

Blog series # 3

Come to the First Ever Ifixit-Fest

Are you ready to take the next step in tech independence? Waiting for the right moment to crack open that old device and make it new again? Need a hand with a complicated repair problem?

Wait no more!

Ifixit is having its first ever sponsored Ifixit festival, where fixers from all over the country can come and:

- Share their best practices for fixing
- Get help with a tricky repair problem
- Learn how to take apart complicated tech
- Have fun with other like-minded fixers
- Win prizes just for showing up
- Compete in contests with other Fixers
- Join the Right-to-Repair community and take back the power of your devices

Meet the faces behind some of your favorite fixes.

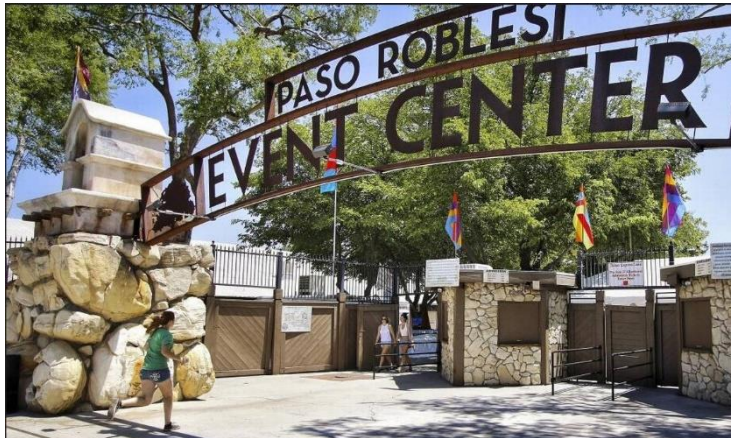


Figure 1 Paso Robles Event Center

Come spend two days with us and enjoy food, fun and fixing at the 18000+ square foot Estrella Hall located in the Paso Robles Event center in Paso Robles California. Join us in continuing the fight against planned obsolescence and celebrate your right as an owner to actually OWN your devices.

Starting on International Repair Day, which happens to fall on Saturday October 17th, 2020, this year; and ending Sunday October 18th, just in time to get back to school or work the next day.

Doors open at 9 AM Saturday and Sunday and close at 10PM on Saturday and 5PM on Sunday, that's 21 full hours of Fixer fun.

Meet the faces behind some of your favorite fixes. Special guests will talk about why they got started in independent repair and what drives them to advocate for your Right-to-Repair.

...receive a brand new Teracube phone.

Watch as we attempt to do a live tear down of a mystery device only to be revealed at the event. Be part of the action and offer commentary as we record our latest attempt at an unguided dismantling.

Join us for a teardown and rebuild contest where the winner will receive a brand new Teracube phone. This is the only phone available in the US with a full 4-year replacement warranty with free battery replacements and a no-throttle, no hassle guarantee. Want to know more about the Teraphone? Check out their Kickstarter video.

20 random door prize winners will receive our [64-piece Mako Driver Kit](#), which includes the dreaded Apple pentalobe bit, ensuring you can get into almost any device for repair. This is a



Figure 2

great way to get started with your own repair journey.

Did we mention food? What festival would be complete without festival fare? Enjoy our offerings from our attached food court and take a load off between demonstrations and informational panels.

Due to the hazards involved in tearing down new technology children under the age of 13 are prohibited.

Worried about how much a great event like this will cost? We're not trying to make a profit for this event because we feel that building a wide base of Fixers is reward in itself. All the proceeds from this event will go towards making the next Ifixit-Fest better, because you deserve the best.

The advanced admission price for adults 18 and over is just \$30 for the whole weekend, children 13 and up get in for \$15. Forgot to buy your ticket early? No problem, Adults pay \$45 at the door and children 13 and up still get in for \$15.

Too Long Didn't Read:

What: First Ever Ifixit-Fest

Where: Paso Robles Event Center
Estrella Hall
2198 Riverside Ave.,
Paso Robles, CA 93446

When:

Saturday October 17th, 2020; 9AM – 10PM
Sunday October 18th, 2020; 9AM – 5PM

Why: International Repair Day and Just plain Fixer fun.

Who: Any Fixer ages 13 and up (Under 16 requires adult supervision.)

How much: Adults \$30 advance admission, \$45 at the door for both days, Children \$15.



Blog Series #2

You Have the Right to Repair Everything You Own

Would you Buy a Car if it was Illegal to Change the Tires?

The answer is no, obviously. So then why is it that most people are content to buy phones that claim intellectual property rights and prevent end-users from editing their software? Phone companies prevent the owners of their phone from installing unauthorized programs to their devices and will lock “jail-broken” phones when they are discovered. Or, they’ll include kill codes that look for third-party software and shut the phone down when updated

Would you buy a bike if you couldn’t fix the chain? Cell phones are notorious for being difficult to open, and official replacement parts are near impossible to get. Changing the battery is almost impossible in most Apple phones and as we discussed in the last part of our blog series they are only making it harder.

Copyright as a Roadblock

In this digital age copyright law and integrated electronics have muddied the waters of ownership. Because, in order to repair our stuff we need access to information. Integrated code, error code reading, repair manuals, and tools that companies make for diagnostics, but don’t release, ever, to anyone not authorized by them. Copyright laws, as they are, prevent everyday people from repairing what they own, and turn the people that do into criminals.



Figure 3 Transplanter

Think not being able to repair your phone is bad? Kerry Adams, a family farmer in Santa Maria, California, bought two transplanter rigs, both costing more than \$100,000 apiece. They broke down soon afterward, and he had to fly a factory technician out to fix them because the manuals aren’t available to local mechanics. When they broke down again, he couldn’t afford to fly out the technician, so there they sit, unable to make him any money and providing no return on his substantial investment.

Changes in the Auto Industry

In 2012 the State of Massachusetts voted for and passed a law that prevented automobile manufacturers from selling or leasing a new vehicle without allowing the owner, or the owner’s preferred independent repair facility, to have access to the same diagnostic and repair information provided to the dealer and proprietary repair facilities starting from the 2015 models. Any violation of the law would be treated as a violation of existing state consumer protection and unfair trade-practices laws.

Sounds great right? The ability to repair your vehicle, or have it repaired by someone you trust is something we've taken for granted in the past. Those same rights should be applied to everything you own, but right now that simply isn't the case.

Bucking the Trend

Some tech manufacturers say service manuals are proprietary. Once you've paid money for a product, the manufacturer shouldn't be able to dictate how you use it—it's yours. Ownership means you should be able to do what you want with your tech. However, it's common practice for manufacturers to refuse to make parts, tools, and repair information available to consumers and third-party repair shops.

[It took a lawsuit](#) to force Apple to create a battery replacement program, and even then the price is unreasonable. Apple even created a special screw specifically to make it hard to repair the iPhone. Fortunately, not all companies are that way. Support companies that are repair friendly, like Dell and Patagonia. These companies make their repair manuals available.

We're Fighting Back

In 2015, 114,322 Americans signed a petition to legalize cell phone unlocking. And in October 2018, the US Copyright Office granted a three-year exemption to allow unlocking! This is just one step towards claiming our Right-to-Repair. One of many.

As we've said before, it's time for us, as end-users, to establish a Consumers Bill of Rights

We have the right:

- to open everything we own
- to modify and repair our stuff
- to unlock and modify the software in our electronics

We must have access:

- to repair information
- to repairable products
- to reasonably priced, independent repair shop

Blog series #1

Made to Quit, Planned Obsolescence

“My phone is going so slow, It’s time for a new one.”

Have you ever caught yourself saying that? How about, “My laptop just died, and my warranty just expired”? Guess what? That probably wasn’t a coincidence.



Figure 4 The Lightbulb Conspiracy

Companies have been putting in parts that fail predictably for years. Don’t believe me? Early lightbulbs lasted for up to 2500 hours. Now? A standard light bulb lasts a relatively short 1000 hours. You would think that with the betterment of technology the standard light bulb would last longer than their aged counterparts. And you would be right, if it weren’t for planned obsolescence.

Planning to Fail

You may be asking yourself what planned obsolescence means for you. When a manufacturer puts a part into a design, or specifically designs for, something to fail artificially we call that built-in obsolescence, or planned obsolescence. An example would be the filament in the previously mentioned light bulb. A more relevant example would be the battery in an iPhone. You know, the one that you can’t get to because it’s almost impossible to open your phone? The one whose life gets shorter with each subsequent charge.

Another example is soft-ware lockout. Do you have an old iPod? If you do, and it still turns on, can you use all of the apps? No? Can you install new software? Nope. Apple doesn’t even let their old technology connect to their current software. If you want to add new songs to your old iPod, well, you can’t. It’s time to buy a new one.

Where did this Come from?

In 1924, Alfred P. Sloan Jr, the head of General Motors suggested annual model-year design changes to convince car owners that they needed to buy a new replacement each year, much like the bicycle industry, he called this dynamic obsolescence. By 1931 GM had surpassed Ford’s sales, due to Henry Ford clinging to his engineering ideals not following this trend.



Figure 5 A.P. Sloan

The phrase “planned obsolescence appears around 1932, when real estate broker, Bernard London produced a pamphlet titled, *Ending the Depression Through Planned Obsolescence*, where he outlined an idea for the government to put legal obsolescence on consumer goods to perpetuate consumption.

Why does it Matter?

If you’re being forced to buy things that are failing faster than they should, you’re then also throwing those old items away. These items, often made with hazardous materials, like in batteries, end up in landfills and contribute to the destruction of the environment. Even if you recycle these old devices, you’re still being forced to buy something new well before the life of the device would normally be over.

Why Not Just Fix It?

The short answer? You can’t. At least not easily, or legally sometimes. Or, if you do before the warranty expires, you void your warranty. Don’t think they’ll know? Certain pieces of technology have tamper-evident seals on them that show explicitly when you’ve been tampering where you’re not supposed to.

What Can I Do?

Join the Fixer movement and advocate for your [Right-to-Repair](#).

Facebook

Blog Series: A Fixers Right to Repair: A Call to Arms



Figure 6

Join us in our fight for your Right-to-Repair.

References:

Figure 1. Colby, D. (2019, November 21) *Paso_Robles_Entrance* [Image Screen Capture]. Retrieved from: <https://www.travelpaso.com/experiences/attractions/paso-robles-event-center>

Figure 2. Teracube (2019, September 12). *Teracube Kickstarter Launch Video* [Video file]. Retrieved from: https://youtu.be/zAdL7u_TWQI

Figure 3. Colby, D. (2019, November 21). *Transplanter* [Image Screen Capture]. Retrieved from: <http://blog.farmhack.org/2015/10/12/new-york-its-time-to-speak-out-for-your-right-to-repair/>

Figure 4. Colby, D. (2019, November 21). *The lightbulb conspiracy* [Video File]. Retrieved from: https://www.youtube.com/watch?v=D56nut_9e8s&feature=youtu.be

Figure 5. Colby, D. (2019, November 21). *A.P. Sloan* [Image Screen Capture]. Retrieved from: <https://www.cbsnews.com/news/what-apple-can-learn-from-legendary-gm-president-alfred-p-sloan/>

Figure 6. Colby, D. (2019, October 31). *Right_to_Repair* [Image Screen Capture]. Retrieved from: <https://www.consumerreports.org/consumer-protection/right-to-repair-laws-could-make-it-easier-to-get-a-phone-or-laptop-fixed/>

Addendum

Purpose

The purpose of this blog series is to inform our audience about their right-to repair and how some companies use planned obsolescence to artificially generate sales. We're trying to generate a movement and grow our community through education and sponsored events.

Interactor Analysis

Age: The targeted interactors are 14 and up.

Gender: The intended interactors are of any gender.

Education: The targeted interactors has an eighth-grade equivalent education.

Context: The intended interactors are urban, suburban and rural with access to the internet and relevant technology to repair. The event targets people who can travel to the event and can afford to spend time at a convention.

Cultural Perspective: The targeted interactor for the event can travel to or in America. The rest of the blog series is intended for our normal web audience as previously stated.

Socio-Economic: The intended interactor is lower to upper-middle class. They are somebody more intent on saving money or more concerned about the environment. They also have access to, or can afford, the tools needed for repair and travel.

Expertise: The targeted interactor must have a basic understanding of the topic or be willing to learn as they go.

Attitudes: The intended interactor has a favorable attitude about the topic.

Trusted Writer Review

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Date/Time: November 22, 2019 9:00PM

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Questions: Does the Ifixit event follow the theme of the blog series? Do the other blog articles educate the audience enough for them to be motivated to join the event and grow the community?

Reflection:

Writing fictional blog posts was an eye-opening experience. Doing the necessary research and compiling the data to make the event seem realistic was a challenge, especially not knowing if the blog post was going to be relevant to the series. Keeping on theme through the series is something to keep an eye on in the future if a similar situation comes up.