



human^{.io}

express yourself

The obsolete life
is not worth living.

written by m.lathrom

HUMAN.IO

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FADE IN:

INT. CONFERENCE HALL AUDITORIUM - DAY

BELL WILLIAMS (51.2), against a black background, holds his finger tips together in the contemplative V shape. A small rectangular remote wedged between his thumb and palm.

He takes pause as he considers his next words.

The V-shaped theme is reflected in his facial features. His eyebrows peaked and raised in a permanent state of pensive intrigue. He has a sharp widow's peak of white hair that could be carved out of marble. He wears deep red slacks and a red button-up. His skin a perfectly complementary rich brown.

He raises the remote. Taps it with his index finger.

BELL

Tonight, we introduced PERSONA™. Sixteen unique personality types for the thirty-two emotional expressions currently available in Human I.O. That's five hundred twelve ways for you to express yourself. Over two hundred fifty thousand emotional combinations in a two person interaction, and with each new friend you add, you only multiply the possibilities.

People of all shapes, sizes, and colors, equally represented and organized in a coordinated pattern in the seats. They all wear modern slacks and button-ups with the Human logo. A sea of smiling faces, all frozen in the same soulless expression.

On the backs of their necks, a small circular port lit red.

Bell lifts his remote. Presses a button. On the screen, a 3d rendering of a shirt and slack pops up. It transitions colors and patterns to show the different combinations.

BELL

We also introduced PATTERN™. Endless possibilities for your Human® APPAREL™. And one more thing. It's backward compatible all the way to APPAREL™ two point five.

The crowd shares impressed glances. Murmurs.

BELL

But here at Human®, we don't just want to create the platforms for you to express yourself, we want to give you the tools to be on the outside what you are on the inside. You may have already heard about our collaboration with the bioengineering firm, Nanometrix, from a now-defunct pirate news outlet that shall remain nameless.

The audience laughs in unison.

BELL

While developing PATTERN™, we discovered a fatal flaw. Baby blue wasn't my color.

A picture of Bell with a baby blue prototype outfit in a lab appears on the screen behind him. The pale baby blue is harsh against his dark skin, detracting from his face. He wears a big, goofy smile with thumbs up.

The audience chuckles.

BELL

That's a big part of the spectrum that's off limits to me. So we developed Match™ technology, which analyzes your skin tone to create a perfectly coordinated look. But we don't like limits. We don't think there's a limit to how you should be able to express yourself. You are not crayons in a box, you're shades in a spectrum. And to truly express yourself, you need to be able to choose where on that spectrum you shine the brightest.

The audience stares with blank faces.

BELL

Baby blue wasn't my color.

Bell's outfit transitions to red.

The audience laughs.

BELL

But now it is.

Bell's skin fades to a light tan tone. The baby blue outfit pops against his tan skin.

BELL

And so is green.

Bell's skin fades to pale white. His outfit fades to a mint green.

BELL

And any color that I want.

His skins cycles through every color in the spectrum along with his clothes.

The audience roars with shouts and applause.

BELL

Introducing... TONE™.

The crowd jumps to its feet. Their faces cycle between the simple expressions: excitement, happiness, awe.

In 16x16, Brady Bunch style boxes, people in color-changing Human® APPAREL™ change skin TONE™. Endless possibilities.

FADE OUT.

THE END