SIGHT

Drawing through the eyes

By GEMMA CO

1. Introduction

In this modern buzzing world, people are always busy chasing after their own goals passionately and restlessly, to the point that they start to forget looking at the surrounding environment and losing the true happiness of being alive. In the moment when they lose their minds or even themselves, a photo or a video is one of the best lights to shine their way back as it is a tool treasuring memories visually and permanently. For the reason, it is undeniable that camera has been the most reliable technology accompanying each of us on every path of life to take photos or videos and build up "memory land". However, not everything seen by the eyes can be fully reflected on cameras. Therefore, "Sight" will be the new innovation that would bring a significant twist to the photography industry, capturing anything witnessed by the eyes. Through this essay, information about what and how this innovation is, meanings of the brand's kit, as well as the potential future impacts will be covered.

2. Design fiction

2.1 Description of Sight- "Drawing through the eyes"

Ever since the birth of camera, photo industry has moved to a new chapter, in fact, the entire world has changed tremendously thanks to the creation of this technology. As what was mentioned above, with camera, people can take visual images in the form of videos, photos and store them as the memories of small to big events of daily life. Furthermore, the crucial roles of camera has extended to a deeper meaning, it is not only considered for what it is but also for what it creates. The rise of photography has enhanced new meanings of communication, education and history, together with creating new cultural emergence of preservation. A photograph speaks a million words, storing a large collection of reminiscences. Following the development of the digital era, the demand for taking and storing images has changed from carrying aside ourselves a film camera, to a digital camera and currently, just a smartphone due to the increasing need of convenience and updating models of smartphones' camera being well-qualified enough for shooting and recording.

So what can go beyond the eligibility brought by a smartphone's camera, be the potentially tough competitor to the quality of the top digital camera and give more beautiful memories compared to the film camera? The answer is in "Sight", a new representative for photo industry, snapping and storing every single things through digital contact lenses which are controlled via the brain signals (fig.1). Instead of bringing a camera with ourselves all the time and pressing buttons to shoot or record, we can simply wear these contact lenses on and bring the whole universe into our eyes under the instruction of our brain.
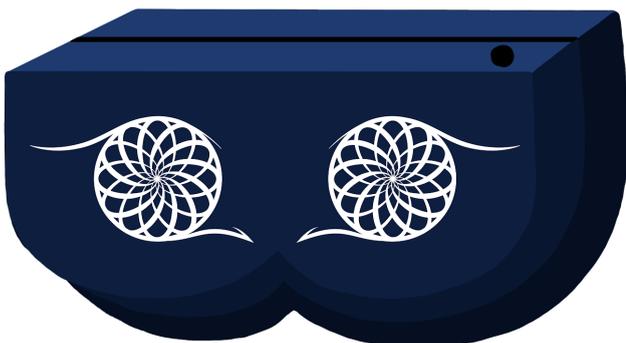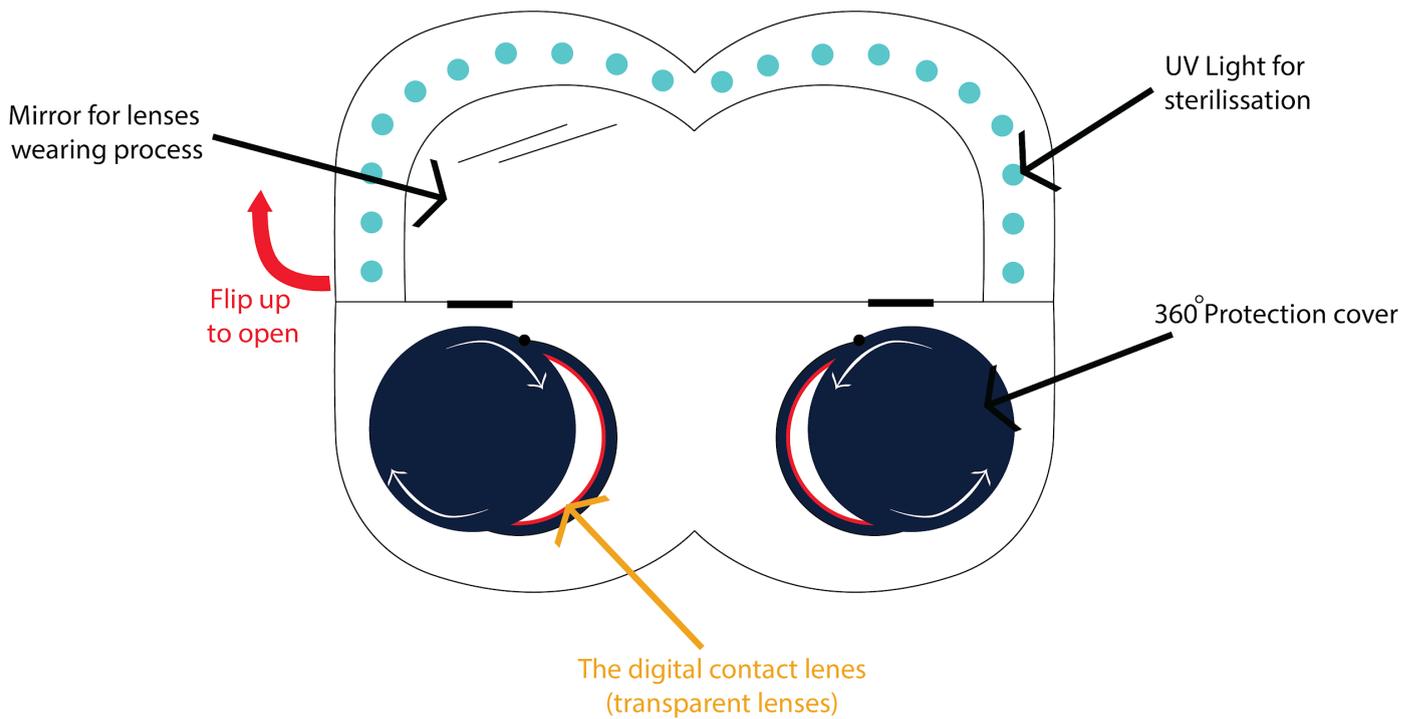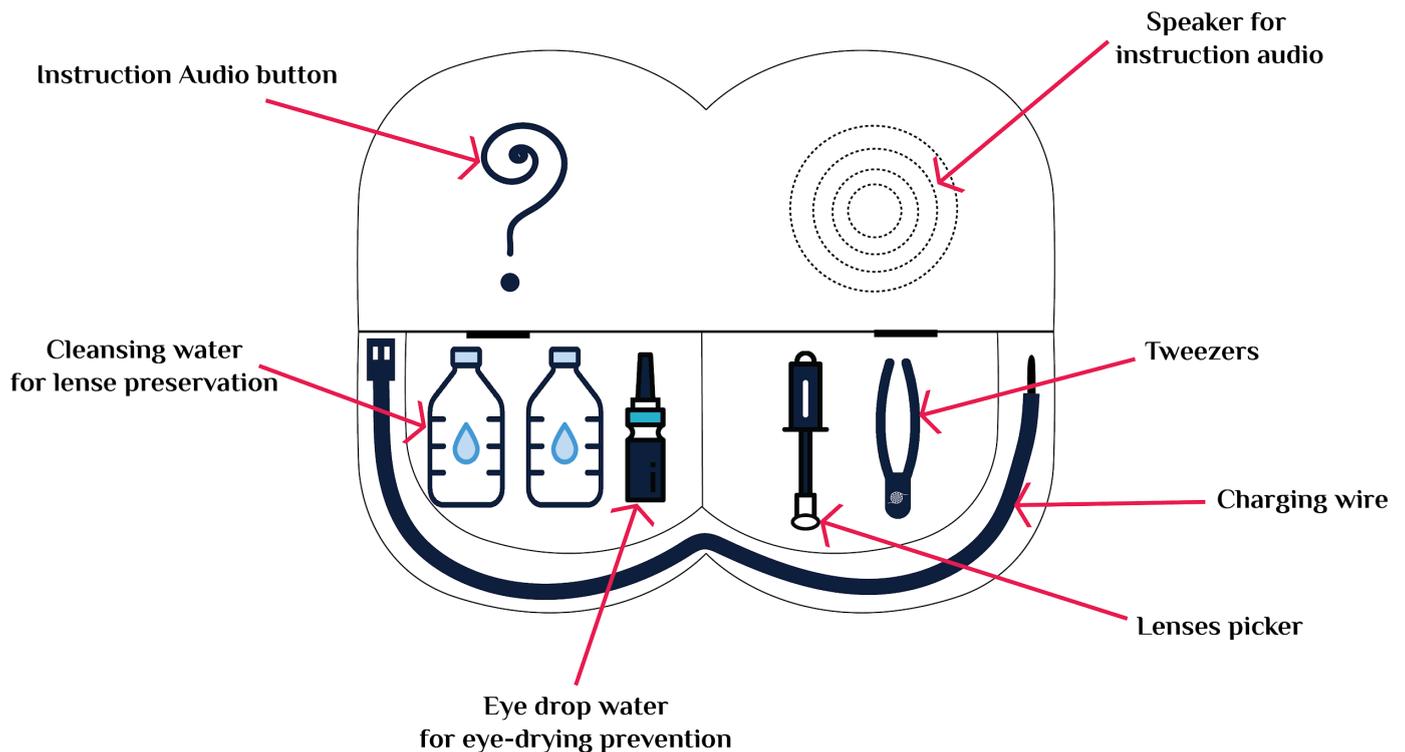

Fig.1
Left: Co, 2019, Packaging of "Sight"
Right: Stoll, 2005, Transparent lense image for demonstration

The whole tool kit of "Sight" is put into a box having the shape which is similar to glasses with appropriate handy size and being divided into two sections, one is where the transparent digital contact lenses (contact lenses without color) is preserved in two holes of specialised cleaning water with 360 degree spinning cover so as to prevent the water from leaking out and the box's cover applies small UV lights on the edge for sterilisation which automatically turn on whenever the cover shuts down, there is also a mirror for the convenience in wearing process (fig.2).

Mirror for lenses wearing process

UV Light for sterilissation

Flip up to open

360°Protection cover

The digital contact lenes (transparent lenses)

Fig.2 Giang, C 2019, Top view of the first section of "Sight" storing box

The other storage is equipped with two bottles of cleaning water, one bottle of medical eyedrop in case eyes are dry after long period wearing lenses, one charging wire and supporting tools to put on and take off the lenses (fig.3). The reason why inductive charging is not applied due to the development of current technology is because it requires an extra electrical pad, which is quite inconvenient when travelling. As a consequence, traditional wire charger with usb head is chosen for flexibility and accessibility. For all covers of the box, they are attached to the body thanks to magnet system applied into the box's structure same as the Airpod case of Apple.

Instruction Audio button

Speaker for
instruction audio

Cleansing water
for lense preservation

Tweezers

Charging wire

Lenses picker

Eye drop water
for eye-drying prevention

Fig.3 Giang, C 2019, Top view of the second
section of "Sight" storing box

2.2 Concept proposal

● Key concept

The idea of "Sight" is directly reflected through its name and tagline which is "Drawing through the eyes". As few people have known, the word "photography" factually means "drawing the light", in the meantime, also conveys the process of creating a photo which basically consists of two distinct sciences: optics, representing the first step of "drawing", particularly convergence of light rays to produce an image, and chemistry, the following step of "drawing" the image permanently onto a photosensitive (light-sensitive) surface. With "Sight", these "drawing" stages are generated directly through the eyes instead of a normal physical lenses of the camera, and the outcomes will reflect as realistically as what have been witnessed. Moreover, the name "Sight" offers the meaning of vision and experience, which expresses the goal that is aimed for- to encourage its users to escape four boring walls, put down their phones, head out to explore and enjoy the beauty of the surroundings, as well as fully living every moment.

In addition, "Sight" also inherit the concept of treasuring and sharing of both camera and smartphone by applying emerging storage technology- holographic storage- that offers high storage density, long-term media stability and reliability, so as portability allowing such dense data like high-definition video to be conveniently distributed. Images and videos taken can also be exported immediately to other digital devices through bluetooth mode.
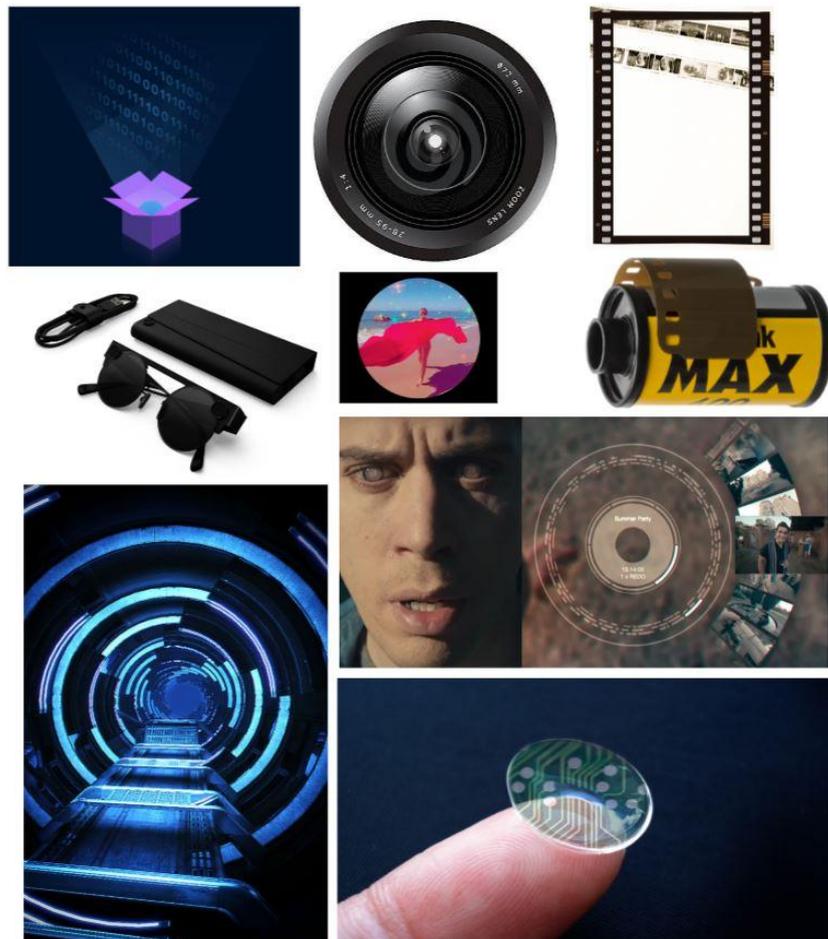
Fig.4 Giang, C 2019, Inspiration of "Sight" design fiction

- **Target audience**

As a result, gathering together such benefits, namely convenience, easy-to-use, well-qualified outcomes, safety ensuring, large memory storage and elegant design visual, "Sight" is suitable enough to hit the future market, be the top choice especially for influencers like bloggers, travelling vloggers and content creators. Once these audiences are reached, it will trigger another essential target audience who is Generation Alpha- the growing generation after Gen Z, mostly born in 2010s, raised in the digital era, also known as iGeneration; as they remarkably pay attention to the mentioned influencers and play the role of future influencers as well.

- **Drives and signals**

One of the main drivers that shape the idea of "Sight" design fiction is rooted from the affection of modern photography on the way we remember our lives. In the past, it was not until the birth of the first ever simple and small camera introduced by Kodak in 1888 with the motto: "You press the button, we do the rest" that the concept of redefining nostalgia was born. Back then, the camera was literally an indispensable companion with the people's daily life, recording and curating special events. Throughout the history, film photography peaked

in 1999 with the record of 80 billion photos taken all over the world (Lavoie 2018). Fast forward to the current situation, with the upsurge development of smartphones, photographic creation has become much easier. Consequently, following the estimation of InfoTrends, there are 1.2 trillion photos taken in 2017 to which smartphones contributed 85% of the devices used. With the large amount of photos taken, the role of cameras in our lives is noticeably important (Richter 2017). However, apparently this development has changed the way we experience the environment, the more we spend time recording obsessively what is called "moments" via touchscreens, the more distant created between what is captured and true observation, causing the "photo-taking-impairment" effect according to the research on memory and cognition in 2018 (Soares & Storm 2018). The study shows that forms of understanding might be eclipsed by remembering through images. In particular, when we observe an object through the camera's lens and on our screens, we just participate in a fraction of the experience, instead, while diving yourself into a real sensory experience to directly visualize reality, the impact becomes deeper and more value. Not only so, a form of offloading is also a result of photo-taking. As has been told by Jennifer Soares, a doctoral candidate at UC Santa Cruz, we tend to not remember as well because we rely on the digital memory of the camera, for example: we do not bother trying to remember the parking lot location's number as we have already taken a photo of it (Lavoie 2018). As can be concluded from current issue, taking photos and recording videos helps us to capture and treasure the memories, on the contrary, it also makes those memories easier to forget with the abundance volume of photographs and innovative media platforms. Therefore, "Sight" would not only snap the moments and keep them long-lasting, but also offer the fulfilling experience of "tasting" the delightness of life. Users do not have to worry about missing out any moment, instead, they can both directly see what is happening with their own eyes and recall it when looking at what have been stored, which offers them more permanent memories physically and mentally, turning each of their social media posts into a more precious story.

Additionally, based on my research on Generation Alpha, these children of technology often hang out on their social media, especially Instagram and Tiktok, an emerging application in recent years. Not only do they keep up with the "new feed" everyday, but they also engaged in influencing the market and be the influencer themselves. In the previous, eight-year-old Ryan from Ryan's ToysReview on Youtube ranked in over $22 million in revenue for his hyping and exciting reviews (Papagni 2019). Another case from Youtube influencers, Charli and Ashley of Charli's Crafty Kitchen hit over one million subscribers to their baking tutorials, where they also share some of their favorite brands in spite of just being under 10 years old(ibid). If "Sight" can attract the consumption of its primary target audience- influencers, a reflection effect will possibly happen to persuade Alpha-ers to use the technology to express themselves, share their feelings through their own experience with "Sight" and put impacts on each other. Furthermore, this generation also inspires the birth of "Sight" due to their motivation of living the moment, "NOTOMO"- no tomorrow- is their signature motto.

- **How does "Sight" work?**
` In order to understand more about the function of this technology, I will briefly introduce the process of taking and storing photos as well as videos:

Step 1: apply lenses onto the eyes

Step 2: technology sending signals of two option photos or videos to the brain

Step 3: brain sends back the chosen option to operate the lenses job

Step 4: Photos or videos taken are delivered into the lenses box, two symbols of the logo on the cover will be enlightened piece by piece as a preview of how much storage has been used. Once the two symbols are fully bright, meaning the storage is filled.

Step 5: Access bluetooth connection to other digital devices for sharing the images and videos. In order to select or delete those files, for mobile phones, the folder "Sight" will be transferred to the album library, and for laptops or computers, it will appear in "This PC" or "My Computer" application.

Based on the three primary parts of the camera including the lense, control management(buttons) and memory card, "Sight" divides them into separate structures. The lense is the contact lenses, the brain plays the setting role of the buttons and the memory card will be the lenses' box. Consequently, the steps of producing photos and videos of "Sight" is basically similar to the camera's.

2.3 Benchmark and competitive landscape

As the purpose of "Sight" has not much difference to a camera, I have done some benchmarking and competitive landscape based on the reviews and demand of best digital camera for travel blogging and vlogging, best film camera for non-professionals, pros and cons of the memory implant from the movie "Black Mirror" to list down the necessary and updating features of my design fiction comparing to:

- **Digital camera- Sony RX100 VI**: one of the top choices for a compact digital camera, offering high-quality images, small size and great video stabilization so as for autofocus. For those reasons, this camera is highly recommended by travel bloggers and vloggers.
- **Film camera- Hasselblad XPan**: another small sizes easy to use camera which allows both individual shots and panoramic mode. The reason why I added film camera to the competitive landscape is because even when photo industry has developed, film camera still remains its value and distinct feeling conveyed through each photos, which is why it has made a significant comeback in recent times when bloggers or content creators use film photos to tell their stories online.
- **Smartphone camera- iPhone**: with the frequently updating features, this product of Apple has become a close friend to every citizens due to its convenience and well-qualified enough resolution.
- **Black Mirror memory implant**: having similar concept with my project "Sight" which videos are recorded by the eyes, but the technology is operated by a seed that is "cultivated" into the back of a human's ear. Each person with having that seed is provided with a control button for zooming and selection.
- **Spectacles 3**: Snapchat augmented reality sunglasses also have similar purposes to my design fiction which can snap photos and videos by pressing a button on the glasses.

	MY PROJECT	Digital camera (Sony RX100 VI)	Film camera (Hasselblad XPan)	Smartphone camera (iPhone)	Black Mirror memory implant	Spectacles 3
Brain control	++	−	−	−	+	−
Convenience & pocketability	++	++	++	++	++	+
Resolution	+	++	+	+	+	+
Color accuracy	+	+	+	+	+	+
Shutter speed	+	+	+	+	+	+
Aperture	+	+	+	+	+	+
Zoom range	+	+	+	−	+	+
Manual control setting	+	−	+	−	+	+
Waterproof	++	−	−	+	−	−
Battery life	+	−	+	−	++	−
Video recording	+	++	−	+	++	+
Memory card	++	+	−	+	+	−
Autofocus	++	++	−	−	+	−
Easy to use	++	+	+	++	+	++
Share	+	−	−	++	−	+
Stabelization mode	+	++	−	−	−	−

For features having "++", I will demonstrate clearer as they are the advantages that can meet the demand of target audience:

● Firstly, the most important feature of "Sight" is the connection of the design with **brain waves**. Though it is rooted from the main concept of Black Mirror technology, the difference between the two innovations is interchangeability. The seed that is attached to human's body from the movie stays there permanently in order to keep the memories recorded last forever unless that person wants to take it out, which causes the obsession, torture and tolerance of the past since some memories wished to be discarded also remains in there. Once the seed is taken out, which is also the final scene of the episode, it causes both physical pain and mental breakdown. Contrarily, "Sight" is safer thanks to the ability to put on and take off, all moments will be captured and selected following the requests of our brain without injuring ourselves. The brain will set up zoom range, aperture and shutter speed as we wish and shoot what is seen. The memories stored are not just a reflection as the Black Mirror's implant, they are visually organic photos and videos which can be kept or deleted depending on our choices. Moreover, focal length of the lenses will be adjusted automatically following the sight of our eyes, which makes **autofocus** process becomes more ideal and typically for influencers like bloggers and content creators, this feature would give them a faster rate of work processing, pictures and videos content focusing priorly as their demands.

● Secondly, due to the small size of the lenses' box, the technology's **convenience and pocketability** are enhanced. This feature can satisfy one of the top requirements of its target audience who often travels to many places. With the appropriate size and thickness, the box can easily fit into a small purse or even hand-carried.

● Thirdly, another feature that outstands other digital cameras and film cameras is **water-resistance.** Understanding the need for underwater shooting, a common but exciting shots of most bloggers and vloggers, "Sight" can help record these scenes while users are having fun swimming or diving, especially when they go exploring marine life by additionally wearing goggles. Consumers do not have to bring their

cameras or phones with protective equipment wrapped around to prevent water exploit anymore and feel free to enjoy the activities.

- Fourthly, owing to the holographic storage mentioned in the key concept section, **memory card** can now be replaced with larger storing space. The technology basically using a flash of light instead of a relatively slow optical beam moving over bits of information to write data, resulting in faster data transfer rate and long-term media stability and reliability offering deep archiving purposes. Recent prototype of holographic system has been recorder to hold a capacity of 515 gigabits per square inch, which is the highest ever for any storage technology(Lawrence n.d.). In addition, by applying spin waves instead of optical beams in data reading, the composition of oscillating magnetic material has made the systems ideal for electronic usage as it is not only compatible with current devices, but also capable of fitting into smaller spaces than optical beam (ibid).

- Lastly, one of the fundamental features of "Sight" remarkably mentioned is the **easy-to-use** advantage. From the beginning, "Sight" is designed to be as much suitable and convenient as possible for the aiming client, including using traditional charging method by using usb head wire, light contact lenses and common bluetooth **sharing**, customers are offered "all things to all people" experience of being alive. There is also an additional instruction audio kit in the box's equipment storage, just press the buttons and you will be guided step by step on how to make the most of "Sight". **Stabilization mode** is also attached to the lenses to meet the expectation of travellers when recording videos.

2.4 Branding and style guideline of "Sight"

<u>SKETCHES</u>
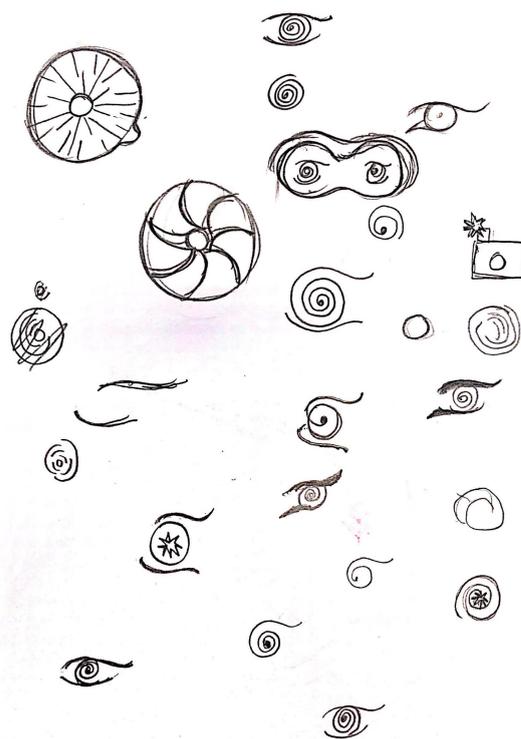
LOGO
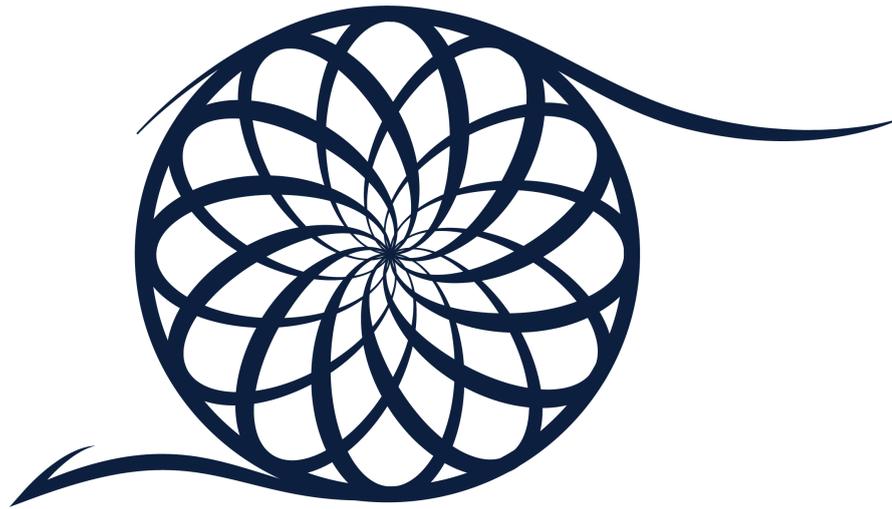
SIGHT

Drawing through the eyes

SIGHT

Drawing through the eyes

TYPOGRAPHY

Philosopher

Pp

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghi
jklmnopqrstuvwxyzАБВГГЃЂЕЁЄЖЗЅИІЇЙЈКЛ
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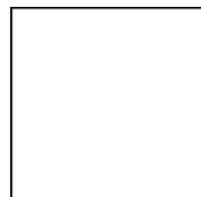\<-+÷×=>®©$€£¥₵:;,.*

Styles

Type here to preview text   40px ●

Regular
Regular Italic
Bold
Bold Italic

COLOR SCHEME

Navy blue
#0d1f3e

White
#ffffff

3. Design deconstruction

3.1 Semiotic references

- **Brand's logo**

The logo of "Sight" is a combination of typography and graphic objects and consists of two versions: one with white elements on navy blue background, and the other is reversed (fig. 6).

Fig.6 Giang, C 2019, "Sight" full logo

First of all, the graphic element originally represents the eye- the main inspiration of the technology (fig.7), and the eye here also stands for the lens of the camera, which would usually connect to meaning of zooming usage. Therefore, the combination of twelve ellipses circulated into one centered point not only conveys the message of "drawing into the eyes", but also symbolizes the role of generating depth from a scenery into a photo of the camera's lense. Furthermore, these ellipses when being overlapped creates an abstraction and movement, which triggers such meanings of the circulation of modern life where people keeps "travelling" from time to time, day by day; as well as the technology's application of holographic storage which has the lights operated the process of saving photos and videos. From another perspective, when seeing from afar, the graphic logo is also similar to a film roll which again, enhancing the meaning the documentary of memory and in wider understanding, with this graphic element being placed on top of the letter "I" in the "SIGHT" word, it is the film roll of one's entire life journey.
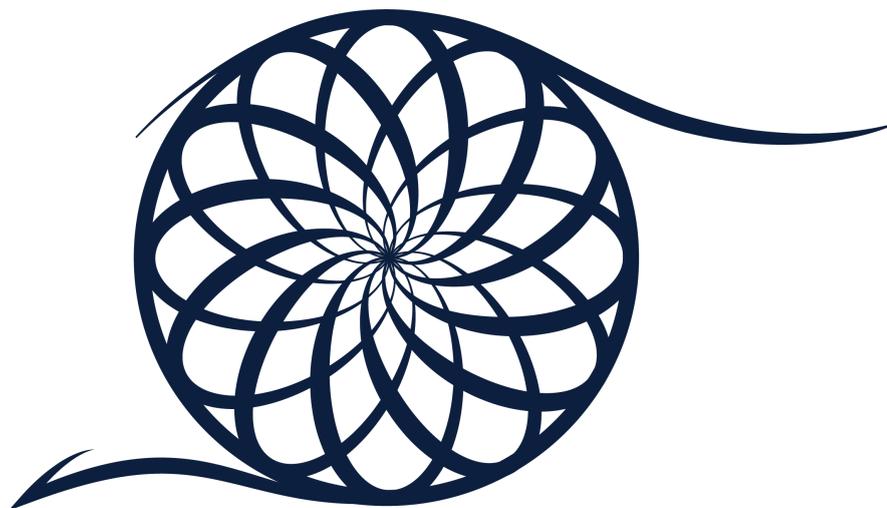

Fig.7 Giang, C 2019, "Sight" graphic logo

The second part of this logo depends on the typography. The reason for my choice of "Philosopher" typeface is because it is not only beautifully match with the visual style of the graphic logo- soft stroke and having decorative ending point, but it also expresses the characteristics of modernity and simplicity of sans serif font, making the entire logo proper for both minimalism and futurism. In my view point, this typeface brings the mixing feelings of tradition and future, which signifies the concept of "Sight'- treasuring the past moments and heading toward to be the future faithful life companion.

Last but not least, the two primary colors used to represent the brand identity is based on the common interest of target audience. For navy blue, the mixture of blue which is the color of calm, reliability and trustworthiness, in associated with black which gives out the feeling of sophistication, seriousness and power, together express the authority and transition of breaking out of the ordinary and into the future ahead. In addition, due to the calm rooted from blue, while having the mystery and power spirit, navy also inspires healing treatment as it relieves the negative energy and boosts up confidence. Therefore, together with the elegance and purity of white, the color scheme for "Sight" are suitable for both men and women, stylish and elegant enough for trendy influencers, in the meantime, spreading the strong and leadership characteristics of the Alphe-ers. Moreover, according to the meaning of clearing stress and bringing calm of navy, this color when applied for the contact lenses' box would convey the nostalgic concept of photography which is inspiring and motivating the present self by drawing back memories.
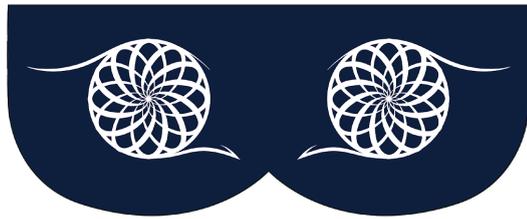
- **Packaging**

Fig.8 Giang, C 2019, "Sight" packaging visual style
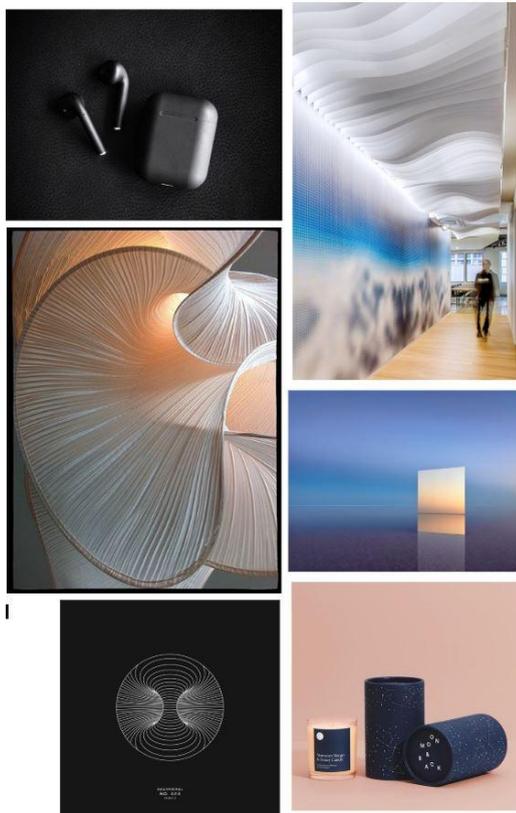
Besides the meaning of color used for the lenses box's cover, the packaging of "Sight" is also put into consideration. As the target audience of "Sight" is influencers who always keep themselves updated with the latest mode, the package of "Sight" digital contact lenses provided for users is designed based on the minimal visual style with plain background and line elements which are the logos on two sides, along with the shape designed which is similar to the glasses in order to give out the chic vibe which can be turned into a handy clutch or neatly kept inside the owner's bag (fig. 8 Visual style).

For the finishing touch of the product, the whole surface of the box is covered with matte lamination (fig.9). Rather than regular gloss lamination used in most of digital product, matte lamination not only improves the high-end and subtle outlook, but also avoids scratches and scuffs, which is appropriate to the need of travelling (fig.10). Additionally, in my opinion, which is collected from nowadays customer behaviour trend, users tend to appreciate more to sustainable product due to the current
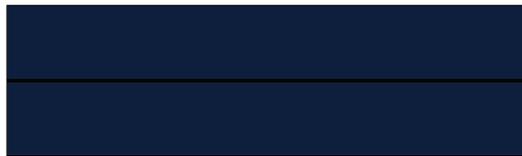
environmental issues, so with matte lamination, "Sight" can lean toward the feeling of eco-friendly.
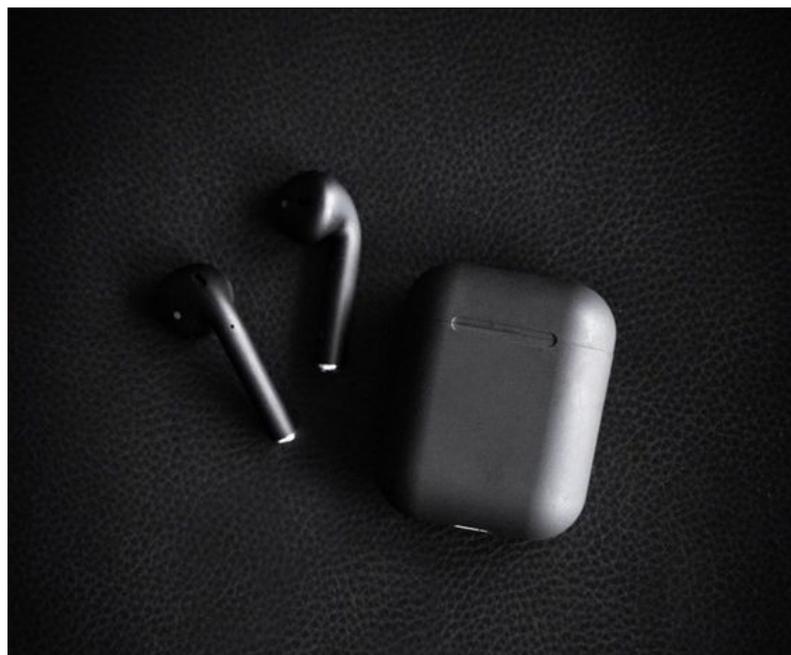

Front view

Back view

Top view

Side view

Fig.9 Giang, C 2019, "Sight" packaging design from 4 views

Fig.10 Unknown 2019, Black airpod case for matte lamination demonstration

3.2 Cultural references

Before going into details about the future impact brought by "Sight", let's take a look at the cultural influences of taking and keeping memories by photos and videos nowadays. Following the development of modern mobile app, people tend to express themselves more via social media by uploading their daily activities' images and videos. Each photo or video shared has either its own feelings and stories or a combination of deep "caption" below. For travel bloggers, it is the background song that conveys the message of their videos posted on Youtube. No matter how many ways people express themselves through the screens, it is the photo and video that contributes most to the content value. Therefore, it is no longer a strange thing when people try their best to make their pictures look glorious online despite the "ugly truth" behind. From this perspective, social media photos have become a way of self-identity. Snap, share, scroll and repeat have formed "daily mobile movement" as we regularly sliding down an endless stream of posts, pressing buttons for like, share and comment, but most of the time, they left no deep impression and the cycle of this movement is actually just a habit.

Regardless of the decrease in consideration about permanent value, abundance of photos and videos are still taken and shared, turning them into "Stories" of Instagram, Facebook and Snapchat. As a response to this trend, the meaning of photography in the digital era has made photos become ephemeral. Ever since the "Story" features of Instagram was launched, photos uploaded only last for twenty- four hours, but they can be written on and reacted with emojis, and apparently users tend to share their life "stories" more via this feature instead of posting onto their feeds. As for Snapchat, photos or videos are snapped and sent to update daily routines between users' conversation. Consequently, the memories have been treasured and appreciated in a different way, the purpose of taking photos and videos is more likely to be conversational and instant moment is mostly captured for social media rather than for memory's permanent treasuring. Nathen Jugerson, the author of "The Social Photo" book published in 2013, has argued about the temporary photo: "it inspires the memory because it welcomes the possibility of forgetting", which factually means that while "traditional photograph" is considered as a documentary object, "social photograph" tends to be ephemeral, playful and expressive.

Another notable cultural factor that "Sight" based on is about the influencing wave on social media and Youtube. Researchers show that the increase in product consumption nowadays is mostly thanks to influencing marketing as 92% of customers rely on the connection with their ideal influencers, while only 33% trust the ads(Lekkas 2018). From my point of view, in recent years, Vietnam has adapted content marketing trend to raise customer awareness, resulting in the rise of Instagram content creators, travel bloggers and influencers, which helps boost the follower rate and spread out brands' identity. Take example when someone wants to travel around, beside searching for recommendations from Google, he/she also reads some reviews shared by travel bloggers on Facebook or Instagram and might also look up for some travel bloggers' video on Youtube. For my own experience, I would mostly read from Le Ha Truc- one of the most popular Instagram influencers having over 180 thousand followers, because of her gorgeous photos and reliable reviews.

3.3 Potential impacts

- **Positive influences**

After being collected all the pieces from cultural to historical influences of camera on humankind, the birth of "Sight" will be the next promising inheritor in the near future for its potential impacts. First and foremost, the technology will change the way people see the world, observation through the screen will be replaced by one's own realistic journey, and the culture of "live in the moment" brought by its users will rise again. Consequently, parents can relieve the concern about their Alpha's children wasting time watching their phones as they are encouraged to participate in any kind of outdoor activities and take a "sight" of the world out there without the fear of missing out any events, which will gradually build up the habit of exploring and experiencing. For instance, people attending concerts of their idol would always want to remember about the opportunity they have been dreaming about, at the same time, fully enjoy the music. By applying the technology, they can both capture the full show and wave their lightsticks highly, on the other hand, it can also reduce losing valuable things in such crowded places. As a bonus result of this habit, users can have a chance to directly encounter and witness the changing of surroundings, which will help raise their awareness of current environmental issues and appropriate conservable actions, even minor ones, to decrease those problems. Besides creating delightful experience of entertainment and shaping manners, the trend can also make significant development in education and communication. Students will not only be inspired by what they see in class, but also motivated to practically see the reality and create their own photographic journals as well as documentary videos. This affection can contribute to the flourish of documentary genre of film industry in specific and nostalgia trend in general. Most importantly, with the updating features designed for "Sight", the boundary between "social photography" and "traditional photography" can be shortened as photos and images of "Sight" not only represent its users experience but they are also easy to be transferred to mobile devices for social uploading purpose. This way, the design can be able to make past meet future, in other words, the value of photography will be composed of documentary and art objects kept permanently as its very origins, together with instant moments captured for social media. Not only so, "Sight" can also connect past with present, as I have mentioned photos and videos are communicative tool speaking directly to the world, so with the amount of memories stored in this technology, more meaningful and rational stories will be told to different generations about ones' reminiscences happening in real time. From this perspective, our relationship with photography will be intimate as its very first beginning, in specific, memories are not just something that is "easy come and easy go" as "photo-taking-impairment effect" will be diminished.

- **Side effects**

However, not every invention is perfect, drawbacks are unavoidable and necessarily considerable in the process of development. Firstly, due to the prior advantage of directly looking at the view ahead, it is also a disadvantage that "Sight" is unable to handle self- cam. For the reason, users are only able to capture what they see and be seen by others. Even though the "selfie" trend has been a familiar word to every aged group, many people are still into taking pictures of themselves and "by themselves", especially with the increasing appearance of "magical" effects on some mobile app like "Snow", "Tiktok", or even Instagram's story, making the trend exist for a long time. Nevertheless, from my own

experience, nowadays those selfies are usually seen as instant capture, particularly for uploading on "Story" or private messaging, with some socially-awkward people, these selfies are often shown for only close friends or even just for the owner rather than posting on profile feed publicly as people still prefer to have their own visual taken by someone else and edit the images afterward. The second concern about "Sight" is its usage being twisted for illegal purposes, in this case, it is related to privacy infringement. Based on my research, over the years, there have been remarkable records of crime involving hidden camera whose major victims are women. Typically in Korea, this kind of crime happens a lot to the point that many Korean women have to check for any peepholes or spy cameras before going to public toilets, and the worse thing is that these recorded footages would be used for pornography sites (Bicker 2018). The technique used by these psycho is so diverse that it is getting harder to recognize, including mobile phones, glasses, pens, etc. Whether "Sight" will be a part of this violation or not, it is still one of the biggest worries. Last but not least, astigmatic and myopic people can find it difficult to wear these contact lenses for a long time as the focal length can only be adjusted at the same zoom range for both sides and most people would have unbalanced eye-sight rate on each eye. Additionally, without appropriate preservation and protection, users can get into optic allergy. Therefore, same as the way maintaining our cameras or smartphones, users of "Sight" should also carefully keep the lenses safe and usable.

4. Conclusion

In summary, owing to the innovative technology and fashionable packaging, "Sight" is worth to be considered as the next generation to write a new chapter for memory archiving. In order to make the most of "Sight", all potential influences, either positive or negative, are considered wisely and suitably for its customers based on trusted reviews and sources. Thanks to "Sight", photography as well as videography will continue its essential part of communication, education and entertainment, but also definitely affect our life in different ways in the future. Most importantly, the product will exhaust to the deepest meaning of every captured moment that its users have totally lived in and treasure it lastingly.

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