

Hybrid Products

Steve Benford

University of Nottingham



The Carolan Guitar



Carolan as a physical-digital hybrid



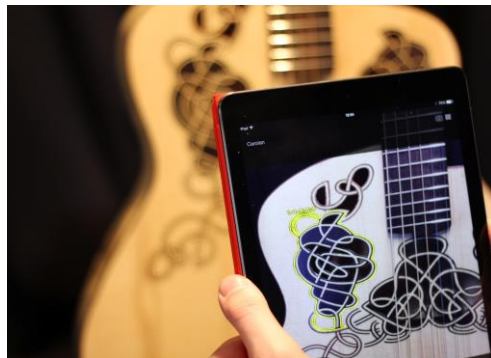
Headstock



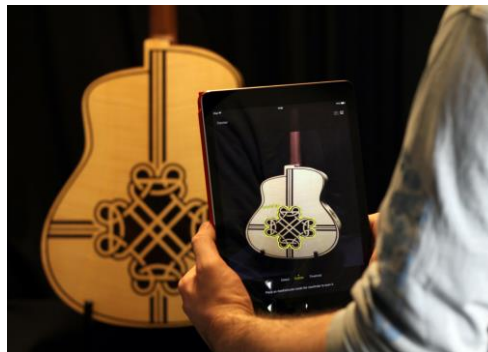
Top Soundhole



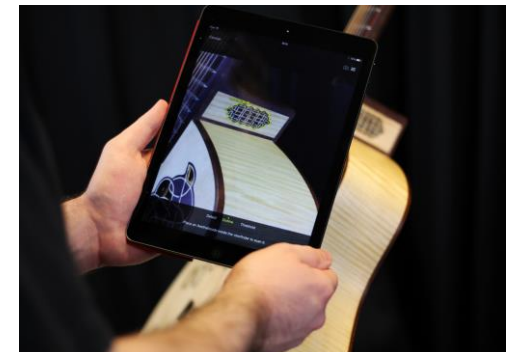
Fret-marker



Soundboard



Back



Heel

Carolan as a technology probe



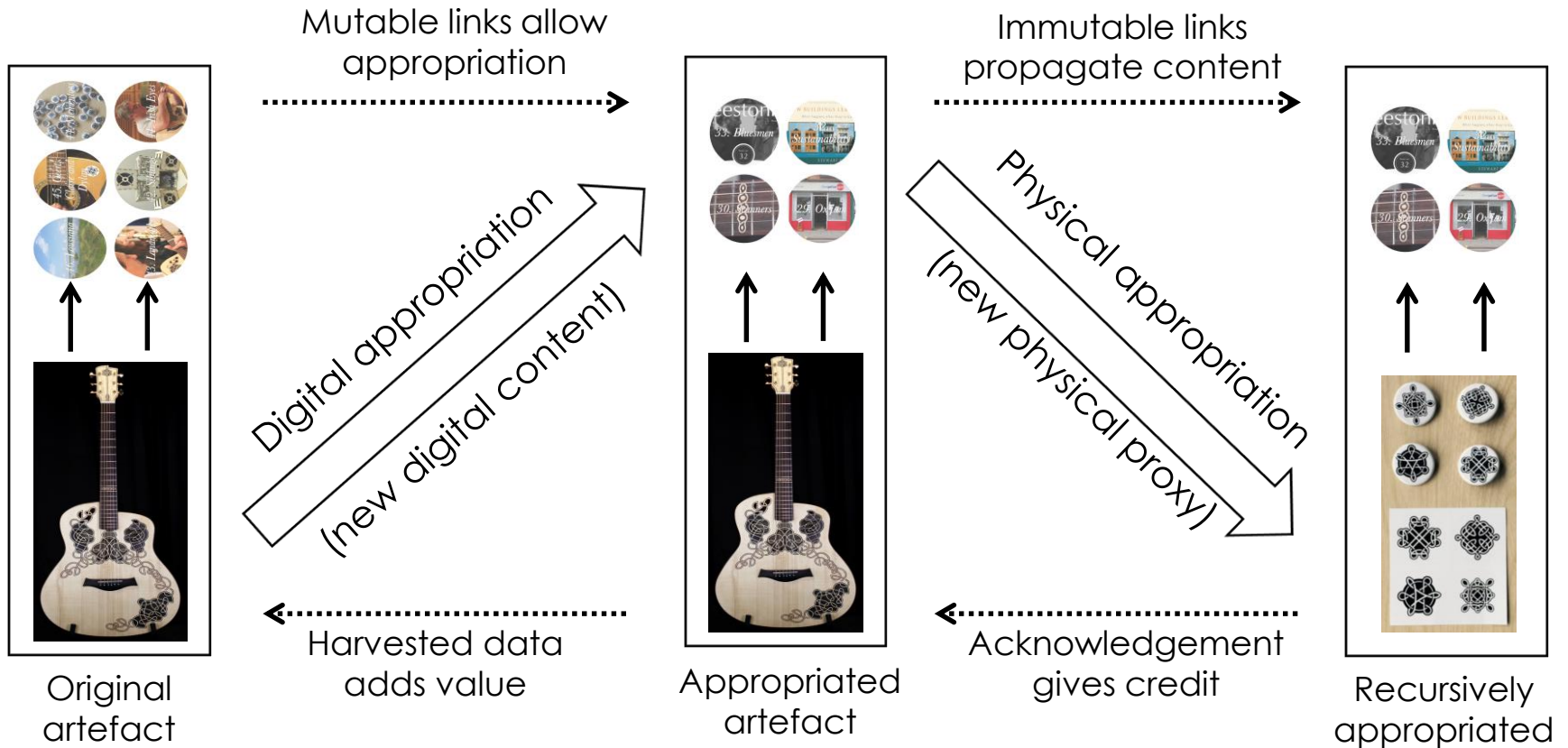
- In the luthier's workshop
- Visiting homes
- Writing & recording
- Performing & learning
- On the road

Reflections

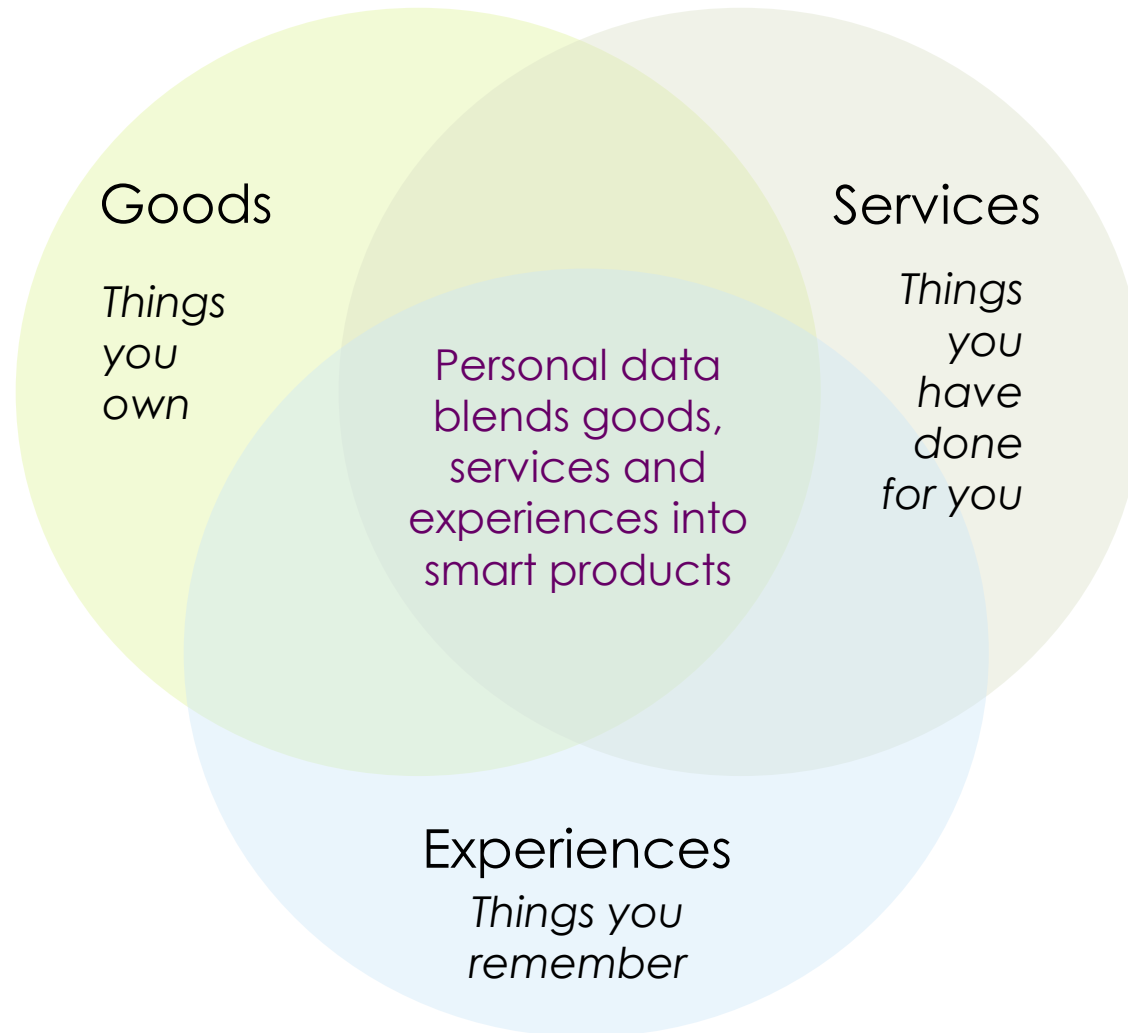
- ▣ How a rich digital footprint adds value to a product
- ▣ From owners to custodians
- ▣ Multiple, personalised and contextual mappings
- ▣ Fixed versus fluid links
- ▣ Mementoes and proxies



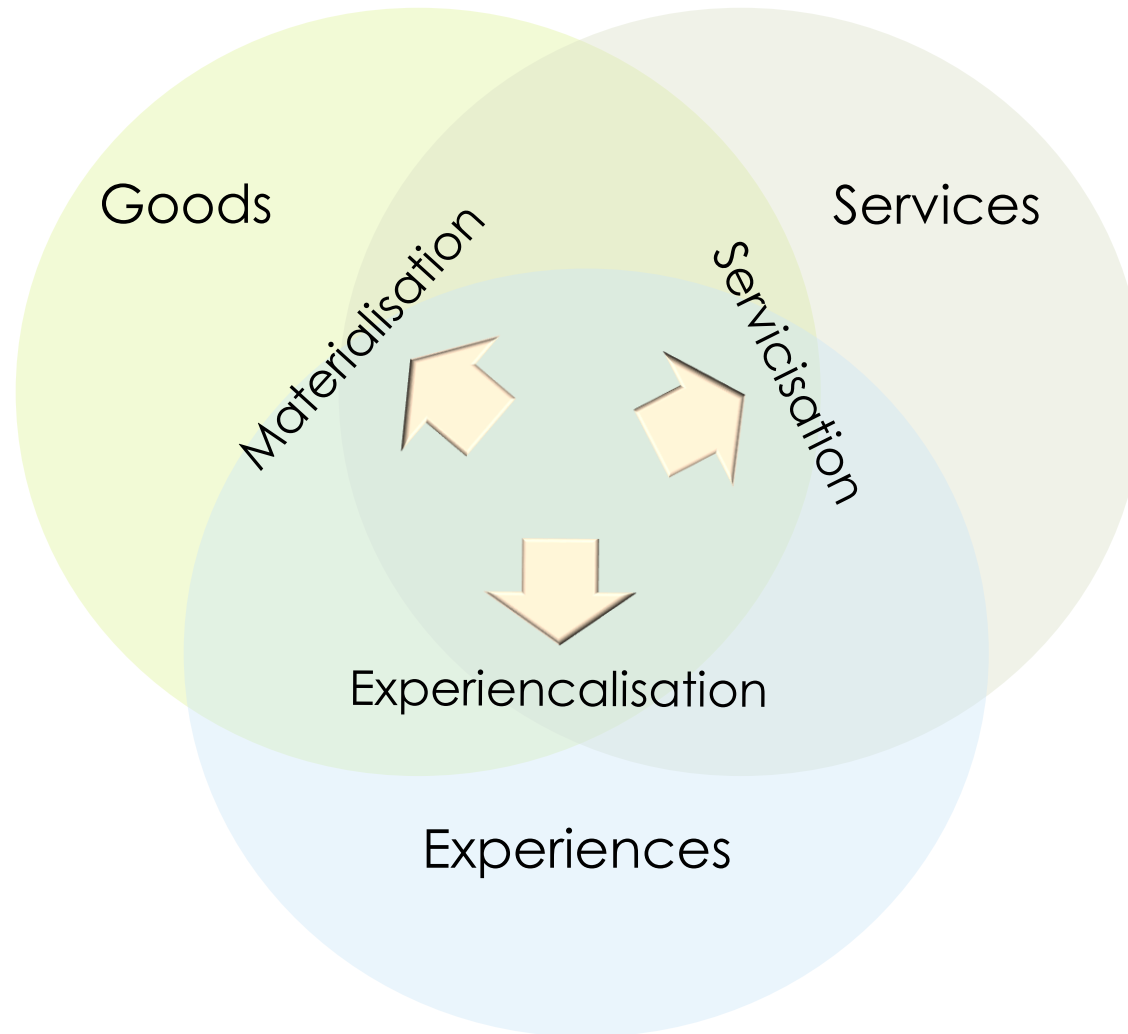
Mappings, customisation and appropriation



Another view of hybridity



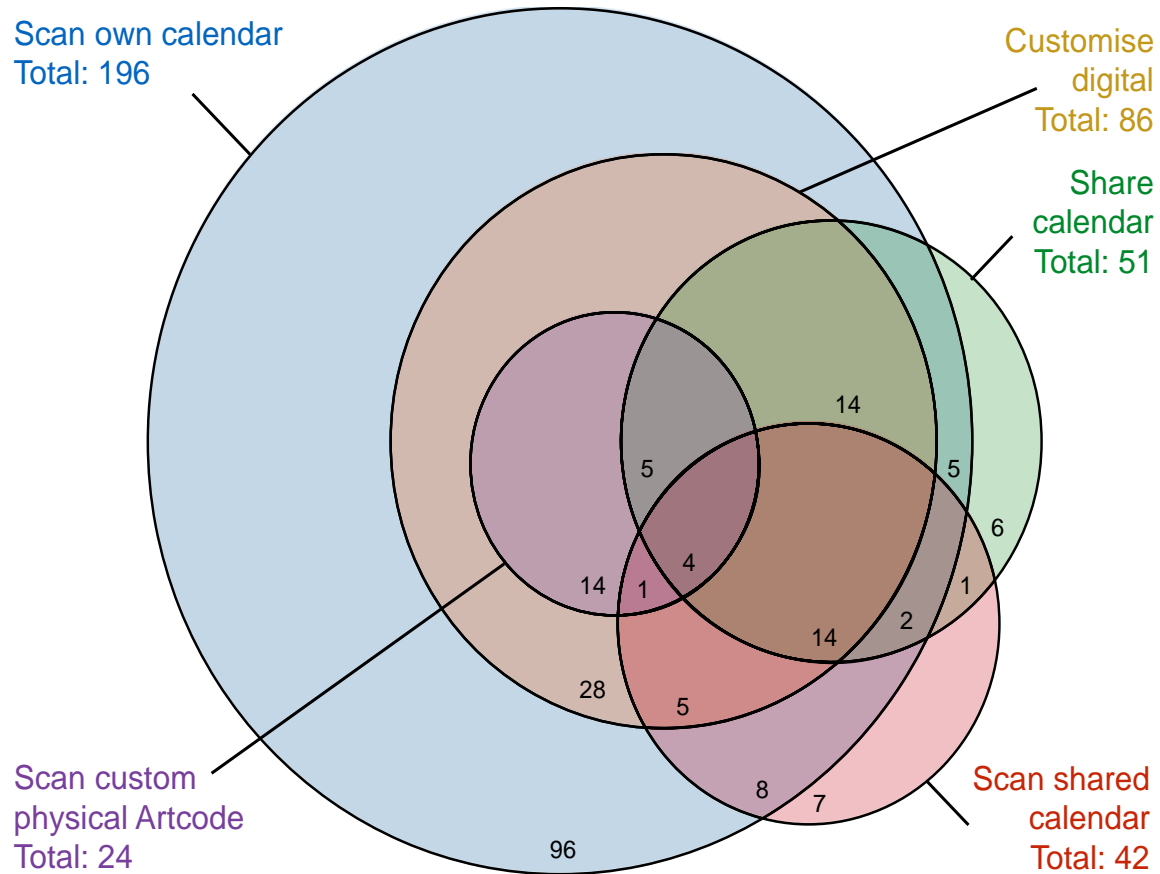
Another view of hybridity



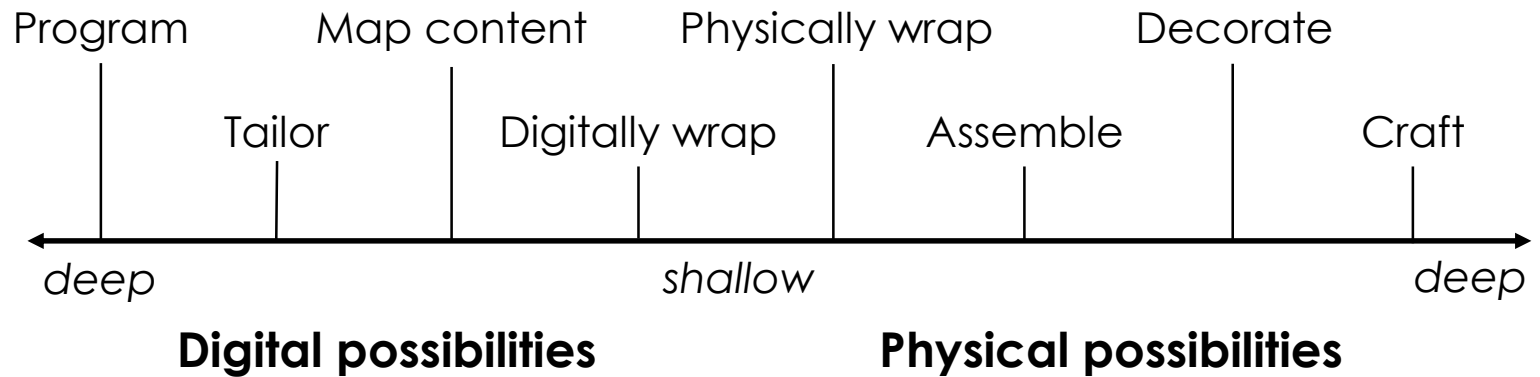
Christmas with Artcodes



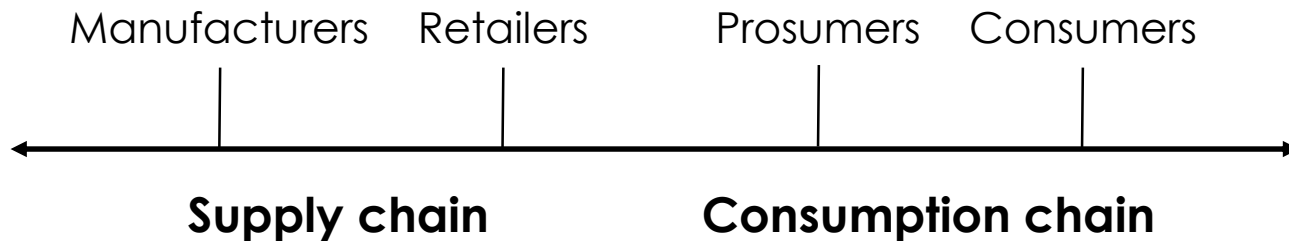
What our consumers did



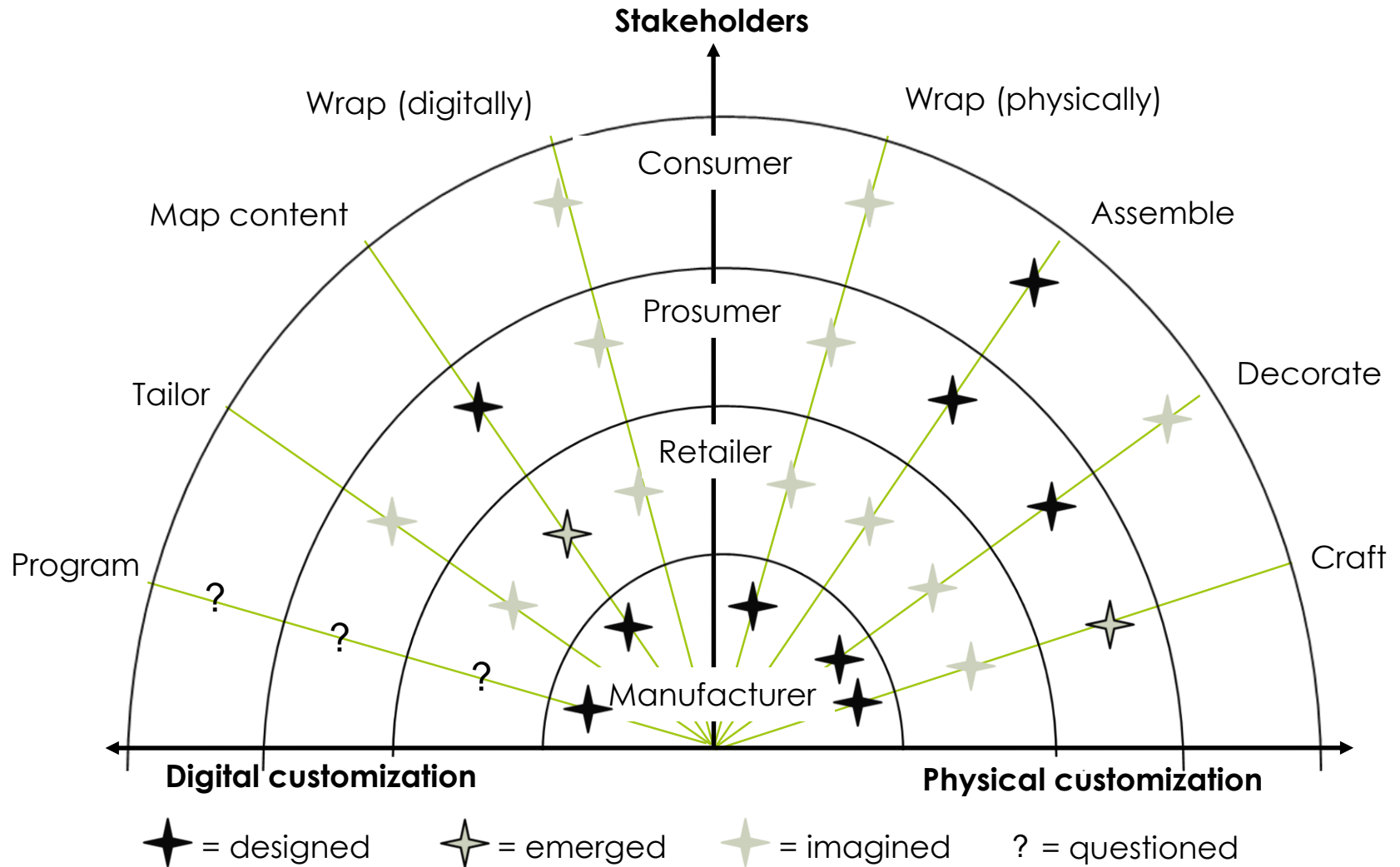
Broad customisation



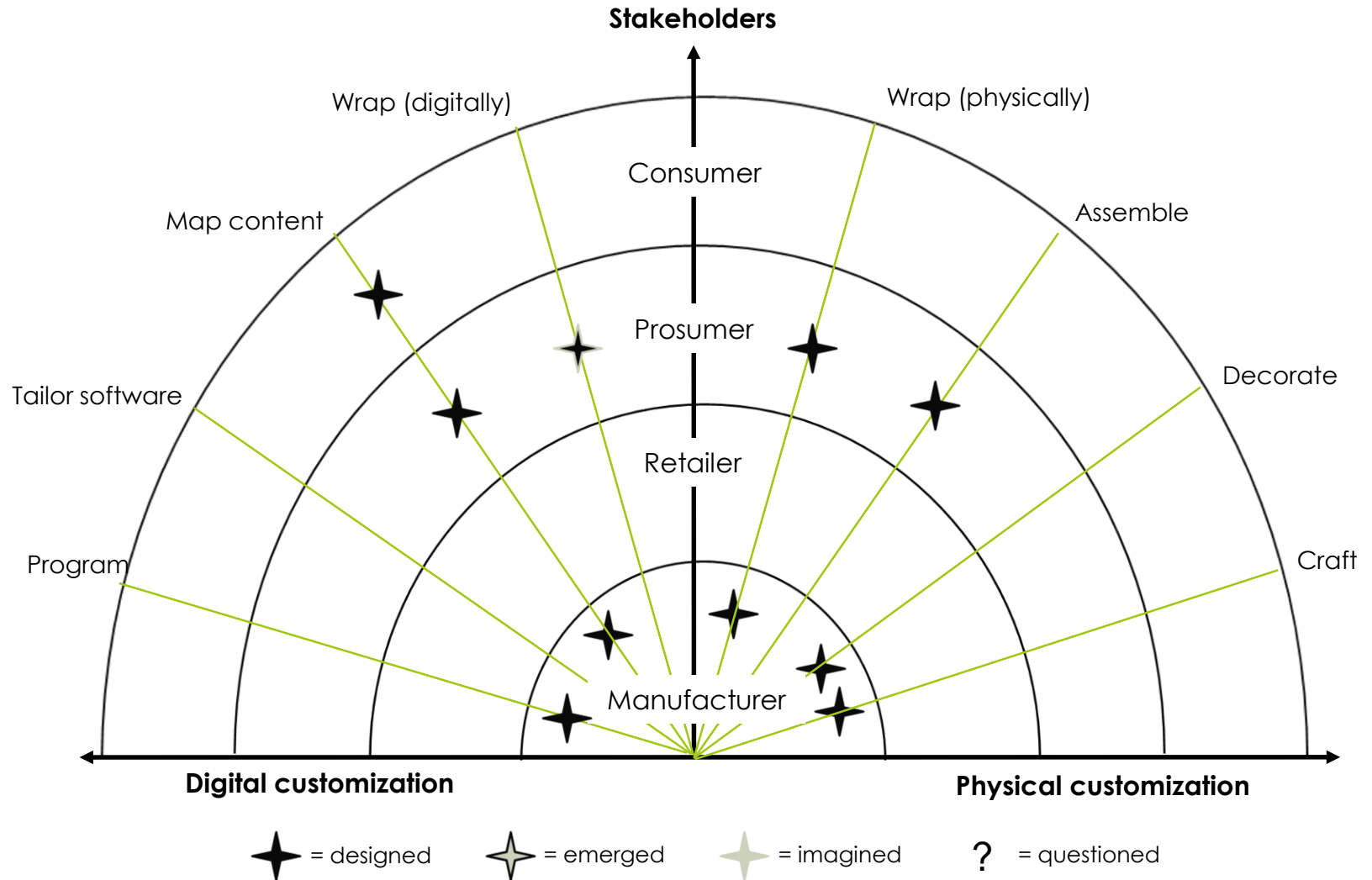
End-to-end customisation



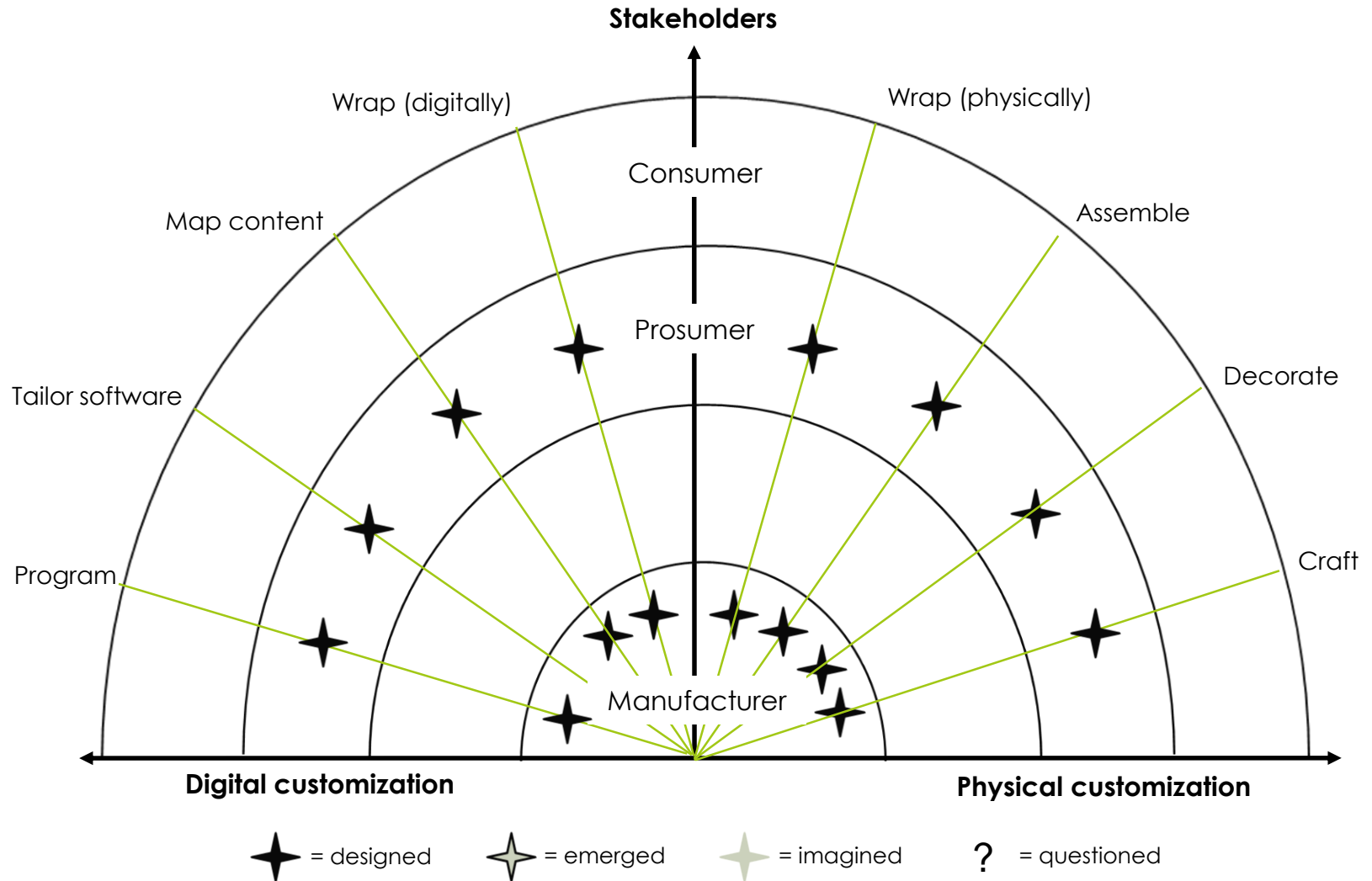
A customisation map



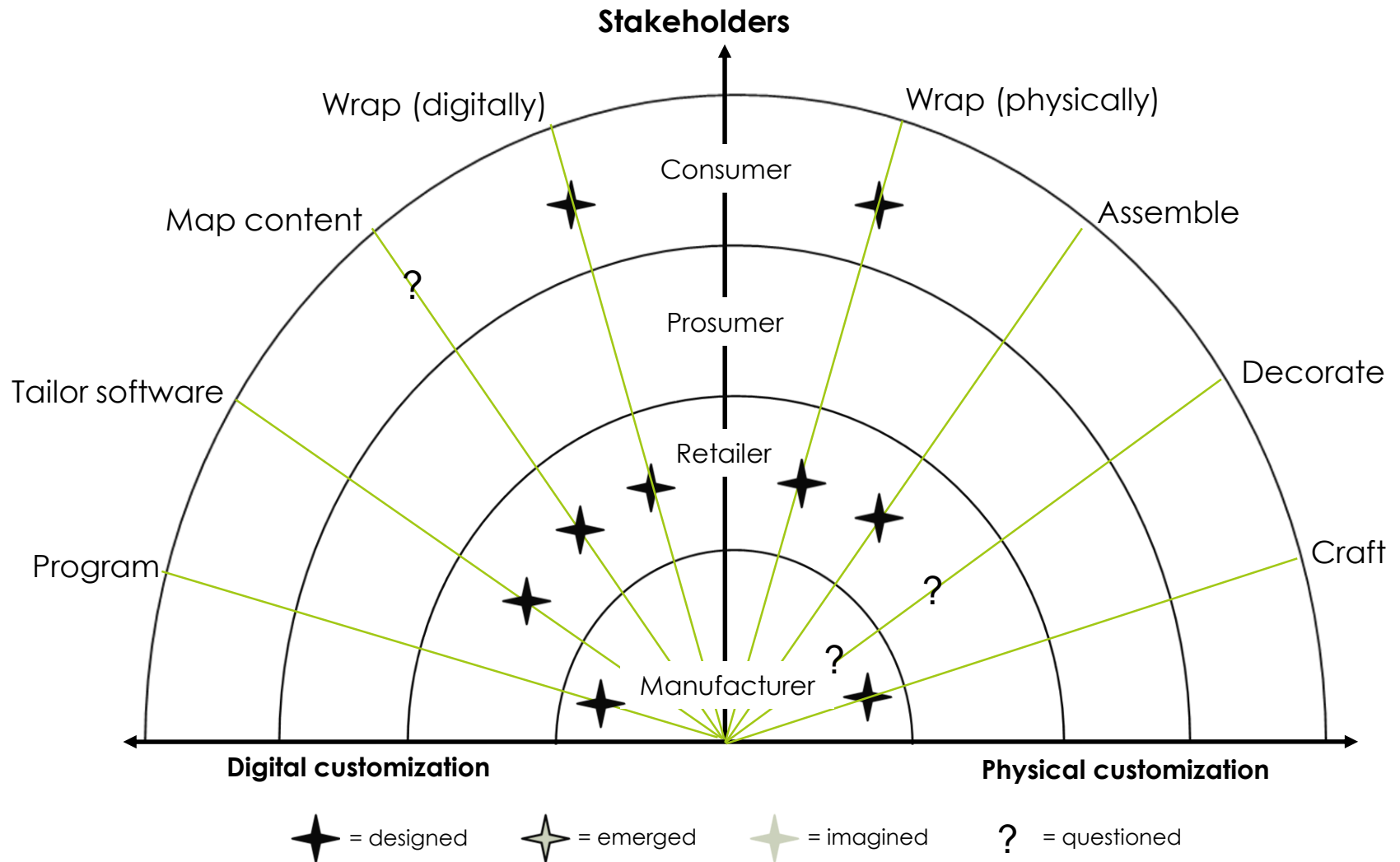
Family and friends sharing



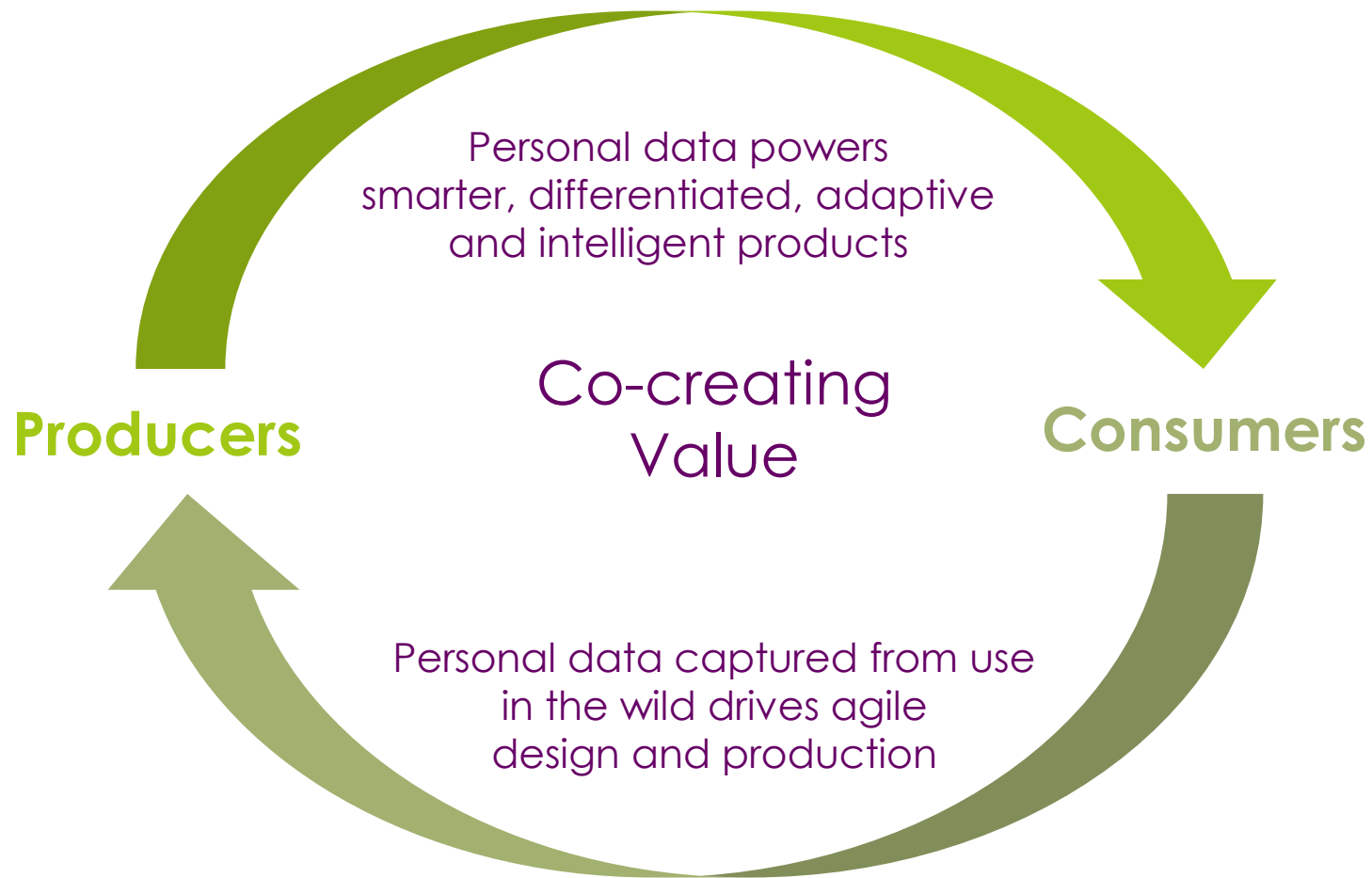
Craft kit



Media channel



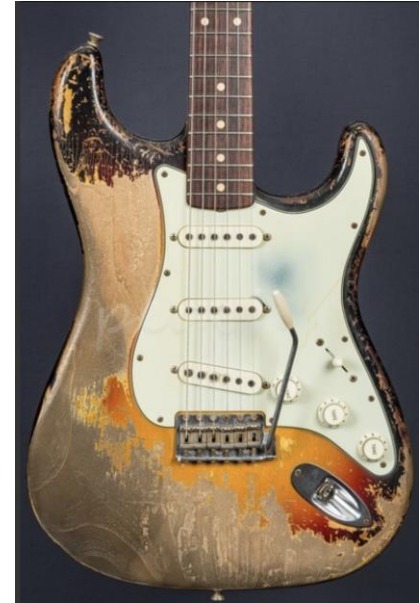
Hybrid products as co-created



Hybrid products as socially connected products

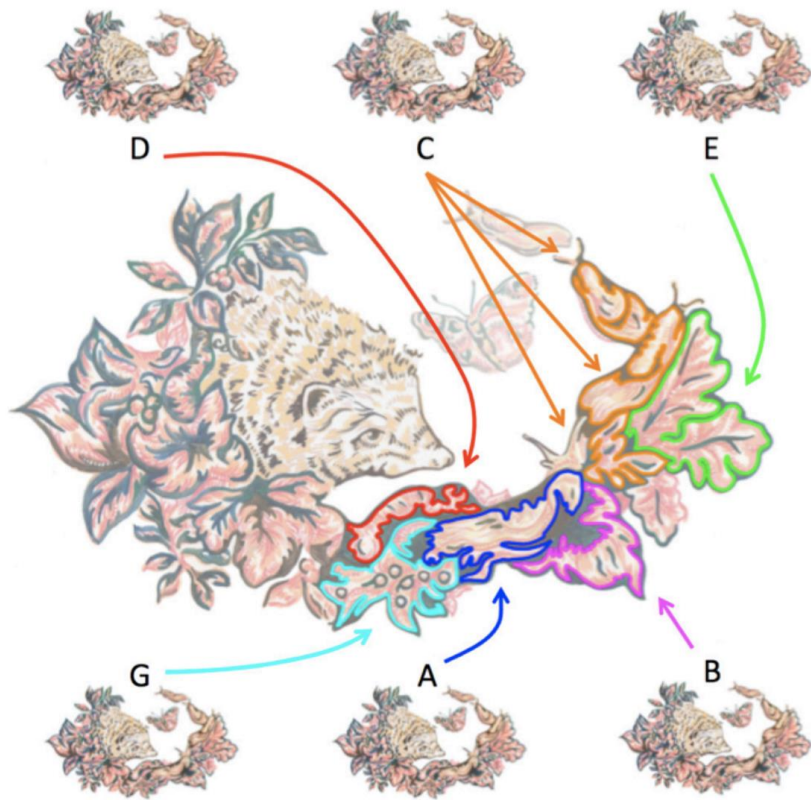


Celebrity endorsed signature editions



Reliced models

Identifying brands and instances



From guitars on Facebook to the Facebook of guitars?



The question of fair and transparent use of personal data

Especially across multiple custodians and other stakeholders

Perspectives on hybrid products

- ... as physical-digital systems
- ... as blending goods, services and experiences
- ... as templates for co-creation
- ... as being socially connected