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### Yondr the Next Step to Behavior Modification

Janet Morrissey in “Your Phone’s on Lockdown. Enjoy the Show,” from the October 15, 2016, *New York Times* e-edition, comments on a new phone blocking technology called Yondr. To demonstrate the effectiveness of the product, Morrissey cites various satisfied entertainers who have employed Yondr in their performances. She then goes on to explain that Yondr is being embraced by various venues, such as schools, restaurants, weddings, movie prescreening events. Next, Morrissey discusses how Yondr inventor Graham Dugoni, having become irritated by people’s excessive use of cellphones as well as privacy issues, spent six months in the design, consultation, and production phase of the project. Within six months of finding funding, Yondr showed a profit. Morrissey acknowledges that some people are not happy with locking up their phones, but the performers, lecturers, and other patrons are pleased with the results. Finally, Morrissey concludes her article by quoting Dugoni who believes Yondr is the future. He sees Yondr as a movement and a tool to help people live together in the digital age.

Morrissey’s article clearly addresses a very real problem at social venues, especially concerts. There is an urgent need for devices like Yondr to assure that all attendees have the same opportunity to enjoy the performance without the distraction of people using their cellphones. It has become impossible to enjoy a show in a darkened theater without being assailed by the lights of people’s cellphones. Obviously, there are many who would be unhappy about the device, but Yondr benefits all concerned, not just the audience. For example, Yondr

would protect the copyright issues of the performances and prevent patrons from posting entire concerts or movies on social media or YouTube. Mobile technology users certainly need to be reined in, and it has become clear the users are unable to censor their usage of the devices, so the responsibility must go to those managing the venue to assure that everyone equally benefits from the performance. To avoid unwarranted distractions by thoughtless and selfish technology users, appliances, such as Yondr, are essential.