

Proposal for Emoji

WIRELESS [Connection]

Submitters: Lena Brinkmann & Bronwen Chase
Date: 2020-07-08
Version 1.01 Changes to Symbol and location (as per advised by ESC) and Image to comply with Symbol. Removal of "No Wireless"

Version 1.00

Original Version

1. Identification:

- A. CLDR Short Name: WIRELESS or WIFI |
 B. CLDR Keywords: Internet | WIRELESS | Survival | WIFI | System

2. Images

The image attached, printed and in copy is free to use as part of this proposal as it has been created by ourselves. Please find below as well as in a zip file in copy.



Images: Top – Large image. Bottom - Color image 72*72 pixels, BW image 72*72 pixels, Colour image 18*18 pixels, BW image 18*18 pixels

3. Sort Location

- A. Category: Symbol - Other
 B. Location: *after* BRIGHT, before Antenna



Abstract

This proposal requests to add the WIRELESS emoji to the Unicode Library. Wifi, or Wireless Internet, would be the common name for the family of Wireless Networking technologies which are used to access the Internet and a wide area of applications from any Computer, Smartphone, Smart Watch, TV, gaming gadgets, Fridges, Coffee machines, radios and much much more. We are advancing into the 4th Industrial Revolution and the Internet of Things is changing the way we live and work. In such a time a WIRELESS connection is playing a critical and integral part of our lives. Likewise, the absence of WIRELESS can have devastating consequences.

Naming of Emoji

A Wireless connection would in general be called Wifi. However, Wi-Fi is a trademark of the non-profit Wi-Fi Alliance, which restricts the use of the term *Wi-Fi Certified* to products that successfully complete interoperability certification testing. As of 2010, the Wi-Fi Alliance consisted of more than 375 companies from around the world. Whilst we initially would have suggested to call the emoji “Wifi” we believe that this could be incorrectly referring to the WiFi alliance.

5. Selection Factors – Inclusion

A Compatibility

There is no official WIRELESS emoji available within Unicode, major platforms (Apple, Google, Yahoo, Microsoft) or other systems.

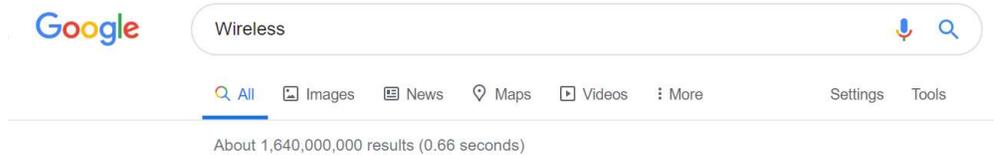
B-a Expected usage level - WIRELESS

The expected usage of WIRELESS is exceptionally high since many of us use WIFI daily around the world as an integral part of our lives. Below searches are proof of this, both that the search frequency is high and that this is a global phenomenon.

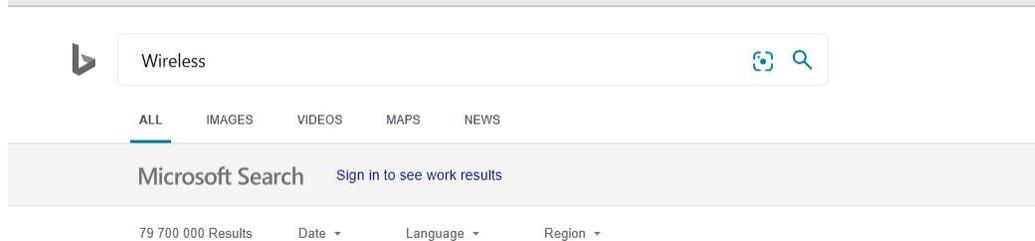
B1. Frequency – Wireless

	Google	Bing	Google Video
Wireless	1,640,000,000	79,700,000	302,000,000

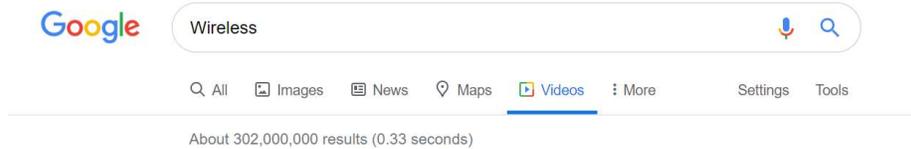
B.1.a – Google Search Wireless



B.1.b Bing Search Wireless

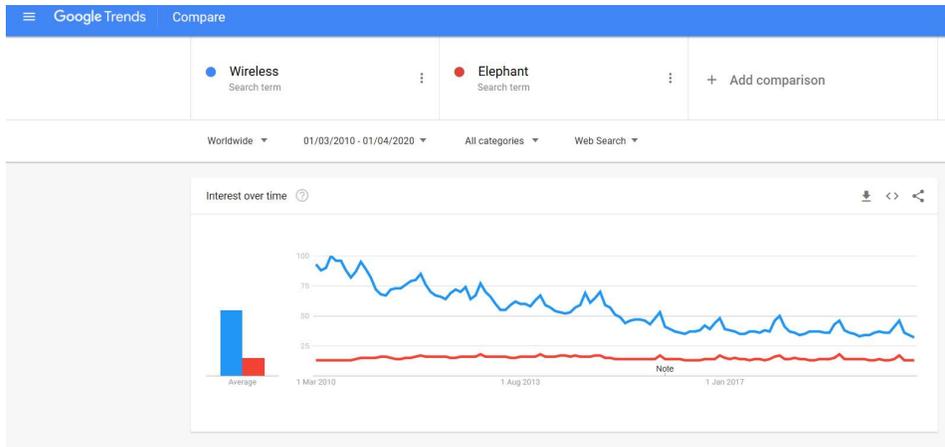


B.1.c Google Video Search WIRELESS

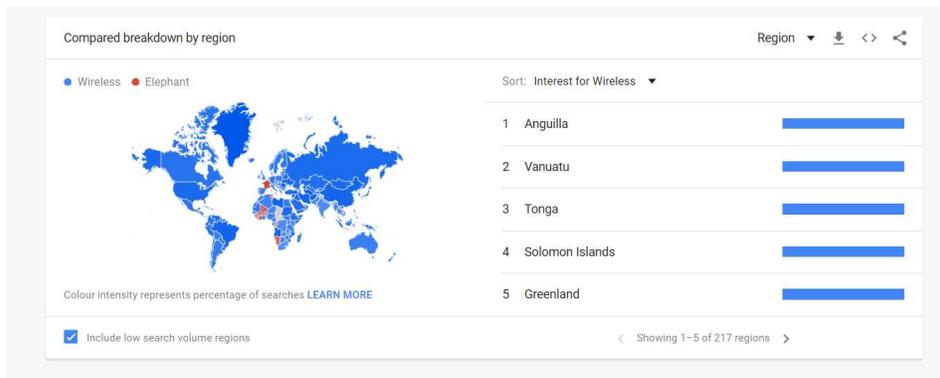


B.1.d Google Trends: Web Search Wireless vs Elephant

A Google Trends search for the past 10 years with “Wireless” comparing to “Elephant” (as the standard Emoji comparison suggests) gave the below results. In 2010 Wireless was already more searches than Elephant. Whilst this has subsequently declined, we believe that this is because the word WIFI is becoming a replacement to the original notation as Wireless.

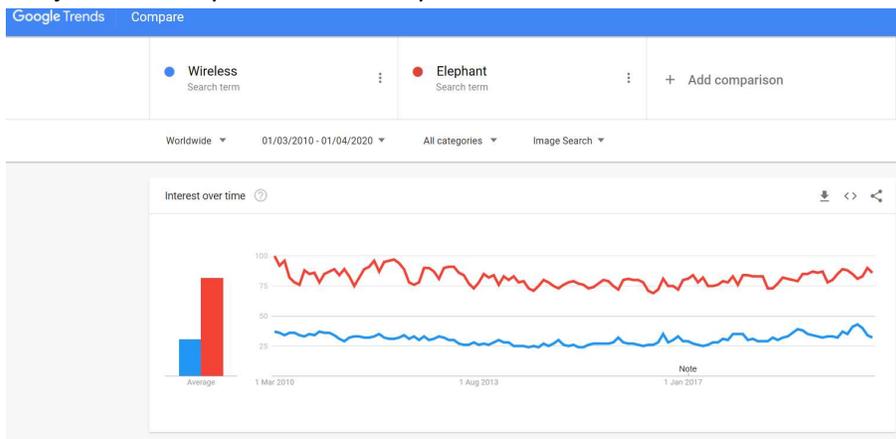


The interest overall for Wireless is clear since almost all global regions show the prevalence of search for Wireless and showing a higher interest than “Elephant”.



B.1.e Google Trends: Image Search **Wireless vs Elephant**

When instead conducting an IMAGE search for Wireless vs Elephant, “Elephant” ranks higher than Wireless for the past 10 years and still does. The reason behind this would be that an image for Wireless is very abstract and not necessarily what one would search for. With that said, the proposed Emoji is what everyone would already associate with Wireless connections.



B2 Multiple Usage

A Wireless connection is an integral part of life for many global citizens and the usage of this emoji can be found in plenty situations depicting ability to do something or loss of ability to do something.

 Something very sad or scary “It’s like losing my Wifi”

 Something great that you love “It’s like having a good Wifi connection”

B3 Use in Sequence

The Wireless emoji can be used in sequence to complete an infinite amount situations where wireless connections are used today.

 Working at home due to Corona Virus but the Wireless is killing me

 My holiday is great – beach is pretty and plenty of Wifi.

 Sorry but what can I do – I lost my Wireless connection?

 Watching a movie on Netflix

 Getting some online shopping done.

 I cut off the wifi to get the kids to focus on homework. They aren’t happy!

 You can just transfer me the money.

 Did a Virtual Tour of the Louvre today, fascinating!

 Wifi is awful and I need a drink.

 Wifi is off at work, can you imagine?

 Strong Wifi makes me happy

 To Kids : Wifi will be turned off at 8 sharp!

 Lightning killed my Wifi connection

B4 Breaking new Grounds

Yes - The WIRELESS emoji would not be linked directly to any existing emojis and therefore breaking new grounds.

C Image Distinctiveness

The Wireless symbol that we are proposing is very simple. One dot to symbolise the core router or device that is sending out signals, and lines to symbolise the signals which are being sent out. This is the symbol globally known as a Wireless Connection.



D Completeness

n/a

5. Selection Factors – Exclusion

E. Frequently requested

n/a

F Overly Specific

The Wireless Emoji is specific since it represents a wireless signal from a device. However this can be used in combination with any other technology to enhance the description of that item.

G Open Ended

The Wireless Emoji is unique in its own image.

H Already Representable

One emoji which has at times been used as a substitution for Wireless is the beating heart emoji. Displayed in pink or red on most platforms, this emoji is intended to be used as a beating heart representing either life, or love. While our Wireless emoji has similar movement lines as the ones associated with the heart, the intention for this heart emoji was never related to WIFI.



I Logos, brands, UI icons, signage, specific people, deities

As mentioned above, Wi-Fi is a trademark of the non-profit Wi-Fi Alliance. However the emoji itself, which we are naming “Wireless”, does not link to any specific company or brand. It is a globally understood image of a wireless connection.

J. Transient

No – we are pretty sure that the idea of a Wireless connection is not a fad.

K. Faulty Comparison

n/a

L. Exact Images

The emoji does not require an exact image. The Wireless emoji is an image that is obvious throughout the world and people recognize it in a second. Whether there are three or four lines, whether the dot is large or whether the colours are different will make little difference to the understanding of the emoji.

M. Region Flags Without Code

n/a.

7. Additional design Features

The WIRELESS symbol that we are proposing is very simple. One dot to symbolise the core router or device that is sending out signals, and lines to symbolise the signals which are being sent out. The colour was chosen as a grey/blue, which we find a suitable colour for a technological or work device. This is also in line with other Symbols.



8. About the Authors

The authors Lena Brinkmann and Bronwen Chase live in Windhoek, Namibia, Africa. They are working in the corporate world and have realised that having access to a wireless connection at all times simplifies life immensely. They are also fond Emoji-users.