



VCR  
TV

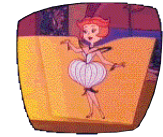
VCR  
TV



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TV



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MIT  
(Things That Think)

(Media Lab)

(Jetsons)

Xerox PARC

(ubiquitous computing)

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(Donald A. Norman)  
'invisible computer'

'no computer'

가

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(Bicentennial Man)

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( ) ,



LG

| 1953  
(1981 ) ( )  
(1991 ). LG

(1992 ) ,

LG

(1994 ) . 1997

(Human Interface)

가



가 가

가 ...1999 6 , HLB

(Tenex Desktop Tools( TDT))

.TDT

170g 100  
900g

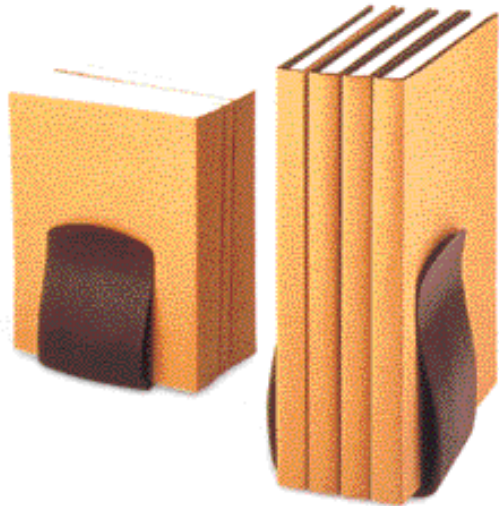
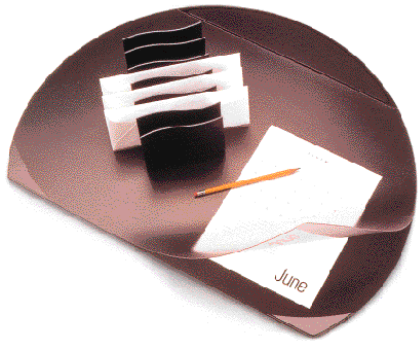
가

CD,

Load Letter Tray)

(Media Bridge)

(Front



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가



가

TDT

< 2000 (Graphis 2000 Annual)>

' Target/ Best Buy '

' Office Max/ Office Depot '

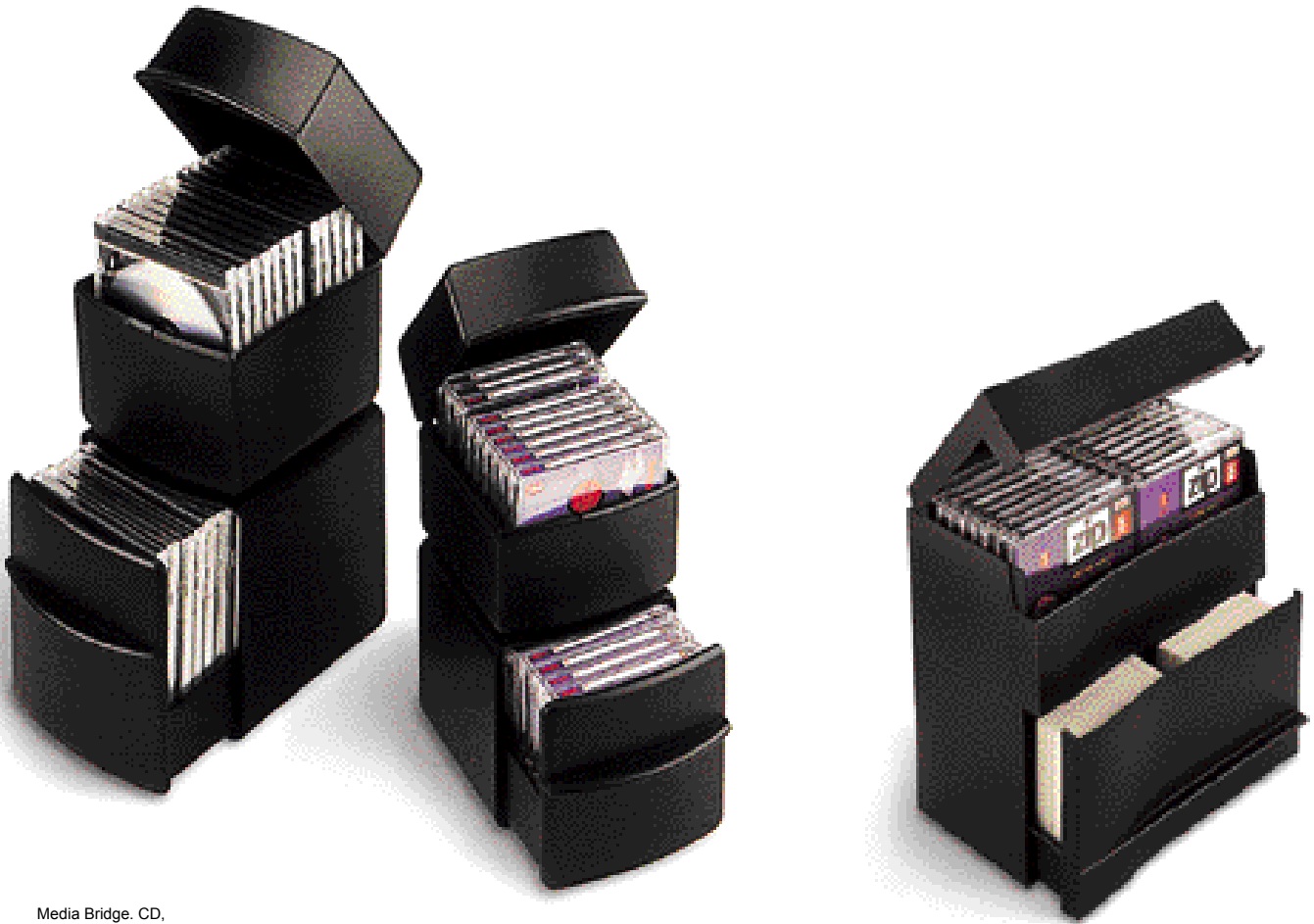
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[www.hlb.com](http://www.hlb.com)





Media Bridge. CD.

## As Good As It Gets with Office Helpers, Tenex Desktop Tools

If there is “the first cohesive design language across a wide variety of office products...,” as was the American design firm HLB’s initial motivation, it would be Tenex Desktop Tools office products which stands for universal design. Ranging wide functional spans and size of products to facilitate the usage of paper stationery, computer accessories, and other office products of well over 100 items, each product has been developed in common look and feel, in overall form, detailing, and design philosophy.

The company is expected to extend its market to Europe by accomodating European and Asian stationery size standards while cutting production costs in material usage. Tenex Desktop Tools product line is looking forward to reach mass consumers in the international markets with its own design language. [www.hlb.com](http://www.hlb.com)





(Front Load Letter Tray)  
(Media Bridge)



“

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HLB

(Mark Dziersek)

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2-3  
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(linear)

(parallel)

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75%가

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(Mark Dziersek) 1981

B.F.A

GenRad

.IDEA,

50 가

가

<

> <I.D>, < >, <LA >

1999 LG  
HLB

IDSA  
IDSA



MK-12009 (1997 )

/Nacasa & Partners inc.  
가

'  
가

(Double Zip)

가



NAOCA

가 | | | |

가

가

‘NAOCA’

. 1996

‘NAOCA’

1998 <I.D> Honorable Mention

“ (usability)

, 가

가

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가

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3D

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가

가

NAOCA

가

가

‘(Double Zip)’가

가 가 ,

가

NAOCA

가



MK-12016/12022 (1999 )

/Nacasa & Partners inc. 가 가

가

가

(Fortune Cookie; 가 )



‘Gallery Ma’ (1999 )

/Nacasa & Partners inc.





'NAOCA 2000 & ' ,

## Commitment to Function and Style, Naoko Hirota's NAOCA Bag Collection

NAOCA Collection carries a statement that classical and natural styling can be achieved without forsaking the user comfort. Design Naoko Hirota's enduring interest has been defining and discovering new usability and combining it with new styling. Her new NAOCA Collection is an extension to that very endeavor to cross over usability and modern styling, or in other words, to cross over product design and fashion design. 📌



MK-12028 (1999 )  
/Nacasa & Partners inc.  
가



**MK-12010** (1997 )  
/Nacasa & Partners inc.



**MK-12007** (1997 )  
/Nacasa & Partners inc.



**(Naoko Hirota)**

1965

(1990)

GK

.1996

NAOCA

가

.1994

,I.D

Honorable Mention Award (1998 ),

(1999 )

'Salone del Mobile ' (1997 )

(1998

),

NAOCA

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(1998 )

(The city museum of modern art)

(1999 )



(Hippo)  
(Wolfgang Rebentisch)

# 가



가 (Stokke)  
(Peter Opsvik)가

가 (Tripp Trapp) 1972 2 5 가

.www.stokke.com



Tripp Trap

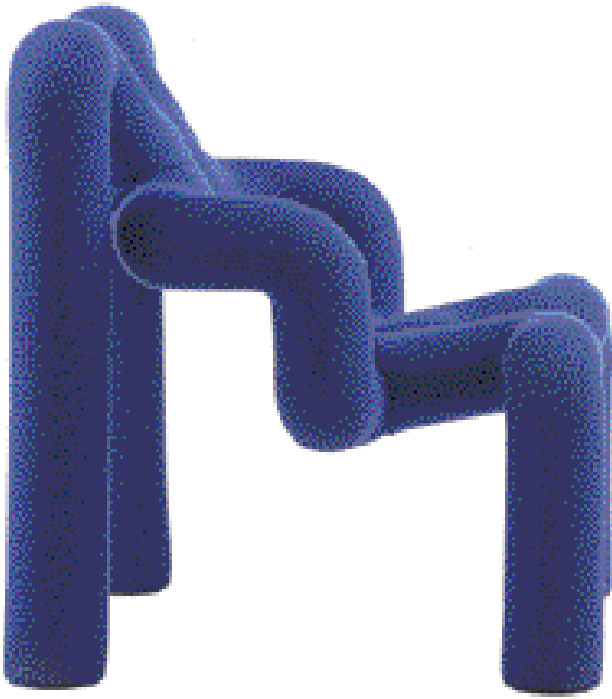
### The Norwegian Furniture Company that Designs Movement, Stokke

The Norwegian furniture company, Stokke, is famous for its designs of uniquely adjustable chairs that can be used in various ways. One of their products is the Tripp Trapp Chair, designed by Peter Opsvik who have been working with the company for a long time. The chair was originally designed in 1972, and so far 2.5 million of this item have been sold. Stokke focuses on designing and manufacturing chairs which facilitate human body movement. [www.stokke.com](http://www.stokke.com)



(Arena)

(Peter Opsvik)



(Extrem)

가

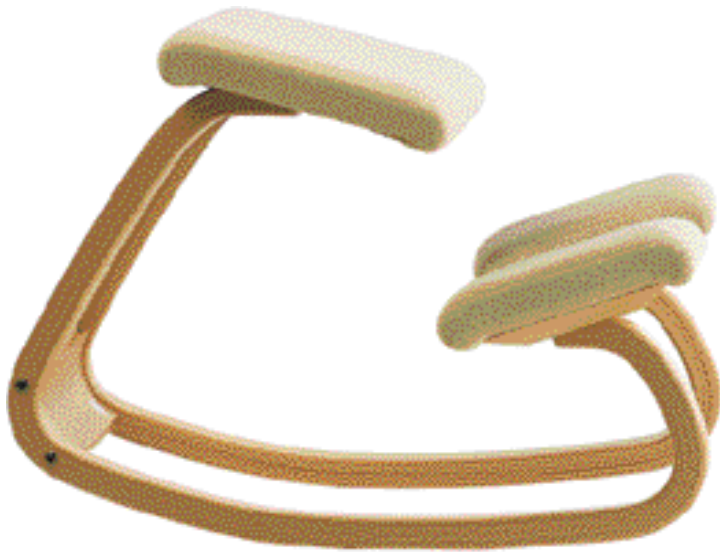
(Terje Ekstrom)

(Gravity)

가

가

(Peter Opsvik)



'(Duo)'  
(all-round work chair)  
/ (Peter Opsvik)

'(Wing)'  
가 가 가  
가  
(Peter Opsvik)

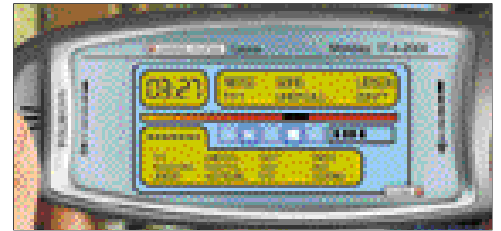


# The Age of the Next Generation Wireless Information System Arrives with Nokia's 3G Internet Technology

Nokia is planning its future in the years 2001-2002 to target worldwide wireless internet market by introducing its new wireless internet terminal 3G. Also known as the Third generation mobile communication system, 3G looks forward to pioneering personal mobile information age. The product includes comprehensive multimedia solutions to audio, image, and data information connected to mobile network. Nokia's new 3G system has reached its technical fruition from the supports and collaboration of worldwide network technology, operational support system, and a number of regional contributing specialists and experts.

www.nokia.com

(17) |



MP3

(24) |

가



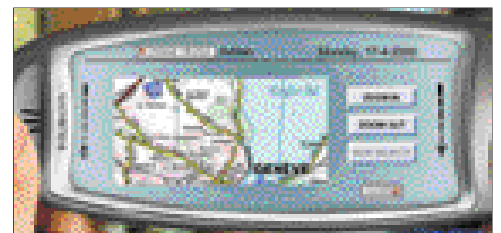
(34) | 가 3G



• AMPS(Advanced Mobile Phone Service)	800MHz	93%	가	
• NMT (Nordic Mobile Telephone)	900MHz	450MHz		
• TACA(Total Access Communications System)	AMP 900MHz			
• HSCSD(Hi Speed Circuit Switched Data)	14.4kbps 57.6kbps .1999	가	GSM	
• GPRS(General Packet Radio System)	GMS 2G .GPRS	WCDMA-DS		
• US-TDMA(US Time Division Multiple Access / IS-136)	2 D-AMPS( AMPS)			
• Interim Standard-95 cdmaOne /IS-95	가 CDMA			
• PDC(Personal Digital Communications)	PDC		GSM	
	가	가		473 kbit/s 가
• 3GPP( )	3GPP 3		GSM	
• 3GPP Release 99( )	3 99) 1999		UMTS	
• WCDMA(Wideband Code Division Multiple Access)	UMTS		Wideband Code Division Multiple (interface) CDMA	가
• MCDMA(Multi-carrier Code Division Multiple Access)	(wideband carrier)		IS-95 (carrier)가	IS-95가
• UMTS(UMTS Terrestrial Radio Access)	WCDMA-DS		cdma2000	
• GSM(Global System for Mobile communication)	1800MHz fb(frequency band)	GSM 1800MHz		
		1900MHz		900MHz
• EDGE(Enhanced Data Rates for GMS Evolution)	가	가	GSM US-TDMA	가

NBA

가



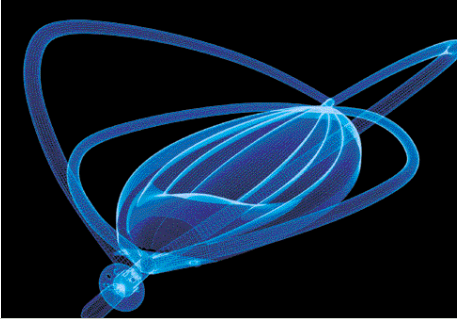
(45) | 가 3G

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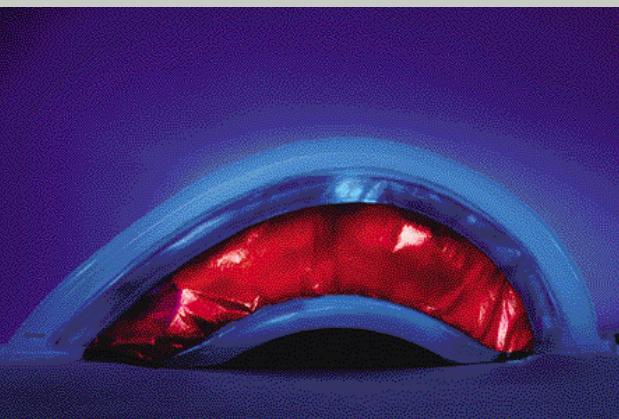




가  
(200 x 120 x 120 mm)

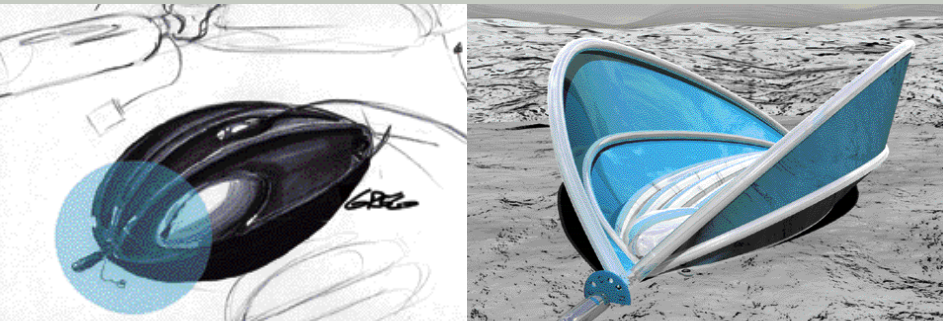


가  
(2300 x 800 x 900 mm, 1,300g)



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(air) 가 .  
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 100% .  
 (Balloon Basket) 가 ? 가 ,  
 (Festo) 가  
 1996 ' (Airtecture) '  
 , 1999 , (Balloon Basket)  
 IDEA . 200  
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 (Cocoon) .  
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 (Cocoon)  
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가

(Low - tech)

. www.festo.com

## Cocoon, Low-tech Design Using Air Pressure System

Germany's Festo Corporation has introduced its latest products, collecting international attention for its achievement in the field of design. The new office sleeping pillow and Cocoon, exemplifying successful implementations of simple formal structure and design process, boast environmental and economic advantage.

Festo's architectural project 'Airtech' in 1996 and, more recently, IDEA award-winning Balloon Basket, athermal application product using air pressure, in 1999 prove that their office sleeping pillows and Cocoon are not bunnies out of a magic hat. Replacing metal parts with safety pins, Cocoon is a fresh reminder from Festo that committed and steady research and development in the low tech design and engineering is as important. [www.festo.com](http://www.festo.com)

(cocoon)



(Axel Thallemer) | 1959

(Bavaria)

(Munich)

(Academy of Fine Arts)

NYSID

5

1994

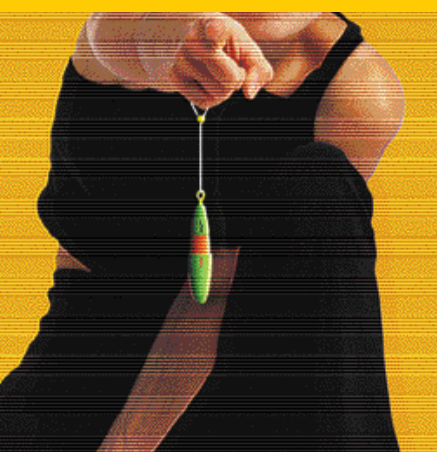
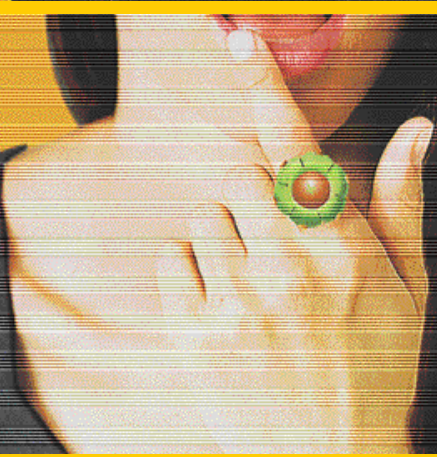
가

(Martin Danzer) | 1962

(Regensburg)

(Mallersdorf)

& (Evans & Sutherland),



# MIT IDEO

1999 9 , MIT IDEO (wearable computer)

(Digimoda)

(Kio) 가 (Guy)

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(19 , MIT 2 )

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GPS

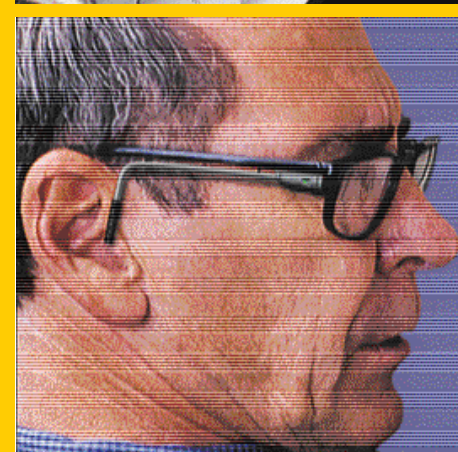
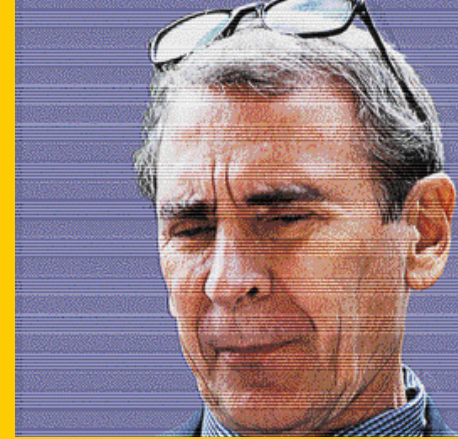
## The Digimoda Project, MIT Media Lab & IDEO

The Digimoda project is a joint effort between the MIT Media Lab and IDEO Product Development to address the human side of wearable computing. Using a scenario-driven conceptualization process, the groups converged on two tales involving very different individuals: Kio and Guy. The scenarios explore the personal significance of wearable computing and try to understand how a single core technology could be utilized and interpreted in various ways.

The technologies that the scenarios describe are from the not too distant future.

Many elements are in beta form today. The intent of this project is to map, from a user perspective, where these technologies could go and to provide some guidance in their application.

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가 가 가 가  
1/4 VGA 가  
가 가 가



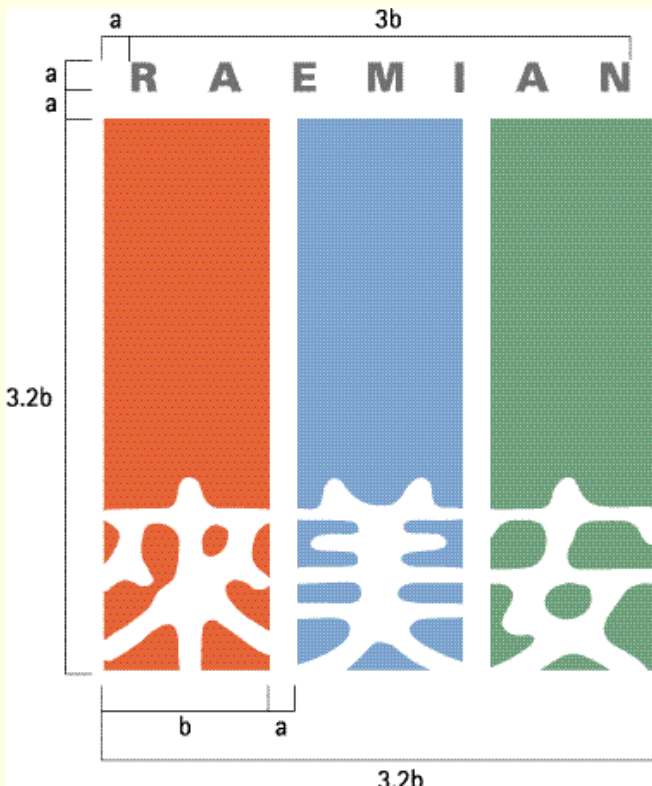
(來) . (美) . (安)

## The Digital Recreates the Concepts of Space, 'Rae-Mi-An'

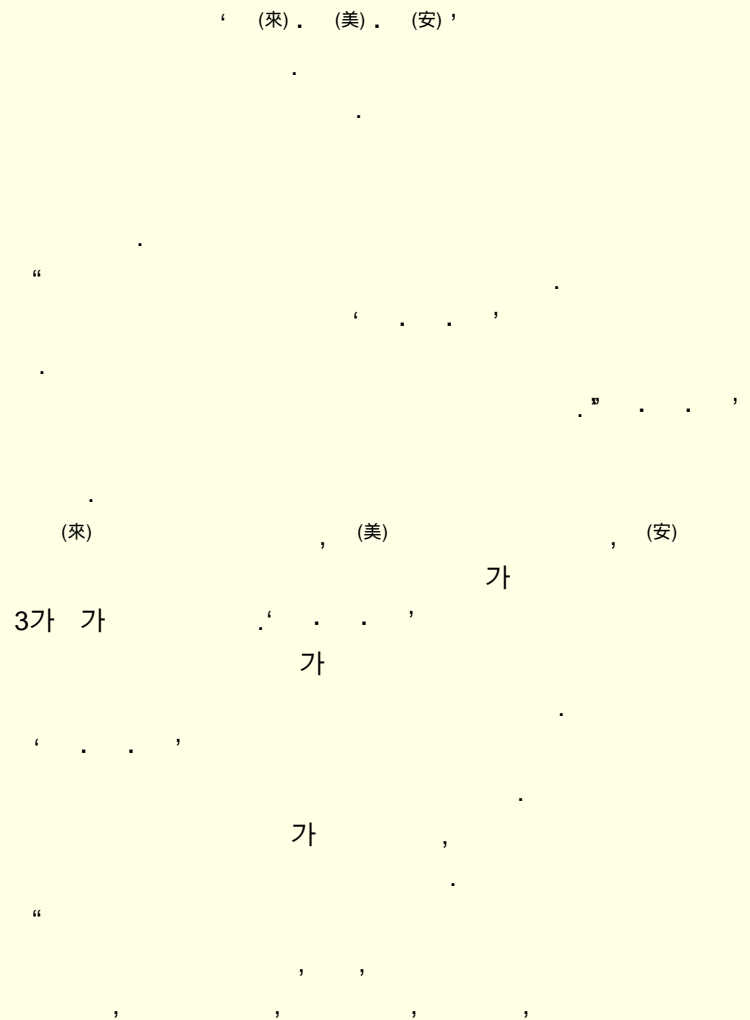
Samsung cyber apartment 'Rae.Mi.An(來Future.美Beauty.安Comfort)' stands for beautiful, safe, and future-oriented homes.

In an effort to reinforce its established brand image, Samsung claims to have emphasized its strategies heavily on marketing and promotions. With 'Rae.Mi.An's introduction and application of easy-to-use information electronics and software into the apartment homes, users are offered with additional options aside from the conventional homes to experience the 'information age in everyday life.

Rae.Mi.An, yet to be upgraded from initial concept phase, looks forward to making the technology work. [www.samsungapt.co.kr](http://www.samsungapt.co.kr)



3가 가 3가  
3 가





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 TV  
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PC  
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 www.samsungapt.co.kr / ( 가)

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가 가 , (usability)

가 (Heather Martin)

가 가

( )

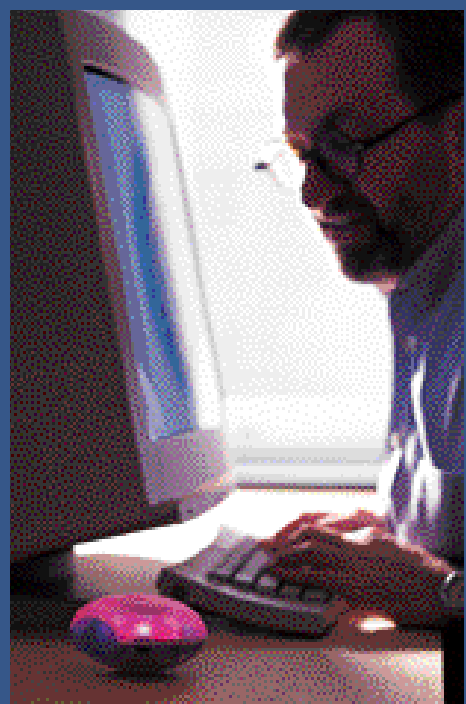
(Kiss Communicator)

(Intimate View Camera)

(Eavesdropper Camera)

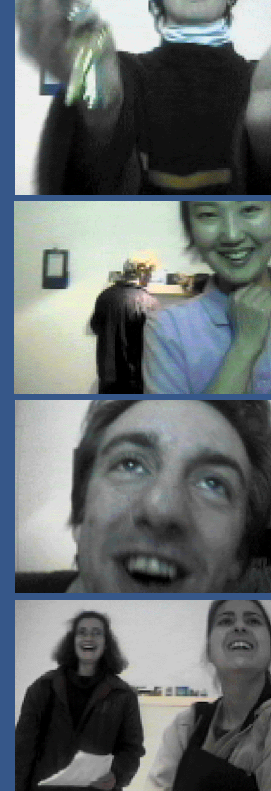
가'

(Digital Shelf)



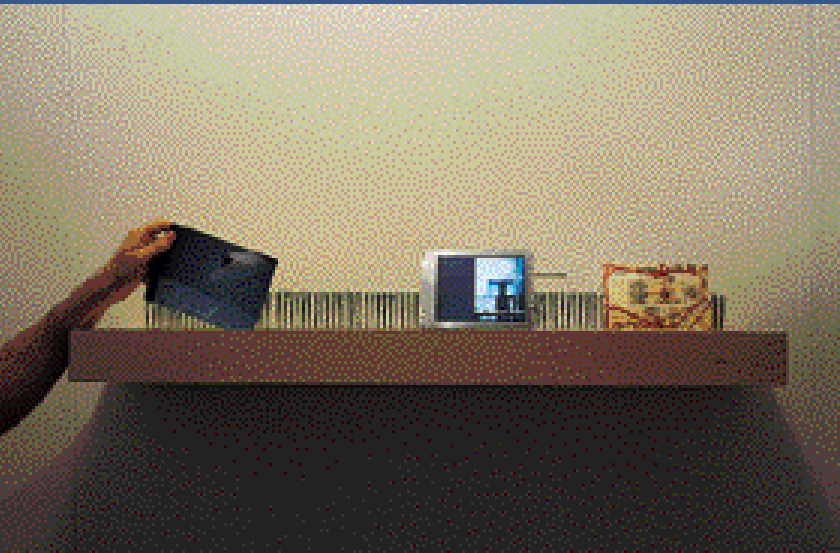
## Digitalization of Emotion, Heather Martin

A research fellow at Britain's Royal College of Art, Heather Martin is making a statement with a different approach to those of many other digital products mostly devoted to increased functionality and efficiency. Martin predicts that, as digital technology becomes more prevalent in everyday lifestyle of users, the users will appreciate digital products which contain emotional values. In fact, her research on "How can gadgets communicate with emotion but without messages," provided the basis for designing the new Kiss Communicator and Intimate View Camera. Martin also undertook a scientific research on such emotion-oriented concepts as new locations, people, and already existing world and designed Eavesdropper Camera and Digital Shelf. ■

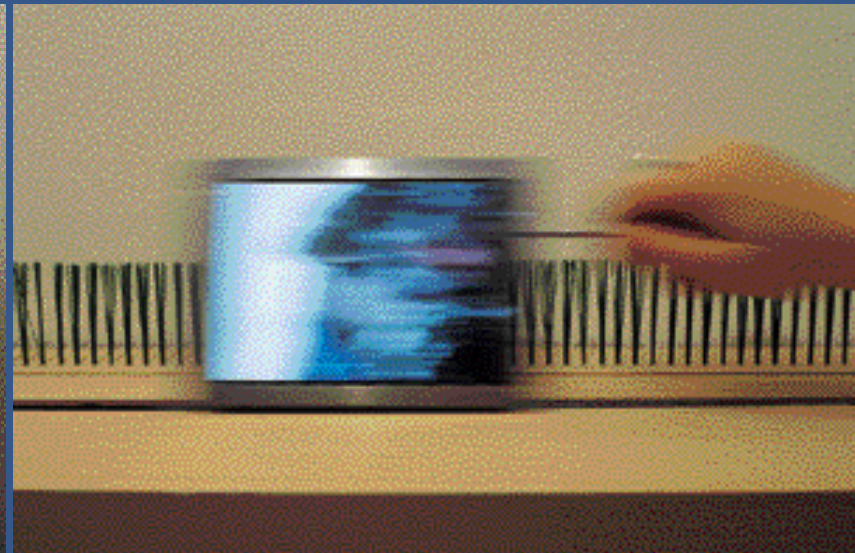


(Eavesdropper Camera, 1999 ), / & (Bill Gaver), / 가 가 (1999 RCA ).





(Digital Shelf, 1999 ) , / & , /



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3가  
(Hewlett Packard)

(Eavesdropper)  
(Intimate View Camera)

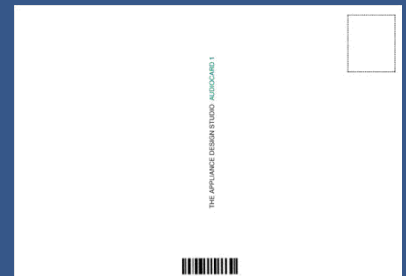
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(Audiophotography)

(Digital Shelf)

( 1999 ( RCA)

....' 가



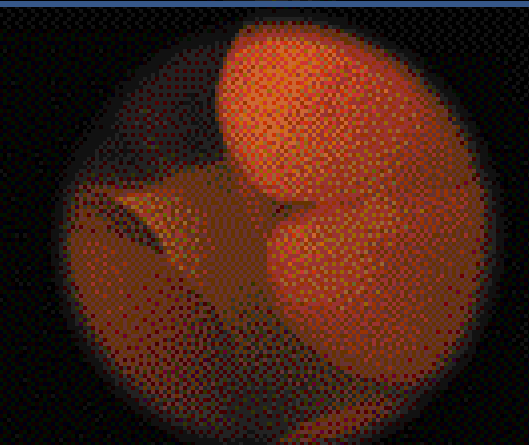
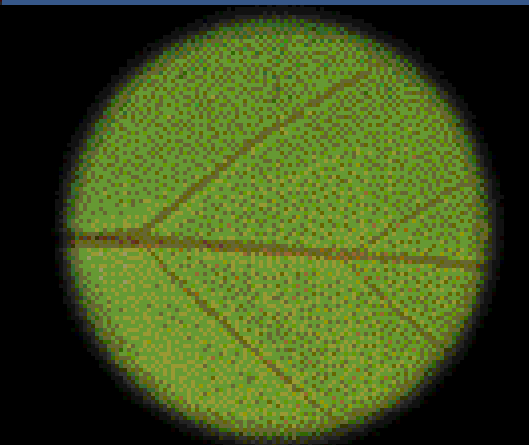
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(Intimate View Camera, 1999 ), / &

25mm



(Heather Martin)

1993

(Northumbria)

2

(Tangerine)

PDA

.RCA

(CRD)

(1998 )

IDEO

(The Appliance Design Studio)

RCA

CRD

(Hewlett Packard)