

ALL THE

VAIO

VOICES!

All The Vaio Voices

“Be a flamingo in a flock of pigeons” -Unknown

The pink Vaio is different. It catches your eye as you enter the room, just as a familiar voice on the radio catches your ear. Here is the story of how one brightly colored laptop is representing difference as it travels from community to community, broadcasting *all the voices*.

Our story begins in Nunavut in 2010 when Ryakuga was invited to participate in the Nunavut Department of Education/N-Cap ICT Best Practices project and competition. As a reward for participating in the project, Ryakuga received the glistening pink Vaio, and what does one do with a new laptop – one puts it to good use!

And so began the pink Vaio’s journey with Ryakuga.

Its debut event was in Jackson’s Arm, NL in November of 2011. Making its presence known during its debut, the Vaio has continued to stand out at community radio events around the province. It has since visited Conne River, Happy-Valley Goose Bay, Bay St. George, Branch, Fogo Island, etc.



Here the pink Vaio sits in Jackson’s Arm in November of 2011, waiting for all the voices of the community.

So why is the pink Vaio important?

Just as the Vaio is different, we too are all different. It stands out in a crowd, just as we do when we broadcast our culture and communities. Along with being different and proud of it, it is doing something different – broadcasting the voices of our communities to the airwaves and hence creating a flow of information that starts, enables and supports community conversations. When powered by community voices, the Vaio, like Ryakuga, becomes a part of a community.



The pink Vaio, pictured above in the upper left hand corner, broadcasts the voices of the children in Branch in May 2015.

Additionally, one of the factors that contribute to the Vaio's importance is that the Vaio symbol is a representation of both old and new technology ("analog and digital technology", for more information check out: <http://imjustcreative.com/the-meaning-behind-the-sony-vaio-logo/2011/08/11>). Staying true to its logo, Ryakuga's Vaio is using both old (radio) and new (webcasting) communication technologies to broadcast *all our different voices*.

When we, us community-generated media fans, enter a community space where the Vaio awaits us, we know that good things are about to happen.