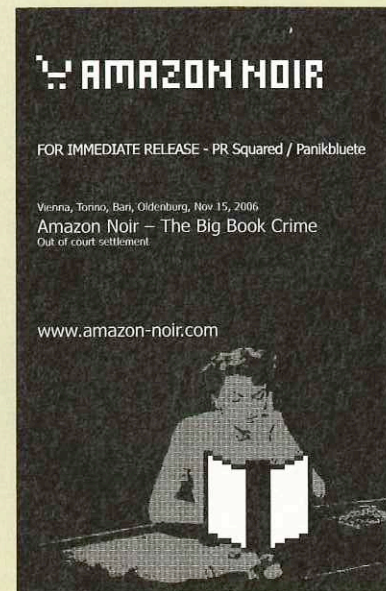


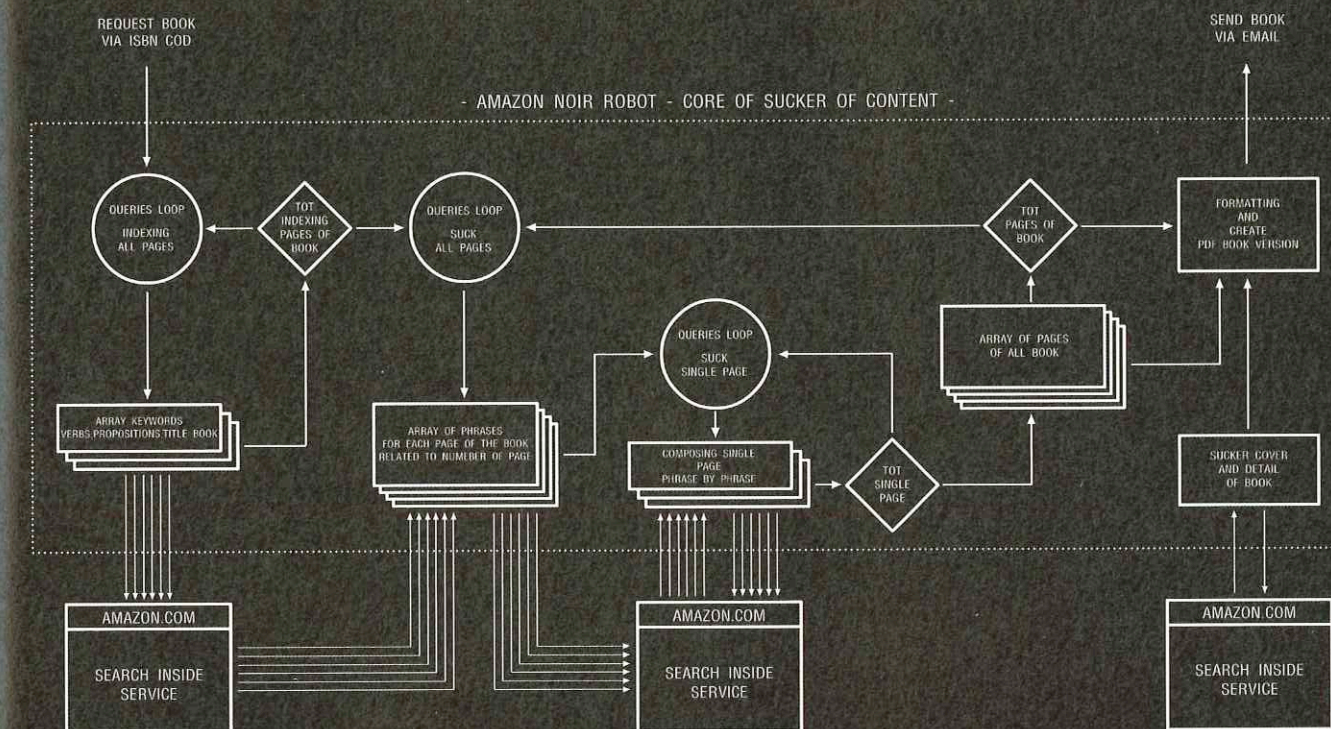
# UBERMORGEN.COM, PAOLO CIRIO, ALESSANDRO LUDOVICO

Amazon Noir

On Amazon, the leading online bookseller, the "Search Inside This Book" function allows customers to look through PDF versions of books within the company's site. Unfortunately, you can only see a few pages. How annoying it is to have to stop browsing after four pages or so when you know the whole book must exist in electronic form on Amazon's servers. (Amazon requires that a complete scan of each book be provided). The annoyance becomes even greater once you realize that Amazon's "Search Inside" function is playing a part in the fight over access to electronic versions of all books. Google and Amazon have been active in this fight for some time. Who will be the one in possession of the content and technology to offer people online access to book collections? Amazon and Google already have the infrastructure in place. But in 2006 *Amazon Noir* appeared on the scene. It was a project of UBERMORGEN.COM – Hans Bernhard and Lizvlx (both also known as etoy) – together with Alessandro Ludovico (editor-in-chief of the magazine Neural) and the programmer and activist Paolo Cirio. They hacked the "Search Inside This Book" service using software they had written. They sent the system countless queries until they cracked its security and were able to "harvest" the scans of 3,000 or so books, of which they made PDFs. They publicized the action, sparking heated discussions in the media, while Amazon tried to buy them off. In its own publicity materials, *Amazon Noir* presented the action as a dramatic adventure story, with bad guys (the Robin Hoods of *Amazon Noir*) and good guys (Amazon). The story makes clear once again how closely issues of copyright and access to information are tied up with business interests. It shows that it is not purely a question of the law but of investment, the building of infrastructure, and the development and delivery of technology that could end up as the de facto determinant of how, and at what price, we access knowledge in the future. As things stand now, Amazon and Google are hard at work determining the technocultural structure of the future. *Amazon Noir* justifiably makes an issue of this, presented in a dramatic way. [Text from *Interact or Die!*, DEAF07]



2006  
57 x 70 x 37cm  
Overhead projectors, slides on acetate,  
incubator for children, book "Steal this book  
of Abbie Hofman" laser printed  
Courtesy the artists





# UBERMORGEN.COM

保羅·契里歐，亞歷山卓·路多維丘

亞馬遜黑幫

在全球最大的網路書店亞馬遜網站上，有一項「書籍內文搜尋」(Search Inside This Book)功能，允許瀏覽網頁的使用者能夠透過PDF格式，在網站內預覽書籍的內容。可惜的是，使用者所能看見的，僅有少數幾頁而已。津津有味地讀了四頁左右之後便看不到下文，是多麼惱人的一件事？尤其，使用者心知肚明，亞馬遜網站伺服器上勢必儲存著全書內容電子檔（亞馬遜網站要求出版商提供全書完整的電腦掃描檔案）。更令人氣結的事還在後頭，亞馬遜這項「內文搜尋」功能，在針對所有書籍電子檔案近用權的爭議上，也扮演著相當重要的角色。已經有好一段時間，Google與亞馬遜都十分積極地打這場戰役。對於全面提供電子形式的書籍內容所需的基本設備與技術，雙方的事前準備均早已就緒。究竟誰能拔得頭籌，坐擁為數龐大的書籍內容，為讀者提供線上閱讀的服務呢？然而，二〇〇六年，【亞馬遜黑幫】登場，加入這場戰局。這是由UBERMORGEN.COM推動的計畫——主要成員為漢斯·伯納與麗茲維克斯這對拍檔（他們同時也是etoy的創立者）、亞歷山卓·路多維（Neural雜誌總編輯）、以及身兼程式設計師與激進主義者的保羅·契里歐。他們使用自己所寫的程式，入侵亞馬遜網站系統，並發出無數質問，直到「書籍內文搜尋」功能的安全機制瓦解，從此便能盡情「收割」網站上已經製成PDF檔案的三千多餘本書籍內容。他們將這項行動公諸於世，在媒體上激起熱烈的論戰，亞馬遜則試著用錢堵住他們的嘴。在他們自己的宣傳品上，【亞馬遜黑幫】將自己的行動塑造成一場戲劇性的冒險故事，故事裡有好人（亞馬遜網站）、也有壞蛋（猶如俠盜羅賓漢般的亞馬遜黑幫）。這則故事再度清楚地向世人揭示，著作權與資訊的近用權，是如何緊密地與商業利益掛鉤在一起。它呈現出這不單只是法律上的問題，同時也是與商業投資、基礎設備的建置，以及未來可能實際影響到大眾汲取知識的方式與價格的科技發展，息息相關的複雜爭議。而就現狀看來，亞馬遜與Google正處心積慮地為大眾形塑未來的科技文化結構。【亞馬遜黑幫】戲劇化地出現，以一種行俠仗義的姿態向他們提出挑戰。（原文出處：

Interact or Die!，DEAF07之出版物）

2006

57 x 70 x 37公分

實物投影機、投影片、保溫箱、雷射列印書籍

作品提供：藝術家





# ZONE 2 特區

動態媒體 行動，互動

Unstable Media: Act - Interact