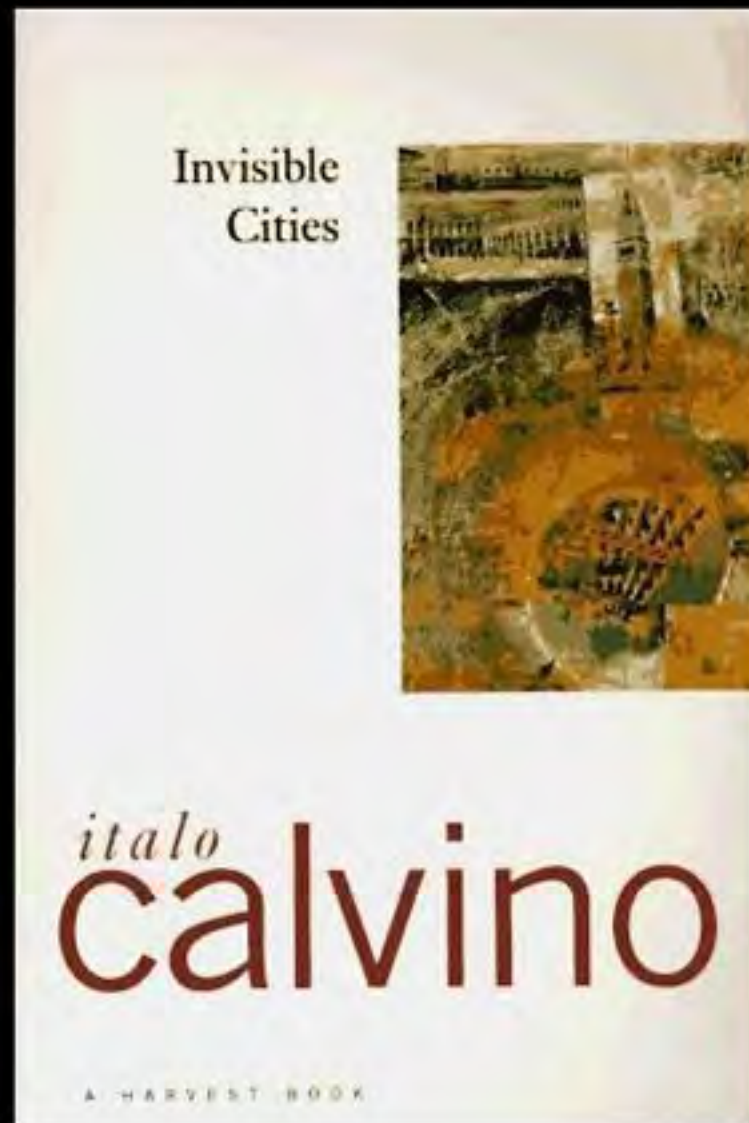


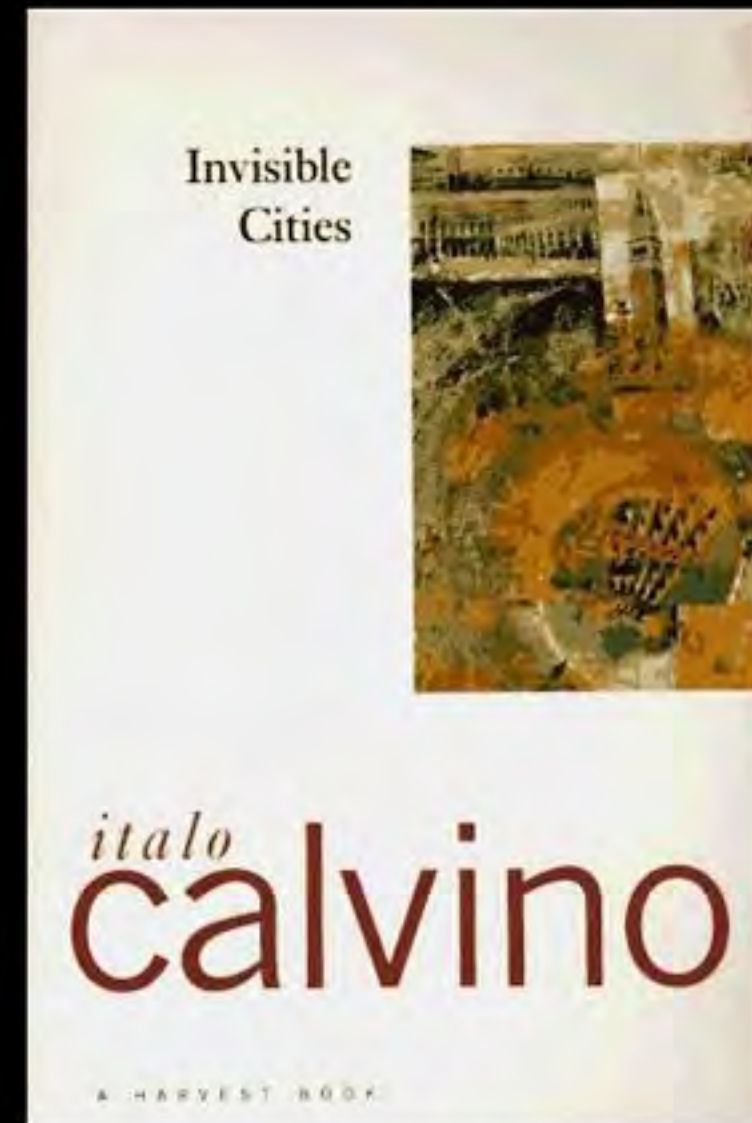


# Incentives for users outside of mesh networking

# Merging physical and virtual objects, creating utility in proximity



A real book



A PDF / e-Book



Showing off your “stuff”  
to others:

---

Talking,  
Borrowing,  
Returning,  
Reciprocating

Strong social glue  
Builds trust



Top Shelf

Nearby Sharing

Group Sharing

Borrowing from others

Share, Borrow, Trade

Collections

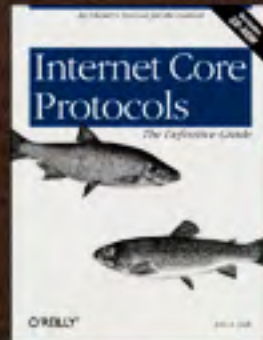
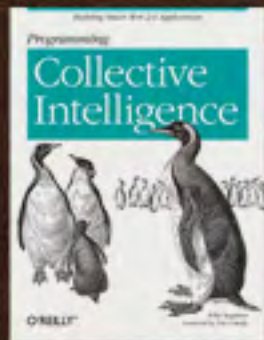
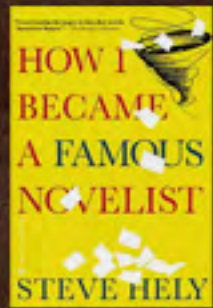
Books

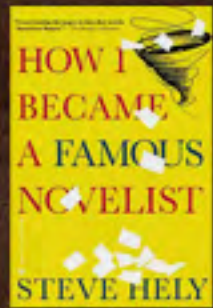
Movies

Music

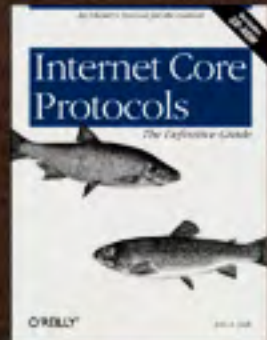
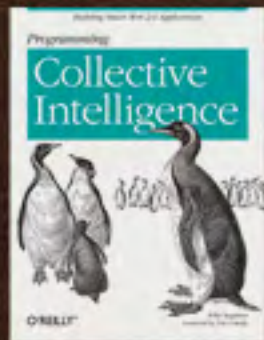
Documents/Code

Real Tools

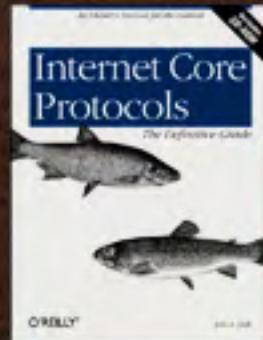
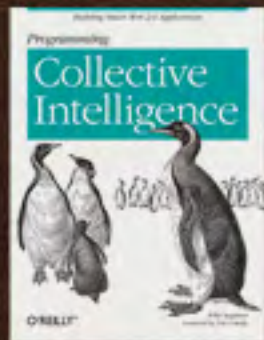




# PHILIP GLASS / ROBERT WILSON EINSTEIN ON THE BEACH

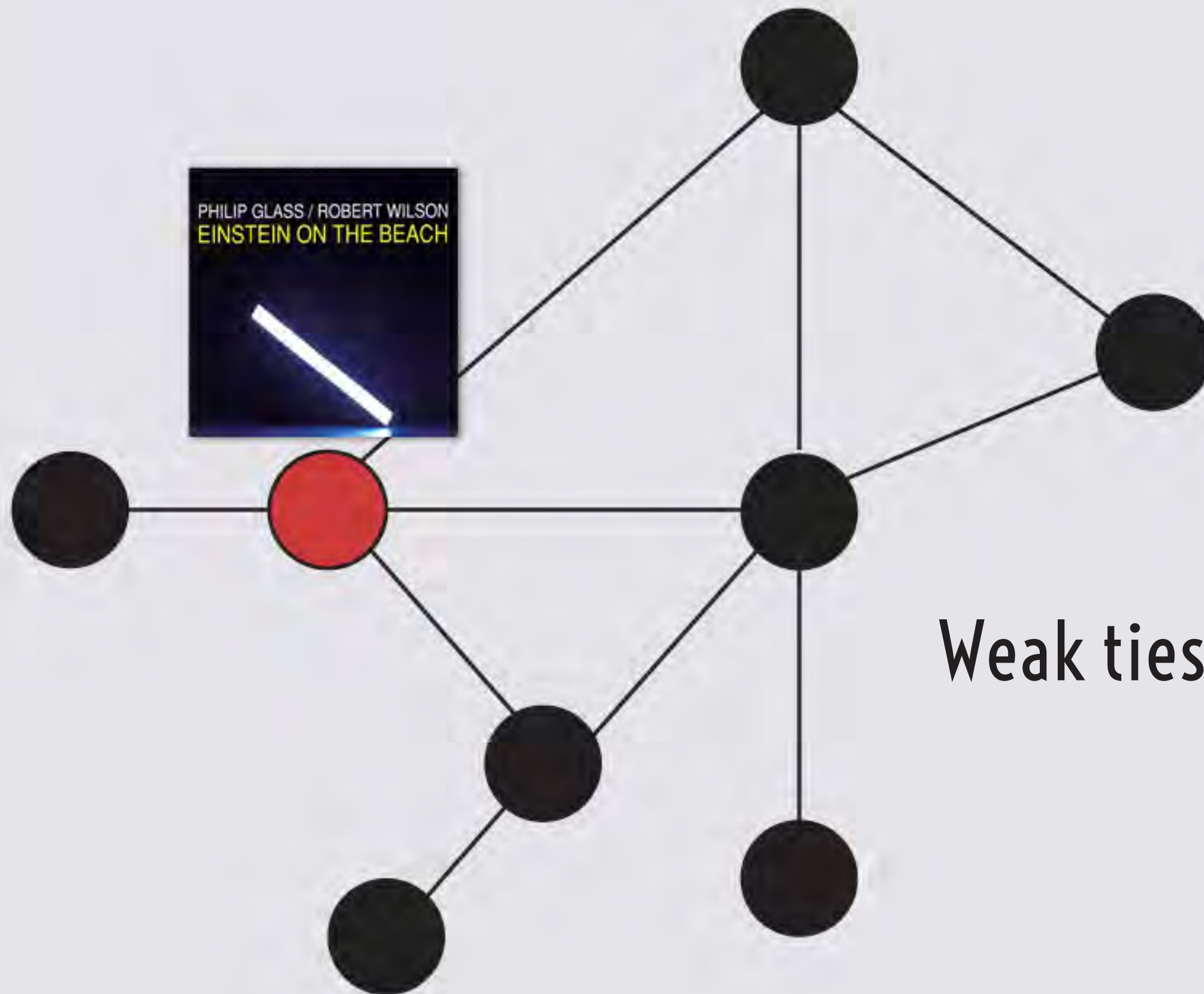


Physical Borrow (vinyl)



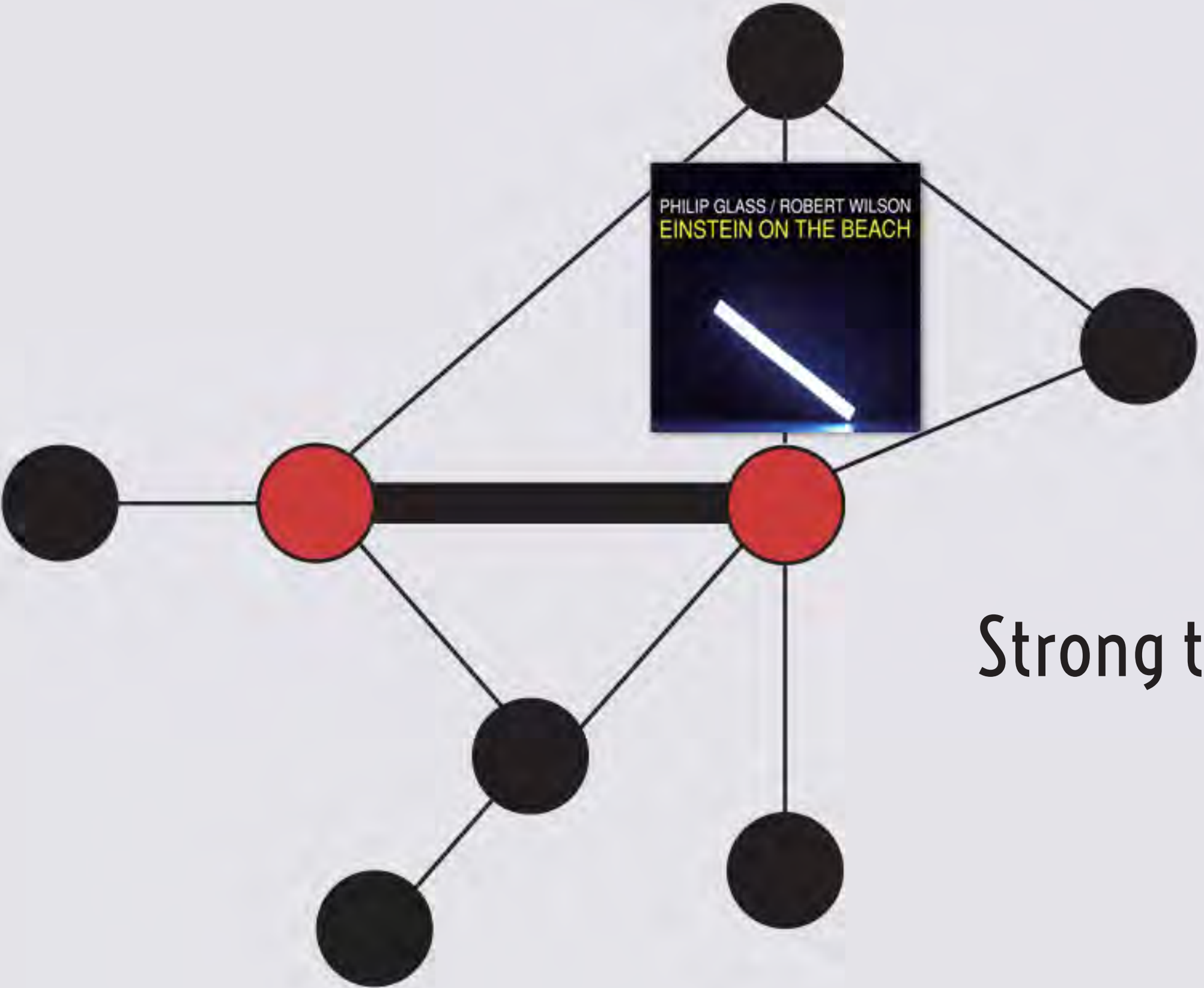
PHILIP GLASS / ROBERT WILSON  
EINSTEIN ON THE BEACH



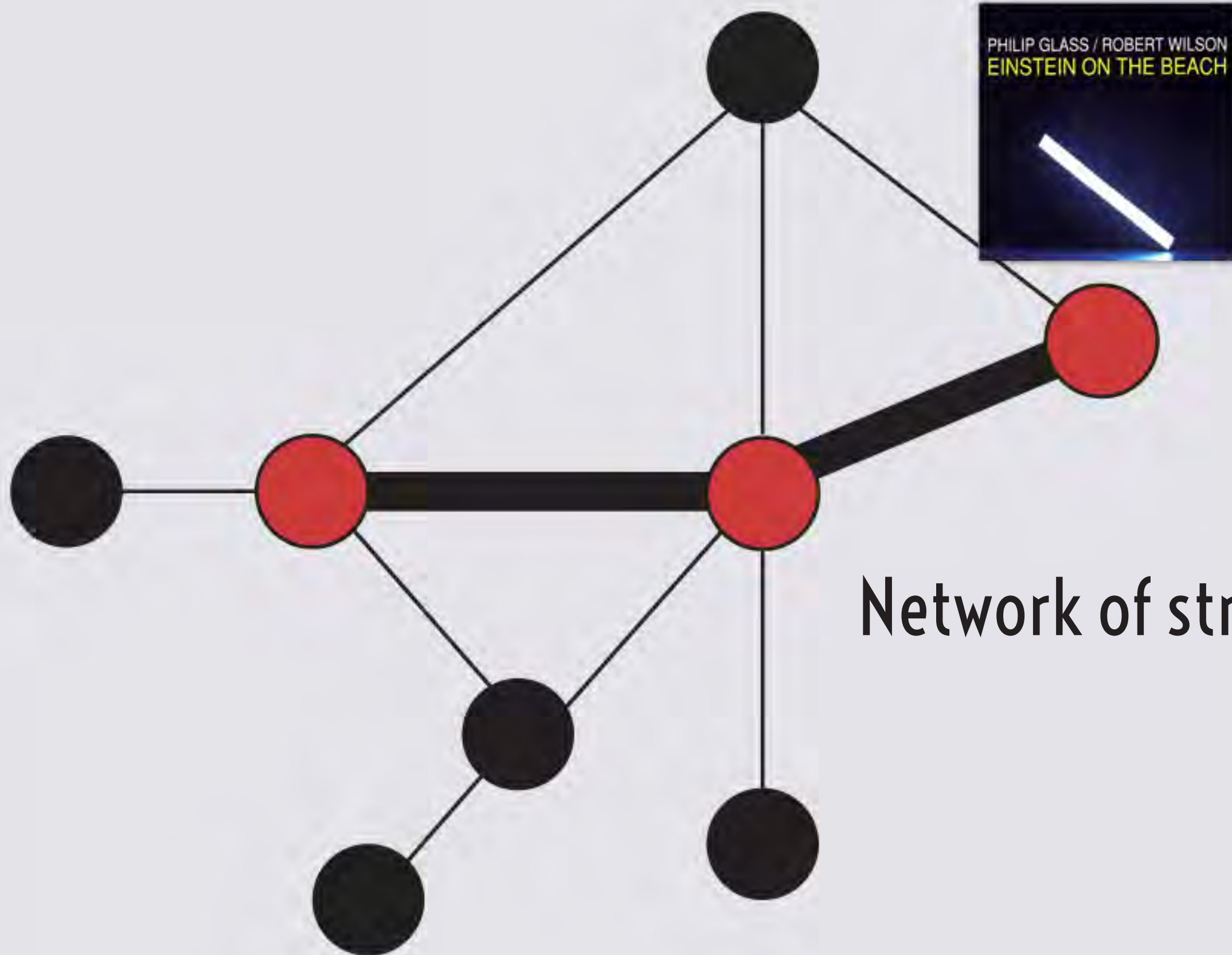


Weak ties in network

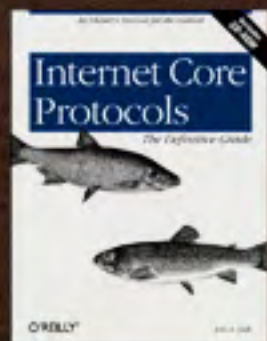
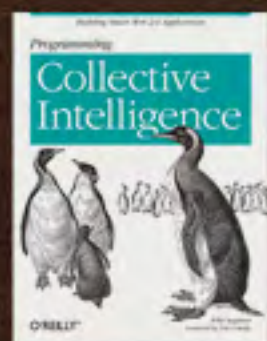
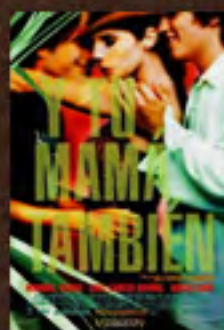
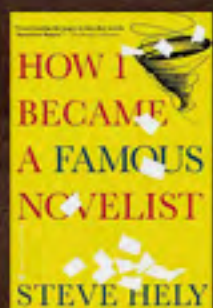
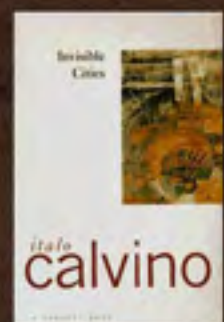




Strong tie formed

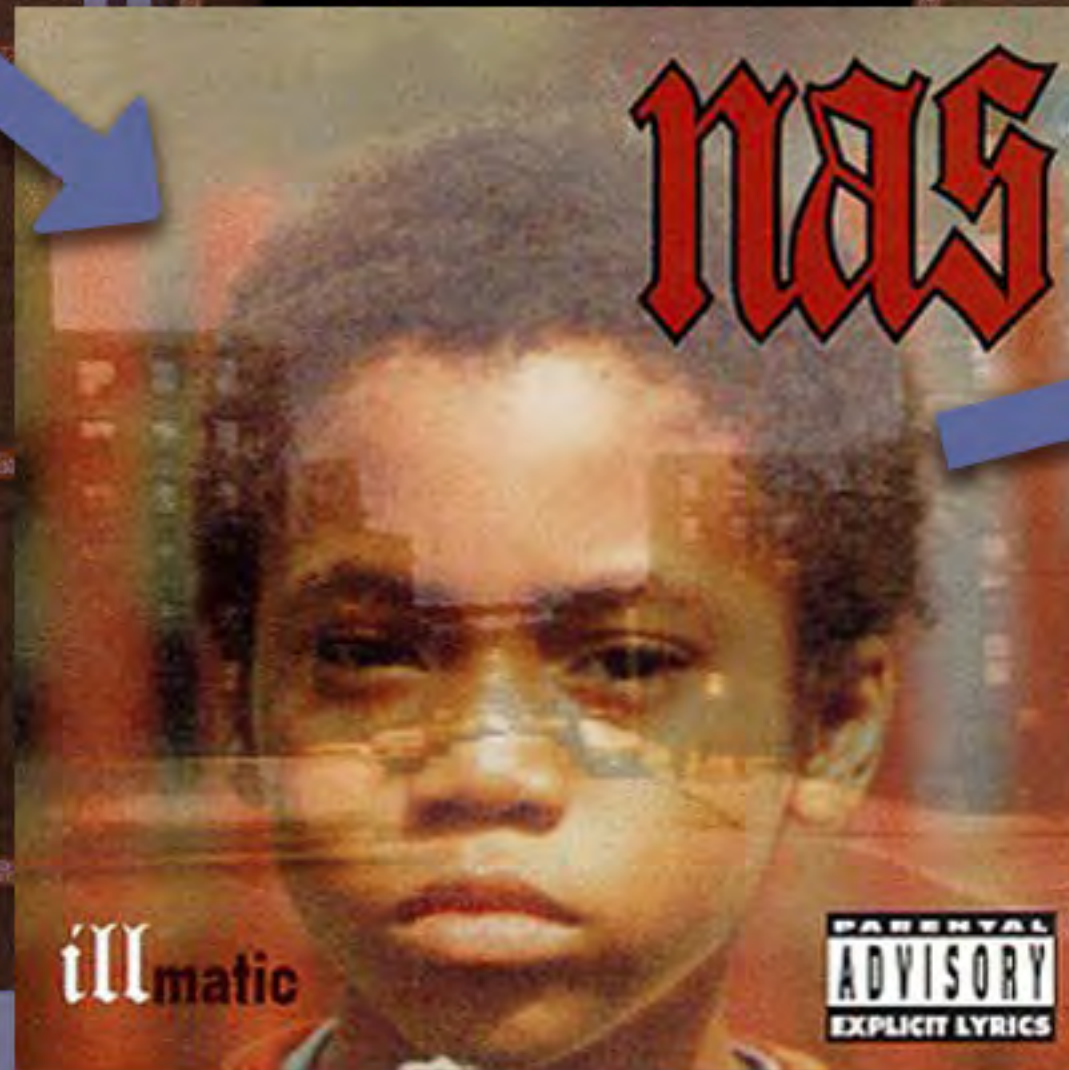
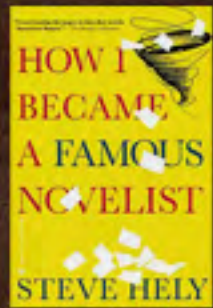
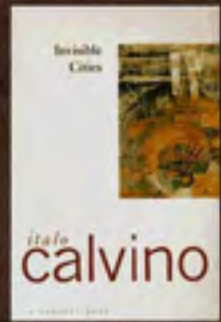


Network of strong ties

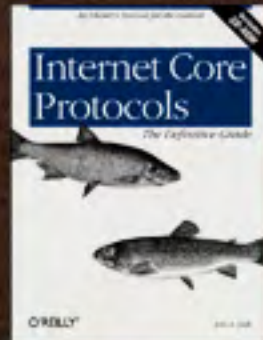
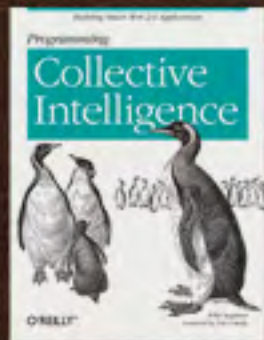


PHILIP GLASS / ROBERT WILSON  
EINSTEIN ON THE BEACH





Digital Share (MP3s)





Fredrika has  
leftovers to share

Simone, Judith,  
& Dev are  
sharing eggs

Community  
garden harvested  
cilantro



# Next...



Search for items in proximity/across network:

--- > need flour & milk

---- > need music



Phone cam/Web cam for **bar code scanning** real items



**Pay toll** for digital file transfers based on **# of hops**

---> Hop nodes get portion of toll

---> Incentive to build backbones for less hops