

A woman with wavy brown hair and dark red lipstick is wearing a black, sequined, one-shoulder dress. She is looking off to the side. A glowing blue digital overlay, resembling a circuit board or data stream, is visible on her right shoulder and upper arm. The background is dark and moody.

CUTECIRCUIT

FASHION + WEARABLE TECHNOLOGY SINCE 2004

A woman with wavy brown hair and dark red lipstick is wearing a black, sequined, one-shoulder dress. She is looking slightly to her right. A glowing blue digital overlay, resembling a circuit board or data stream, is superimposed over the left side of her dress and extends across the center of the image. The background is dark and moody.

CUTE CIRCUIT

THE FIRST WEARABLE TECHNOLOGY BRAND DEVELOPING BOTH
FASHION AND TECHNOLOGY INNOVATION.

DESIGN AND ENGINEERING ALL DONE 'IN-HOUSE', TO CREATE
A SEAMLESS BEAUTIFUL PRODUCT AND USER EXPERIENCE.

“Our senses are not receptors so much as reactors and makers of different modalities of space. Perhaps touch is not just skin contact with things, but the very life of things in the mind.”

Marshall McLuhan

(The Book of Probes)

WORLD'S FIRST WEARABLE HAPTIC TELECOMMUNICATION DEVICE (2002)

HUGSHIRT

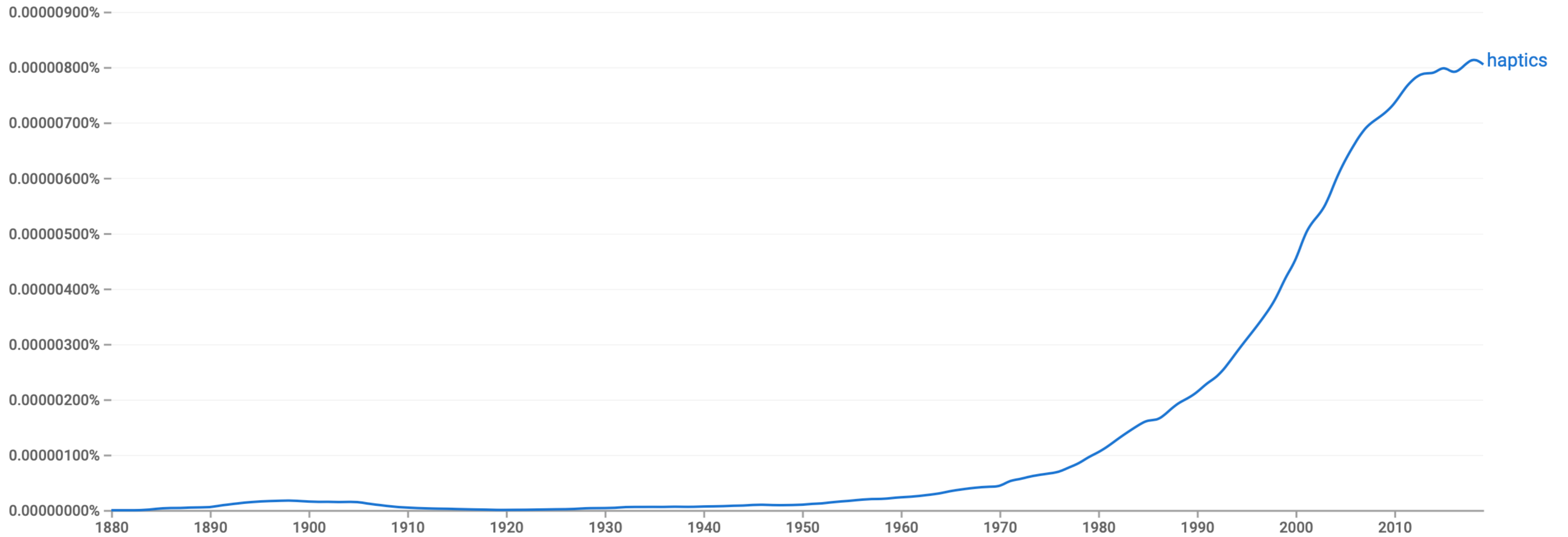
TOUCH IS RECREATED IN REAL-TIME AND OVER A DISTANCE,

THROUGH SENSORS AND ACTUATORS EMBEDDED INTO THE FABRIC OF THE GARMENT.



WHY INNOVATION

TECHNOLOGY CAN IMPROVE LIFE



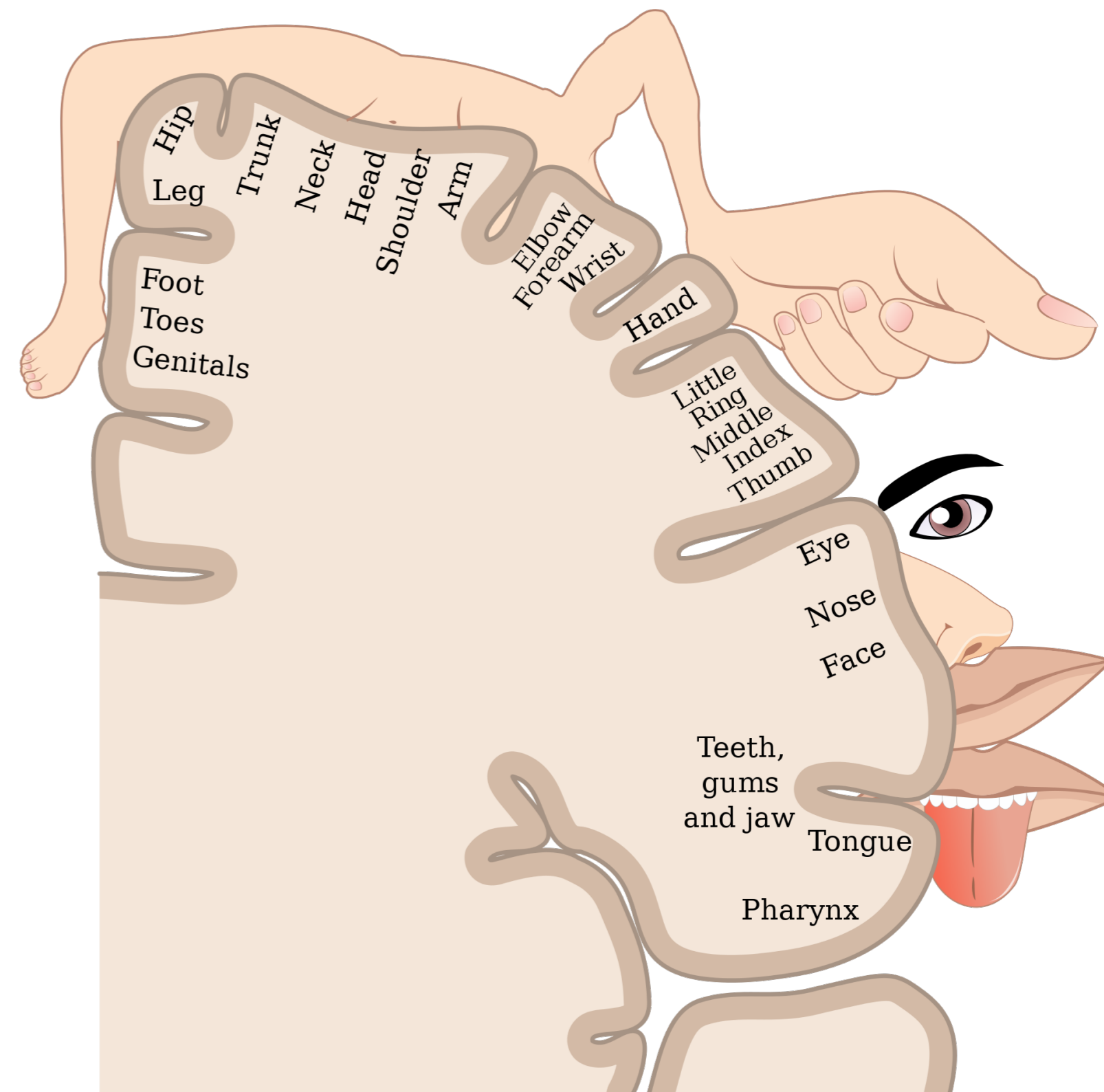
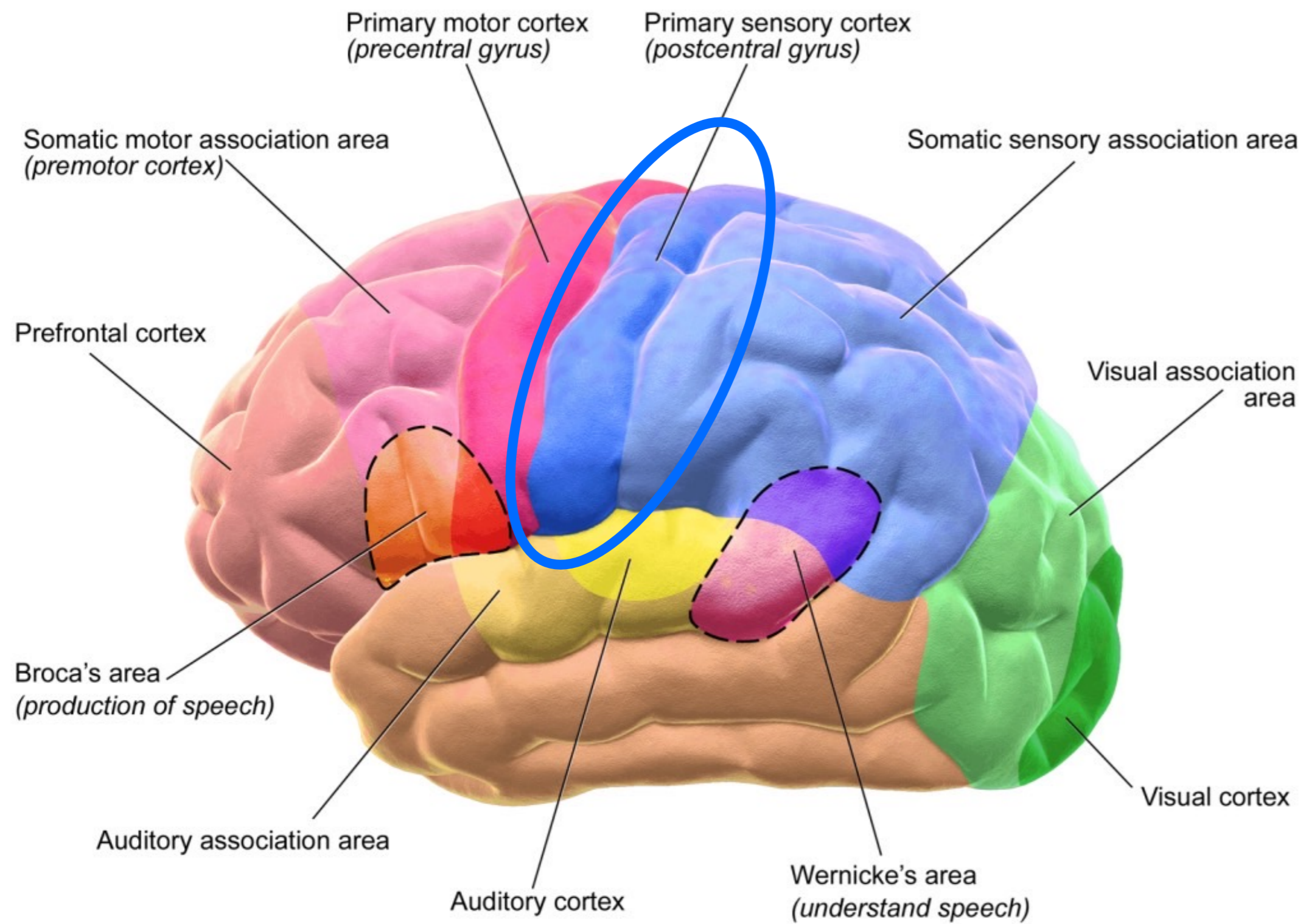
Google Ngram graph showing how a word has occurred in a corpus of books over the years

“When I press my two hands together, it is not a question of two sensations that I could feel together, as when we perceive two objects juxtaposed, but rather of an ambiguous organization where the two hands can alternate between the functions of 'touching' and 'touched.’”

Maurice Merleau-Ponty

(Phenomenology of Perception)

Motor and Sensory Regions of the Cerebral Cortex



Primary Somatosensory Cortex

INCLUSIVE EXPERIENCES

MUSIC, DANCE, GAMING, FOR EVERYONE

WEARABLE HAPTICS

SOUND SHIRT

REAL-TIME HAPTIC FEEDBACK
FROM LIVE MUSIC PERFORMANCE

APPLICATION FOR DEAF AUDIENCE
MEMBERS THAT ALLOWS TO FEEL
MUSIC AS TOUCH SENSATIONS

USED BY EVERYONE FOR
VIRTUAL AND AUGMENTED REALITY
EXPERIENCES, VIDEO GAMES

PATENTED



AWARDS:

WINNER OF THE UNESCO NETEXPLO
INNOVATION AWARD 2019

ARS ELECTRONICA STARTS PRIZE 2019 NOMINEE

FAST COMPANY INNOVATION BY DESIGN
AWARDS HONOURABLE MENTION IN 3
CATEGORIES (FASHION AND BEAUTY, SOCIAL
GOOD, EXPERIMENTAL)





THE
SOUND SHIRT

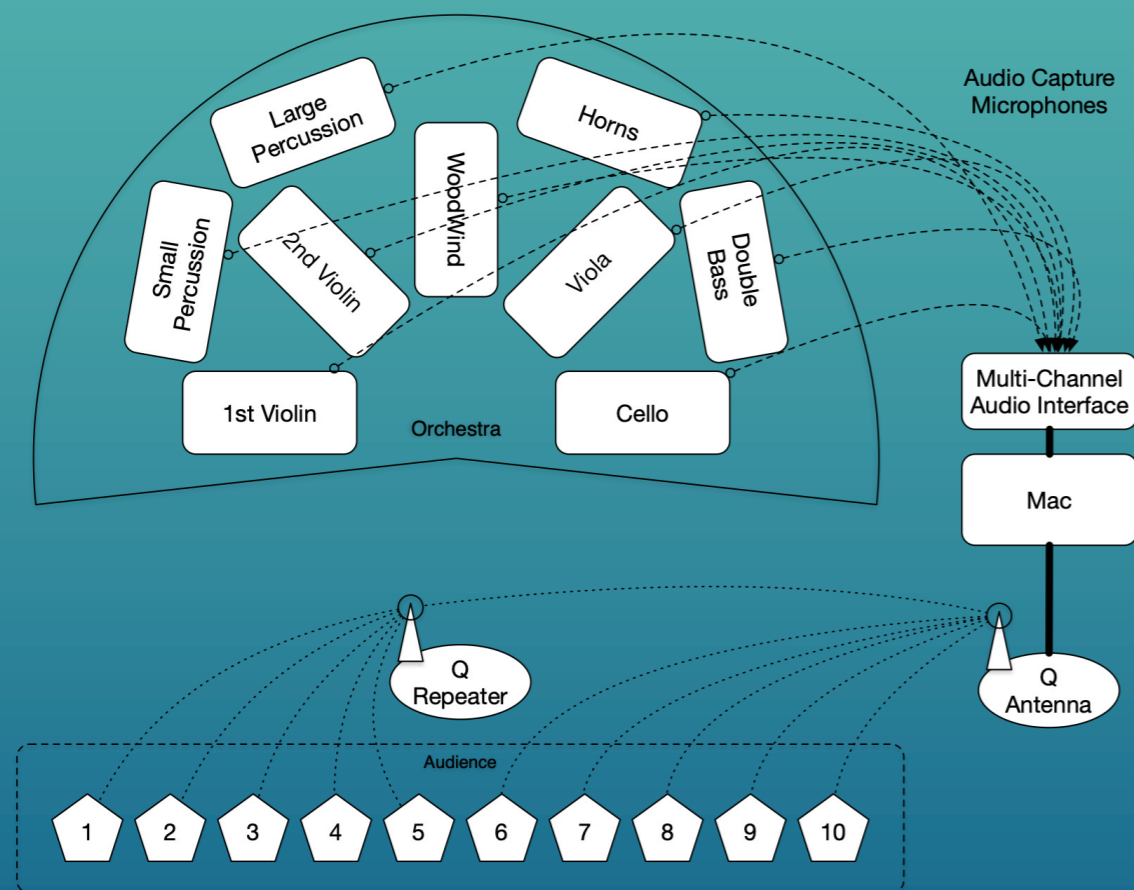
CUTECIRCUIT

THE SOFTWARE

REAL TIME

MUSIC ANALYSIS - THE Q SOFTWARE TRANSFORMS SOUND DATA INTO HAPTIC DATA

THE TOUCH DATA IS WIRELESSLY SENT TO THE SOUNDSHIRTS OF THE AUDIENCE WHERE MICRO-ACTUATORS CONVEY THE HAPTIC SENSATIONS



The screenshot shows the 'SOUNDSHIRT' software interface. On the left, a list of 8 audio sources is displayed with their corresponding haptic zones on a shirt diagram on the right. The audio sources are: 1. 1st Violins (Right Shoulder), 2. 2nd Violins (Right Upper Arm), 3. Viola (Right Lower Arm), 4. Cello (Right Upper Torso), 5. Double Bass (Right Lower Torso), 6. Brass (Right Upper Wrist), 7. Woodwind (Right Lower Wrist), and 8. Timpani (Right Hip). The shirt diagram shows 15 haptic zones: Right Shoulder (7), Left Shoulder (5), Right Upper Arm (6), Right Upper Torso (13), Left Upper Torso (15), Left Upper Arm (4), Right Lower Arm (12), Right Lower Torso (3), Left Lower Torso (14), Right Hip (2), Left Hip (0), Right Upper Wrist (11), Left Upper Wrist (9), Right Lower Wrist (10), and Left Lower Wrist (8). The interface also includes a control panel at the bottom with options for 'Audio to Tactile Transmission', 'Audio Source' (Built-in Microphone), 'Convert Audio', 'TransmitPort' (Bluetooth-Incoming...), 'Transmit', 'CPU Load %' (0), 'Orchestra', 'Preset File', 'Load', 'Save As...', 'Save', and 'Fullscreen'.

SOUNDSHIRT

HAPTIC MAPPING



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DIGITAL, 3D PRINT

DESIGN

THE DESIGN REFLECTS THE VISUALISATION OF SOUND WAVES AS THEY PROPAGATE ACROSS THE BODY OF THE WEARER

LIGHTWEIGHT,
WIRE-FREE FABRIC
CONSTRUCTION

STRETCH OEKOTEX CERTIFIED
FABRICS TO SUIT WEARERS OF
DIFFERENT SIZES




CUTECIRCUIT

REAL-TIME ACTUATION SOFTWARE

SOUND SHIRT

11 FEBRUARY 2018, HAMBURG, GERMANY:
CLAUDIA WEYEL WEARS THE SOUNDSHIRT DURING A
PERFORMANCE OF THE JUNGE SYMPHONIKER ORCHESTRA



and it's an experience, it means you can feel the music with this. So, it will change your life, I think.

HERMON AND HERODA, DEAF SINCE AGE 7

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FEELING THE SOUNDSHIRT

WILL-I-AM



CUTECIRCUIT

The HUG SHIRT

HUG: REMOTE TOUCH
WORKING WITH HOSPITALS IN BOTH USA & UK

WEARABLE HAPTICS
HUG SHIRT



A person wearing a white lab coat is shown from the side, reaching into an open cardboard box. Inside the box, there is a blue garment, possibly a shirt or jacket, which is partially visible. The scene is set in a room with a wooden chair and a dark surface in the background. The lighting is soft and focused on the box and the person's hands.

THE HUG PROJECT

FOR THE IMMUNOCOMPROMISED



Care Home Research Data

Goal

To determine whether the Liverpool 5G network could provide the required connectivity to positively impact on the health and social care of residents in the Kensington and Fairfield area (City of Liverpool, UK).

Research Area

To ascertain whether using the Hug Vest over the 5G network would result in a decreased feeling of loneliness for residents in a Care Home.

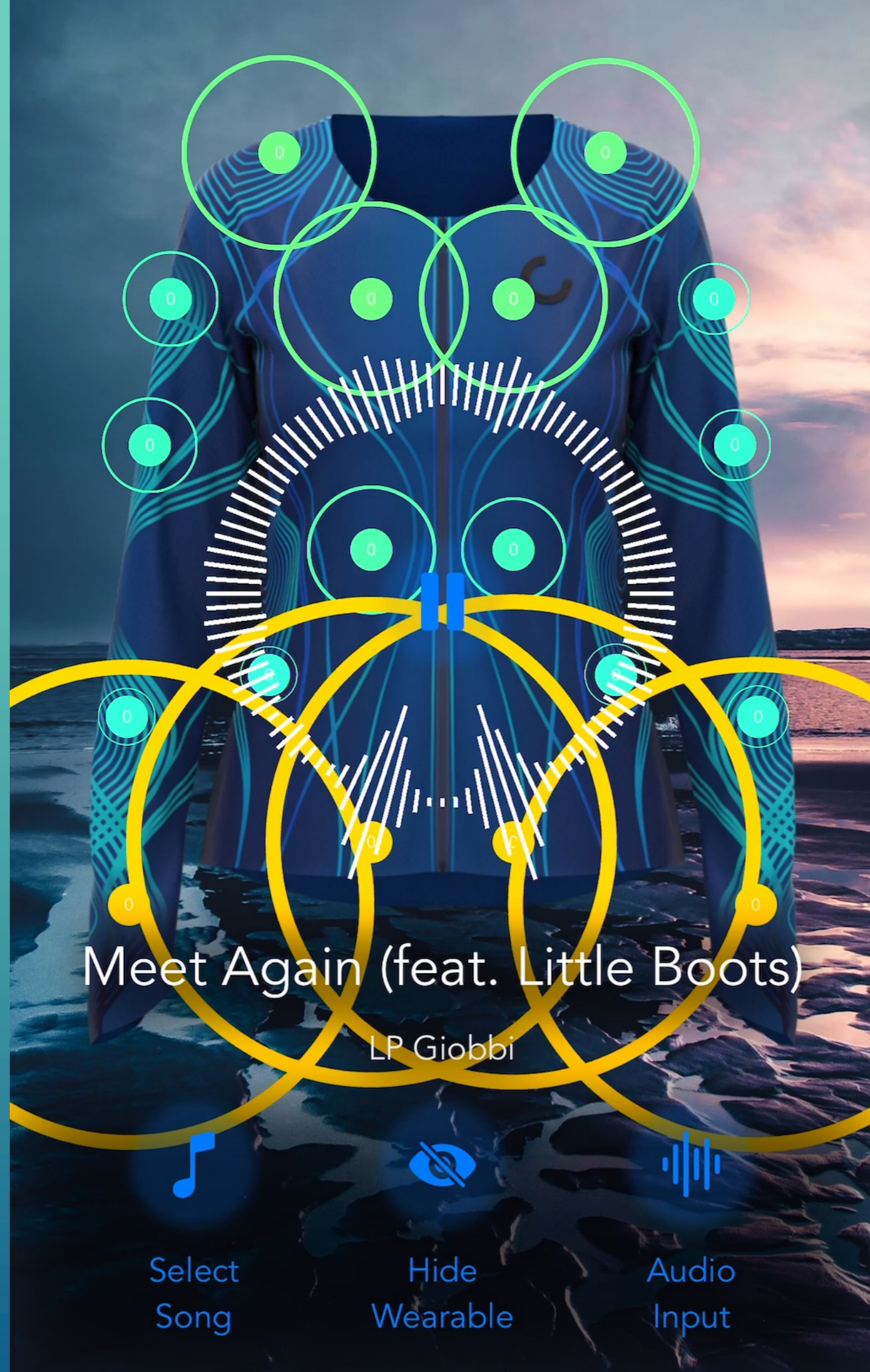
Study Results

Using the UCLA Loneliness scale (ONS, Office of National Statistics, 2018), there was:

- A 64% decrease in respondents who said they lacked companionship some of the time, with a 45% increase in those who felt they **hardly ever, or never** lacked companionship.
- An 82% decrease in those who said that they felt left out some of the time, with a 64% increase in those who said they **hardly ever, or never** felt left out.
- A 72% decrease in respondents who said they felt isolated from others some of the time, with a 55% increase in those who said they **hardly ever, or never** felt isolated from others

FUTURE NOW

TOUCH EVERYTHING EVERYWHERE



Meet Again (feat. Little Boots)

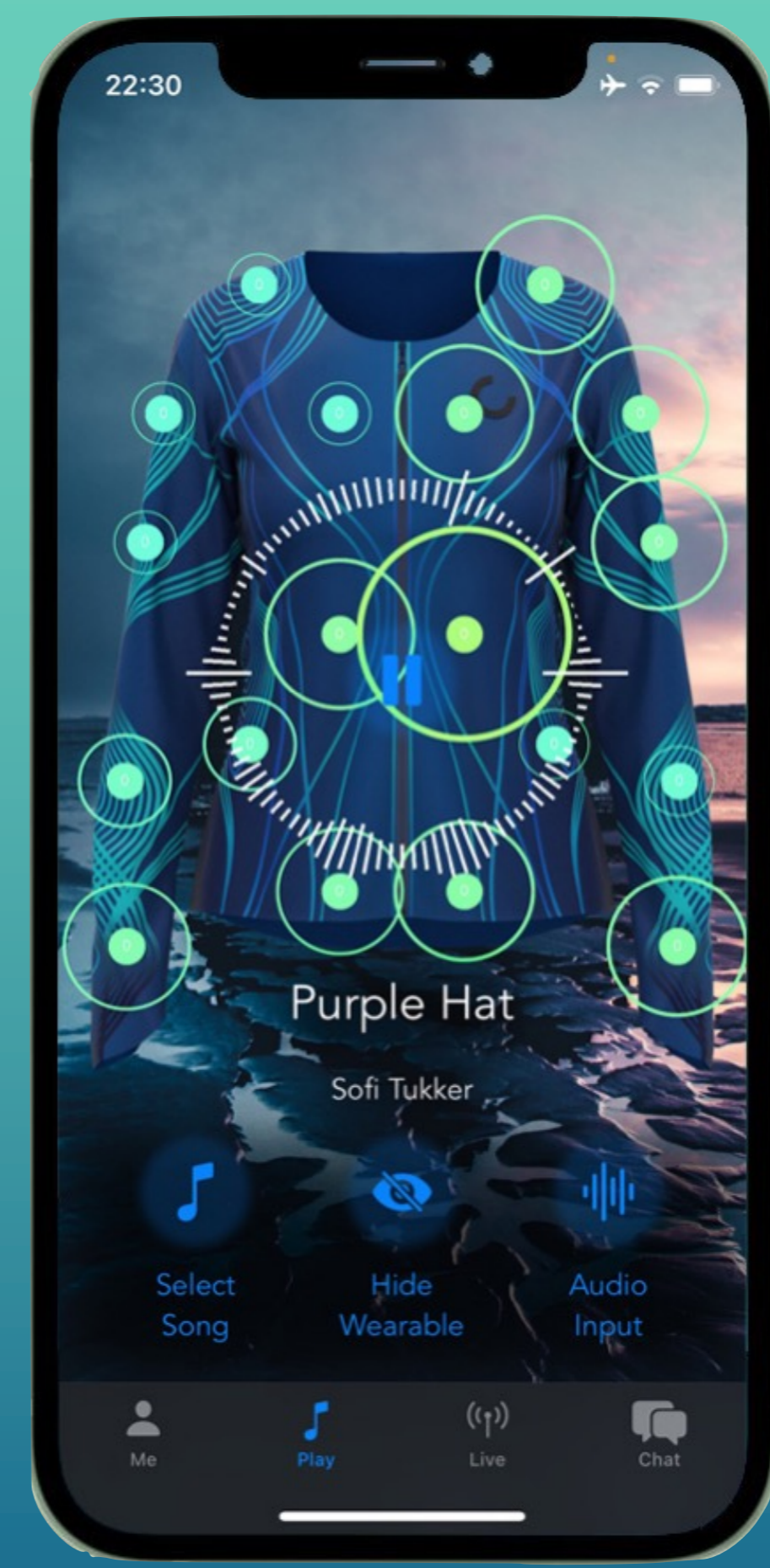
LP Giobbi

Select Song

Hide Wearable

Audio Input

THE SOUNDSHIRT MOBILE



Purple Hat

Sofi Tukker

Select Song

Hide Wearable

Audio Input

Me

Play

Live

Chat

THE SOUNDSHIRT
GAMING,
DANCE,
EVENTS.

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“In the electric age we wear all mankind as our skin.”

Marshall McLuhan

Understanding Media (1964)



Feel the force

THANK YOU!

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