

PEEKMEUP

Give to reality a chance

What is *Peekmeup*?

It is method of mobile/website based identification and data collection.

It is a method of labelling by using alphanumerical codes (even associated to a RFID Device, or a QR code) whose meaning is given and implemented through website's software and information uploaded by registered users of the website itself (Peekmeup.com), or it could be uploaded and or identified by a different and specific website, social networking websites, chat platforms like Facebook, Twitter, etc.

Peekmeup format

Every Peekmeup is made by a tag/logo that might have one of these options:

1. Country code and City code (i.e.: SGP, US NYC, AU SY, JP TY, etc.) or Personal code (i.e. RIC, RIC.SGP, etc.);
2. Identifier code (automatically assigned by the website Peekmeup.com).
The identifier code is composed by: 2 letters – 3 numbers – 2 letters
(i.e. RK682BB)
3. Just a QR code.

✓ QR code: A tag or an elaborated code-logo code.

Peekmeup types

The difference lies in the first part of the Peekmeup code.

1. Standard (fully anonymous);

US MIA RK682BB

2. Personal (the level of anonymity is decided by the owner): the personal code is chosen by the Peekmeup owner (i.e.: my name, my name and city, the name of my business company, etc.).

✓ RIC RK682BB

✓ RIC SGP RK682BB

✓ NIKE RS119QY

3. Just the QR code itself

4. RFID itself.

How it works

Sandy

The book that Sandy is reading is particularly interesting and she wants anyone on the subway can tell her his opinion:

1. she goes on Peekmeup.com and create a profile;
2. she chooses a Standard Peekmeup-code (i.e.: SGP SA683TT ... Sandy lives in Singapore);
3. (if she chose a Personal Peekmeup code the website would confirm that the code is available);
4. Sandy decides to buy it;
5. on her email she gets the code to activate the Peekmeup;
6. Sarah returns to her profile on Peekmeup.com and see, in the shopping cart, the Peekmeup bought not yet active: with the code arrived by email she decides to activate it;
7. once activated, she enters the Peekmeup (it's a sort of blog) and

begins to give it life by entering, for example, a photo of the cover book, information on where she bought it, the mood she was in, what was happening in her life, the reading impressions, in short: everything she likes;

At this point there's nothing else to do but making the Peekmeup visible in everyday life and here she has several possibilities, including:

- a. writing by herself the Peekmeup on the back of the book;
- b. entering the Peekmeup.com shop and choose, among various models, a sticker (it could be even a staple, or something else)

she'll receive it with the Peekmeup printed on.

Ethan

Ethan is going by subway to work to the City Centre.

Among the rush hour time he notices a girl intent on reading a book he loved pretty much: "Physics of the impossible" by Michio Kaku.

On the back cover, something is printed: as shown in Figure 1

Ethan extracts the phone and record the code (by typing or using a visual bar code scanner or other methods) just before watching the girl getting off at Orchard Station, two stops before his.

Arrived at the office, he turns on the computer:

1. goes on Peekmeup.com and understand what it's all about;
2. decide to register and create a profile (it's for free);
3. verifies that the Peekmeup written down on the phone is active;
4. being active, the only information he receives is:
 - a. the picture of the tagged item
and
 - b. whether it's an Individual-Peekmeup or a Shared-Peekmeup (see below)
5. the one he digits it's an Individual-Peekmeup and Ethan decide to send a message
6. (the message will have a standard form:
 - a. My name/nickname;
 - b. When and where I met the Peekmeup;
 - c. Text of the message.)

Sandy receives the message.

Now she can:

1. Check the profile of the sender;
2. Decide whether:
 - a. answering remaining anonymous;
or
 - b. accepting Ethan in the Peekmeup book-of-Kaku, allowing him to view her profile and the other Peekmeup participants ones;
or
 - c. blocking the sender.

He can do the same process using a mobile phone and on the go.

Each Peekmeup I meet in the World is only an alphanumeric code completely anonymous (with a different level of anonymity chosen by the owner) which I can send a message to. The ultimate meaning is to give "life" to an object and make this object to interact with others and/or people as it would have its own existence.

Peekmeup's QR code

A Peekmeup's QR code is printed on a book cover. (It could be printed in any objects like T-shirts, bags, shoes, any moving objects, even a tattoo on the skin).

Ethan

Ethan is few meters away from Sandy, separated by the silent wall of the rush hour people.

He spots a printed Peekmeup's QR code tag: as shown in Figure 2

Ethan scans the QR code with any electronic devices equipped with such capability and he is able to directly connect the websites from his mobile (or notebook) and see what it's all about.

In this specific case, on the QR code, three links are encoded (they could be more) to three different websites:

- 1) Peekmeup's website.
- 2) Peekmeups's Facebook chat group page, or other Peekmeup's Facebook pages.
- 3) Twitter website.

He chooses through which system he wishes to contact Sandy.

As soon as he posts a message, the website notification system will update his post on the page.

Sandy will receive a notification on her mobile that the chat page has been updated; she is immediately able to recognize that the message is addressed to her.

She can choose:

- To ignore it.
- To reply to Ethan's post.
- To transfer the chat to another platform.
- The privacy level she wishes to share with Ethan, referring to the privacy setting of every different web platforms.

RFID Peekmeup

Every Peekmeup code can be associated to a RFID Tag.

Ethan

Ethan is some meters away from Sandy, separated by the silent wall of the rush hour people.

His mobile phone receives a message from a RFID tag: as shown in Figure 3

Ethan is able to directly connect the website from his mobile (or notebook) and see what it's all about as mentioned above.

Individual Peekmeup and Shared Peekmeup

Each Peekmeup can be Individual or Shared.

1. Individual: at the moment of activation, I will choose this option when the item I intend to associate (tagged-item) the Peekmeup is a
2. personal item, whose use does not involves other persons (i.e. my book,
3. My Ipad, my smartphone, etc.).
4. Shared (two or more people share an item): at the moment of activation or later, I choose this option when the object is, or is estimated to be, shared with somebody else.
 - a. the wedding Rings (symbolically they are a single item: there will be an incision with the Peekmeup-code within);
 - b. a house;
 - c. a car;
 - d. the cup won at the school basketball tournament;

e. etc.

In this case the person who activates the Peekmeup is automatically the Peekmeup-master.

That means:

- a. she will receive all the messages addressed to the Peekmeup-shared;
- b. she will decide whether to accept requests to join the Peekmeup;

The life of a Peekmeup

Each Peekmeup will have, therefore, a life on its own, its own history, just like

our existence is marked by events, meetings, relationships, arriving and exiting of items.

The object associated to an Individual Peekmeup, therefore, can be donated, placed in the attic, thrown away.

On Peekmeup.com I can follow all these events:

1. I'm able to see the moment when the Peekmeup moves from my domain to the person I give it as a present (I can include photos, comments until the farewell moment of the tagged-item);
2. I can put a cross as a symbol of loss;
3. can insert a symbol of theft if the tagged objet has been stolen;
4. or a tear because I can no longer use it (worn-out fashion, too old, etc.).

If it is a Shared Peekmeup, the object events will enrich the personal stories

of those who share the use or possession, their lives in relation to that particular object, all it represents:

1. the shared Peekmeup of the wedding rings will be a sort of diary of my marriage;
2. the shared Peekmeup of a car can tell about a journey, about the new
3. seat added for the birth of my daughter, etc.;
4. a shared Peekmeup can also tell about the departure of a person (i.e.: the end of a relationship, the exiting from the Peekmeup-shared of a house, a car, etc.)...

In short: the story of all my items will remain forever in my Peekmeup-wardrobe.

Rereading the story of a Peekmeup I will always relive a piece of my life.

And all this can be realized in security, protected behind the absolute anonymity of a Peekmeup-code.

Developments

Considering the widespread worship of objects so peculiar to our times, developments of the *web Peekmeup platform* (weaving between real and virtual) are really unpredictable.

Among them, as an example:

1. Companies can exploit and improve the Peekmeup system for trading and marketing purposes;
2. Peekmeup-tagged may also be an event, i.e.:
 - a. Halloween Party organized by a disco in Shinjuku;
 - b. The evening has a Shared Peekmeup purchased and activated by the Promoter of the party (Personal Peekmeup):
 - c. The Halloween Party Shared Peekmeup is printed on the ticket delivered at the entrance; as shown in Figure 4
 - d. after the night, back home, I enter Peekmeup.com, ask permission to the Peekmeup-master to enter the shared Peekmeup of the party so that I can leave comments, read, see
 - e. and add photos, find other people who joined that Halloween
 - f. Party.

Claims

The Peekmeup's code (on Peekmeup's home site) regards always an item, the part of my life shared with that item.

Unlike other details, such as email address or nickname or personal website, the Peekmeup is uniquely linked to the object, follows it in its journey, has a life on its own, it detaches by the person and, while remaining an extension, never identifies with her, it always and only keeps telling the story of the tagged-item. Because of its visibility, the Peekmeup is able to overcome the natural barriers that prevent us from stopping strangers on the street, by making that the first contact possible in a more discreet and non-invasive way.

So: the Peekmeup is not a tag on one's person (even if, anyway, someone might decide to make his own body Peekmeup-tagged by a tattoo).

The Peekmeup is a label to be applied to items in the real world, an opportunity for sharing pieces of life, and always requires a visual contact with the tagged item.

It can revolutionize the way of communicating, moving, and living.

Despite using existing technology the different use and integrations of them make this system unique and totally unknown and never used on the market/society. The Peekmeup's innovation resides in these but not limited factors:

1. "Social networking" system back into reality, with visual connection/contact and through devices, in real time and geo-located.
2. Privacy: every user can choose the level of privacy that better corresponds to his/her intentions or moods. The privacy levels can be changed, according to the platform in use, in real time and in the reality world.
3. On Peekmeups's home site the level of privacy can be set as mentioned on previous example as well.