



Superbertram.  
com

Smart Object & Website.  
<http://superbertram.com>

Georg Schütz, 2007

# Superbertram // Concept

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Superbertram is our all friend, he is a representative of a new species of enriched, mobile gadgets, who have a lot of different features combined in a pleasant housing which does not look like a high-tech-tool at all.

Superbertams main feature consists in delivering live pictures from his close surrounding to the World Wide Web. For doing so, he is equipped with two moveable cameras, which are able to capture and stream visual information at the size of 640 x 480 pixels with a frame rate up to 15 fps. Their framing can be controlled by everyone through the easy-to-use web interface by simply clicking into the picture, centering the framing at the clicked position , their range of movement is 90 degrees horizontally and 50 degrees vertically each, which can create a quiet impressive panorama view.

While streaming without intermission, Superbertram preserves the seen at the popular online photo community "Flickr.com" automatically in a pre-defined interval, which can range from four frames per minute to two frames per day (Left & Right eye).



# Superbertram // Facts & Features

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1. Superbertram is streaming with both eyes to the internet, constantly.
2. Superbertram's eyes are moveable by everyone, using the web interface.
3. Superbertram can be phoned.
4. Superbertram is constantly posting glimpses to Flickr.com, approx. 600 per day.
5. Superbertram distributes his Internet-connection to his local surrounding.

All these features are possible by using mobile HSDPA Connectivity.

All devices used in Superbertram are available for sale and where implemented without major changes or additional firmware upgrades.

Superbertram is being improved constantly.



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GOODBYE PRIVACY  
Artist  
Jesse S...



You already met Superbertram?  
He can make you know.  
Superbertram has two moveable eyes,  
is streaming to the net 24/7  
and what he sees is posted at  
Flickr.com immediately.  
www.superbertram.com  
**SUPER SURVEILLANT SPECTACLE**

WAZEN KRUIJL & THE RED LIVER (TM) - ROBERT ROTTER  
**NO CASH,  
NO HOPE**  
A tribute to Johnny Cash  
Do. 6.9. STADTWERKSTATT



# Superbertram // Distinctions

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Superbertram works as an affirmative piece of art, which frees itself from the close boundaries of classical art reception.

In pretending to be a product of the company "Super Surveillant Spectacle" he is willing to propagate supervision of all and everything, with a big smile. Surveillance issues and questions about selfreflection through media are addressed at the same time. He wanders around in public space and points out matters of rights on everyone's medial presence. He gets a lot of attention wherever he appears, because of his unusual funny shape resulting in a friendly charisma on the one side and because of his superior features on the other side, which come to surface after having a closer look at him.

Some also say he's a bit spooky, referring to his movable eyes and the capability of streaming everywhere constantly.

Supereye Bertram

http://superbertram.com/

fm4 nws shops setups uni.sity dutis trevl politics odonia projETS creativz

# Superbertram.com

Bertram | LIVE | Kalk | Austria | ARS | GPS | VOTE | X

## SUPERBERTRAM

Click to HELP



What's he doing ?

1. Bertram is streaming with both eyes to the internet, constantly.
2. Bertram's eyes are moveable by everyone, using the web interface.
3. Bertram can be phoned.
4. Bertram is constantly posting glimpses to Flickr.com, approx. 600 pictures per day.
5. Bertram distributes his Internet-connection to his local surrounding.

Name: Bertram Super  
 Eyes: two moveable webcams  
 Brain: Flickr.com  
 Communication: 4DSPA/UMTS/GPRS  
 Special features: 802.11g Hotspot,  
 Landline phone (+43/699/11283556)  
 Energy: 7/14/21 Ah 12V modular  
 Battery packs or 220V  
 Mission: Seeing everything, forgetting nothing, that's the mission!  
 Superbertram is an innovative gadget provided by SuperSurveillantSpectacle.com

Everything is stored save at Flickr.

Always online?

Most time, Superbertram is online. If you can't

Transferring data from farm2.static.flickr.com...

# SUPERBERTRAM LIVE



Now you are supervising Superbertram, click direct into the pictures to center Superbertram's view.  
 (Whenever Bertram's eyes are moving, it's done by human user interaction realtime.)

flickr

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Superbertram > Collections > ART & AFFAIRS  
 Special Collections

 **JONATHAN MEESE** View as slideshow (5)

Thumbnails Detail Comments



301 photos | 33 views  
 Photos are from 20 Sep 2007.

# Superbertram // Website

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<http://Superbertram.com> is the website and home of Superbertram.

The website is done with iWeb, a easy-to-use consumer program. In using this, the affirmative style of Superbertram is supported, the website has to look friendly and funny in order to catch the audience and confront them with topics of surveillance and the omnipresence of media.

"Flickr is my brain"

The pictures are stored and organized at Flickr.com.



# Superbertram // Note

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Superbertram disunited the audience, i got a lot of critical statements about the subliminal way of how Bertram supervises, at the same time people started to think about how daily live and behavior is affected by constant supervision and where it could go to in the future. In creating an affirmative charismatic gadget with a big constant smile awareness of people rose for cameras following them constantly.

I will prolong this project for further events, such as the "Big Brother Awards Austria" which will take place at October 25th 2007 in Vienna, gathering even more attention on him. He serves as a fantastic tool to experience constant and enduring supervision with a ostensible fun-factor.

He is also nominated for the "BM.Mediale"-Prize, organized by "BM.Cultura" in Germany.



# Case study // Ars Electronica (Linz/AT)

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The project is about medial representation in convergence with personal intimacy and what is left of it. In the context of the annual "Ars Electronica Festival" (<http://aec.at>) with this year's topic "Goodbye Privacy" it was clear to present Superbertram as a new innovative product with different ways of interacting with society. He served quite well as an ironic, all-time smiling ambassador of a new, service-oriented society, where the search for attention of the individual is meshed up with common concerns about security and safety. Having this broad audience at the festival, I could be sure that numerous persons were watching live, the eyes were moving often, which is a concrete sign of user interaction (eye movement is triggered by human watchers exclusively). It was clear that especially in the morning, when attending lectures or visiting the exhibition, people would automatically glimpse in my very own private live, seeing where Bertram and me have been sleeping the last night, if we were drinking or having a smoke. For example, while the grand opening gala the both of us were chilling out with a local crowd of punks and hippies. The mass of pictures and the continuous upload every few minutes created a highly visible stream of pictures, often with a low rate of changing information. I started to sort the pictures into daily sets and thematic collections to make them accessible more easily and to raise the level of satisfaction for the visitor.



# Superbertram // Contact

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Feel free to contact us if you want to invite Superbertram to your party or any other event.

We could enrich the whole environment with amusable state-of-the-art technology to fulfill the desires of your guests.

<http://superbertram.com>  
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Yours sincerely,

Georg Schütz  
(Chief Executive Sales Department of SSS)