

AVX² Platform (based on Audio Visual teXt fX)

VFX
JukeBox
w/ POV
Response
Cam

Jumbotron
Image
Feed

LED 3D
Whisper
Plant



Movie
Dialogue
Clip

Giant
Abstraction
Tube w/
Wordball
Slide

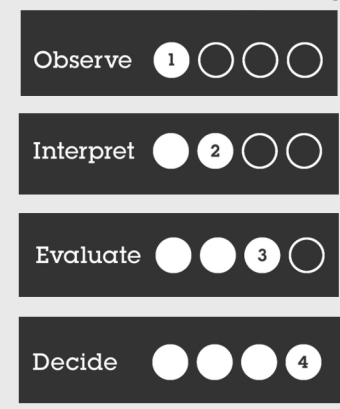
Host &
Player
Game
Controller

Diagram for "Big Idea" Wordball Machine: **Level One Game Play Environment**
CULINARY SNACKSTER

IBM's Watson (based on computational creativity)



Ingredient Database and Recipe Engine



COMPUTATIONAL GAME MECHANIC

While the cognitive flow of human creativity would be the same using an alphanumeric system capable of graphical representations, the impact of including diversified rich media, as well as non-linear data flow would greatly enhance the opportunity for novelty and virality in the creation of new food concepts and products.