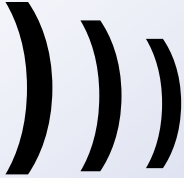


))) *BeltCast* (((

broadcast your mind ...

BeltCast broadcast your mind ...

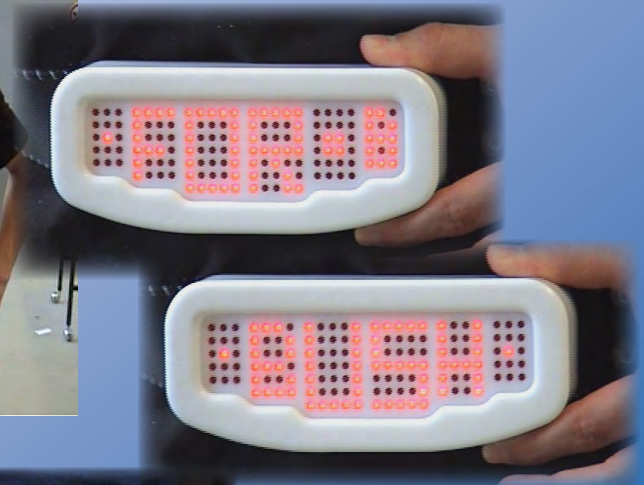


Having an opinion is expected from everyone.

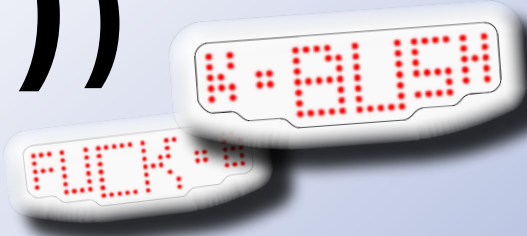
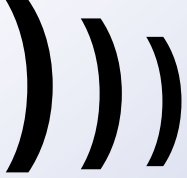
Not caring about politics is deemed unsocial and undemocratic.

Always talking about – and defending – your views and your preferences on politics can be tiresome, and makes some people uneasy.

With BeltCast everyone can see for themselves what your standpoint is on politics...



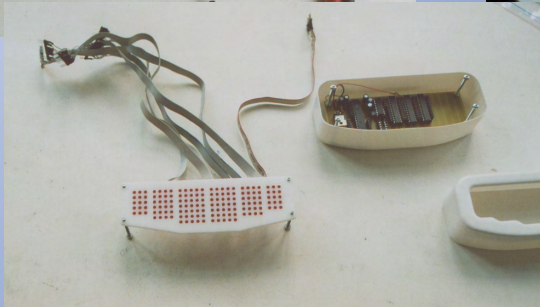
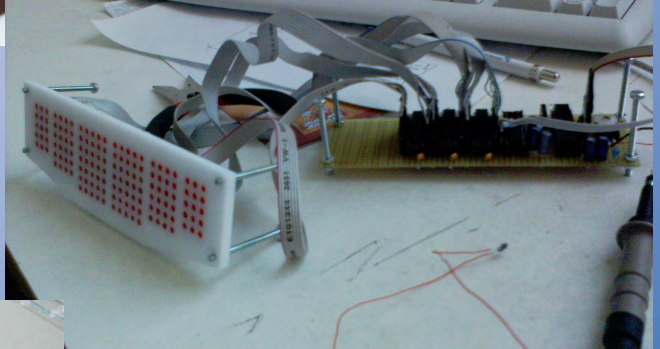
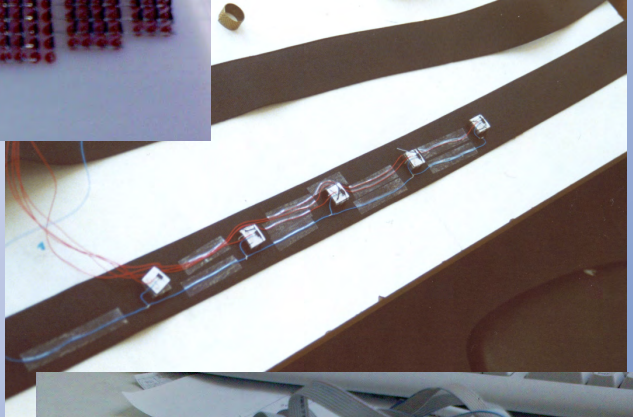
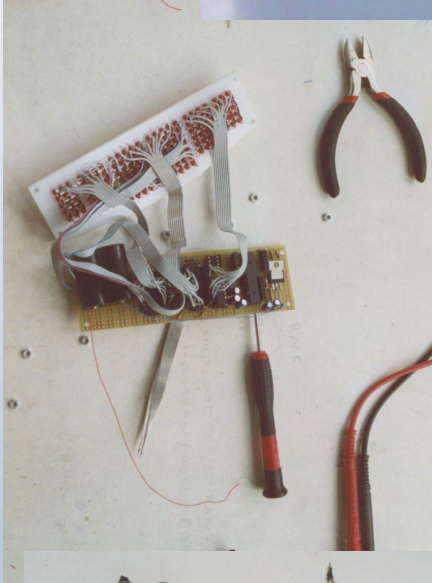
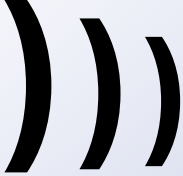
BeltCast broadcast your mind ...



BeltCast is a belt with a six letter LED-matrix display, on which a message is scrolled through. BeltCast recognizes the wearers political affiliation via an „almost universal“ fact: young, liberal people wear pants – and also the belt – low on the hips, many of them influenced by the baggy-pants fashion. Here, the belt is in its widest position. Conservative people do not wear baggy-pants, on the contrary, they wear their pants high up around the waistline, the belt is in its tightest position.

BeltCast has five different, discrete settings, recognizing through sensors, on which setting the belt is at the moment. The five settings – ultra-liberal, liberal, middle, conservative and ultra-conservative – induce five different messages on the display: FUCK BUSH – POWER TO THE PEOPLE – FREEDOM FOR ALL – GO USA, GO – I VOTED FOR BUSH.





BeltCast was developed in 2006 at the Hochschule für Gestaltung in Karlsruhe, Germany within the seminar *showoff devices*.

