, Johnson-Eilola</b>
<b>13 Mar, Tue, 22:25:34</b>	<b>Google: 2F</b>
<b>14 Mar, Wed, 07:01:38</b>	<b>Google: work space</b>
<b>14 Mar, Wed, 07:43:22</b>	<b>Google: work space</b>
<b>14 Mar, Wed, 15:34:54</b>	<b>Google: johnson-eilola datacloud</b>
<b>14 Mar, Wed, 18:09:13</b>	<b>Google Images: cassette tapes</b>
<b>14 Mar, Wed, 22:36:27</b>	<b>Google: izzy space</b>
<b>15 Mar, Thu, 01:58:11</b>	<b>Google: 2F</b>
<b>15 Mar, Thu, 04:54:25</b>	<b>Google: work space</b>
<b>15 Mar, Thu, 06:46:25</b>	<b>Google: "work space" psychology</b>
<b>15 Mar, Thu, 10:21:08</b>	<b>Yahoo: examples of work space survey</b>
<b>15 Mar, Thu, 11:28:00</b>	<b>Google: johndan johnson eilola</b>
<b>15 Mar, Thu, 11:32:29</b>	<b>Google: johndan Johnson-Eilola</b>
<b>15 Mar, Thu, 15:25:59</b>	<b>Google: johndan johnson-eilola</b>
<b>15 Mar, Thu, 15:46:38</b>	<b>Google: work people do in space</b>
<b>16 Mar, Fri, 12:23:51</b>	<b>Google: johndan spaces</b>
<b>16 Mar, Fri, 13:12:37</b>	<b>Google: work space</b>
<b>16 Mar, Fri, 22:00:28</b>	<b>Google: eilola work space</b>
<b>17 Mar, Sat, 13:38:16</b>	<b>Yahoo: workspace for a journalist</b>

36

**LICENCES TO POSSESS ARMS.**

On an application for and the issue of a licence to possess an arm this reference book must be handed to the authorised officer who will affix the appropriate licence on this page.

**LISENSIES OM WAPENS TE BESIT.**

By aansoek om en die uitreiking van 'n lisensie om 'n wapen te besit, moet hierdie bewysboek oorhandig word aan die gemagtigde beampte wat die toepaslike lisensie op hierdie bladsy sal aanbring.

12.7.1950

PERSONAL PARTICULARS  
PERSOONLIKE BESONDERHEDE.

NAME  
MANLIK

FIRST NAMES  
VOORNAME/FIRST NAMES

JOSEPH

DATE OF BIRTH  
DAG VAN GEBOORTE

1950

CITIZENSHIP  
BURGERSKAP/CIJZERSKIP

INDIAN

NO.

1-4583708-6

ISSUE DATE  
DAG VAN UITREIKING

12.7.1950

EXPIRES  
VERVAL

12.7.1950

ISSUED AT  
UITREIKING

JOHANNESBURG

ISSUED TO  
UITREIKING

JOSEPH

ISSUED BY  
UITREIKING

JOSEPH

ISSUED FOR  
UITREIKING

JOSEPH

ISSUED ON  
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JOHANNESBURG

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ISSUED FOR  
UITREIKING

JOSEPH



REPUBLIC OF SOUTH AFRICA  
REPUBLIEK VAN SUID-AFRIKA

DIRECTOR  
DIREKTEUR  
JANET  
REFERENT  
WURFAL  
BANTON  
BEWYSBOEK

*Handwritten signature*

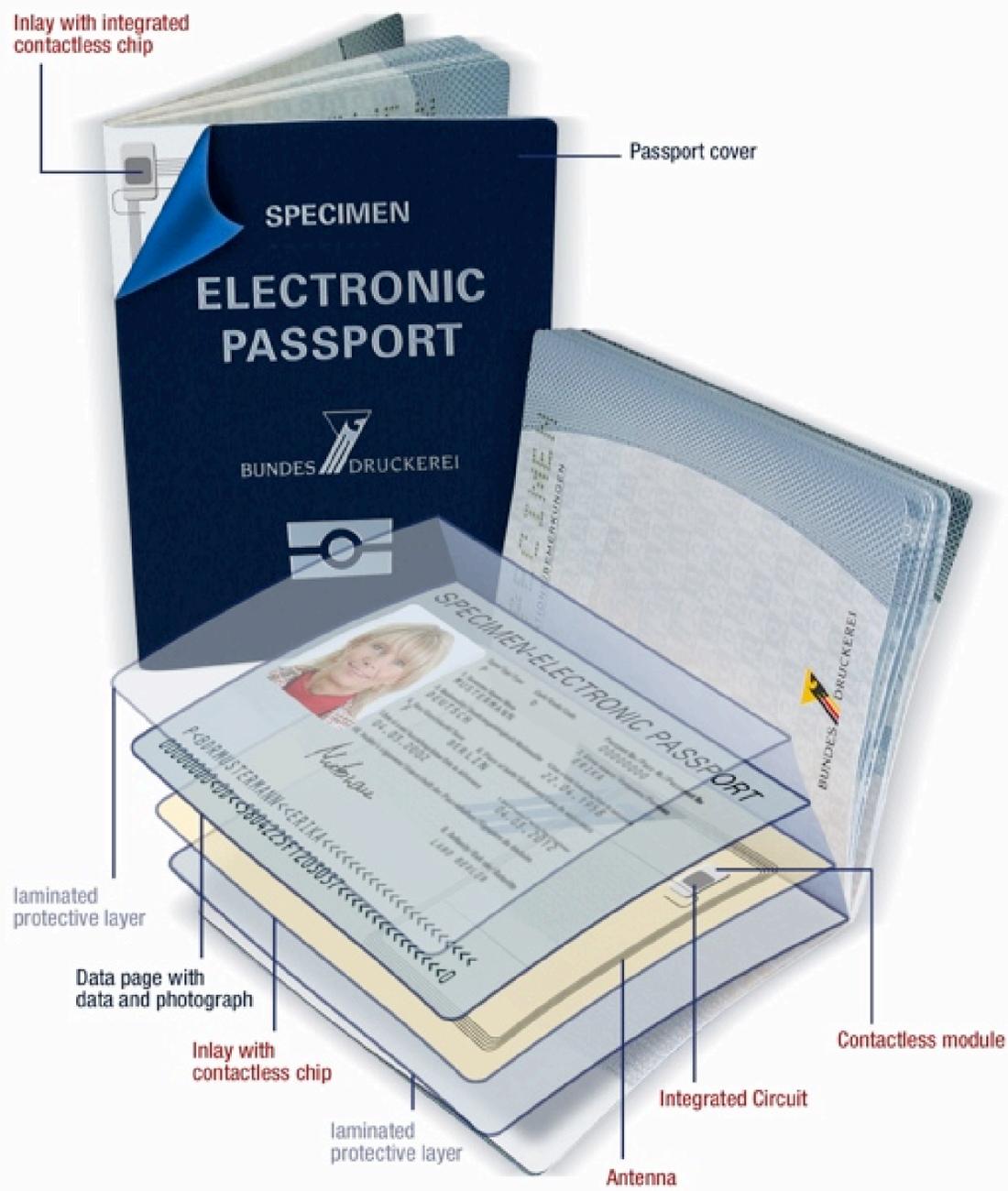
WHO SUPPORTS WEST AREAS SC

The Native Affairs Department

JOHAN

of "prominent"

Joyce Wood and Mr. Bob Goodyall.



Source-Bundesdruckerei GmbH

► The contactless chip can be integrated into either the cover page or the data page.



p2



training



products



about



users



register



forum

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**Are you transmitting a signal?** The State Department plans on issuing **15 million** electronic passports in 2007. These e-passports will use RFID chips to **transmit your personal information** to RFID readers. This can be a **serious security concern** with your information being actively transmitted. If any RFID reader is **actively looking** for your passport, that information could be read if it is just in the same area. Is that a **risk** you are willing to take?



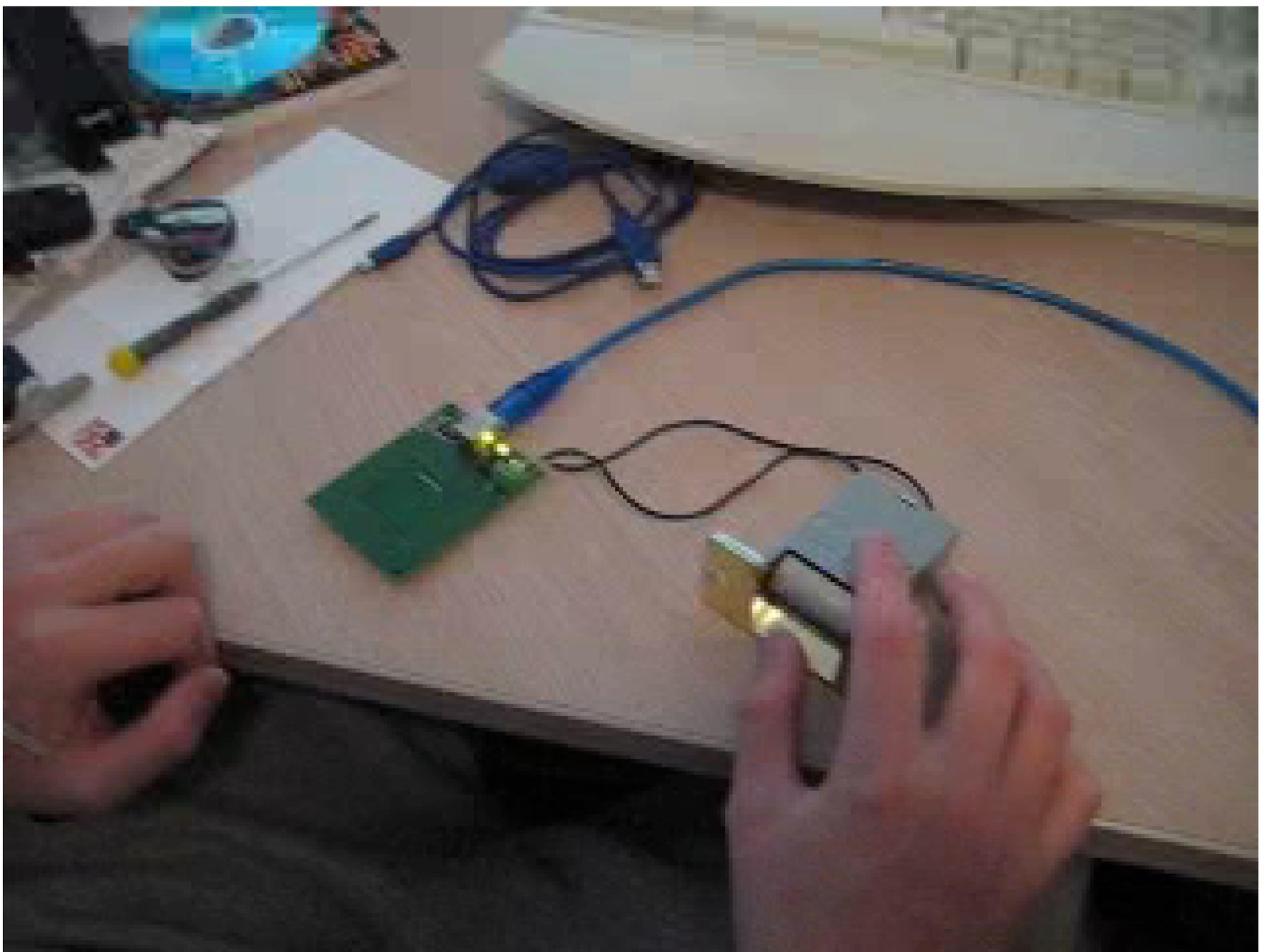
**Why take the risk when you don't have to?** Paraben's Passport StrongHold Bags use our patent pending design & faraday technology to block wireless signals to protect your personal information from being read by would-be identity thieves or other people who wish to invade your privacy. These bags are perfect for storing anything using RFID chips so no one can steal the information from your chip.

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**Paraben's Passport StrongHold Bags are only \$19.95**

BUY NOW! 





Amal's auto-unlocking doorlatch (devices used for car doors, apartment door, in-home safe)

# So What?

- Automatic feedback from readers (individual and aggregate)
- Technorati-style feeds for all texts
- Development of an infrastructure for text spimes (XML and RSS?)
- Database composition
- Reading is now a transmittive act, not just receptive
- Reading is (automatically) a form of writing

For me:

With spimes at a micro (page) level, would allow me to gather rough information about time spent per page my large (ok, *small*) groups of users. Feedback on what's seen as useful/important/offensive.

Spimes as books would also provide us with a platform for enacting database writing: Texts become assemblages of other texts. Very leaky assemblages that can be "borrowed" from various sources and recombined with other text fragments without regard for clumsy, manual citation systems. The act of reading a text then includes the ability—something the Web and hypertext promised us, but never delivered—to move from quotation to source to quotation, back and forth. Ted Nelson worked out a system for all of this in the 1960s and 70s, called Project Xanadu, which unfortunately never really made it off the ground (leaving us with a relatively limited Web space that works great due to its simplicity—but it's still hampered by its old-fashioned approach to writing and reading.

Most of us are actually in the dark about this, unless a reader initiates a conversation: tells us something they liked, attacks us for a specific passage, via f2f, email, or in a journal article. How can we increase the conversation?

In a fully spimed, textual world, other users's spime texts would automatically generate feedback if they cited or referred to our own texts. (Sort of like a technorati RSS feed or a google search, but wider. Obviously, we're close to this already.)

For readers, they're beginning to enter into the conversation more fully, just by the act of reading: Reading becomes transmissive rather than simply receptive, at a functional level. (And reading itself gains new status, in the way the Nielsen families are frequently proud of their influence on ratings.)

When spime functions are fully implemented, readers might be more encouraged to enter fully into conversations, writing their own texts to support their acts of reading.