

Spectacular Cloud over 2012 Olympics

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Mix Google, author Umberto Eco, MIT and a team of architects and engineers with the London 2012 Olympics...and what do you get?

The Cloud...a structure of inflatable, transparent, 3D bubble screens covered with LEDs spheres supported by tall white towers—all to represent cloud computing.

And that structure will actually work to broadcast Olympic event data, news and weather, and tourist info. While the images projected on the bubbles would float above Olympic spectators, at ground level the sound would be broadcast.

Like the real Cloud, it will be financed by...us. Yes, the money will be raised on Facebook, Twitter, and YouTube. Let's hope some corporate advertising joins to keep our costs down.

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