**E-Oculus: Permanent Public Visualization of Real-time Commerce and Exchange**

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**E-Oculus** is a permanent, real-time public visualization of international business market activity. It has been created for the new Eccles School of Business at the University of Utah, Salt Lake City.

The oculus has long represented a window to a vast, unknown universe. Virtual oculi have been painted on the ceilings of Renaissance churches and the oculus has been said to have been the inspiration for the Gothic rose window.

Today, the computer screen provides a virtual window to another universe, one with increasing size and complexity. Nowhere is this complexity more apparent than in the sphere of business and economics.

The e-Oculus public media project uses the oculus as a starting point for the creation of a visual representation of the many layers of commerce and exchange that span the contemporary virtual and physical landscape.

Made specific to its home in the Salt Lake City area by taking on the iconic shape of the Great Salt Lake, the animations presented on the surface of the lake will reflect activities in the sky. The animations will be affected by real-time business data. As a simple example: a rising stock exchange volume might trigger a more energetic animation of planes flying across a bright blue sky, while a falling exchange might trigger a cloudy, slow moving sky.

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**E-Oculus** can be customized for sites around the world.