THE TREE THAT SPEAKS TO THE WORLD

We believe that anything that can benefit from a connection should have one – even a tree.

Our "Twittering Tree" senses changes in the electromagnetic field around it as people pass, and sends Tweets that reflect its mood directly to its Twitter account, ConnectedTree. This tree also reacts to people´s presence and movements by playing music, speaking and turning on and off lights.

The tree´s responses aren´t random – they are based on the activity around it. When someone moves away from it the tree will express its "loneliness" with a particular tune and a tweet. When several visitors are competing for its attention, it will comment on how busy it is. A special response is generated when someone touches the tree and an SMS is sent to the passerby´s mobile phone.

So how does it work and what is the technology behind it?

When someone walks by or approaches the Twittering Tree, its sensor transmits information about that movement and the changes it causes in its electromagnetic field to a processor in a nearby laptop, which then activates a number of responses.

FACT BOX
About the Connected Tree

- The tree is connected to a device that turns the tree into an electromagnetic field sensor, enabling it to detect motion.
- The data is processed by an analysis engine, which forwards the tree's reactions to Twitter and SMS.
- A local visuals engine produces lights and sounds.