FEDORA@HOME

COMMUNITY GRID NAMING PROJECT

BRAND COMMUNICATIONS + DESIGN
MARCH 2008

THE PROJECT

Project to use the open source technologies of Red Hat Enterprise MRG

MRG includes a grid schedule with the ability to harness idle CPU capacity from desktops and also schedule to virtual machines

The goal is to create a community project where Fedora hosts an MRG grid scheduler so that members of the Fedora community can donate CPU time on their computers for computations and other useful work like builds or automated testing

The concept is one of sharing resources and doing something useful together

This project highlights the power of the Fedora community and the reach of a large-scale grid

Establishes Fedora as the open source leader in the area of open services and community computing

Provides an opportunity for all members of the Fedora community, "from Web surfing grandmas to kernel hackers with quad-cores", to make a meaningful contribution

NAMING CONCEPT 1:

ENERGY, HARNESSED

THE CONCEPT

The idea behind the project is collecting and storing power from a network of individuals and redirecting that energy for the benefit of many. This naming concept builds upon this idea by referencing real-world examples of pure energy being harnessed for everyone's use as inspiration.

POTENTIAL NAMING DIRECTIONS

Wind sculptures. Kinetic art. Lee Coulter.

Hoover Dam.

Solar energy.

Dynamo.

Building something out of existing elements; recycling.

Water power / wind power. Wind farms. Turbines. Wind park. Horse Hollow Wind Energy Center – largest wind farm in the world. Located in Taylor County, Texas. Also, Altamont Pass Wind Farm in California. [Wikipedia]

Wave Farms / Wave Power Farms. Wave Hub (Cornwall, England).

Pool, reservoir.

Potential energy (stored energy) – Potential energy can be thought of as energy stored within a physical system. This energy can be released or converted into other forms of energy, including kinetic energy. It is called potential energy because it has the potential to change the states of objects in the system when the energy is released. [Wikipedia]

Breeze.

Fuel cells, etc – batteries.

FEDORA DYNAMO

FEDORA TURBINE

PROJECT TURBINE

FEDORA WAVE HUB

FEDORA WINDFARM

FEDORA POWERFARM

HORSE HOLLOW

POTENTIAL ENERGY PROJECT

FEDORA ENERGY CONVERTER

FEDORA POWER CONVERTER

NAMING CONCEPT 2:

TO SLEEP, PERCHANCE, TO DREAM

THE CONCEPT

Foolish is the man who believes sleep to be a waste of time. Science has proven that brain activity actually heightens while resting. Higher-level cognitive functions improve. Sleep enables growth and restoration. Who hasn't had a brilliant idea while sleeping, that they just had to get out of bed and record? The idea behind this concept is that it is a fallacy to believe that your computer is doing nothing when it is "sleeping". Like its owner, why not relate your computer's sleep time to actually promoting higher order thinking, activity, and growth?

POTENTIAL NAMING DIRECTIONS

Think of sleep cycles ... REM (rapid eye movement).

Brain processing while asleep.

Still waters run deep.

Lucid dreaming.

Subliminal computing / the power of suggestion.

THE FEDORA DREAM PROJECT

DREAMSCAPE

REM CYCLE

FEDORA NIGHTLIGHT / NIGHTLIFE

FEDORA POWERNAP

SLEEPWALKER

FEDORA DELTA WAVES
Delta waves are the main characteristic of deep sleep

SIESTA

FEDORA SHEPHERD
Counting sheep?

CATNAP

SANDMAN

SLEEPOVER or SLUMBER PARTY

NAMING CONCEPT 3:

INSTANT KARMA'S GONNA GET YOU

THE CONCEPT

The idea of karma is simple: if you put something good out into the world, something good will come back to you. Do good things. The laws of cause & effect. This is core to the Fedora Home project. By making a positive contribution, good things will be returned to you ... in the form of successful open source software. Every person stands to benefit from the contributions they make to the community.

POTENTIAL NAMING DIRECTIONS

If you contribute now, you will reap the rewards later. Something coming back to you. Boomerang effect.

The results or 'fruits' of actions are called *karma-phala*.

Moksha or *Mukti* refers in Indian religions to **liberation** from the cycle of death and rebirth and all of the suffering and limitation of worldly existence. In Hindu philosophy, it is seen as a transcendence of phenomenal being, **a state of higher consciousness**, in which matter, energy, time, space, creation,causation (karma) and the other features of empirical reality are understood as maya. Liberation is to Indian religions as salvation is to Christianity. [Wikipedia]

Liberation is achieved by (and accompanied with) the complete stilling of all passions – a state of being known as Nirvana.

* Please note: someone with more expertise in this area and its religious implications should be consulted should we decide to pursue it, just to ensure that we are not inadvertently referencing something with a negative connotation, or something we do not fully understand.

FEDORA KARMA COMMUNITY

FEDORA KARMIC COMMUNITY

FEDORA NIRVANA

THE KARMIC CLOUD

FEDORA KARMA

INSTANT KARMA

FEDORA KARMA-PHALA

KISMET

FEDORA BOOMERANG

MANY HAPPY RETURNS

FEDORA KARMIC DREAM

KARMA CYCLE

IT TAKES A VILLAGE

THE CONCEPT

When we all work together, we achieve more. This concept leverages the idea that a true community contributes to a greater good, and everyone benefits from the collective efforts ... moreso than any one person can do on their own. It also emphasizes the community aspect of the project and its relationship to the Fedora brand.

POTENTIAL NAMING DIRECTIONS

Cooperatives (co-ops), collectives.

Non-profit organizations.

Passive contributions – how can we emphasize that even by doing nothing, you can still contribute? Activity through inactivity.

Yin & yang ... symbiotic relationships.

Ecosystem.

Mob / mob mentality / mob computing.

Play off of the Condor name. "There is a well developed social structure within large groups of condors" [Wikipedia].

Look to the animal kingdom for inspiration. Lots of great examples of natural and instinctual community behavior. Prides. Colonies. Gaggles.

Many communities participate in group activities, like open houses and house parties. Parade of Homes.

FEDORA COMMUNITY COMPUTING

FEDORA GROUPTHINK

FEDORA HUDDLE

FEDORA SWARM INTELLIGENCE

FEDORA CROWD WISDOM

FEDORA GROUP INTELLIGENCE

FEDORA COINTELLIGENCE

ADDITIONAL THOUGHTS

It's easy to turn "idle time" into work time

- Downtime / Uptime

- Cycling

- Being useful, productive

- Doing good things with your idle time

- Idyllic

- "Idler"

- Idle-wise

- Easy Bake Oven

- Emphasize that this is the simple & easy way to contribute to Fedora

- Multitasking

- It goes on in the background

- **What can we learn from Lance Armstrong's yellow bracelets? Show support for a cause without having to actively participate.**

- **Productivity through inactivity**

- Something from nothing

- Zen

- Chi

- "the nothing"

- **What else is powerfully active under the surface?**

- Calm waters

- Dormant volcano