



“We believe that humans have unlimited potential and our mission is to unlock the doors to that potential.”

“There’s technology and there’s people, and then there’s what’s between them. We’re working on the **in-between**.”

“We are providing people with new viewpoints or vistas through technology.”

“We are merging human intelligence with machine intelligence.”

“We are creating opportunities for moving minds to new worlds.”

“Rather than forcing people to re-engineer themselves to better understand machines, we are engineering machines to better understand people.”

The common denominators of these ideas are:

- the symbiosis of humans and machines
- the unlocking of human potential

The new logo is in response to these **basic values and ideas** expressed by HIT Lab members; the logo works in two ways:

-as a literal depiction of the merging or symbiosis of man/machine; the juxtaposed shapes are a computer and a person

-as a more metaphoric interpretation ; the shapes reflect a person flying free from a dark enclosed area through an opened window or door.

The color red was chosen to represent the lab’s energy, excitement and the radiant warmth of its humanistic mission.

To **empower** people by building better interfaces with advanced machines that will **unlock** the power of human intelligence and **link** minds globally into the 21st century.