

Social Visual Communication






billion

photos will be taken next year



“This is a watershed time where we are moving away from photography as a way of recording and storing a past moment, and we are turning photography into a communication medium.”

-- Robin Kelsey, Harvard photography professor

A close-up photograph of a person's finger touching a smartphone screen. The screen displays several app icons, including Instagram, which is the central focus. Other visible icons include a camera app, a music app, and a photo gallery app. The background is dark and out of focus.

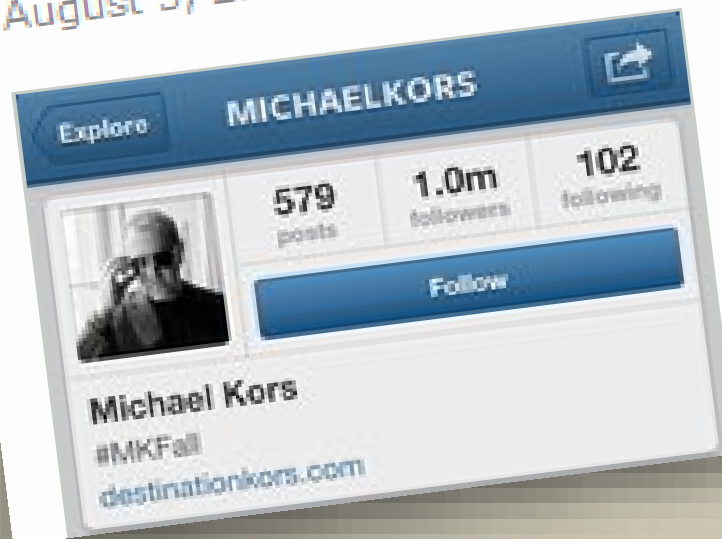
27,800 photos uploaded
to Instagram every minute

- 5 million per day, 575 likes & 81 comments *per second*
- Engagement 10x Twitter's

Instagram registers consumer engagement 18 times that of Facebook: L2 Think Tank

By Erin Shea

August 5, 2013



Instagram is becoming a core platform for brands to engage with consumers since it registers consumer engagement 18 times that of Facebook and 48 times that of Twitter, according to the latest report from L2 Think Tank.

208,000 photos uploaded to Facebook every minute (6 billion/month)

- 
- 20% of daily shared photos
 - Half of Facebook newsfeeds
 - Engagement 100-180% better



Los Angeles Dodgers

Only in Hollywood -- on July 13, following the #Rockies vs. #Dodgers game at Dodger Stadium, fans can take in "42". Get tickets: <http://stmlb.com/16ZwFZk>



Like · Comment · Share · 5,733 55 124 · 10 hours ago ·



Roku

Who wants one?

#StayTuned



Like · Comment · Share · 4,542 255 113 · 10 hours ago ·



Mother's Restaurant

Did you know that seafood can be ordered fried or grilled?



Share what's new...

**Esther Schindler**

Shared publicly · 8:23 AM

#Trailer

So what do you think of the Jobs trailer?



Add a comment...

**Maria Barilomo**

Shared publicly · 8:30 AM

Rick Sammon originally shared:

I enjoy photographing horses running at me at top speed. The key: get the heck out of the way after you shoot.

#horsexhobs #horsephotography

Read more

**Maria Barilomo**

Shared publicly · 8:30 AM

Jennifer Bailey originally shared:
Long Exposure Sunrise @ Catalina. I've been going to Catalina for a long long time. Nearly every
Read more

Add a comment...

**Neren Dietz** 8:27 AM

Wonderful



Add a comment...

**Marvin Chow**

Shared publicly · 8:29 AM

#NASCAR

Zooooom - Sonoma Raceway #nascar



Add a comment...

**James Wester**

Shared publicly · 8:35 AM

Sometimes, it's best to just not

I just took down a goat.

Read more

Community invitations

View all

**AIGA Las Vegas**

Richard Becker invited you

View

**Bloggers United**

Jayma Soulé invited you

View

**Good Business**

Gideon Rosenblatt invited...

View

Photos taken recently

View all

These photos have not been shared (only visible to you)



Share

You may know:

View all

**Matthew Rappaport**

23 people in common

Add

**Whitney Hoffman**

10 people in common

Add

**Ayoub Khate**

11 people in common

Add

**Scott Armstrong**

Shared publicly · 8:21 AM

The last of the peonies is starting to lose its blooms, but the day lilies and roses are doing well.

W Eagle Point Rd, Polo, Illinois



Add a comment...

**Catherine Maguire**

Shared publicly · 8:38 AM

Atefeh vanameloni is stuck in the left hand corner of my screen. I hope she doesn't get too uncomfortable, doesn't look like there's much room.

**Pinterest generated the 4th largest amount of
web traffic worldwide**



outperforms



by a factor of

10



**Previously
Unusable
Moments**

News

CNN Covers Obama's trip on Instagram

By CNN Staff

updated 12:50 PM EDT, Thu September 5, 2013



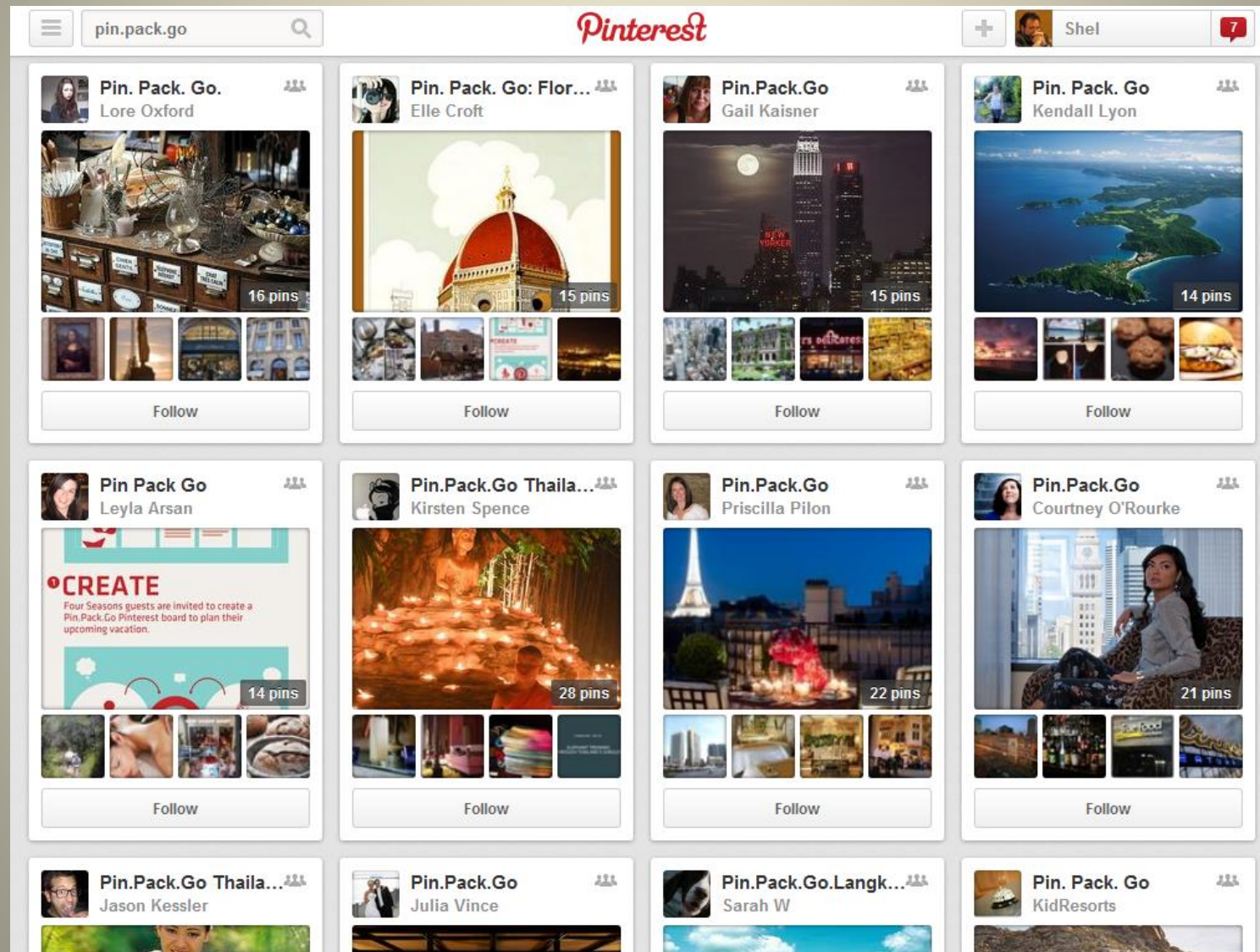
President Barack Obama waves arrives in Stockholm, Sweden for a two-day visit.

STORY HIGHLIGHTS

- CNN staff are documenting President Obama's trip using Instagram
- Use the hashtag #cnnwhitehouse to track all the photos

(CNN) -- The CNN White House Unit is documenting President Barack Obama's travels to Sweden and Russia on Instagram. Visit the CNN White House page on [RebelMouse](#) and you can also follow the photos on Instagram using the hashtag [#cnnwhitehouse](#).

Marketing



PIN.PACK.GO

BY FOUR SEASONS



1 CREATE

Four Seasons guests are invited to create a Pin.Pack.Go Pinterest board to plan their upcoming vacation.



2 COLLABORATE

Four Seasons properties will accept collaboration invitations and help guests plan their stay.

The instructions on how to collaborate with Four Seasons' hotels, which are pinned to the brand's Pin.Pack.Go board.

Pin.Pack.Go Thailand

Exploring Thailand being based in Bangkok long term. Would love advice about travelling on the weekends with friends or alone.



Follow Board

28 Pins

57 Followers



An exotic signature cocktail of Thailand - Siam Sunray
#FSChiangMai



Repinning by
Four Seasons Resort Chiang ...



The Spa at Four Seasons Resort Chiang Mai features seven spacious treatment suites offering total privacy for individuals or couples.
#FSChiangMai



Repinning by
Four Seasons Resort Chiang ...

from
fourseasons.com



Chiang Mai's new neighbourhoods are blossoming with designer clothing boutiques and high-quality handmade jewellery shops, furniture studios and textile showrooms.
#FSJet

by adamhgraham



Repinning by
Four Seasons Resort Chiang ...

from
magazine.fourseasons.com



Experience trekking through the jungles of Northern Thailand on the back of a gentle giant in
#ChiangMai - Day 15 by Four Seasons Magazine #FSJet



by Four Seasons Magazine



Repinning by
Four Seasons Resort Chiang ...

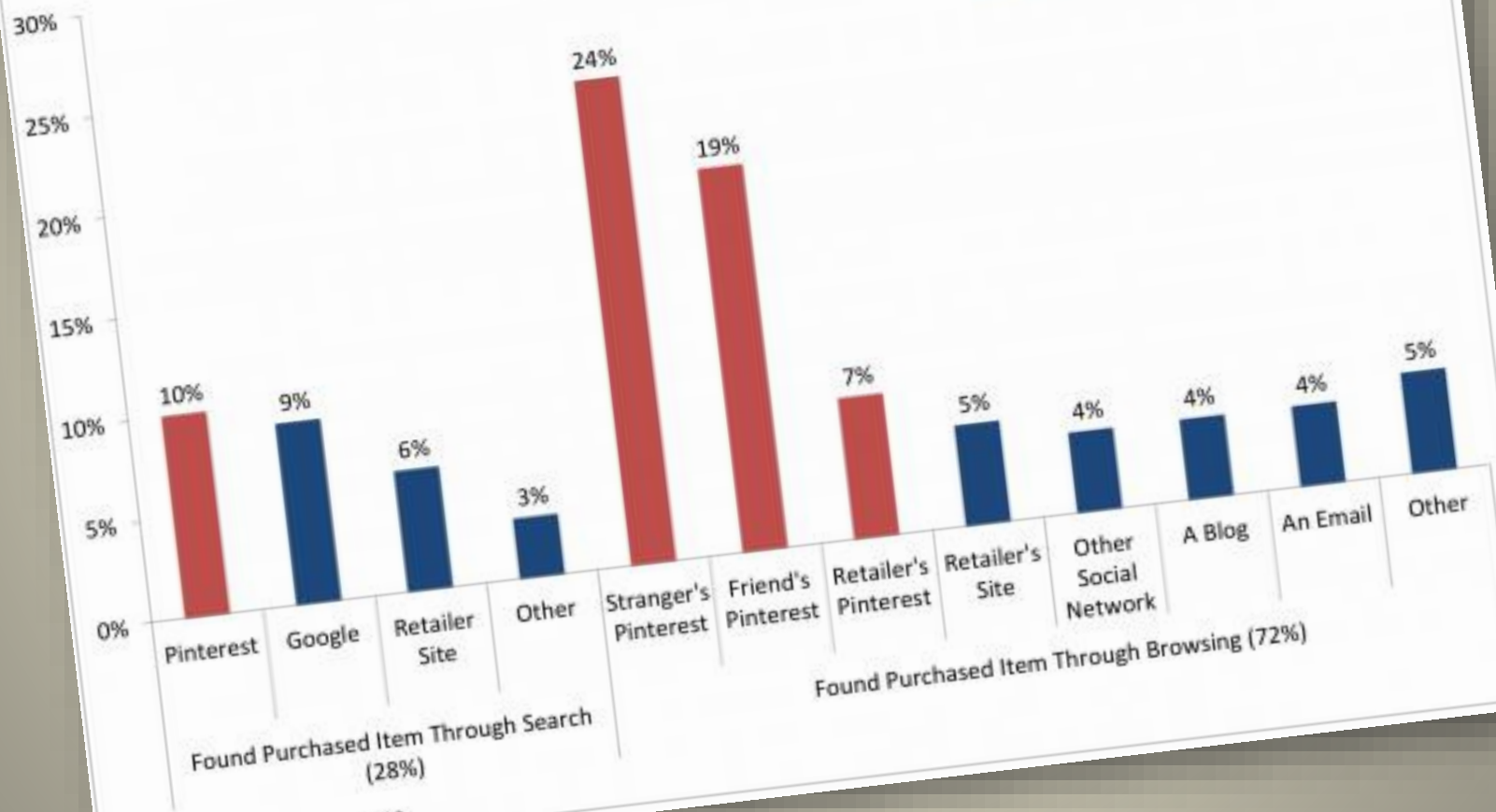
from
vimeo.com



Where Pinterest-Influenced Shoppers Discovered An Item They Later Bought In A Physical Store

Question: Before Pinning It, How Did The Item Come To Your Attention?
Red Columns Indicate Item Discovery Originated On Pinterest

BI INTELLIGENCE



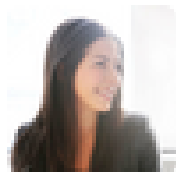
Source: Vision Critical, July 2013

Pinterest

TOP PINNED ITEMS

#WORLDSTROM





Rebecca Minkoff ✓

@RebeccaMinkoff



We're on [@Snapchat](#)! We'll exclusively reveal full [#RMSRING](#) looks this Friday - before they hit the runway. Add us: [rebeccaminkoff](#) [#nyfw](#)

4:03 PM - 2 Sep 2013

14 RETWEETS 5 FAVORITES





“We believe the consumer is part of [Fashion Week], and that their inclusion is going to grow. The consumer has a voice and say in [our] brand, they should get special perks even if they can’t attend the show.”

-- Uri Minkoff

Ektachrome

SLIDE

Orienting
Humanizing
Interacting
Placemaking
Showcasing
Crowdsourcing



PROCESSED BY KODAK

Behind the Scenes

Through the Missouri History Museum's "Behind the Scenes," staff members provide insights and stories about artifacts that are either on display in the Museum or in storage. Some blog posts and videos actually take viewers "behind the scenes" to the storage areas and offices that lie beside and underneath the Museum's public spaces. Other snippets offer personalized descriptions of pieces in the permanent galleries or archives. Read more at the Museum's blog historyhappenshere.org.

Missouri History Museum

Follow Board

77 Pins

6,765 Followers



Okra growing at the Gillette Family Garden on the Missouri History Museum's east side.

1 repin 1 like

Pinned from historyhappenshere.org



Local photographer Jerry Tovo tells @KSDK NewsChannel 5 about his experiences working with homeless veterans. The "I Was a Soldier" exhibit is now on display at the Missouri History Museum. Admission is free. [mohistory.org/...](http://mohistory.org/)

1 repin

Pinned from ksdk.com



Check out @KSDK NewsChannel 5 story on Slavery at Jefferson's Monticello: Paradox of Liberty. "This exhibit puts a face on the people who were enslaved at Monticello." Slavery at Jefferson's Monticello will be on display at the Missouri History Museum through March 2, 2014.

4 repins 1 like

Pinned from ksdk.com



The Missouri History Museum created a Gillette Family Garden to accompany the Slavery at Jefferson's Monticello exhibit opening in August. Cucumbers



In a recent episode of Who Do You Think You Are?, actor Chris O'Donnell visited the Missouri History Museum Library and Research Center to see documents relating to his great-great-grandfather, Michael McEnnis. O'Donnell met Dennis Northcott, Associate Archivist for Reference, to read excerpts from a reminiscence written by his great-great-grandfather during the 1849 cholera epidemic in St. Louis. Read more about Dennis' research: [historyhappenshere...](http://historyhappenshere.org)

2 repins 4 likes

Pinned from historyhappenshere.org



Solar Impulse Aviators Bertrand Piccard and Andre Borschberg look at items from the Charles Lindbergh collection at the Missouri History Museum Library & Research Center. Read more about their visit: [historyhappenshere...](http://historyhappenshere.org) #solar #aviation #solarimpulse

1 repin 1 like

Pinned from historyhappenshere.org



In any given year more than 100,000 veterans will find themselves homeless. St. Louis photographer Jerry Tovo has put a face on this issue through intimate portraits of the veterans who now find themselves living on the streets. I Was a Soldier, an exhibit showcasing a selection of Tovo's work, opens at the Missouri History Museum on July 6. MHM Director of



Chris O'Donnell visits the Missouri History Museum Library & Research Center and reads an original recollection written by his great-great-grandfather about the cholera epidemic that hit St. Louis in 1849. Watch the whole episode of TLC's Who Do You Think You Are? www.tlc.com/... #wdytya

4 repins 6 likes

Pinned from so.com



In a blog series, MHM shares its approach with elementary school students in the Civil War in Missouri exhibit. We started our tours at the Freedom's Memorial statue. We told students, "This statue tells a story about what happened at the end of the Civil War. Some people look at this statue and feel proud. Other people look at this statue and say, that is absolutely not the way we should remember that story! What do YOU see when



Kids participating in Homeschool Days at the Missouri History Museum. Homeschool Days are offered once a month at the Museum and focus on an educational topic that ties with an exhibit on display. [historyhappenshere...](http://historyhappenshere.org)

4 repins

Pinned from historyhappenshere.org



The Missouri History Museum hosted more than 40,000 school children for field trips in 2012. The school group programs are designed to meet state curriculum standards. The staff incorporates interdisciplinary connections between history and mathematics, science, foreign languages and more. The Museum provides all of its



Visit historyhappenshere.org



Missouri History Museum • 38 weeks ago

Film preservationist Kelly Kreft dons protective gear before opening a canister suspected of containing nitrate film. Learn more about the Missouri History Museum's work to preserve the historical films in its archives: historyhappenshere.org....



calgaryzoo2012ar =

Calgary Zoo 2012 Annual Report 1,457 million people visited the zoo in 2012. Each day was captured in a photo. Thank you for sharing 2012 with us and with family and friends.
<http://www.calgaryzoo.com>

55 photos

271 followers

0 following

April 2013





calgaryzoo2012ar

9w

Conservation Outreach - Hippos



calgaryzoo2012ar

9w

In West Africa, construction was completed on cattle watering facilities in the Wechiau Community Hippo Sanctuary in Ghana to prevent conflict between farmers and hippos. Research was completed in Liberia on the role of sacred forests in protected areas' strategies. Outreach funded a bongo anti-poaching and surveillance project in the Aberdare forest of Kenya and initiated a bongo antelope community-based conservation project in locations adjacent to bongo habitat.

Ektachrome

SLIDE

Orienting
Humanizing
Interacting
Placemaking
Showcasing
Crowdsourcing



PROCESSED BY KODAK



charitywater

Follow

2 months ago

Sarpan Gamanga often used to spend four hours every day walking to get water from a nearby stream. Not anymore. Thanks to @charitywater funding, Sarpan and the other women in Engereda village now have water taps right at home. Which makes for a much shorter journey. #waterchangeseverything

briselseleanor, markosov2, trini3 and 7,376 others like this.



socialcienna



kailsha_uka

My eyes were opened once i went to india for the first time as i am indian but was born and am living in new Zealand



kailsha_uka

What state are u filming in??



buchcanan

Sexylexy



Leave a comment...



Who We Are

At MSLGROUP we firmly believe the network is only as good as our people. People from many walks of life, and certainly many cultures, who together share a passion for client service, the courage to take on the biggest challenges and the tenacity to see those challenges through. <http://www.mslgroup.com/who-we-are/our-people/>



Follow Board

206 Pins

365 Followers



Our Lauren Wilson is in the media again. We are so proud of her & #PR stars in the 40 Under 40 list: www.business2comm...

1 repin



from twitter.com



Louisa Moreton, SAS's Director of Talent Communication and Consultancy will be sharing her top tips for developing a successful employer brand at the Engage. Employee engagement and employer branding conference 2103.

1 repin



from saslondon.com



An exciting win for MSLGROUP Creative+ - a Special Recognition by India's Concerned Communicator Awards (CCA) for the ad titled "Invisible Adolescence".

1 repin



from blog.mslgroup.com



We're still buzzing from our recent back-to-back Campaign Asia Network of the Year Award, so we're ecstatic to announce another win! MSLGROUP has been awarded "Asia-Pacific Consultancy of the Year" by The Holmes Report! Learn more:



MSLGROUP's Renee Wilson On Women in Communications | genConnect - YouTube

by genconnectofficial

1 repin 1 like



from youtube.com



Join us in welcoming Andrew MacDougall as Senior Executive Consultant at our London office. MacDougall, will be a senior strategist and central player in the development of the company's London operation. Read more: mslgroup.com/...



from blog.mslgroup.com



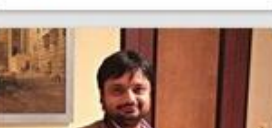
Cleber Martins, Roberta Paixão and Gustavo Fortes

1 like



News: Publicis Groupe Acquires Espalhe - PR and Digital Marketing Agency in Brazil

1 like



Brook-Woodland Named President Of MSL Canadian Operations



from holmesreport.com



Eric Hess, MD, Japan | MSLGROUP



from blog.mslgroup.com



Jon Durrant, Chief Operating Officer, London, Capital MSL



from oospalm.com



Renske van de Straat @MSL Netherlands www.msl.nl/...



	2012	2011	2010	2009	2008	2007	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997	1996	1995	1994	1993	1992	1991	1990	1989	1988	1987	1986	1985	1984	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974	1973	1972	1971	1970	1969	1968	1967	1966	1965	1964	1963	1962	1961	1960	1959	1958	1957	1956	1955	1954	1953	1952	1951	1950	1949	1948	1947	1946	1945	1944	1943	1942	1941	1940	1939	1938	1937	1936	1935	1934	1933	1932	1931	1930	1929	1928	1927	1926	1925	1924	1923	1922	1921	1920	1919	1918	1917	1916	1915	1914	1913	1912	1911	1910	1909	1908	1907	1906	1905	1904	1903	1902	1901	1900	1899	1898	1897	1896	1895	1894	1893	1892	1891	1890	1889	1888	1887	1886	1885	1884	1883	1882	1881	1880	1879	1878	1877	1876	1875	1874	1873	1872	1871	1870	1869	1868	1867	1866	1865	1864	1863	1862	1861	1860	1859	1858	1857	1856	1855	1854	1853	1852	1851	1850	1849	1848	1847	1846	1845	1844	1843	1842	1841	1840	1839	1838	1837	1836	1835	1834	1833	1832	1831	1830	1829	1828	1827	1826	1825	1824	1823	1822	1821	1820	1819	1818	1817	1816	1815	1814	1813	1812	1811	1810	1809	1808	1807	1806	1805	1804	1803	1802	1801	1800	1799	1798	1797	1796	1795	1794	1793	1792	1791	1790	1789	1788	1787	1786	1785	1784	1783	1782	1781	1780	1779	1778	1777	1776	1775	1774	1773	1772	1771	1770	1769	1768	1767	1766	1765	1764	1763	1762	1761	1760	1759	1758	1757	1756	1755	1754	1753	1752	1751	1750	1749	1748	1747	1746	1745	1744	1743	1742	1741	1740	1739	1738	1737	1736	1735	1734	1733	1732	1731	1730	1729	1728	1727	1726	1725	1724	1723	1722	1721	1720	1719	1718	1717	1716	1715	1714	1713	1712	1711	1710	1709	1708	1707	1706	1705	1704	1703	1702	1701	1700	1699	1698	1697	1696	1695	1694	1693	1692	1691	1690	1689	1688	1687	1686	1685	1684	1683	1682	1681	1680	1679	1678	1677	1676	1675	1674	1673	1672	1671	1670	1669	1668	1667	1666	1665	1664	1663	1662	1661	1660	1659	1658	1657	1656	1655	1654	1653	1652	1651	1650	1649	1648	1647	1646	1645	1644	1643	1642	1641	1640	1639	1638	1637	1636	1635	1634	1633	1632	1631	1630	1629	1628	1627	1626	1625	1624	1623	1622	1621	1620	1619	1618	1617	1616	1615	1614	1613	1612	1611	1610	1609	1608	1607	1606	1605	1604	1603	1602	1601	1600	1599	1598	1597	1596	1595	1594	1593	1592	1591	1590	1589	1588	1587	1586	1585	1584	1583	1582	1581	1580	1579	1578	1577	1576	1575	1574	1573	1572	1571	1570	1569	1568	1567	1566	1565	1564	1563	1562	1561	1560	1559	1558	1557	1556	1555	1554	1553	1552	1551	1550	1549	1548	1547	1546	1545	1544	1543	1542	1541	1540	1539	1538	1537	1536	1535	1534	1533	1532	1531	1530	1529	1528	1527	1526	1525	1524	1523	1522	1521	1520	1519	1518	1517	1516	1515	1514	1513	1512	1511	1510	1509	1508	1507	1506	1505	1504	1503	1502	1501	1500	1499	1498	1497	1496	1495	1494	1493	1492	1491	1490	1489	1488	1487	1486	1485	1484	1483	1482	1481	1480	1479	1478	1477	1476	1475	1474	1473	1472	1471	1470	1469	1468	1467	1466	1465	1464	1463	1462	1461	1460	1459	1458	1457	1456	1455	1454	1453	1452	1451	1450	1449	1448	1447	1446	1445	1444	1443	1442	1441	1440	1439	1438	1437	1436	1435	1434	1433	1432	1431	1430	1429	1428	1427	1426	1425	1424	1423	1422	1421	1420	1419	1418	1417	1416	1415	1414	1413	1412	1411	1410	1409	1408	1407	1406	1405	1404	1403	1402	1401	1400	1399	1398	1397	1396	1395	1394	1393	1392	1391	1390	1389	1388	1387	1386	1385	1384	1383	1382	1381	1380	1379	1378	1377	1376	1375	1374	1373	1372	1371	1370	1369	1368	1367	1366	1365	1364	1363	1362	1361	1360	1359	1358	1357	1356	1355	1354	1353	1352	1351	1350	1349	1348	1347	1346	1345	1344	1343	1342	1341	1340	1339	1338	1337	1336	1335	1334	1333	1332	1331	1330	1329	1328	1327	1326	1325	1324	1323	1322	1321	1320	1319	1318	1317	1316	1315	1314	1313	1312	1311	1310	1309	1308	1307	1306	1305	1304	1303	1302	1301	1300	1299	1298	1297	1296	1295	1294	1293	1292	1291	1290	1289	1288	1287	1286	1285	1284	1283	1282	1281	1280	1279	1278	1277	1276	1275	1274	1273	1272	1271	1270	1269	1268	1267	1266	1265	1264	1263	1262	1261	1260	1259	1258	1257	1256	1255	1254	1253	1252	1251	1250	1249	1248	1247	1246	1245	1244	1243	1242	1241	1240	1239	1238	1237	1236	1235	1234	1233	1232	1231	1230	1229	1228	1227	1226	1225	1224	1223	1222	1221	1220	1219	1218	1217	1216	1215	1214	1213	1212	1211	1210	1209	1208	1207	1206	1205	1204	1203	1202	1201	1200	1199	1198	1197	1196	1195	1194	1193	1192	1191	1190	1189	1188	1187	1186	1185	1184	1183	1182	1181	1180	1179	1178	1177	1176	1175	1174	1173	1172	1171	1170	1169	1168	1167	1166	1165	1164	1163	1162	1161	1160	1159	1158	1157	1156	1155	1154	1153	1152	1151	1150	1149	1148	1147	1146	1145	1144	1143	1142	1141	1140	1139	1138	1137	1136	1135	1134	1133	1132	1131	1130	1129	1128	1127	1126	1125	1124	1123	1122	1121	1120	1119	1118	1117	1116	1115	1114	1113	1112	1111	1110	1109	1108	1107	1106	1105	1104	1103	1102	1101	1100	1099	1098	1097	1096	1095	1094	1093	1092	1091	1090	1089	1088	1087	1086	1085	1084	1083	1082	1081	1080	1079	1078	1077	1076	1075	1074	1073	1072	1071	1070	1069	1068	1067	1066	1065	1064	1063	1062	1061	1060	1059	1058	1057	1056	1055	1054	1053	1052	1051	1050	1049	1048	1047	1046	1045	1044	1043	1042	1041	1040	1039	1038	1037	1036	1035	1034	1033	1032	1031	1030	1029	1028	1027	1026	1025	1024	1023	1022	1021	1020	1019	1018	1017	1016	1015	1014	1013	1012	1011	1010	1009	1008	1007	1006	1005	1004	1003	1002	1001	1000	999	998	997	996	995	994	993	992	991	990	989	988	987	986	985	984	983	982	981	980	979	978	977	976	975	974	973	972	971	970	969	968	967	966	965	964	963	962	961	960	959	958	957	956	955	954	953	952	951	950	949	948	947	946	945	944	943	942	941	940	939	938	937	936	935	934	933	932	931	930	929	928	927	926	925	924	923	922	921	920	919	918	917	916	915	914	913	912	911	910	909	908	907	906	905	904	903	902	901	900	899	898	897	896	895	894	893	892	891	890	889	888	887	886	885	884	883	882	881	880	879	878	877	876	875	874	873	872	871	870	869	868	867	866	865	864	863	862	861	860	859	858	857	856	855	854	853	852	851	850	849	848	847	846	845	844	843	842	841	840	839	838	837	836	835	834	833	832	831	830	829	828	827	826	825	824	823	822	821	820	819	818	817	816	815	814	813	812	811	810	809	808	807	806	805	804	803	802	801	800	799	798	797	796	795	794	793	792	791	790	789	788	787	786	785	784	783	782	781	780	779	778	777	776	775	774	773	772	771	770	769	768	767	766	765	764	763	762	761	760	759	758	757	756	755	754	753	752	751	750	749	748	747	746	745	744	743	742	741	740	739	738	737	736	735	734	733	732	731	730	729	728	727	726	725	724	723	722	721	720	719	718	717	716	715	714	713	712	711	710	709	708	707	706	705	704	703	702	701	700	699	698	697	696	695	694	693	692	691	690	689	688	687	686	685	684	683	682	681	680	679	678	677	676	675	674	673	672	671	670	669	668	667	666	665	664	663	662	661	660	659	658	657	656	655	654	653	652	651	650	649	648	647	646	645	644	643	642	641	640	639	638	637	636	635	634	633	632	631	630	629	628	627	626	625	624	623	622	621	620	619	618	617	616	615	614	613	612	611	610	609	608	607	606	605	604	603	602	601	600	599	598	597	596	595	594	593	5
--	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	---

Ektachrome

SLIDE

Orienting
Humanizing
Interacting
Placemaking
Showcasing
Crowdsourcing



PROCESSED BY KODAK



npr

9 months ago

Follow

Inside the organ chamber in the Kennedy Center's concert hall. Pretty sweet assignment! The pipes ranged from five-eighths of an inch to over 32 feet long and each one had to be meticulously tuned. How many pipes does it take for an organ to play in the National Symphony Orchestra? (@kainazamaria/NPR)



parttimecowboy, andresgsantamaria, ayy_cochis and 4,864 others like this.



blu3monk

I heard this story! It was wonderful- thanks for the pic!



fmanda

437?



hector_cv

@jacoriat mira



kainazamaria

@pwaggo Just building the organ took two years, then installation took over three months, then a couple more months of "tonal finishing."



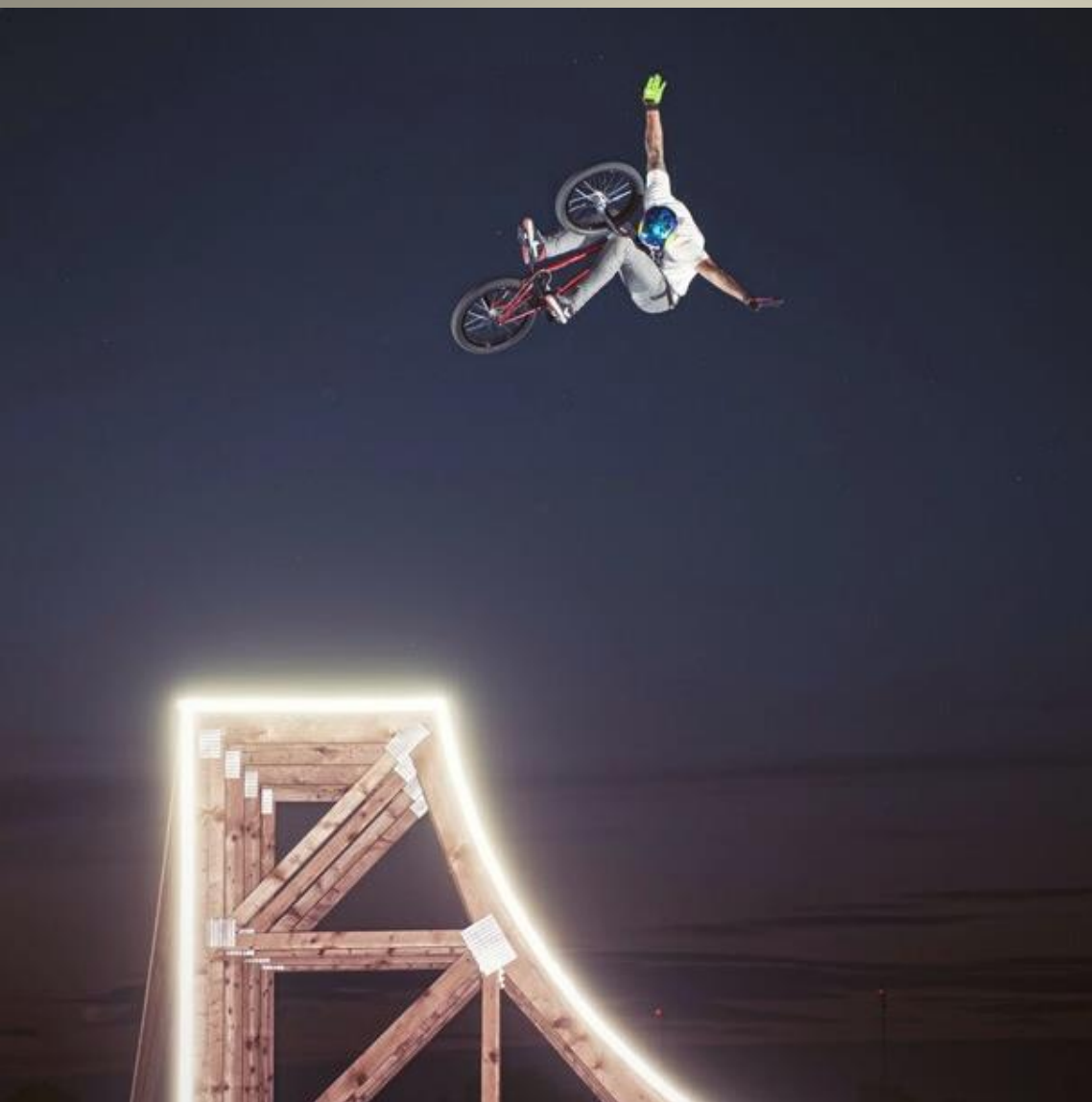
kainazamaria

@blu3monk More images on our website where you



Leave a comment...





redbull

2 months ago

Night fight. #givesyouwings

Follow

♥ [farbessr](#), [lukasbischoff6612](#), [kaaazzu17](#) and 37.8k others like this.



thenickster_99

Sweet



garciadanipastrana

Wow thats AWESOME



jb_grenouille

Very amazing shot ! Congratulations ! 🇪🇹



badmfr

Did he land it?



instaface22

I ♥ this pic



gleissianny

Massa!



kaosfreestyle

That's sick!!!!!!



jellybeansjoel

That must be soooo awesome



Leave a comment...



Ektachrome

SLIDE

Orienting
Humanizing
Interacting
Placemaking
Showcasing
Crowdsourcing



PROCESSED BY KODAK



zappos

Follow

1 week ago

Riding the wave @zappos new hq.
#zapposdtlv #zappos #dtlv #thewave

♥ dfrey74, lynellelong, nenmike and 115 others like this.



deekosaur

@katzagram



mariasein

@zappos congrats on you expansions. Keep up the good job.



sassafrasss

Yayy!! Such an amazing accomplishment and milestone in your many successes! Congratulations @zappos



ornellagrosz

Congrats @zappos



lifeisbeautiful

welcome to the hood @zappos!!



Leave a comment...





generalmills

Follow

4 weeks ago

Sprout checking out his hometown of Le Sueur, MN @greengiantinspiration



yourdogs diner, **suzyvberry**, **neklang** and **31** others like this.



Leave a comment...



Ektachrome

SLIDE

Orienting
Humanizing
Interacting
Placemaking
Showcasing
Crowdsourcing



PROCESSED BY KODAK

Back to Blue

Signature color. New attitude. Go #BacktoBlue with our Fall 2013 Collection. Shop Women:

<http://gap.us/WomenN> Shop Men: <http://gap.us/MenN>

Gap

Follow Board

21 Pins

29,610 Followers



Denim and color. #BacktoBlue

27 repins 7 likes

Pinned from
gap.tumblr.com



Knots of blue.

55 repins 11 likes

Uploaded by
Gap



Denim for days.

31 repins 13 likes

Pinned from
gap.tumblr.com

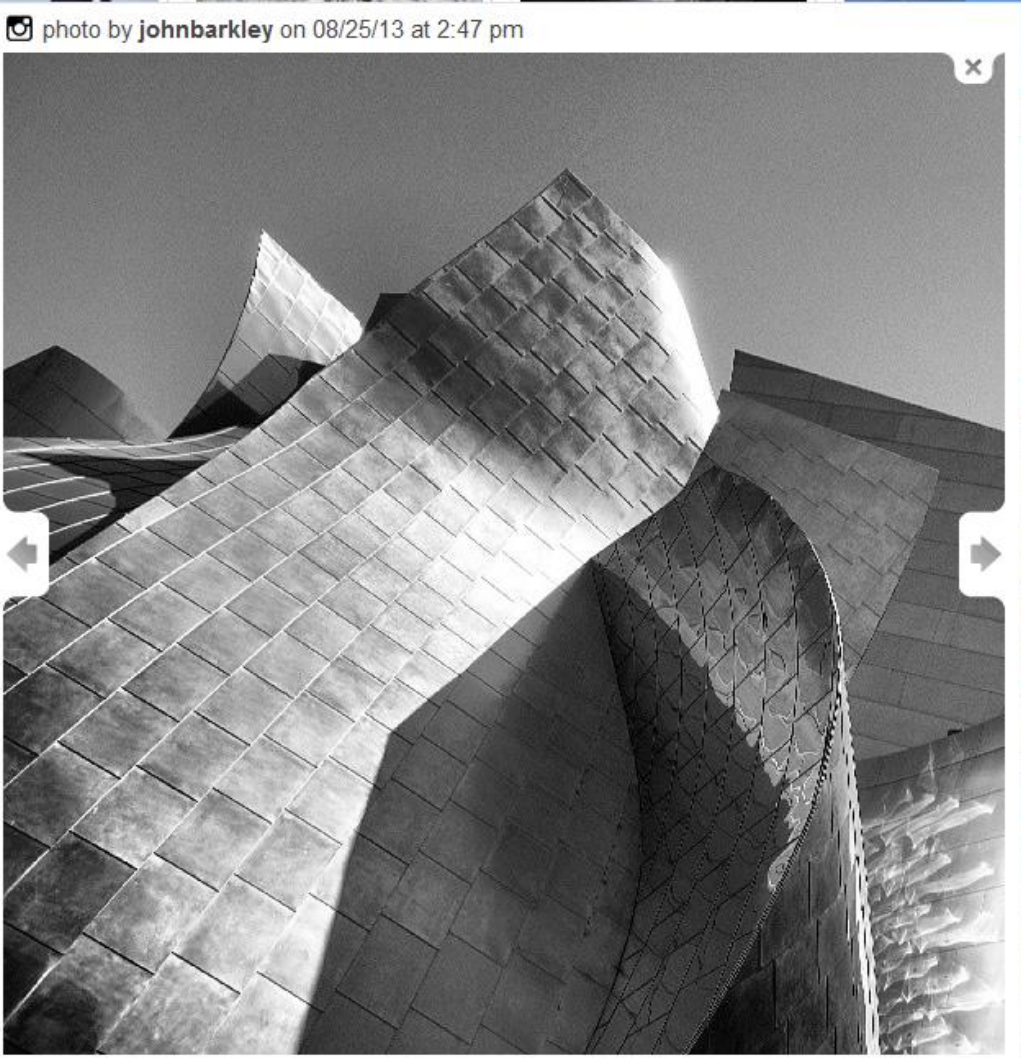


What makes someone unique?

5 repins 3 likes

Pinned from
gap.tumblr.com







lululemon

Instagram



The New York Times

The Lively Morgue

[Home](#)
[About The Lively Morgue](#)
[Purchase Prints](#)
[Archive](#)
[RSS](#)

Aug. 9, 2013 | 56 notes



Nov. 4, 1953: Though the Metropolitan Opera was turning 70 that year, Gounod's opera was, as reported by Howard Taubman on Nov. 17, "being done in a new setting — the romantic spirit of the nineteenth century." In that romantic spirit, the demon Mephistopheles, played by Nicola Rossi-Lemeni in his New York debut, sang the "Calf of Gold" aria to a cowering crowd in rehearsals.

Photo: Sam Falk/The New York Times

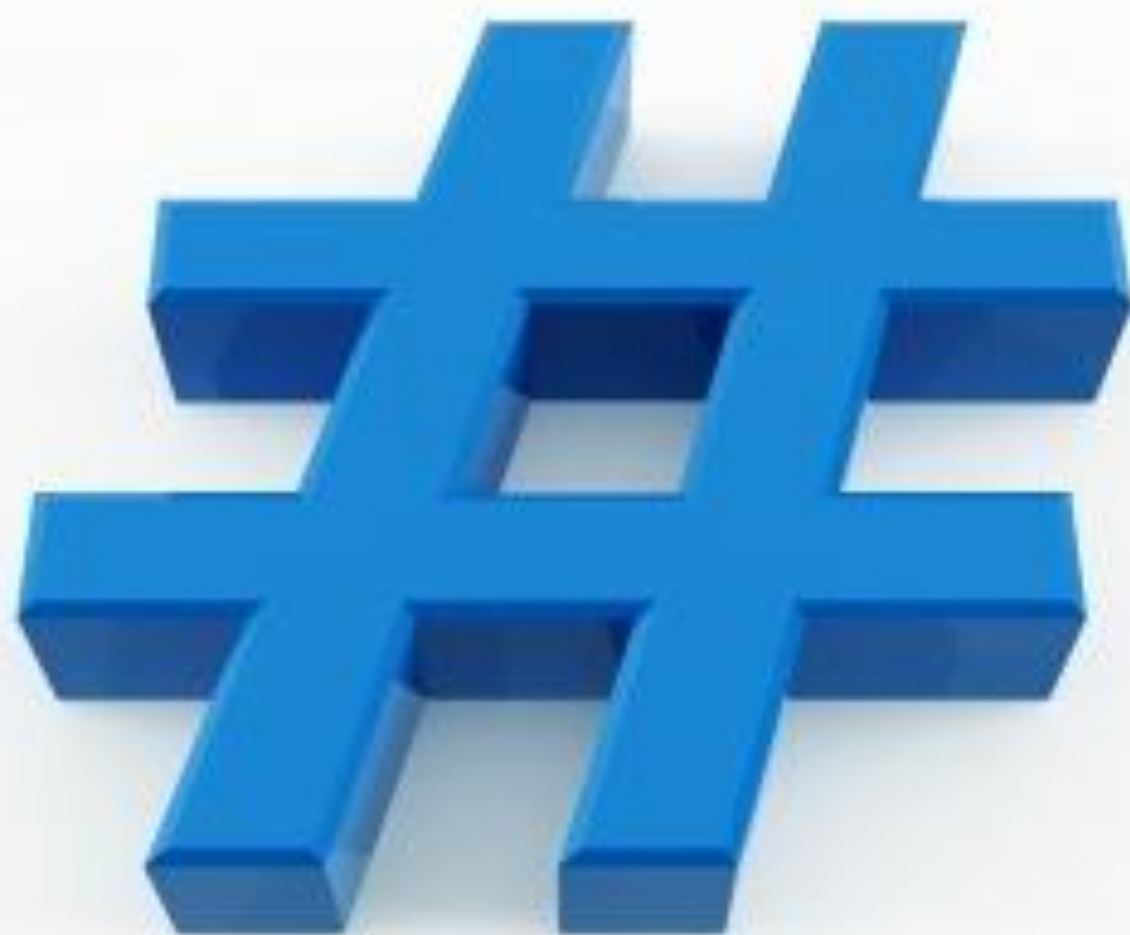
Ektachrome

SLIDE

Orienting
Humanizing
Interacting
Placemaking
Showcasing
Crowdsourcing



PROCESSED BY KODAK



Levi's®

®

The sun is rising all over the globe, all at once.
All the Americas, Asias, Europes, Africas. Middle Easts,
Middle Wests. Are you with us?

Levi's® is looking for new faces from around the world.
Individuals who go forth every day with a sense of
purpose and an open heart. The new Levi's® collection
was designed with you in mind. And we would like you
to represent it.

That's why we're casting on Instagram. It could be you,
it could be someone you know, it could be someone you'd
like to know. Submit your photos today and show us the
face of the new Levi's® collection.

TAG IT #IAMLEVIS

GO FORTH.

Webstagram » SEARCH WEBSTAGRAM » #makeitcount

#makeitcount (+)

107777 Photos





felix173

felix173

[T|M|L] 27min

Normal



♥ 13 💬 0

📍 #makeitcount, #run, #love, #runthedistance, #nikerunningapp, #followback, #sport, #runthenight, #nikerunning, #nice, #like, #nike, #justdoit, #nikeshoes, #jogging, #follow, #photooftheday, #webstagram, #picoftoday, #happy,

♥ @nturilov, @nick_412, @whiteheart10, @matyas717,



annemini

Anne Hviid

[T|M|L] 2h

Normal



♥ 32 💬 4

📍 #makeitcount, #justdoit, #runthedistance, #nevernotrunning,

♥ @beltofte, @marlous_, @nbrorunning, @hyld,



roco_runs

Ro_Co

Jerusalem

[T|M|L] 3h

Normal



♥ 20 💬 1

📍 #flyknit, #makeitcount, #nikefree, #workout, #runfree, #running, #werundirty, #niketrailrunning, #inspiration, #city, #runitfast, #nike, #justdoit, #instarunners, #fromwhereirun, #nikerunning,

♥ @joggerpants, @phine_s, @torilsteinnes9, @valetantum,

Instagram at Ovation

“More of my colleagues are getting involved every day. The follows, likes, hashtags and comments are all increasing. We’ve established a conversation out there in digital land that has started to take on a life of its own. We have some real success stories, too—as well as a number of people who just don’t play in social media, and so we’ve developed a way for them to stay connected as well. ”

-- Allison Lantieri

Ovation's
July Instagram Challenge

What makes you happy? The sky's the limit!

- Soaking up the summer sun on a family vacation?
- Volunteering selflessly to help someone in need?
- Finding a healthy (and delicious!) new recipe for your next summer cookout?
- Relaxing outside with friends during some much needed time off?

Show us your version of happy: Whatever it is, capture it! Post it to Instagram with the tag **#ovationshowusyourhappy**

#ovationshowusyourhappy



VOTE NOW

Votes will be counted
this THURSDAY!

1) Put a tally under
your favourite picture!

2) No voting for yourself!

Wash your hands before
voting

#VoteNow



Instagram at MAN Diesel and Turbo SE

Tanja Kjaerside wanted to use Instagram as way to bring her spread-out, global company together through the use of local photos from each location. So she started an Instagram account and asked employees to post photos that represented something unique about the culture at their particular outpost of the company. And employees responded. Hundreds of photos flooded in, and together they became a mosaic of the company as a whole.



Unique to MDT Dubai: every day at noon, all the workers ride their bikes home for lunch. The bike ride is always accompanied with whistles and laughter.

Pinterest at Red Door Interactive

Staff encouraged to contribute ideas and inspiration for the company's new office to a pinboard titled, "San Diego Office Inspiration."

San Diego Office Inspiration



+ 12

Follow Board

Send Board

284 Pins

322 Followers



Great for wall art & color! // blooming monogram

★ 1

Pinned by Jeannie Fratoni



art wall

★ 2

Pinned by Stephanie Shortsleeve



For this wall within Abbott Vascular HQ, fake grass was applied to the wall with an overlay of 3D lettering. The effect was chosen to stand out more than the traditional print graphic.



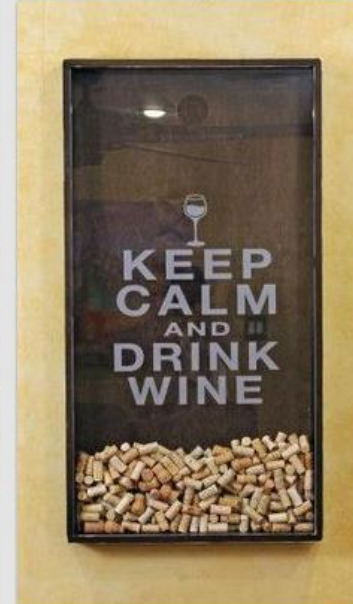
Best marketing tactic...lets just put pictures like this in random places around the office to brighten someone's day!

by imperfectcomplainer

Pinned by Alexa Tierney



Love this contrast of white on black...



Keep Calm & Drink Wine - Cork Holder for the kitchen...I think we need more wine at we:30!

★ 4

Pinned by Alexa Tierney



What if we had one or two of these hanging in the open space behind the family room?

★ 1

Pinned by Alexa Tierney



from Home Decorating Trends

Synergy Employee Lounge

14 pins · 📌



Follow



Synergy

Uploaded 10 weeks ago

📌 Repin

♥ Like

Uploaded by user



Master of PR, Dave, shows his softer side.

Synergy's Employee Lounge board shares company events and staff announcements, including new babies and even vacation photos.

Organize.com Staff Picks

33 pins · 4



Follow

Also from organize.com



Deborah Shearer

Pinned 13 weeks ago via pinmarket

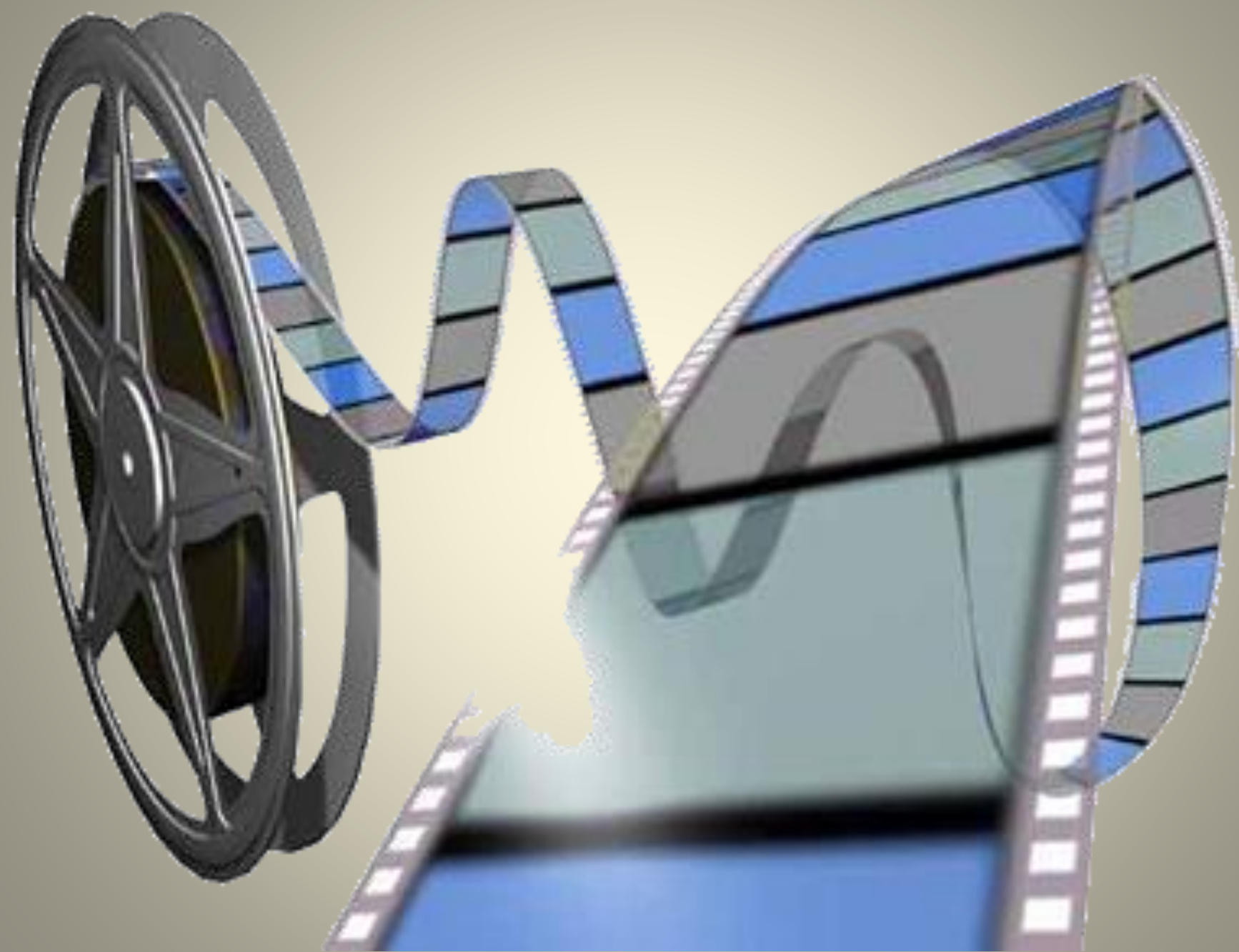
Repin

Like

From organize.com



Organize.com encourage employees to share their favorite company products on the “Staff Picks” pinboard.





Lowes 71d ago

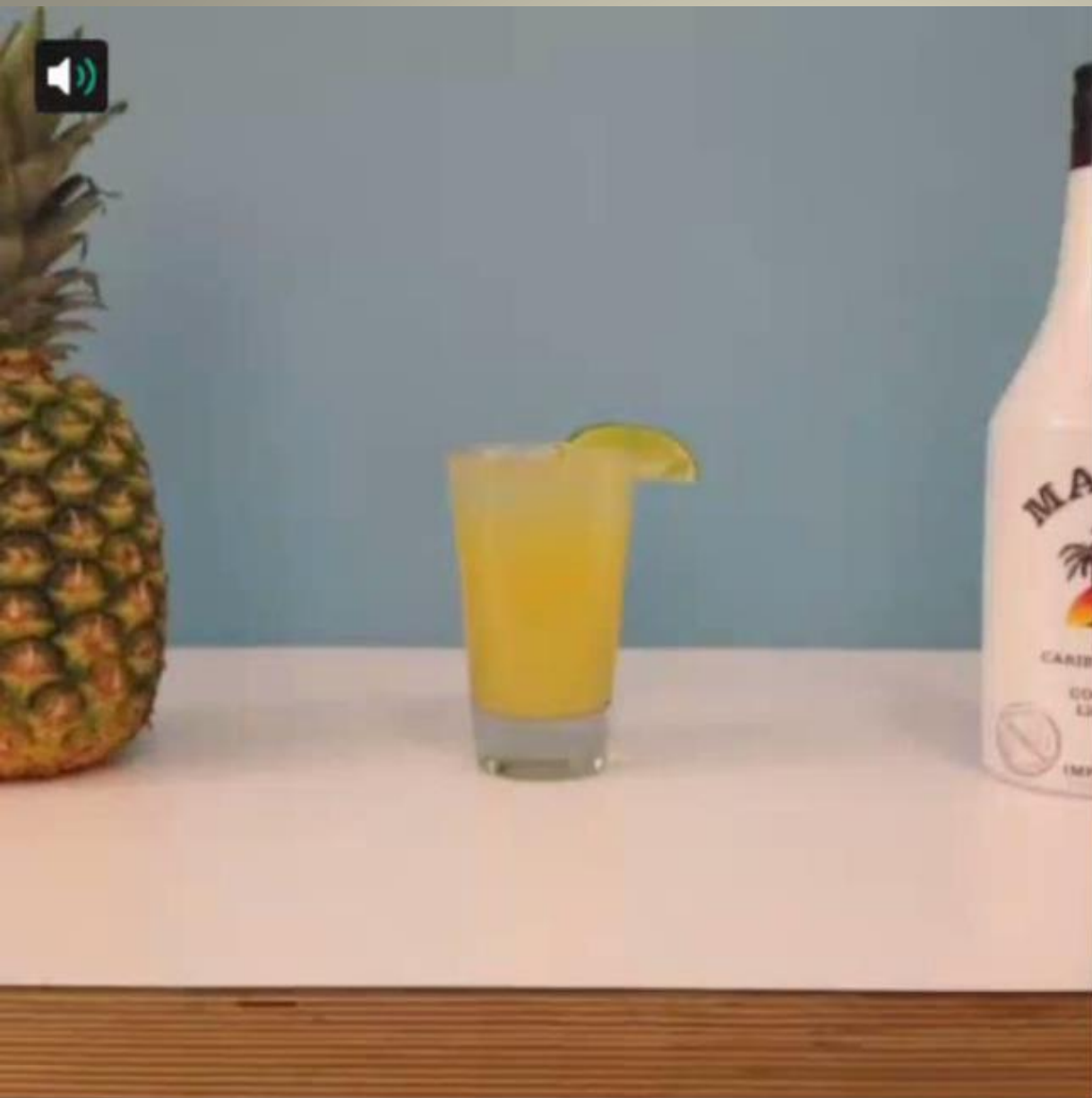
Vine



Finger safety first. Use a clothespin to hold your nails next time. #lowesfixinsix #Vine



SPRINKLES



Malibu Rum

When good things come
together. Introducing
our first Vine.
#myfirstvine

MADE WITH **Vine**

Download App



Vine



Follow as we explore the
changing worlds of
science and technology.

generalelectric.tumblr.com



#6SECONDSOURCE

#6SECONDSOURCE FAIR

AUGUST 8TH TO AUGUST 15TH

How much science can you fit into 6 seconds?

1 DOWNLOAD VINE

2 PACK AS MUCH
SCIENCE AS YOU
CAN INTO 6 SECONDS.

3 USE #6SECONDSOURCE
AND SHARE YOUR GENIUS
WITH THE WORLD.

4 CHECK 6SECONDSOURCE
TO SEE IF YOU'VE BEEN F



1 Explore the gallery
below for inspiration.

2 Download the Vine
app for your mobile.

3 Create a science Vine.

4 Share it on Twitter with the
hashtag #6SecondScience



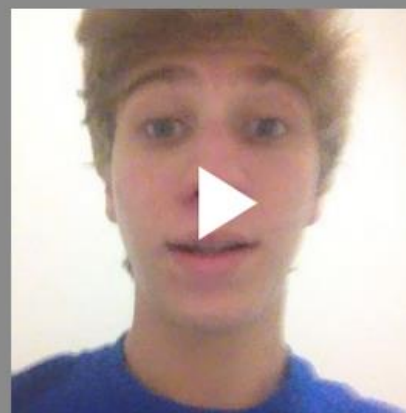
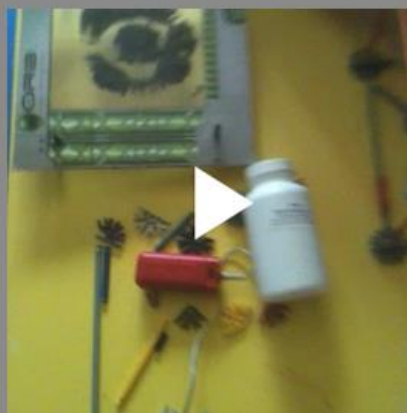
Share



Share



Share



Helena Partnerships on Vine

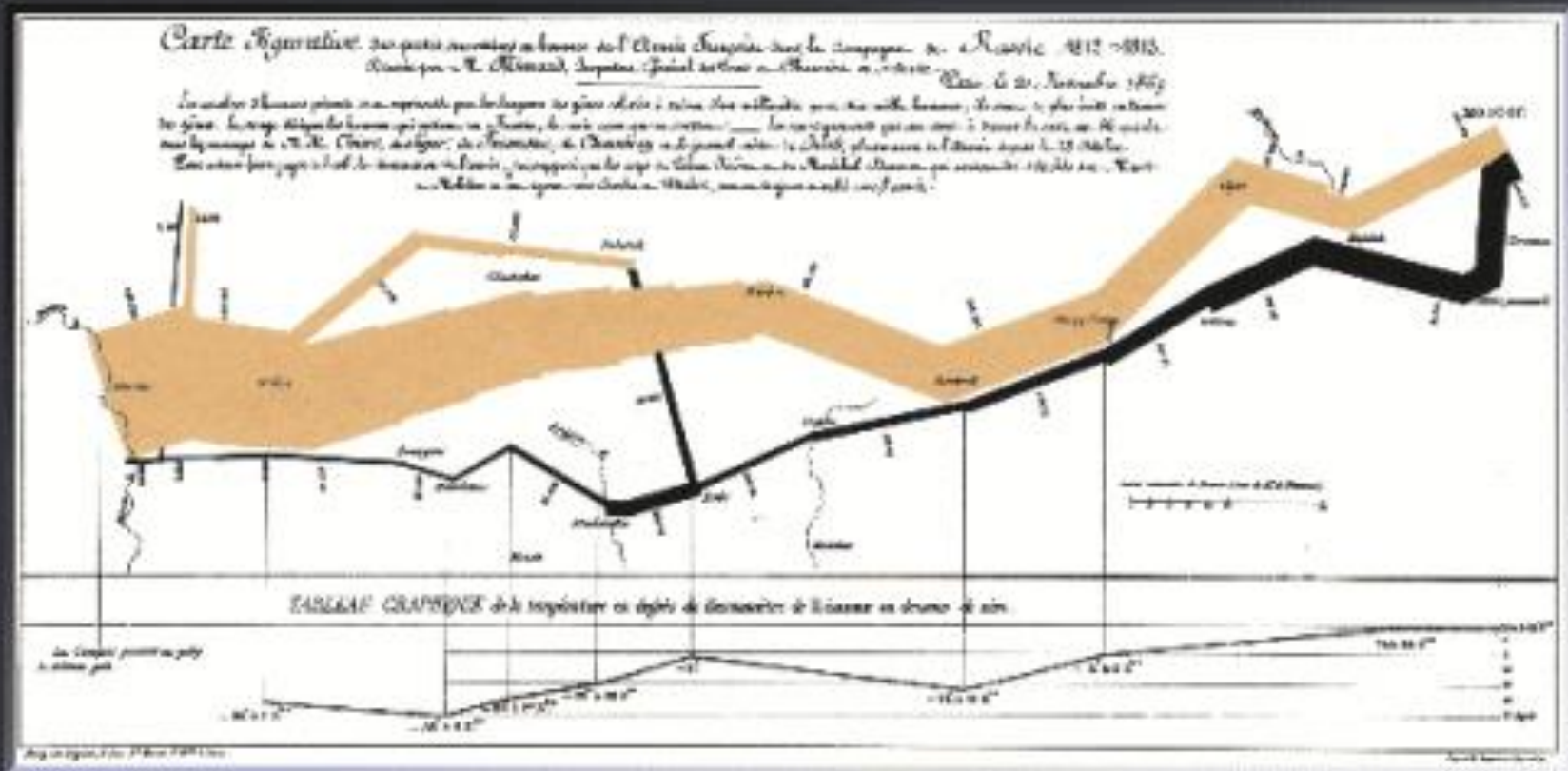
“Bad Habits Creep In” campaign
used Vine videos to illustrate
bad security habits to employees.

Results: 75% more hits compared to articles
with no Vines; 95% of staff agreed they had
become more security-conscious

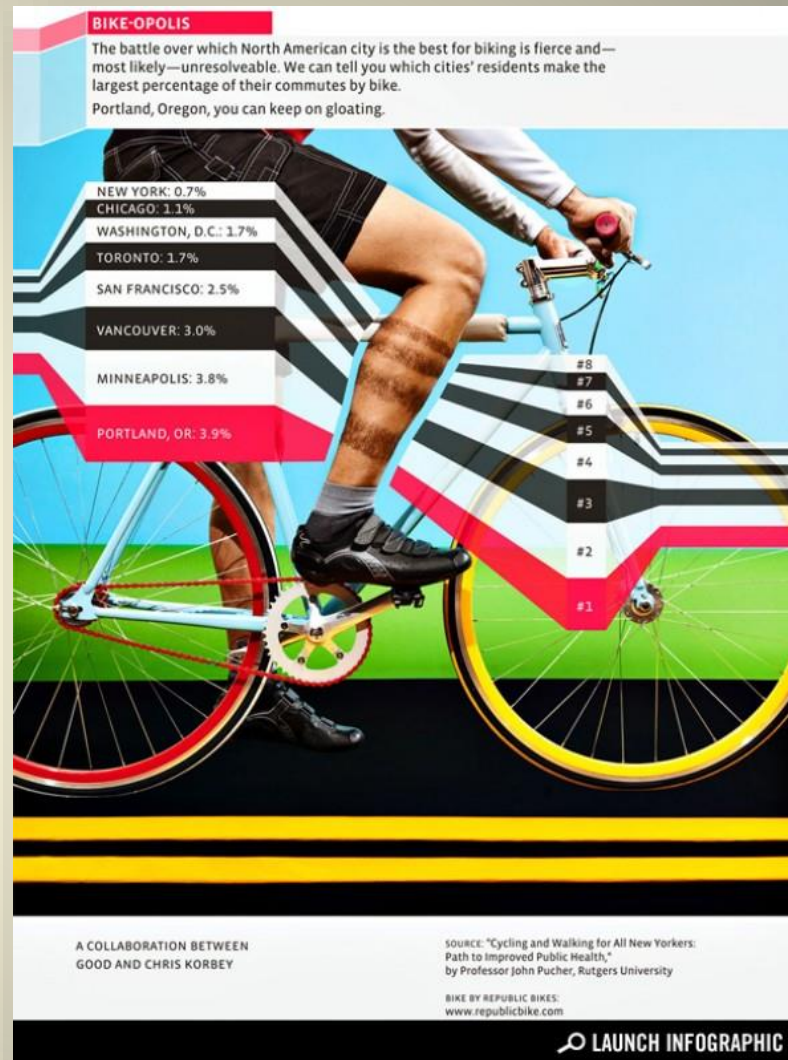


Infographics

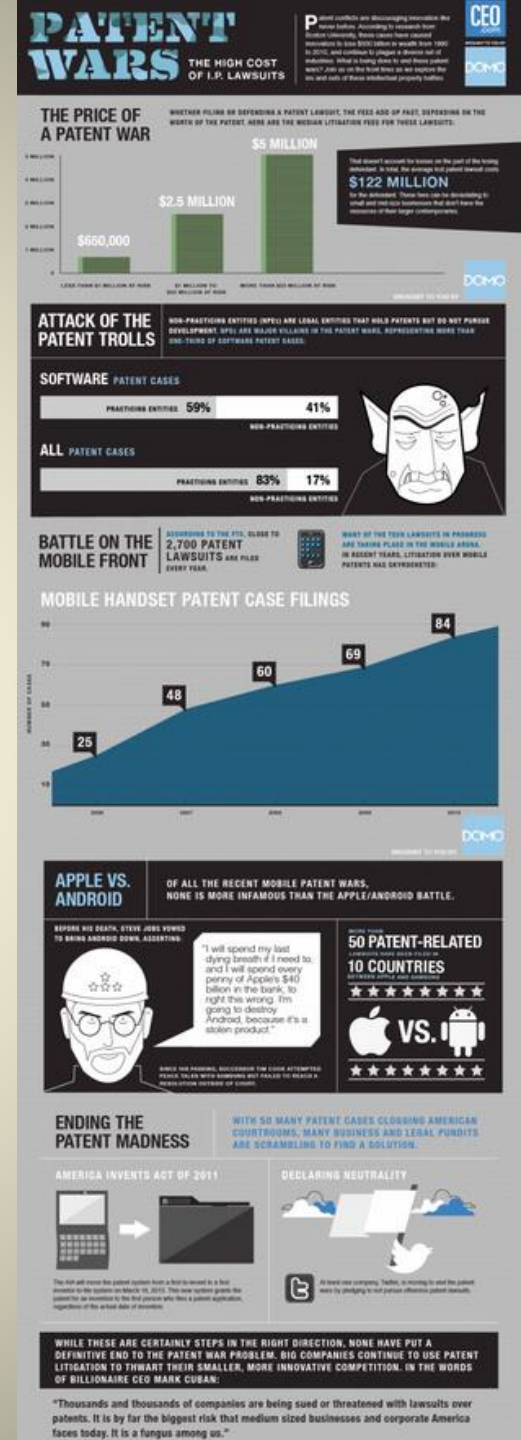
Napoleon's March to Moscow - The War of 1812



Source: Charles Joseph Minard, 1861
From: Tufte, pg. 41



Infoposters



Infographic Crimes Against Humanity

Infographics are out of control. Here's why. (I'm not just a hater- have some ones I like at <http://pinterest.com/doughaslam/infographics-i-like/>)

Doug Haslam

Unfollow Board

32 Pins

681 Followers

The

HIPSTER LOGO

DESIGN GUIDE

Be cheap people, the concept resonates!

1

CHOOSE A BADGE

the simple circle

the most of reposition

the most bridge

2

DECORATE!

the simple circle

the most of reposition

the most bridge

3

KEY WORDS

Artisanal

PROVISIONS

HAND CRAFTED

PURVEYORS

Authentic

4

EXTRA INFO

REG.

MFG

TRADE MARK

EST.

SINCE

U.S.A.

The 2012 PR Yearbook

THE CLASS OF 2012

Hostess

After 82 years of making America's beloved treats, Hostess closed its doors.

1,000 Twinkies are manufactured per minute.

The Pope

At age 89 Pope Benedict XVI joins Twitter: @Pontifex

The pope already has half a million followers in 4 languages.

KONY 2012

The "Stop Kony" documentary to make Ugandan militia leader Joseph Kony known globally and captured social media by storm--and was endorsed by the likes of Oprah and Glee.

More than 1/2 of young American adults were aware of Kony 2012 within days of the movement's launch.

Groupon

The poster-child of the Daily Deal! rise...and decline: only a year after going public, the stock price is down more than 80%.

32% of businesses claim they lost money on promotions offered through Groupon.

SOPA

The anti-piracy bill caused protests, petitions and site blackouts from the likes of Wikipedia, Reddit and Google, ultimately causing the bill's demise.

75,000 sites participated in a blackout to protest SOPA.

Marissa Mayer

After 13 years at Google, Mayer is appointed President and CEO of Yahoo!

Marissa dated Google co-founder Larry Page

NEWLY UPDATED FOR 2012

THE CURRENT STATE OF SOCIAL NETWORKS

Which social network has the highest percentage of women?

Which network has the youngest user base? The smartest? The richest?

Ignore Social Media looked at 59 social networks from around the world and, based on search data, we came up with some interesting findings.

AVERAGE SOCIAL NETWORK SEARCH INTEREST

2009 2010 2011 2012

THE SOCIAL PLATEAU CONTINUES

MEN VS. WOMEN

OVERALL MALE / FEMALE RATIO OF SOCIAL NETWORK USERS

MALE 50%

FEMALE 50%

INTERESTING EXTREMES

THE YOUNGEST (0-17) DEMOGRAPHIC SOCIAL NETWORKS

Next

Facebook

Twitter

HOW AMERICAN TEENS COMMUNICATE

We already know that today's teens are growing up in a world where nearly everything is online and available through mobile means. Here's a detailed breakdown of how that affects US high school and college students' approach to communication.

WHAT TOOLS DO THEY USE?

Email 93%

Phone 93%

Facebook 90%

YouTube 74%

Skype 47%

These include both talking and texting.

SINCE TEENS SPEND SO MUCH TIME CONNECTED BY THE INTERNET OR PHONES, LET'S TAKE A LOOK AT WHAT THAT PLUGGED-IN TIME LOOKS LIKE ON A DAILY BASIS.

A DAY IN THE LIFE

What do teens use to communicate at each point in the day?

WAKING UP

GETTING DRESSED

ON A DATE

AFTER SCHOOL

LUNCHTIME

COMING HOME

GOING TO BED

EMAIL VS. FACEBOOK

These two top channels are neck-and-neck in terms of capturing teens' attention.

93%

50%

How many use it?

More than twice a day?

90%

55%

Cheetah

They're lightning quick poachers—small aerodynamic head, long slender body, oversized respiratory system; lean, highly concentrated fast-twitch muscle groups. Not for long distances, but short bursts of blurring velocity; down to the black glare-reducing stripes under their eyes. **THIS IS NATURE'S SPEED MACHINE.**

SPEED

0-60 MPH

2.7
SECONDS



0.0
SECONDS



3.1
SECONDS



FASTEST LAND MAMMAL

64 MPH



43 MPH



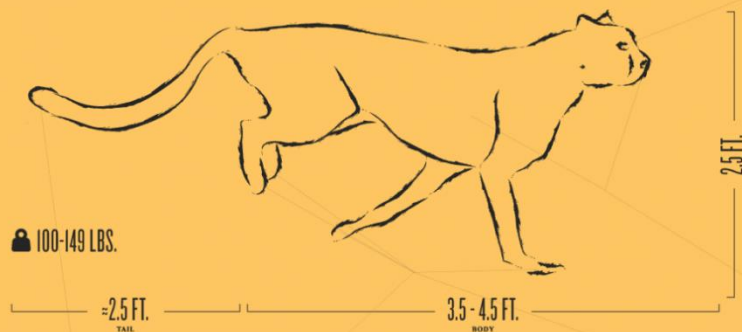
40 MPH



23 MPH



USAIN BOLT



100-149 LBS.

TAIL

The tail measures a massive 2 to 3 ft., which is about 2/3 total body length.



It not only serves as an effective counter-balance, but also has a flattened tip that acts like a rudder to guide direction.

STRIDE

There are two occasions during a stride when none of the cheetah's paws are in contact with the ground, when the legs are fully extended, and when they are fully contracted under the body.

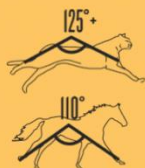
A full stride can cover as much as 20 feet!



20+ FT. STRIDES

This elongated stride is made possible by a very flexible spine which not only flexes to allow the gaze at full stretch, but acts much like an archer's bow; a store of energy which snaps the legs back under the body.

Pivoting hips and shoulders that are not attached to the collarbone also allow an extreme range of movement.



CHEETAH ADVANTAGE: VARIABLE STRIDE RATE

Cheetahs are able to change their stride frequency (strides per second) as they reach higher speeds. At 20 mph, they average 2.4 strides per second, but at 38 mph, they average 3.2 strides per second.

STRIDES PER SECOND COMPARISON



In comparison, Greyhounds maintain a constant rate of around 3.5 strides per second no matter how fast they run. Racehorses come in at around 2.25 strides per second and also maintain a near constant stride rate.

PAWS



A cheetah's paws bear closer resemblance to dogs than cats.

Elongated pads offer more traction than the traditional rounded pads of other cats.

Unlike other cats, a cheetah's claws never fully retract. This gives them added traction.

The paw's cushions have transverse folds that increase adherence to the ground.



The pad is hard like tire rubber.
Like other cats, cheetahs run on their toes.

VISION

Cheetahs rely more on their vision to spot and track prey than other predators. They often seek out high spots like termite mounds or tree limbs from which to survey their surroundings.

Cheetahs can see detail to a distance of 3 miles

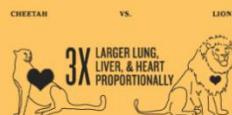
DETAIL @ 3 MILES

Dark stripes resembling tear marks run from the eye down to the muzzle. It is believed that these stripes reduce sun glare, similar to the eye black a football quarterback might wear.



ORGANS

The cheetah requires vast amounts of oxygen to fuel its muscles. As such, a cheetah has enlarged nostrils, sinuses, lungs and heart. A cheetah's lungs, liver, and heart are three times that of a lion in relation to its size.



BREATHS PER MINUTE



DESIGN & RESEARCH BY
JACOB O'NEAL
(JACOBONEAL.COM)

Images:
<http://www.bbc.com/news/30848-the-cheetah-what-it-built-for-speed>
<http://www.pinterest.com/pin/1000000000000000000/>
<http://www.wildlife.com/why-the-cheetah-is-the-fastest-land-animal-0122-0122>
<http://www.fox.com/cheetah-what-it-built-for-speed-0122-0122>
<http://www.fox.com/cheetah-what-it-built-for-speed-0122-0122>
<http://www.fox.com/cheetah-what-it-built-for-speed-0122-0122>
<http://www.fox.com/cheetah-what-it-built-for-speed-0122-0122>
<http://www.fox.com/cheetah-what-it-built-for-speed-0122-0122>



CURIOSITY

7 MINUTES OF TERROR

Approaching Mars at

13,000
mph (estimate)

To ensure a successful entry, descent, and landing, engineers begin intensive preparations during the approach phase, 45 days before the spacecraft enters the Martian atmosphere.

The Deep Space Network's 34-meter and 70-meter antennas will be able to provide tracking coverage of the spacecraft during the approach phase.



GETTING FROM THE TOP OF THE ATMOSPHERE
DOWN TO THE SURFACE TAKES **7 MINUTES**

CURIOSITY CARRIES **OVER 10 TIMES**
THE MASS OF SCIENTIFIC INSTRUMENTS
AS THE SPIRIT OR OPPORTUNITY ROVERS



CURIOSITY
7 MINUTES OF TERROR

13,000
MILES PER HOUR
AS THE SPACECRAFT ENTERS THE MARTIAN ATMOSPHERE, IT'S TRAVELING AT 13,000 MILES PER HOUR. THAT'S FAST ENOUGH TO GO FROM NEW YORK TO LOS ANGELES IN 10 MINUTES.

ENTRY

1,000
MILES PER HOUR
AFTER 10 MINUTES OF ENTRY, THE SPACECRAFT HAS SLOWED TO 1,000 MILES PER HOUR. IT'S NOW IN THE "GUIDED ENTRY" PHASE, WHERE IT'S BEING CONTROLLED BY SMALL ROCKETS.

DESCENT

900
MILES PER HOUR
THE SPACECRAFT IS NOW AT 900 MILES PER HOUR. IT'S BEING CONTROLLED BY SMALL ROCKETS, AND IT'S BEING GUIDED TOWARD THE SURFACE.

370
MILES PER HOUR
THE SPACECRAFT IS NOW AT 370 MILES PER HOUR. IT'S BEING CONTROLLED BY SMALL ROCKETS, AND IT'S BEING GUIDED TOWARD THE SURFACE.

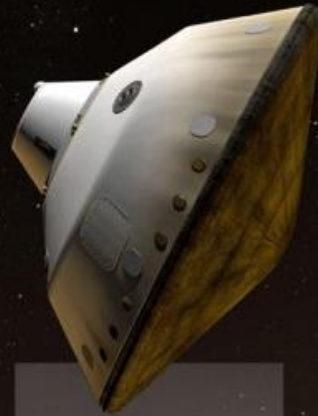
70
MILES PER HOUR
THE SPACECRAFT IS NOW AT 70 MILES PER HOUR. IT'S BEING CONTROLLED BY SMALL ROCKETS, AND IT'S BEING GUIDED TOWARD THE SURFACE.

2
MILES PER HOUR
THE SPACECRAFT IS NOW AT 2 MILES PER HOUR. IT'S BEING CONTROLLED BY SMALL ROCKETS, AND IT'S BEING GUIDED TOWARD THE SURFACE.

LANDING

0
MILES PER HOUR
THE SPACECRAFT IS NOW AT 0 MILES PER HOUR. IT'S BEING CONTROLLED BY SMALL ROCKETS, AND IT'S BEING GUIDED TOWARD THE SURFACE.

ENTRY

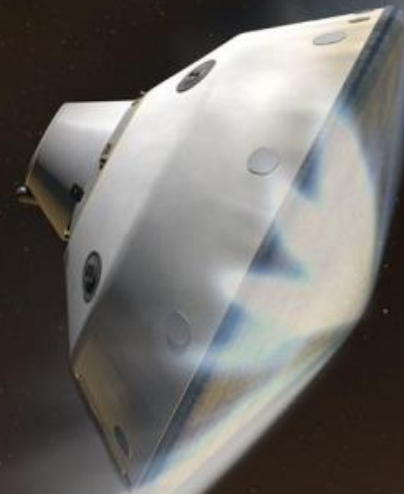


MARS' ATMOSPHERE IS
100 TIMES THINNER
THAN EARTH

Guided Entry and
Deceleration to
1,000
mph (estimate)

The spacecraft will be controlled by small rockets during descent through the Martian atmosphere, toward the surface.

Peak deceleration is reached after entry into the Martian atmosphere.



THE HEAT SHIELD REACHES
1,600 DEGREES

CURIOSITY

7 MINUTES OF TERROR



DESCENT

Parachute Deploys at

900
mph (estimate)

Like Viking, Pathfinder and the Mars Exploration Rovers, Spirit and Opportunity, the Curiosity rover will be slowed by a large parachute, at about 12 km altitude.

For the Curiosity rover, which is about 5 times heavier, the parachute is about 128% larger in area than the one used for Spirit and Opportunity.

Heat Shield Separates at

370
mph (estimate)



When the entry phase is complete and the capsule has slowed nominally to Mach 0.6 and at about 9 km altitude, the heat shield will separate and fall away.



THE MSL SUPERSONIC PARACHUTE MUST BE ABLE TO WITHSTAND **65,000 POUNDS OF FORCE**

THE PARACHUTE WEIGHS ABOUT **100 POUNDS**

IT IS **OVER TWICE** THE AREA OF THE MER PARACHUTE



[illegible]

Info e domande a
02 7099 7000
info@spn



Standard thirty and
thirty-two inch
1,000
high production

The new technology
combines the best of
both worlds. The
result is a diamond
that is both beautiful
and functional.

For information, or to request
a free catalog, contact us
today.

THE NEW DIAMOND

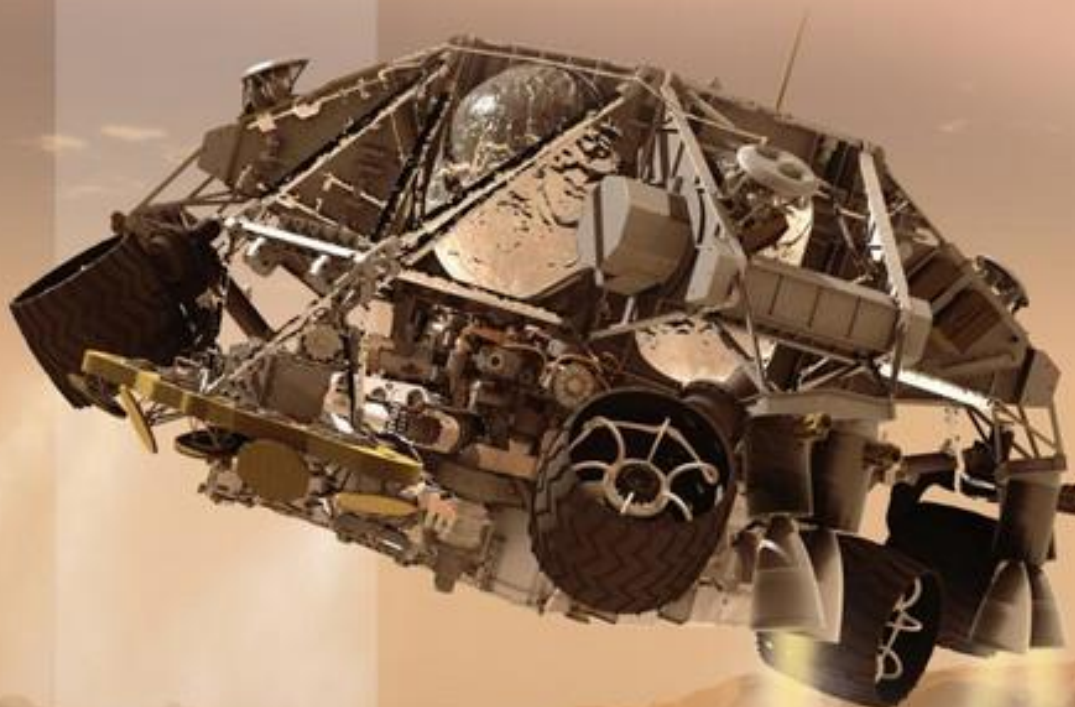
Fast Street Repairs at



Thousands of
0
high

COMMUNITELY

70
mph (estimate)



CURIOSITY

7 MINUTES OF TERROR

13,000

ft/sec
The Mars Science Laboratory (MSL) enters the Martian atmosphere at a speed of 13,000 ft/sec (4,267 m/sec). The vehicle is slowed by the atmosphere and the heat shield.

ENTRY



1,000

ft/sec
The MSL is slowed to 1,000 ft/sec (305 m/sec) as it continues to descend through the atmosphere.

DESCENT

900

ft/sec
The MSL is slowed to 900 ft/sec (274 m/sec) as it continues to descend through the atmosphere.

370

ft/sec
The MSL is slowed to 370 ft/sec (113 m/sec) as it continues to descend through the atmosphere.

70

ft/sec
The MSL is slowed to 70 ft/sec (21 m/sec) as it continues to descend through the atmosphere.

2

ft/sec
The MSL is slowed to 2 ft/sec (0.6 m/sec) as it continues to descend through the atmosphere.

LANDING

0

ft/sec
The MSL has reached the surface of Mars and is now stationary.

Sky Crane lowers at

2

mph (estimate)

The sky crane touchdown system will lower Curiosity to a soft landing - wheels down - on the surface of Mars.

THE DESCENT STAGE REQUIRES
8 ROCKET THRUSTERS
TO SLOW IT'S SPEED AFTER
DROPPING FROM THE AEROSHELL.



THE ROVER IS SUSPENDED
ROUGHLY 25 FEET
BELOW THE DESCENT STAGE

CURIOSITY

7 MINUTES OF TERROR

13,000

At this altitude, the rover is traveling at 13,000 miles per hour. The descent stage is still attached to the main stage, and the rover is still in the atmosphere.

ENTRY

1,000

At this altitude, the rover is traveling at 1,000 miles per hour. The descent stage is still attached to the main stage, and the rover is still in the atmosphere.

DESCENT

900

At this altitude, the rover is traveling at 900 miles per hour. The descent stage is still attached to the main stage, and the rover is still in the atmosphere.

370

At this altitude, the rover is traveling at 370 miles per hour. The descent stage is still attached to the main stage, and the rover is still in the atmosphere.

70

At this altitude, the rover is traveling at 70 miles per hour. The descent stage is still attached to the main stage, and the rover is still in the atmosphere.

2

At this altitude, the rover is traveling at 2 miles per hour. The descent stage is still attached to the main stage, and the rover is still in the atmosphere.

LANDING

0

At this altitude, the rover is traveling at 0 miles per hour. The descent stage is still attached to the main stage, and the rover is still in the atmosphere.

LANDING

Touchdown at

0
mph

The sky crane system slows and the rover touches down. It waits 1.5 seconds to confirm that it is on solid ground and fires several pyros (small explosive devices) activating cable cutters on the bridle and umbilical cords to free itself from the descent stage. The descent stage promptly flies away to a crash landing, and the rover gets ready to roam Mars.

UPON CONFIRMATION OF LANDING, THE BRIDLE MUST BE CUT **IMMEDIATELY** BEFORE FLYING THE DESCENT STAGE AWAY FROM THE ROVER

Social, Visual

Chronicling the shift to communicating primarily through imagery.



By Shel Holtz

117 readers

1,973 page flips

108 articles

Share

Subscribe

Pinterest's Article Pins Let You Save Stories To...
FASTCOMPANY.COM

Wendy's bets on Vine to harness brand enthusiasts
MOBILEMARKETER.COM

AND MORE



Get the App

Photo: fastcompany.com



Shel Holtz, ABC

www.holtz.com

shel@holtz.com

@shelholtz

415.881.7435