

Projector phone use: practices and social implications

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Abstract Phones with integrated pico projectors are starting to be marketed as devices for business presentations and media viewing, and researchers are beginning to design projection-specific applications and interaction techniques to explore a broader array of possible uses. Phones with integrated pico projectors are starting to be marketed as devices for business presentations and media viewing, and researchers are beginning to design projection-specific applications and interaction techniques to explore a broader array of possible uses.

Keywords Projector phones · Field study · Social practices

begin to document how people use projector phones outside the laboratory, we present the results of a 4-week exploratory field study of naturalistic use of commodity projector phones. In our analysis, we consider how context, such as group size, relationships, and locale, influences projector phone use. A key observation is that users can readily exploit the new facilities of these devices to author interesting effects by employing representational techniques such as superimposition, scaling, translation, and motion. Thus, even the "basic" projector phone platform affords novel interaction modalities. Finally, we discuss the social implications of projector phone use for privacy and control, extrapolating from our observations to envision

Pico projectors are increasingly being embedded in consumer electronic devices, such as mobile phones (e.g., LG Expro and Samsung Galaxy Beam) and digital cameras (e.g., Nikon Coolpix s1000pj). Pico projector sales are predicted to increase from half a million units (worth \$117 million) in 2009 to 142 million units (worth \$13.9 billion)

in 2018, with sales of embedded units expected to be double that of stand-alone units [8]. As sales increase, the prices are expected to drop to as low as \$20 by 2011, and projectors are likely to become standard cell phone components [21]. Projector phones may become as common as camera phones.

Commodity projector phones are being marketed primarily to business consumers, for presentations and ad hoc meetings. Although proposed consumer applications are limited to media viewing, researchers are beginning to design new applications and projection-specific interaction techniques to explore a broader array of possible uses. Observations of how people use projector phones outside the laboratory are crucial to informing the design of future devices, interfaces, and applications.

In this paper, we present the results of a 4-week, 10-participant study of how people use commodity

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projector phones "in the wild". To the best of our knowledge, this work is the first long-term, unconstrained, exploratory field study of projector phone use. We present observations from our study, describing users' experiences and highlighting emergent practices. In our analysis, we consider how context, such as group size, relationships, and locale, influences projector phone use. A key observation is that users can readily exploit the new facilities of projector phones to author interesting effects by employing representational techniques such as superimposition, scaling, translation, and motion. Thus, even the "basic" projector phone platform affords novel interaction modalities. We discuss the implications of projector phone use for etiquette, privacy, and control, highlighting potential benefits and risks, and failure modes. We further extrapolate from our observations, to envision a future in which projector phones are ubiquitous. The results of our exploratory study are intended to document naturalistic practices, inform design, and expose areas for further research.

2 Related work

Camera projector systems have been extensively studied in the personal-projection space, Greaves et al. [35] and Underkofler et al. [36], used fixed, overhead cameras and projectors to digitally augment users' interaction with the physical environment. The Everywhere Displays system [23] explored the concept of ubiquitous graphical interfaces, using steerable projectors to create multiple interactive surfaces within an environment.

Researchers later investigated techniques for interacting with handheld projected displays. Raskar et al. [26, 27] studied geometry and location-aware projection. Other researchers have proposed moving cursors and activating selections via the handheld device, touching the projection surface with fingers or overlapping multiple projections [32], or moving the projector to direct the beam of a "spotlight" within a virtual information space. Cao et al. [6, 7] expanded on this spotlight metaphor, employing handheld projectors and pens to define and interact with virtual information spaces embedded in the physical environment in single and multi-user scenarios.

Recent work has explored applications and interaction techniques for small, mobile, portable, or wearable projector use is possible and actually happens, observation of tors. Blasko et al. explored interaction with a simulated wrist-worn projector via forearm movement and a touch-sensitive wrist-worn device [5]. Also, in Willis and Poupirev's MotionBeam metaphor, the motion of the projector expresses the motion of the projected object [30]. Mistry, et al., studied tangible and gestural interaction with WUW, also known as SixthSense, a wearable camera projector system [22]. Harrison et al. [15] analyzed vibrations to

detect taps on the skin and demonstrated using their Skinput technique to interact with an interface projected on the body. Researchers have also explored projector-device assemblies to increase interactive space. Bonafante and PenLight [30] and MouseLight [31] use projection to increase the interactive space for digital pens, providing visual feedback for interaction with paper. Recent advances in hardware have enabled researchers to study mobile phones with attached pico projectors. The Marauders Light system projects buddies' locations onto paper maps, leveraging the phones' location-sensing capabilities and large projected displays [19]. Greaves and Rukzio comparatively evaluated mobile phone screens and projected displays for photograph browsing tasks [3] and found that users preferred projector-based over phone-based interaction. They also developed a framework for collaborative media viewing and sharing with projector phones [14]. Cowan and Li [9] ShadowPuppets system explored using shadow gestures for collocated collaborative interaction with projected displays of mobile devices.

Numerous short-term field studies have focused on mobile phone use and related social practices [18, 24]. In the personal-projection space, Greaves et al. [35] conducted a 3-day field study in which the researchers projected maps and media in public places, and Wilson et al. [37] conducted a study in which they periodically prompted users over a 1- or 2-day period to project supplied media content. We previously considered social applications of projector phones through a scenario-based design exploration [8]. To the best of our knowledge, extended field studies have not yet been conducted to document naturalistic use of projector phones.

3 User study: how do people use projector phones in the wild?

In our study, we were seeking to discover what people could and would do in the course of their daily activities. In particular, would people use projector phones for business presentations and media viewing or would they go beyond that? If so, how and what are the possible implications for future use and design? To provide evidence that a particular use is possible and actually happens, observation of real-world use is required. Consequently, we chose to conduct a small-scale 4-week exploratory study in the wild.

While such a study design is appropriate for our research questions, in order to draw additional conclusions about typical or average behaviors and unusual phenomena, a more extended study would be required.

Participants: We recruited 10 participants, 4 female and 6 male, ages 22–46 (average 31.9). We assigned

each participant a pseudonym, starting with letters A through J. Anna is a computer science graduate student, Ben is an artist/teacher, Charles is a salesperson/health instructor, Darryl is a chef/photographer, Faye is a seminary graduate student, Emily is a stay-at-home mom, jewelry artisan, Gabriel and Helen are undergraduate students, Irving is an artist/teacher, and James is a computer programmer.

Methods: This study was exploratory in nature, intended to discover uses and sample phenomena. In order to ensure that the observed projector phone uses arose naturally, the study imposed minimal constraints on the users. The participants received no guidance on how they should use the projector. We simply provided a projector phone with unlimited data service, showed the participants how to activate the projector function, and asked them to carry it with them as much as possible for the duration of the study. We gave participants the choice of carrying the provided phone instead of or in addition to their own mobile phone, and all opted to carry both.

We ran this study in parallel with a study of UbiSketch, an application that enables the sharing of paper-based sketches on social networks, via mobile phones [6, 34]. With UbiSketch, a user draws or writes with an Anoto digital pen on paper, the pen digitizes the sketch and the phone forwards it to services on the Internet, such as Facebook, Twitter, or email.

We conducted pre-study training sessions and interviews to assess participants' previous experience using mobile projectors. We then conducted weekly follow-up interviews regarding their experiences. At the end of the study, we had a final interview with each participant. We analyzed this qualitative data using elements of grounded theory, grouping participants' responses by affinity, and we present results that emerged from the data.

Apparatus: The LG Expo (Fig. 1a) is a Windows Mobile smart phone with a touch screen, stylus, and QWERTY keyboard. The phone weighs 147 grams, and its dimensions are 114 × 56 × 15 mm. It has an integrated, removable projector, which weighs 50 g and attaches onto the back of the phone, approximately doubling the phone's depth. The HVGA resolution (480 × 320) DLP pico projector's brightness is rated at 5 lumens, and the projector is activated by sliding open a physical panel above the projector and then sliding a GUI widget on the touch screen to confirm. Closing the physical panel deactivates the display. Projected content is identical to that of the LCD display (Fig. 1b).

The Expo's projection is not visible in bright light. In moderate lighting conditions, an approximately 6 ft projected image is easily visible from a 10 ft throw, and in

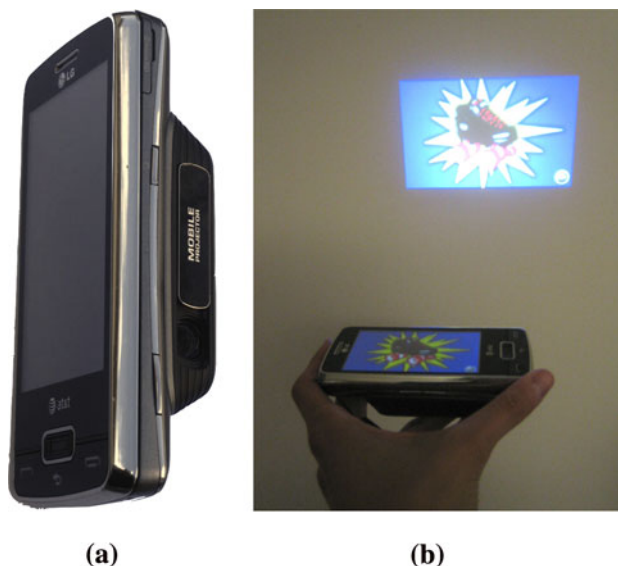


Fig. 1 a LG Expo projector phone b Projected display mirrors LCD screen

dark conditions, the size and throw distance can be more than doubled. Our tests indicate that the phone's battery (1,500 mAh) lasts around 2 h when the projector is streaming, and the phone can be plugged in for sustained projection. The Expo's camera and projector cannot be operated simultaneously and are oriented orthogonally.

Pre-study data: Eight of the participants had never used a pico projector or projector phone before. Two of the participants had used a projector phone previously: Anna had experimented with a friend's once, and Ben had more extensive experience, having used one for several months. Of the 8 participants who had not used pico projectors, 3 had used large portable projectors: Darryl and Faye owned one that they used to watch movies and play video games at their home or at friends' homes, to make presentations at school or work, and to create backdrops for artistic photography, and Irving had used one to present slideshows to his students. 6 of the 8 without projector phone experience had seen one in person or in an advertisement or video demonstration, and 2 had never seen one at all. All 8 expressed interest in using a projector phone, citing the following reasons: "It's new and sounds cool," it could project a display much larger than that of a typical mobile phone screen, and it would enable them to use their phones more socially with friends, children, or students.

4 Observations

Of the ten participants, I've used the LG Expo's integrated projector throughout the study for a variety of reasons. Anna explained that she used it "because it was attached to

my phone and it was cool. Charles concurred, using the holding facades), and generally whatever was at hand in projector because it was there, and adding: "If I had the environment (e.g., dishes and tablecloths in a restaurant on my standard phone, I would use it all the time. Ben). They also projected while on the go, from within enjoyed showing off the novelty of the device, explaining, moving cars and while walking. As Ben explained, "It's so the wow factor is high. Several participants cited the natural to project on any surface because [the projector] is large size of the display: "the freedom to make that image right in your hand and wherever you move it, you're bigger" (Ben), "it gets bigger than my laptop screen" (Charles), and "the screen on the phone is so little" (Darryl). Four of the 15 participants who used the projector preferred a smoother surface because the projection was easier to see, to the phone. Anna explained why she carried the projector and Anna concurred. In contrast, Darryl preferred a surface with more texture. He explained that when he projected and I didn't want to be caught without one. While using UbiSketch, the projected sketch acted as a

The remaining 15 participants did not use the projector beyond some initial experimentation, despite expressing interest in using it. Some participants explained that they did not use the projector because they forgot about it or did not have a reason to use it, suggesting the lack of an enticing application. Others explained that they did not have the projector with them at the time they wanted to use it. We believe that more participants might have used the projector if it was integrated into their primary mobile phone, since availability of the device is key to supporting spontaneous interaction. Four of the 15 participants who did not use the projector did not always carry it with them, because the phone did not support projection-specific interaction: "It didn't do a lot for the actual function of the phone because it's all touch screen [interaction], so you projector attached because it was too bulky to fit in a purse or pocket, it was too heavy, they were concerned about breaking it, or they thought leaving it attached would drain the phone's battery faster.

Projector usage varied in duration and frequency Table 1 illustrates this usage by the 15 participants that used the projectors throughout the study. Ben and Charles who used the projectors regularly, grew quite partial to them. Ben expressed: "I love the projector phone. I don't even want a phone that doesn't have a projector in it now Charles concurred, saying, "I'm in love with that projector I think it's the coolest thing since sliced bread."

Participants projected the display onto a variety of surfaces, including people, people's clothing, and architectural elements (e.g., walls, floors, ceilings, windows, and

Table 1 Projector usage: frequency and duration

Participant	Frequency of use per week (times)	Duration of use per instance (min)
Anna	3/4	1/5
Ben	5/6	5/10
Charles	9/13	10/30
Darryl	1/2	10/30
Emily	3/4	5/10



Fig. 2 Projecting while using UbiSketch. Phone screen and projected display show digitized version of paper sketch

need to be looking at the screen anyway to be able to play drawing. He also found it easier to refer to the large with a lot of things. He projected sketch to confirm that the digitized version matched the original to make sure things showed up where they should be rather than trying to pick out details on the phone. On anything but a really dingy day, it's a little bit brighter than the phone. Ben concurrently used sketches and then used the projector to scale them up adding, "In the daytime, you just can't show it to anybody, but you can transfer them onto canvas. He explained, "You do a lot of things like, 'Well, if you turn all the lights off.' Many participants also complained about the projector's power consumption, which rapidly drained the phone's battery, and how hot the projector became during prolonged use. He preferred to sketch on a small scale because it felt natural and comfortable, and the projector made it easy to scale sketches up. He remarked, "I may as well just project what I want to do and do the drawings small, because my hand works really well on a touch screen, e.g., to browse for content, while projecting a typical scenario would involve searching for content via the touch screen, then activating the projector to display the content, and temporarily suspending projection during any further touch screen interactions. Users often did not turn the projector off and on during these transient interactions since this would require too much effort. Instead, they would tangibly and directly occlude or avert the projector beam, e.g., by covering it with a hand, or re-orienting it to reduce its visibility.

4.1 Usage scenarios

We now describe private, semi-private, and public scenarios of use, drawn from our field study. Analysis and discussion follow in the next section.

4.1.1 Private

As one might expect, all the participants reported using the projector simply because it afforded a large display, relative to the size of their mobile phone, laptop, or television screens, and because it was portable. For example, when Ben's girlfriend watched television in the living room, he would sometimes watch projected videos in the bedroom to avoid conflict. He used the phone rather than his laptop since the projected display was larger and the laptop was comparatively cumbersome to move around the house. He explained that he would typically take his phone into the bedroom for transient viewing, to watch things that take under ten minutes mostly, like quick, little things. Charles also watched videos, enjoying the ability to project a digital image of her actual face merged with her projected face to play anywhere. For example, he liked to lie in bed and watch videos on the ceiling. He would typically plug the phone into a charger for sustained, non-mobile use.

4.1.2 Semi-private

Ben sometimes watched projected videos in the bedroom to avoid conflict. He used the phone rather than his laptop since the projected display was larger and the laptop was comparatively cumbersome to move around the house. He explained that he would typically take his phone into the bedroom for transient viewing, to watch things that take under ten minutes mostly, like quick, little things. Charles also watched videos, enjoying the ability to project a digital image of her actual face merged with her projected face to play anywhere. For example, he liked to lie in bed and watch videos on the ceiling. He would typically plug the phone into a charger for sustained, non-mobile use. Darryl sometimes projected in conjunction with UbiSketch; while sketching on paper, he would project the digital version of his sketch onto a nearby wall. He explained that he did this to enlarge the sketch to a bigger representation than what was on paper of what I was drawing. He also found it easier to refer to the large with a lot of things. He projected sketch to confirm that the digitized version matched the original to make sure things showed up where they should be rather than trying to pick out details on the phone. On anything but a really dingy day, it's a little bit brighter than the phone. Ben concurrently used sketches and then used the projector to scale them up adding, "In the daytime, you just can't show it to anybody, but you can transfer them onto canvas. He explained, "You do a lot of things like, 'Well, if you turn all the lights off.' Many participants also complained about the projector's power consumption, which rapidly drained the phone's battery, and how hot the projector became during prolonged use. He preferred to sketch on a small scale because it felt natural and comfortable, and the projector made it easy to scale sketches up. 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He explained that the experience felt immersive: "When it's projected on a screen right by my bed, it has that whole sense of 'I'm really in it.' It was like swimming in the water... Swimming with sharks. I don't want to do it in real life, but that was fun. Because the video was projected onto himself and the wall behind him, Charles felt that he was virtually swimming with the sharks in the video. Anna used the projector to show her husband something she'd drawn for him with UbiSketch. She sketched a cartoon Psh that was in a commercial that they enjoyed and later projected it onto the ceiling over their bed. She animated the projected Psh while she and her husband sang the song from the commercial, explaining, "I made the Psh dance on the ceiling. By reenacting the commercial, they shared an inside joke. Charles used UbiSketch to create and digitize paper-based sketches and then used the projector to scale them up adding, "In the daytime, you just can't show it to anybody, but you can transfer them onto canvas. He explained, "You do a lot of things like, 'Well, if you turn all the lights off.' Many participants also complained about the projector's power consumption, which rapidly drained the phone's battery, and how hot the projector became during prolonged use. He preferred to sketch on a small scale because it felt natural and comfortable, and the projector made it easy to scale sketches up. 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Fig. 3 Projected face (eyes open, smiling) on real face (eyes and mouth closed)

onto his manager's back: "Everybody was laughing. And then I hid [the projection] and said, 'So were your ears burning?'. everybody was snickering in the background. It was quite comical."

4.1.3 Public

Some of the participants in the study enjoyed using their projector phones to playfully interact with strangers in public settings. Ben used the projector to pass time when he was waiting in line for rides at Disneyland. For example, he projected a picture of Yoda, the Star Wars character, onto the walls of the enclosed waiting area of Space Mountain, a space-themed roller coaster. He explained, "It's all dark, so you can project really readily in there."

He described the reactions of the other people in line, saying, "Oh, they freak out. They absolutely freak out. They just want to know what you have and where to get one. And they want to play with it." He enjoyed attracting the

attention of people around the room and started conversations with those waiting nearby.

Ben also used the projector while walking around outside at Disneyland in the evening (Fig. 4a), or while riding

dark indoor rides, such as Peter Pan's Flight (Fig. 4b). He enjoyed playfully adding his own content to the carefully controlled environment of the theme park, yet he was aware of how it could affect other visitors: "That changes

everyone on that ride's experience of that ride. What if we all had those phones? We'd all be influencing [each other's

experiences.] I guess it makes for an interesting, always changing outcome. But, also, it's kind of intrusive." One of

his friends felt uncomfortable when Ben projected on rides, them really, really jealous that I have [a projector].

He described one incident in which he projected a video of Peter



Fig. 4 Projecting at Disneyland while walking on Main Street USA, and riding on Peter Pan's Flight

during one experience: "I was laughing so hard, because that was so cool." Interactions, describing novel dimensions of projector phone authorship and the representational techniques employed.

Once, while Ben was showing something to a friend by projecting it onto their table at a restaurant, he accidentally shined the projector all over the room, explaining, "You can move the camera this much, and this much movement here relates to, like, half the room." He noted the projector's potential for intrusiveness, calling it "a nuisance" due to the privacy of the setting, the group size, and participants' disruptive. He added, "That phone can take over relationships in a room. You can have everyone's attention in, like, 5 seconds." In our study, we observed individual and pair interactions in other people were completely distracted from their dinner in private settings, pair and small-group interactions in semi-private settings, and pair and small-group interactions in this experience, Ben expressed concern about the future public settings.

ubiquity of personal projection, saying, "I was just thinking how it's gonna be in the future when everyone has one involved individuals or pairs. Individual uses were instructional. There's gonna be no filter on what images people are seeing all around them laws are gonna have to be Darryl and Charles used the projector as an instrument for made." Although he enjoyed wreaking a bit of havoc, he saw the potentially serious impact of personal projection in the bedroom for control and convenience while his girlfriend, "It's really fun, but it seems to have the levity of something very serious and almost a weapon." In the absence of an audience, individuals did not need to be concerned about projecting appropriate content, conveying a specific message, or presenting themselves to an audience.

On occasion, Ben also mischievously projected content onto the sides of neighbors' houses at night, when the phone's beam was visible at large size. Charles expressed a similar desire to project from the window of his apartment onto a nearby building's facade, which he was unable to do because the area was well lit. He explained why he would enjoy interacting with strangers in this way, saying, "It's just so fun to make a big thing that people would drive by and go, 'What the? Why is there a big thing projecting out the window? Why is this happening?'" A similar motivation to playfully interact with strangers led Ben to project out the windows of moving cars, onto the road and onto the sides of nearby trucks.

Ben also enjoyed playfully projecting at an outdoor evening concert, sometimes onto the backs of strangers' shirts. His girlfriend felt uncomfortable when he did that and was concerned about how people would react. At the same event, Ben also considered projecting a picture of a donut onto or near a group of policemen, but decided against it after discussing it with his girlfriend, for fear of repercussions.

5 Analysis

From the above observations, we can immediately see that the participants went far beyond the anticipated passive uses of projector phones, employing an array of displays to spark conversation, or mischievous. For example, Ben projected onto the sidewalk while waiting at Disneyland to entertain himself and his friends and attract others' attention. We first analyze how context influenced projector phone interaction. Then, we analyze how users authored a provocative form of joking. In public settings, in the

presence of friends and strangers—willing and unwilling—example, Darryl projected sketches onto a wall that had participants—users oriented interactions toward both—some kind of feel to it— to add texture to the digitized audiences.

5.2 Authorship and representation

The participants of our study went beyond simply choosing what digital media content to project and then passively presenting and/or viewing it. These participants actively and dynamically authored how to project content, in order to convey particular meanings or shape social interactions. A projector phone’s mobility and its ability to throw an image over a distance enable novel dimensions of authorship and how these techniques are used in combination.

In particular, we describe how a projector phone’s small size and the ease of orienting its projected display support what Luff and Heath term “micro-mobility.” Users cannot only carry projector phones from place to place, they can readily position and orient projected information during interactions. With a handheld projector, users can adjust the orientation of the display by simply moving their hand. In contrast, a larger projector typically remains in a fixed position while in use.

5.2.1 Surface

The projection surface(s), including all elements within the projector’s beam, adds a physical dimension to the projected content. The surface has material properties, such as texture, color, and geometry, which determine how it reflects light and add tangibility to digital content. For

example, Darryl projected sketches onto a wall that had participants—users oriented interactions toward both—some kind of feel to it— to add texture to the digitized audiences. sketches and perceptually bridge the physical and digital worlds. The surface may also have other affordances or provide metaphorical significance. A user can quickly and easily re-orient the projector toward a different surface to adjust this dimension, whereas with a static projector the surface (typically a screen) does not change during use. Because a projector throws an image over a distance, decoupling the device from the display, projected information can be superimposed onto (Fig. 5a), or juxtaposed next to (Fig. 5b), things in the physical environment. For example, when Charles superimposed an underwater scene ship, supporting a unique concentration of representation onto himself, the effect was immersive. The surface and the facilities in a single artifact. We highlight some of these content can contribute to a blended meaning, as when Charles projected Pre onto a colleague’s back to imply that she was burning. In addition, superimposition and juxtaposition can support comparison, making it easier to identify similarities and differences. Darryl used this strategy to identify errors in digitized sketches.

5.2.2 Throw distance and display size

The distance from the projector to the surface determines the size of the projected display, which can scale far beyond the size of the phone’s LCD screen. With increasing throw distance, the size of the projection increases and the brightness decreases. The size of a projected image can represent its actual or metaphorical importance, quantity, or size.

The display size can be adjusted directly and tangibly by moving the projector toward or away from the surface, e.g., by moving one’s hand, walking, or pointing the projector toward a nearer or farther surface. On an ordinary display,

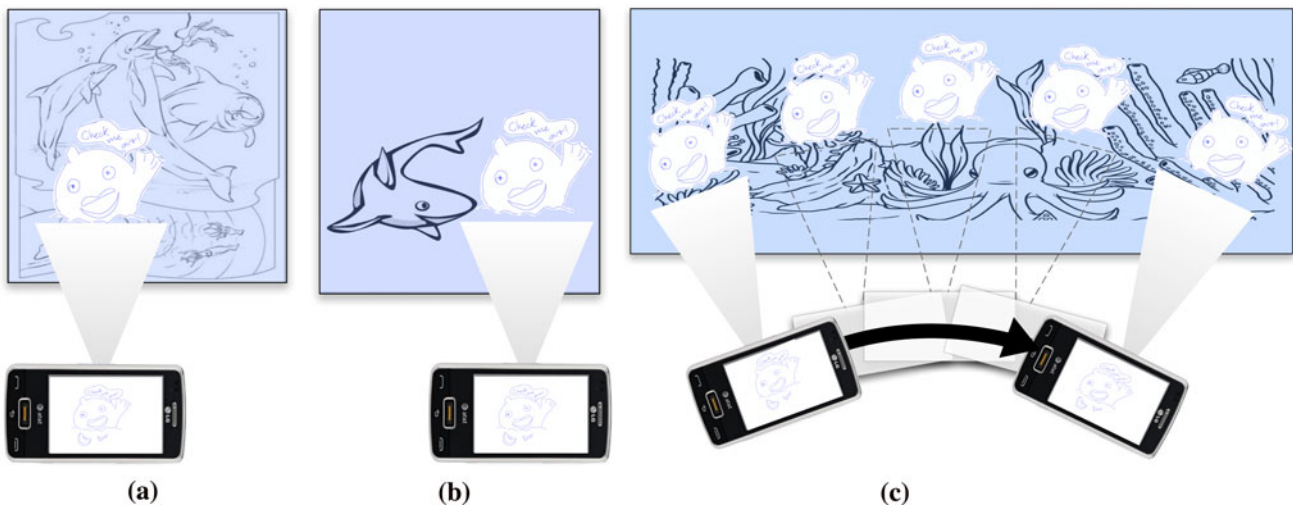


Fig. 5 Representational techniques: a, superimposition; b, juxtaposition; c, animation

such as a phone's screen, as you enlarge an image beyond the size of the display it is clipped. In contrast, when you enlarge a projected image by increasing the throw distance, the entire image gets bigger. A change in size can represent a mobility in projector phone interactions to share, hide, and change in emphasis.

Scaling can enable visualization at human scale, supporting comprehension and interaction. For example, Darryl's projected sketches were larger and easier to see for a glance than those on the phone's screen. Here, Darryl combined representational techniques, juxtaposing an original analog image and a magnified digital image. In addition, Charles used UbiSketch and the projector phone to digitally mediate the physical enlargement of a sketch, transferring it from paper, to phone, to canvas.

5.2.3 Lateral motion

A user can position projected content by moving and orienting the projector in three-dimensional space to translate scale, rotate, and/or warp the projected image. The throw distance can amplify the effects of these actions, enabling small change in the projector's orientation to cause a large change in the appearance of the projected display. In contrast, in a traditional setup, the projector remains fixed during use, and with an ordinary display, the motion is not amplified.

These novel affordances of projector phones can support animation. For example, Ben projected a Snoopy cartoon around the walls inside his home to make the character become ubiquitous, their novelty will fade, as will the simply rotating the projector in his hand to make the projected display move quickly around the room. Here, as well as when Anna made a projected cartoon dance on the ceiling, we see how the relative motion of the projector can represent animation of the projected information (Fig. 5). When Ben projected from a moving car onto the side of a moving truck, tracking its position with the projected beam, the projected information did not appear to be moving because its position relative to the truck did not change.

5.2.4 Visibility

Users can dynamically adjust the visibility of the projected display and its source. While projecting, users can hide specific information or interactions, such as browsing content, by occluding the projector, turning it off, covering it with a hand, or averting it with a simple hand motion. The ease and directness of showing or hiding the projected display is a novel feature of personal projection.

Projected information may also be oriented such that it is visible to, or occluded from, particular viewers. For example, Emily projected while sketching so that her family could share in the activity. In contrast, Charles might require a sufficient level of intimacy, or at least that

6 The future

Analysts predict that projectors will soon be standard features embedded in mobile phones, much like cameras today. Further, we expect that specialized interaction techniques, in which the projected display is a space for input and output, will be widely adopted. We envision a future in which projector phones are ubiquitous and projected displays support interaction, rather than just passive viewing.

Participants in our study enjoyed showing off their projector phones and using them to attract attention from friends as well as strangers. However, as these devices become ubiquitous, their novelty will fade, as will the division between those who have projector phones and those who do not. Further, when personal projection becomes commonplace, the act of projecting will no longer attract attention from people who are simply curious about a technology they have never seen before.

Even as novelty fades, the increased density of projector phone use could result in greater intrusiveness. Projection can be disruptive to incidental viewers, potentially cluttering the visual space or even offending. People may see one's projected display without wanting to, which is analogous to forced eavesdropping on mobile phone conversations today. The projected information could be inappropriate, or people might simply not wish to see it.

Crowding could lead to contention over shared space. Also, multi-user and/or multi-projector usage scenarios will likely become more common, potentially increasing the risk of intrusiveness.

As projector phones become ubiquitous, etiquette will necessarily develop to socially manage when, where, and how it is appropriate to use them. Different notions of acceptable behavior will be defined by the context. For example, shining a projected display onto someone's body

person's consent, or it could be considered impolite. Also, it might be appropriate to project content around the room at a party or onto one's table at a restaurant, but not around the room at a restaurant. Yet as Ben remarked about restaurant experience, it can be hard to manage disruption of incidental viewers. Due to the broadcast nature of projection, those doing the broadcasting are accountable for what and how they choose to project and the possible effects on viewers. Additional social controls, such as private or governmental regulations, may also be enacted where etiquette is not sufficient.

Projector phones also have privacy implications. Standard phone's display can only be seen at close range due to the small screen size and narrow viewing angle which imparts a degree of privacy. In contrast, a projected display can be larger and visible from a greater distance, potentially risking the privacy of projected content. In our study, participants seemed to understand what they should or should not project in a given context, and they did not express any privacy concerns. Yet their experiences highlight light potential failure modes.

A projector phone user can quickly and easily orient and scale the projected display, which can be beneficial but also risk unintended disclosure. For example, when Ben unwittingly shined the projector around the restaurant rather than toward the table he shared with his friend, the information was revealed to unintended viewers. Unless the user is in a private setting in which only intended viewers are present, this sort of privacy breach is a possible concern.

Further, as technology matures, projection space will become interactive. Techniques for interacting with projector phones at a distance could increase the risk of unauthorized access and require additional security measures. An unauthorized user could potentially gain control of the device by interacting with the projected display, and active control presents a greater threat to security than passive viewing.

Researchers have already been exploring techniques that enable users to interact with projected displays by moving and gesturing in the air between the device and the surface [7, 9]. Multi-user and multi-projector interaction techniques, which leverage the projectors' beams for shared input and output, have also been studied. Many of these techniques support collaborative interaction, and we anticipate that

mobile phones will increasingly become tools for collaboration. Social protocols will likely develop for managing shared control.

As specialized interactive techniques become more widely adopted, the nature of users' interactions with projecting will change. Consider how participants in our study avoided interacting with the phone's touch screen

superimposition, juxtaposition, scaling, and animation. The somewhat unexpected usage scenarios revealed in our study can inform the design of novel applications and interaction techniques for projector phones.

With ubiquity, everyone will have access to one or more personal, mobile, large displays. Yet projector phone use may become problematic in public settings, motivating new rules of etiquette and perhaps laws. Also, specialized applications and interaction techniques will turn projector phones into tools for tangible interaction, collocated collaboration, and creative expression. In a future with ubiquitous personal projection, managing the privacy of projected information and controlling access to projected interfaces will become increasingly important.

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