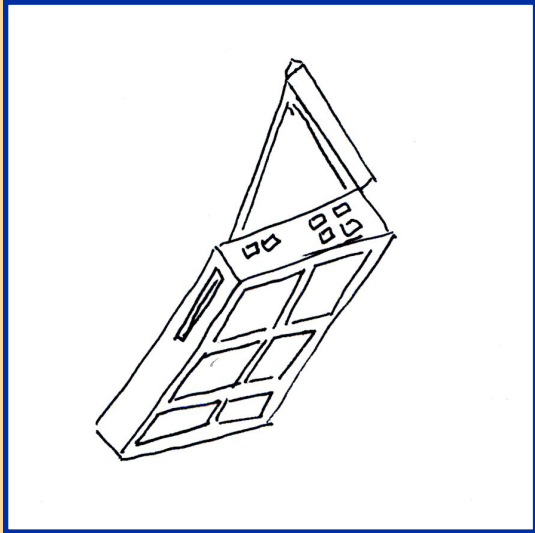


ReThink: Customized Computing

The ReThink model

- Sell upgradable modular computers.
- Provide a service plan with cell phone coverage, internet, and software upgrades.
- Find a market for every working computer part.
- Customize each computer to meet its user's needs.



Insert modules into laptop compartments

What you get

- Personal consultation to design a computer for you
- Individual modules to contain your processor, memory, hard drive, CD drive, keyboard, monitor, mouse, and speakers
- Laptop frame to hold module components
- Discounts for new parts when you bring in your old ones
- Comprehensive service plan with:
 - Software upgrades
 - Hardware installation
 - Cell phone coverage
 - Internet access wherever you have cell phone coverage
 - High-speed Internet
 - Backup data storage on our servers

Environmental and social benefits

- The majority of our material savings comes from keeping modular parts in service as long as possible. Customers can upgrade or replace broken hardware by switching out modules without buying a whole new system.
- We encourage our customers to adopt material saving improvements like the tongue electrode array.
- Take-back system allows us to reuse modules as long as they function. Older parts are matched to consumers with less intense computing needs.
- As older modules become less desirable in the developed world, they can have a second life in the bottom of the pyramid markets. We gain access to these markets using microfinance. Our initial targets are women entrepreneurs.
- When possible, we use software rather than hardware to meet consumers' evolving computing needs in order to minimize material use.



Image: Yohan Payan

Future technologies

- 1-5 Years
 - OLED screens
 - Long-lasting LiFePO₄ batteries
- 5-10 Years
 - Ultra capacitors replace batteries
 - Tongue electrode array to replace monitors