

Obsolescence
By Julianna Avery

Wright Now Play Later: January

Prompt: Elisabet Pujadas, "Planned obsolescence"

In an Apple design lab, some years in the future, a guide gives investors a tour of the latest products. They come to a woman standing still in the center of the room, eyes staring blankly ahead.

GUIDE

So, that's the iPhone 278. I think you're really gonna like it. And here we have our latest innovation, the iFemme 6S.

Investors ooh and ahh.

She's been updated with all the features of the Femme 4S and 5S, plus a few extras. Now, our potential users can get the entire set of digital features displayed on this model or they can go app by app. With our new holographic projections the hair remains lustrous, not a hint of gray or frizz or anything like that. Comes in four different shades and a variety of lengths. Can be parted to the center or either side.

INVESTOR 1

Does it have short hair? The 2S had short hair.

GUIDE

No, you know, we found that the user experience was really better with long hair. If you move down you see the cyber eye enables her to eyes to change color. You can match your outfit to your eyeballs! And it gives the user 20/20 vision. There are also cybernetic lashes that come with the app.

INVESTOR 2

Can you go longer with the lashes?

GUIDE

Sure. You can do up an inch. After that they start to look like wings!

General laughter.

And there are a variety of projections to give you fuller, better-shaped brows. Brows are so important.

INVESTOR 1

They're the frame for the rest of your face.

GUIDE

So true. Clear skin is possible at all times with the dermabrasion app. I want to assure you that we've fixed that little exploding problem we had with the Femme 3.

INVESTOR 2

A few scorched eyebrows there!

General laughter.

GUIDE

And the new implants ensure the chest is always perky, well proportioned, and buoyant. And of course with the new tech it's much easier to go larger.

INVESTOR 1

Can you go smaller?

GUIDE

(Skeptical)

Yeah. You can also use a flip phone.

Beat.

The implants also keep hips well proportioned, and we're very excited about the new Brazilian App. Makes sure there's never an errant hair where there shouldn't be.

General murmurs of approval.

Let's see... what else can I tell you?

INVESTOR 2

What are some of the functionalities?

GUIDE

Excellent question. Gee, I mean, what can't she do? There are neuroapps to keep all our iFemme 6 users generally cheerful. Always nice. Always smiling. Always helpful. There's expanded memory space and neural access to the internet. With the support of our Femme operating system, our users can learn to do just about anything, from playing the violin to rewiring the house! And for the busy woman balancing all her obligations, we have a new manager app that keeps you sitting up straight, eating right, and exercising regularly.

INVESTOR 1

Are those things still necessary with the operating system though?

GUIDE

The computer can do most of the work for you, but it doesn't hurt to give nature a boost, as well.

INVESTOR 2

Excellent.

INVESTOR 1

Very impressive.

GUIDE

And the best part is, not only is the technology constantly evolving and improving, but the bar is always changing. Today's brown are thick, tomorrow's are nonexistent. Today's models are curvaceous, tomorrows are waif-like. Right now, it's all about the ass. Two years from now, it'll be all about the boobs. Or the lips. Or whatever. This investment is the safest you'll ever make. The female form will never *not* need improvement. And our technology is always going to rise to that challenge.

More murmurs of approval.

INVESTOR 1

What about the plans for the iHomme?

GUIDE

Excuse me?

INVESTOR 2

For men?

GUIDE

We don't make one of those. Moving on, I can show you the new range of smart toilets!

The group moves on.