YOU may need to UNBUTTON your SWEAT PANTS.

CONSIDER applying for a FORK-LIFT LICENSE.

BEFORE SHIPPING, every HUNGRY-MAN DINNER is CAREFULLY WEIGHED on a RICHTER SCALE.
Like THE SUPER AWKWARD DATE GENERATOR on Facebook and wait for the tab to generate your date deal. When it chooses a friend from your list - and it can be anyone from your list - bring them to Burger King and you’ll get two BK King Deals for the price of one.
**Problem:** Every day, nurses and doctors who are tasked to care for patients, use paper records. While this system is well thought out, it opens the door to human error. And every day, loss of life occurs because of that human error.

Introducing the **Px info tracker** app. NFC chips will be embedded in patient wrist tags. Prior to providing care, including medication, doctors and nurses will just tap on the tags with NFC enabled smartphones and it will show all the patients’ pertinent information and present condition.

**Functions:**

- **Demographic and Medications page**
  - Lets you see general patient information, medical history and also provides patient’s current medications.
  - Medication will also have embedded chips.

- **Vital Signs and Heart Monitor page**
  - Shows patient’s blood pressure, temperature, heart rate, etc.

- **Diagnostic page**
  - This page enables browsing through diagnostic tests, imaging results and other kinds of lab results.
  - Patients can record low priority messages which get sent directly to the nurse’s phone.

- **Features:**
  - Hospital staff will log in with their employee number and password to ensure privacy and confidentiality of patient information.
  - After logging in, scan the patient’s tag.
  - If there’s a medication that a patient is allergic to, within 5 meters of the patient the nurse’s smartphone will be alerted.
  - Notifications will also pop-up if there are any specific changes to ensure excellent care for patients.

**Px info tracker**

Powered by:

Ontario Ministry of Health and Long-Term Care

AD: Emmanuel Torres (Year 2)
Objective
To prove Bounty Paper Towels super absorbency.

Idea
An umbrella made out of Bounty Paper Towels, to be handed out to those who need one. When users reach shelter, they will see just how much rain Bounty prevented from soaking them.
The easiest way to learn a new language is to move to another country and immerse yourself in it. The Mango Social Immersion App changes the user's entire social media environment to encourage their success, without leaving the country.

The application slowly substitutes words in both incoming and outgoing texts, tweets and wall posts to the language the user is learning.

Since the foreign words appear in English sentences, the user will be able to translate them using the context of the conversation. The user chooses what language they would like to learn, then syncs the application to their phone, Facebook, Twitter, etc.

If the word is too difficult to understand, the user can simply touch the word to reveal the definition.
INVEST

Anyone who has played on a local sports team when they were younger always dreamt of being a professional and would do almost anything to better their game.

HOW IT WORKS

It's simple. Play your hockey game using the Bauer provided stick, upload the data, and watch your own game tape. Your team is now transformed from real time to digital using Bluetooth and motion capture connectivity. Create a profile and get your Facebook/Twitter friends to follow your team.

RESULTS

You can stop, replay, and review your entire game moments after finishing. This lets you see which areas you and your team need to improve on and also allows you to scout opposing teams.

THE APP SHOWS:
- team standings
- personal profiles
- player stats

YOU'RE ABLE TO:
- review opposing team game tape
- review your own team game tape
- upload highlights to Facebook and Twitter
- measure shot accuracy

THE GEAR

Each player has a chip in the butt-end of their stick. The RFID chip saves information from both the puck and stick which can be uploaded through Bluetooth and motion capture connectivity.
For the few people who still know what a negative does

500px.com
We take photography seriously.

AD: Emmanuel Torres CW: Stephen Sandian (Year 2)
Your pet gets hungry and looks for food.

When they approach an empty dish, a message is sent to your smartphone.

Feeder + App
HUNGERALERT is a free downloadable app for owners of an IAMS EasyFeed pet feeder.
The feeder detects if the pet collar using an NFC chip. When it gets close enough, an instant
push notification is sent to the smartphone.

Once the message is received, you’ll be notified that your pet is hungry.

Tweet one. Feed all.
Each tweet sent will encourage others to donate and offer easy ways to quickly
contribute online: #hungeralert

Share a tweet to feed your pet
and a donation will be made to a local shelter.

HUNGERALERT is an app that allows users to feed their pets while away from home.

For every pet that’s fed, IAMS will make a food donation to help feed hungry animals in
shelters across Canada.
Her pony was the only hope for transporting surgical instruments to the villages at the top of Mt. St. Bean Bag.

The peace treaty was signed and trade routes established, putting an end to the conflict on the Plains of Joey.

The new route from Closettown to Toychester would promote rapid growth and stabilize the region.
Broken Heart

Broken Nail

For bigger little catastrophes.
ABUSE CAN BE UNINTENTIONAL
Visit us at:
www.csccainfo.com
WE BUILD FIRE FROM STICKS AND STONES.
**THE IKEA TRUNK ESTIMATOR**

**PROBLEM:**
People are intimidated to buy large items due to high delivery charges and lack of space in their vehicles.

**SOLUTION:**
Using similar technology as facial recognition software, we are able to determine what vehicle a person is driving. By cross referencing a database of vehicle trunk sizes with Ikea's database of box sizes, we can then tell them exactly what they can fit.

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1st billboard

IKEA ALSO FITS YOUR CAR
(YOU'RE BEING SCANNED NOW.)

2nd billboard, 1 km later

CIVIC DRIVER: YOU COULD FIT THIS OFFICE

IKEA ALSO FITS YOUR CAR
(YOU'RE BEING SCANNED NOW.)

IKEA also fits your car

IKEA fits.

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AD: Ruth Cachero (Year 2) CW: Lindsay Celeste (Year 1)
YOU CAN'T TAKE OUT A BUCK AT 400M
with a miniature spoon collection.

COLLECTING FIRST EDITION BOOKS IS POINTLESS unless they teach how to gut, skin and cook a rabbit.

STAMP COLLECTIONS ARE PERFECT for mailing out invitations to a deer roast.
Launch the iSecure application by Crime Stoppers and select the city where you live. Next, select the area of the city you would like to view. If a user witnesses a crime, they can hit the 'Report now' button, bringing up an alert box asking their permission to post the last thirty seconds they viewed onto Crime Stopper’s Facebook wall as an anonymous tip.

Pedestrians will be able to charge their phones while they wait for public transit, to ensure their phone is always charged to use iSecure.
GIVE A PINT OF YOUR BLOOD, GET A PINT OF FREE STUFF.

Pint for Pint is a program designed to thank students who donate a pint of blood by offering them a pint of something else.

The online campaign was developed based on the insight that busy, poor students don’t often spend time doing things that don’t offer anything in return.

Thank you for donating! Please sign in with your Facebook or Twitter info below to select your free thank-you pint, and we’ll have it to you in no time.

If you have yet to donate, enter your city or postal code to find the next blood donation clinic in your area.

STEP 1: Log in.

Facebook: Sign in with Facebook
Twitter: Sign in with Twitter

STEP 2: Enter your code. Where is the pint?

STEP 3: Pick your pint.

- Paper Clips
- Shampoo
- Fake Mustache
- Q Tips
- Laundry Soap
- Beer
- Tooth Paste
- Special Request
Schools go head-to-head to earn money for the hours they spend studying during mid-terms.

Here’s how it works:

Download the Work For School App. Type in your school’s name. Let us track the number of hours you spend in the school studying during the week of mid-terms using a geofence around the perimeter of your school. Compete against other school’s to win your earnings. If your school wins, we’ll pay you minimum wage for your efforts. Switch to TD to access your wages.
Public fixtures throughout the city of Hamilton will be covered to look like larger-than-life pieces of garbage people often throw on the ground. Each fixture will be accompanied by a sign with the line:

“You wouldn’t notice a clean city, but you’d definitely notice a dirty one. Please, throw out your trash.”
MINI TEST DRIVE.

TEST DRIVE A MINI COOPER WITH YOUR PHONE.

Camera on the cars gives users the true feeling of being behind the wheel of a Mini.

Lights turn on when the car is synced with your phone.

We will build a miniature replica of Toronto in malls. Wi-Fi hotspot zones will be located nearby to allow anyone to download the mini test drive app.

Once the app is downloaded users will be able to drive remote controlled Mini Coopers around the mini city. Users will get to pick which car they want to use based on the cars that are available. Once a car is selected the headlights of the remote control Mini Cooper will turn on.

Cameras will be placed in each Mini to view where your car is going. To control the car, you turn your phone left and right. Gas and brake pedals are available for more control of the car and to reverse simply tap the screen twice. Finally, your phone will vibrate if you crash.
Decals make the sidewalk appear to have been gouged and cracked.

FOR STRONG AND HEALTHY TEETH
The Ticketmaster 360 Lightshow is an app that allows concert attendees to become part of a light show using their cell phone. If enough people use the app during a concert, the light show becomes a 360 degree experience. The app will display different colours on the users device based on their location which is determined by having the user scan their ticket. Light shows can be pre-programmed to follow along with songs or to go along with a particular sound; eg. bass drum triggers blue, snare drum triggers pink. The possibilities are endless. With enough popularity and users in the future, phones can even be used as mosaic tiles to make one large image or video.

This is what the Ticketmaster 360 Lightshow app will look like in action.

To get a better idea of how it will work and a preview of the possibilities, check out this short video at vimeo.com/41891094

1. Purchase tickets to a concert using either the Ticketmaster app or website.
2. Download the new Ticketmaster 360 Lightshow app
3. Upon receiving your ticket, use the app to scan your ticket to provide your location.
4. Attend the concert, launch the app, hold your phone up and enjoy.
Introducing the Golden Smartie. 12 industry creatives each cast their vote. Here are their 3 favourite pieces created at Mohawk in 2012.

**Gold**

AD: Ryan Speziale CW: Tim Glenn (Year 3)

**Silver**

AD: Lucyed Hernandez CW: Matt Mantle (Year 3)

**Bronze**

AD: Ryan Speziale, Natalie Mathers CW: Sean Simons (Year 3)