

mimioMUSE

“A digital solution to the collective concept”

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INTRODUCTION

Mimio Muse is a project developed under the New Media Institute at The University of Georgia. It is a multi-platform technology that makes viewing, editing, and sharing information more convenient, instant, and mobile. In this fast paced information technology world, business professionals want to be able to access any information on-the-go anytime and anywhere. No time wasted. Mimio Muse provides just that. It is perfect for intensive and creative professional environments. Mimio Muse will facilitate an extension of mimio's market by becoming an important solution to those in collaborative environments inside and outside of educational settings.

BACKGROUND INFORMATION

Mimio Muse is to be used with the existing mimio boards. These interactive boards are different from ordinary whiteboards because of their ability to save and convert everything that was written on the boards into digital contents. These contents which we will call “mimio whiteboard sessions” can then be retrieved from the computer that was connected with the mimio board. The mimio system comes with these components:

- mimio interactive Board- touch screen whiteboards that are powered by mimio Studio software
- mimio Pad- wireless tablets that collect individual responses in the room
- mimio Wireless- a USB module that could control the whiteboard wirelessly
- mimio Capture Kit- Expo dry-erase markers combined mimio stylus pens that save everything written on the board electronically as files to your computer
- mimio Interactive- mimio Interactive Xi Bar is mounted on the board; it controls the mode, tool, and effects of the board. The Interactive Stylus acts as the mouse that you can use to manipulate your computer's functions at the board.

MIMIO MUSE CONCEPT



mimio boards transform teaching to a more interactive process. When our team was coming up with the idea of Mimio Muse, we thought why don't we create a technology that will allow people to access these mimio whiteboard sessions on their phones and online through a website. It would come especially handy in the professional business world where people are always in meetings and brainstorming sessions.

Professionals can access meeting contents that were saved on the mimio system anytime and anywhere to add, edit, and share information. These changes will be automatically updated for everyone who was part of the group and has the invitation.

Do not worry if you missed anything from the meeting. With the mimio system and Mimio Muse, you will be able to view everything that happened at the meeting. The mimio system automatically saves the activities on the board in every one minute interval. Once you have been giving the invite to the group, you can view all of the states of the board sequentially with Mimio Muse.

All whiteboard sessions are automatically sorted by categories such as titles and dates. Making changes to the documents is easy with our user friendly editing tools; use the highlighter to emphasis important ideas, text notes to write down additional comments, and more.

Mimio Muse also offers real time multi-user editing interface. Each individual user will have a designated layer where all of their edits will be saved. You can choose to look at one or more of these layers at anytime.

With two platforms that Mimio Muse offers, you will sure to have access to all of your mimio whiteboard sessions on-the-go, at home, or at work. Anytime that you have a new idea come to mind, you can open Mimio Muse, make the change, and update everyone in the group about your idea. Please see below for more detailed features and deliverables of Mimio Muse.

MIMIO MUSE FEATURES

The two platforms of Mimio Muse are internet based browser and iPhone application. The nine essential abilities that make Mimio Muse so unique are:

1. Online storage of mimio whiteboard sessions
2. Access sessions via website
3. Access sessions via iPhone and iTouch app on-the-go
4. Automatic sorting of sessions
5. Sequential playback of sessions



6. Real time multi-user editing interface
7. User friendly editing interface
8. Save individual work to designated layers
9. Automatic updates of any changes made in the session

PROJECT DELIVERABLES

1. A fully-functional “Mimio Muse” team project website
2. A prototype of “Mimio Muse” iPhone and iTouch application
3. A mock up of “Mimio Muse” web interface
4. An advertising poster for “Mimio Muse”

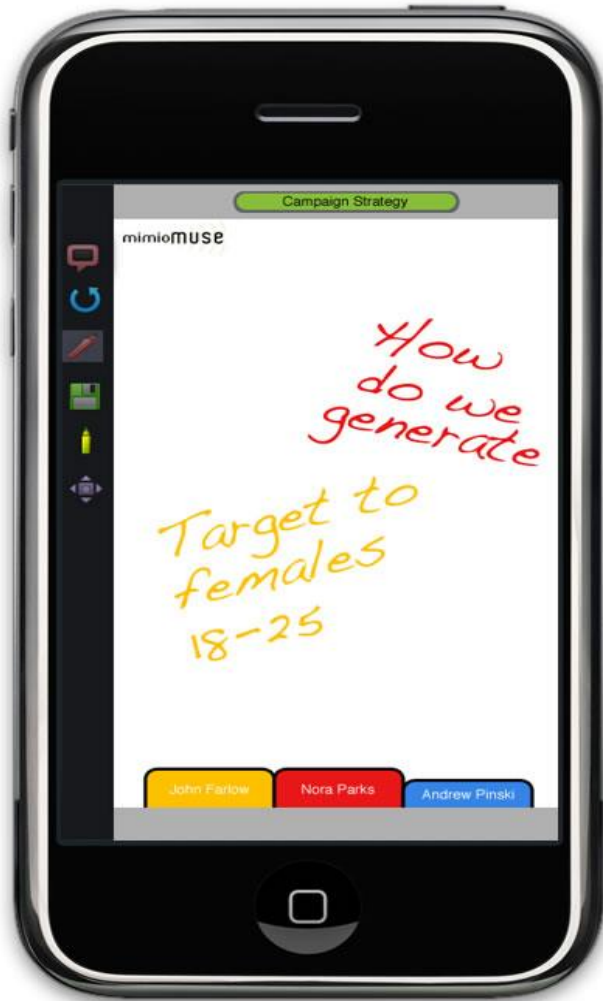
MARKET ANALYSIS

The market for Mimio Muse is targeted toward business professionals who are constantly collaborating and brainstorming ideas. These business professionals would really enjoy the mimio system because its ability to convert all the information written on the board into digital files. No more messy whiteboards and unorganized sheets of papers. With Mimio Muse, everyone who was part of the session have the access to the files to make further edits after the meeting. You could email ideas back and forth with your group members. But Mimio Muse keeps all ideas and information together at one easily accessible place. It is much more organized. No more time will be wasted trying to locate emails or pieces of papers. For all the business professionals who are always busy and on-the-go, Mimio Muse will be a very effective communication tool for them that will always keep everyone updated with new ideas and topics.

TECHNICAL ANALYSIS

Mimio Muse will be used with the mimio system. So, we will need to make the database on our website, iPhone, and iTouch to be compatible with the mimio Studio software. These whiteboard sessions will be automatically saved from the computer that was connected with the mimio system to our database. Our iPhone application will be made



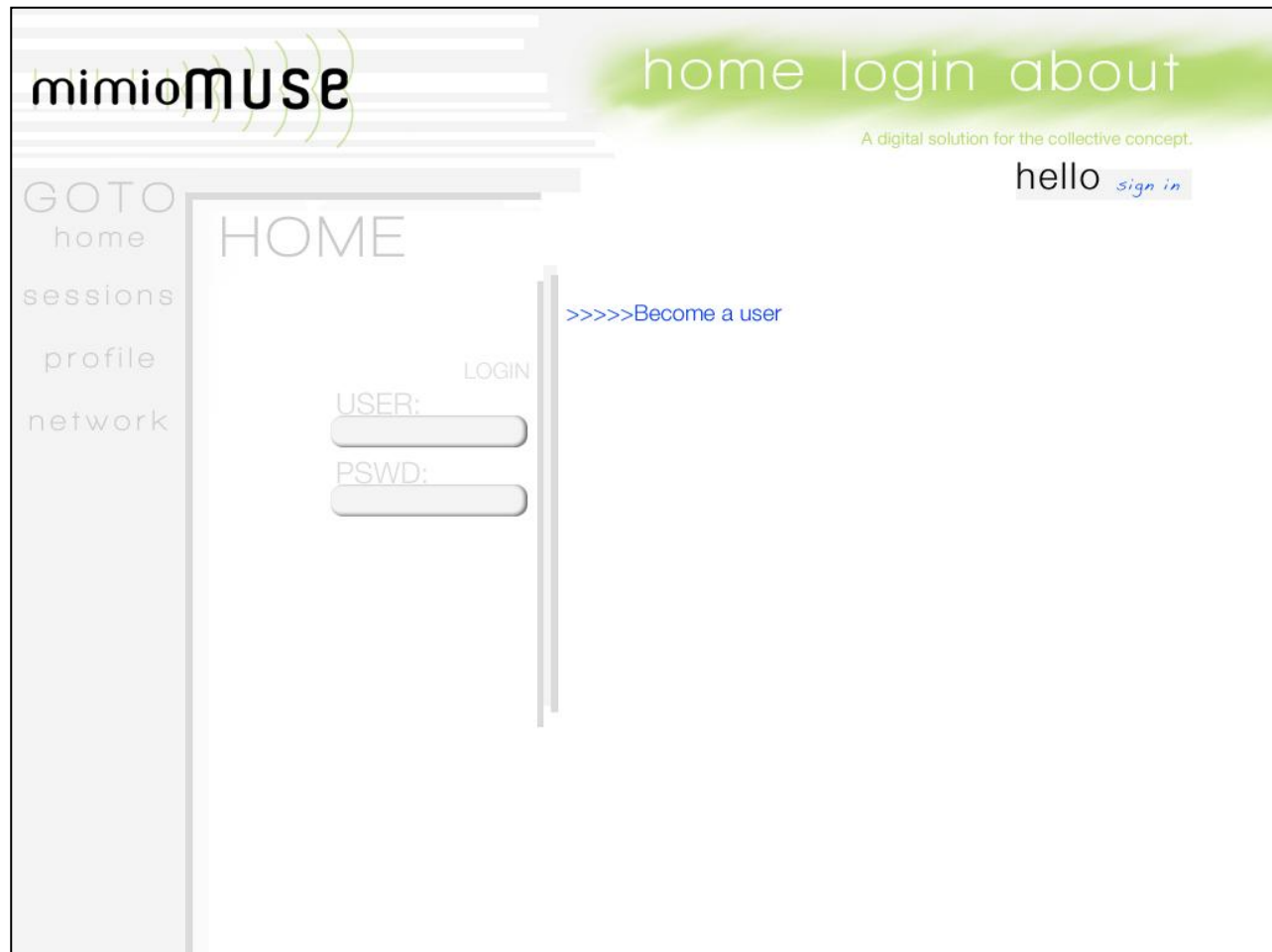


Inside the “Campaign Strategy” session, John Farlow and Andrew Pinski are doing some brainstorming about how to market their product.

Nora quickly joins their brainstorming session. Using the red marker that matches her layer tab, she puts down her idea. Everything that they generate will automatically be updated. And all of them have the ability to view other’s layers at anytime.

Some of the editing buttons on the side are text notes, go back, marker, save, highlighter, and the multi-touch button.

mimioMUSE



At a different time, Nora Parks goes back to her home in Atlanta. She wants to review the ideas that her and her teammates created earlier that day during a meeting. Since she is at home and has access to her computer, she decides to get on Mimio Muse through the website. At the sign-in page, she logs in.



SESSIONS

SORT BY:
alphabetically
date
user

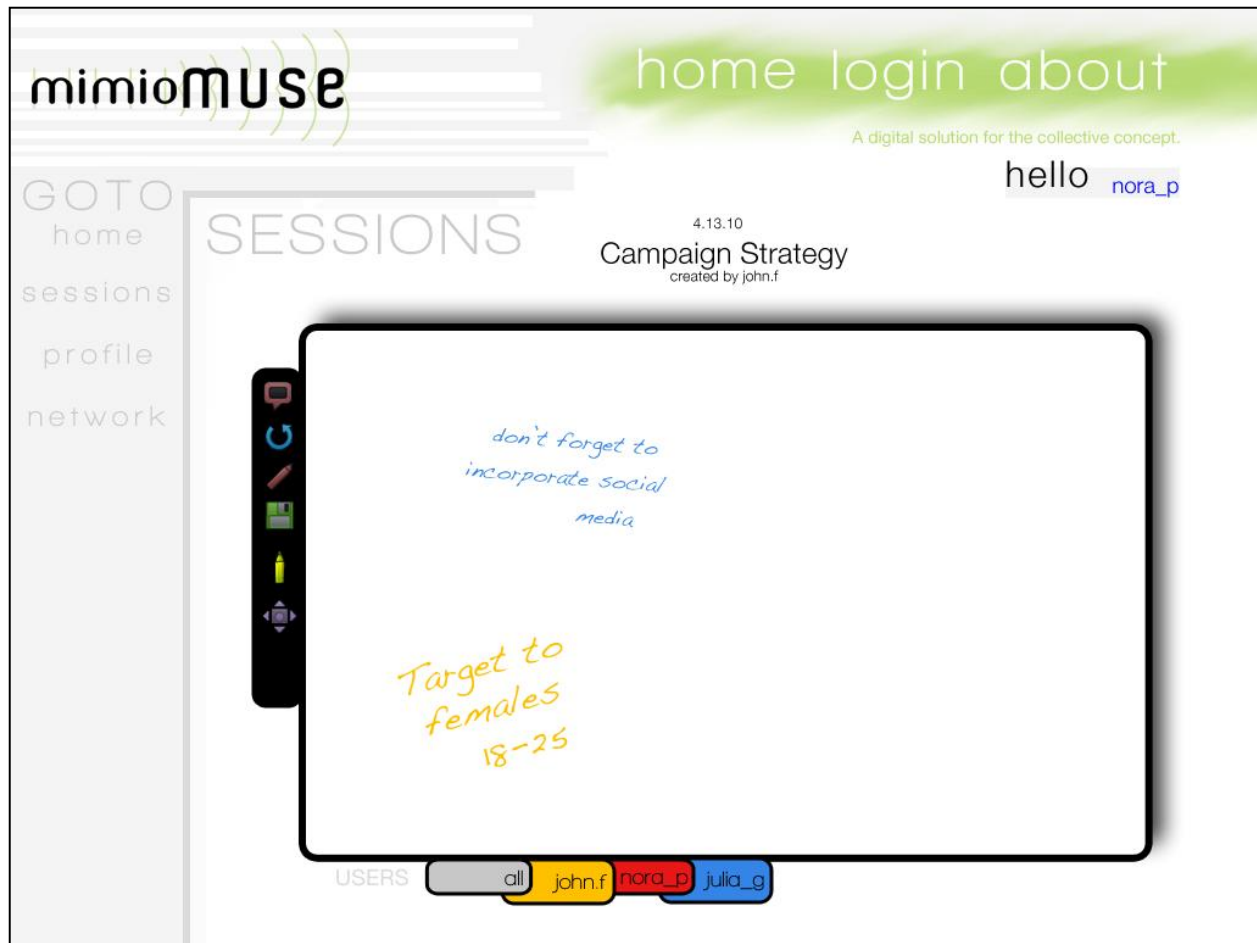
april 2010

4.13.10	Campaign Strategy	created by: john.f
4.11.10	Expansion plans	created by: andrew.p
4.08.10	Branding	created by: julia_g
4.05.10	New website	created by: salvator.b
4.01.10	PR plan	created by: damarcus_j

march 2010

3.27.10	Brainstorm II	created by: nora_p
3.21.10	Bkgd researching	created by: julia_g
3.19.10	Event @ CinemaNovo	created by: salvator.b

Once she is signed into her account, she will see her home page which has all the mimio whiteboard sessions sorted by dates, alphabetical order, and by users. She chooses to view by date.



Nora decides to go to the “Campaign Strategy” session where two other people are also part of the group. John and Julia already added some ideas to the board. With the “john.f” and “Julia_g” tabs selected, Nora is able to see John and Julia’s layers, but no one else’s to prevent confusions.

The screenshot displays the mimioMUSE web application interface. At the top left is the logo "mimioMUSE" with green soundwave-like lines. To the right, navigation links "home login about" are visible. Below these, a tagline reads "A digital solution for the collective concept." and a user greeting says "hello nora_p". A sidebar on the left contains "GOTO" links for "home", "sessions", "profile", and "network". The main content area features the word "SESSIONS" and a title "Campaign Strategy" dated "4.13.10" and "created by john.f". A central whiteboard contains handwritten notes: "don't forget to incorporate social media" in blue, "how can we generate more awareness?" in red, and "Target to females 18-25" in yellow. A toolbar on the left of the whiteboard includes icons for erasing, drawing, and zooming. At the bottom, a "USERS" section shows tabs for "all", "john.f", "nora_p", and "julia_g", with "all" currently selected.

Nora quickly adds another idea to the session. This change is automatically updated to John and Julia. Also, with the “all” tab, Nora is able to view information on all three layers at the same time for easy overall viewing.

The screenshot displays the mimioMUSE web application interface. At the top left is the logo 'mimioMUSE' with a stylized soundwave graphic. To the right are navigation links for 'home', 'login', and 'about'. Below these is the tagline 'A digital solution for the collective concept.' and a greeting 'hello nora_p'. A sidebar on the left contains navigation options: 'GOTO home', 'sessions', 'profile', and 'network'. The main content area is titled 'SESSIONS' and shows a session titled 'Campaign Strategy' created by 'john.f' on '4.13.10'. The central feature is a digital whiteboard with a toolbar on the left. The whiteboard contains handwritten notes: 'don't forget to incorporate social media' in blue, 'how can we generate more awareness?' in red, and 'Target to females 18-25' in yellow with a red underline. A red speech bubble contains the text 'maybe we should expand our market?'. At the bottom of the whiteboard, a 'USERS' section shows active participants: 'all', 'john.f' (yellow), 'nora_p' (red), and 'julia_g' (blue).

Nora uses the marker tool to underline John's idea and use the text notes to make more comments about it. It is clear who said what because of the layer tabs and color coordination. Nora could also replay the session to view the board at its various states.