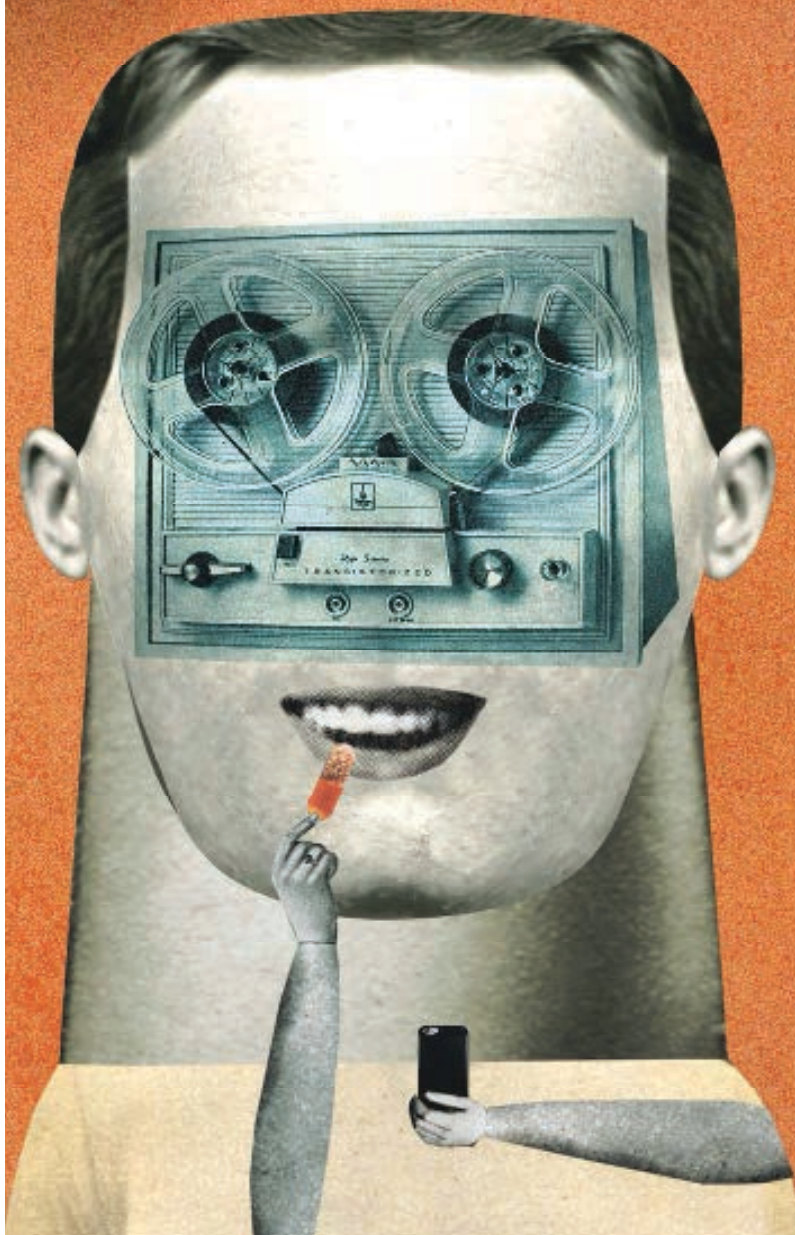


REEL TO REAL
After Apple Watch, let's cut right to iBrain and be done with it.



17 Inventions We Need Now

Driverless cars and wearable tech? Fine. But we'd pay big bucks for certain inventions inspired by everyday hassles and random musings.

BY STEVE CALECHMAN

GUY LIST

PLEASE INVENT...

Plasma screens on the backs of big trucks so we can catch the game when stuck in traffic.

True superfoods. The power of flight would be nice—or at least the ability to answer emails while sleeping.

Car-wash blowers at the gym shower exit.

Singles-only jury duty. Throw in a bowling alley and voilà: waiting lists. ("Your honor, we need to be sequestered.")

Short-term memory app. Records your day and reminds you if you took your vitamin this morning.

Exchangeable first-aid items. Let us trade in 50 unused tiny Band-Aids for 20 regulars.

Automatic parking garage spot locator.

Fitted sheets with directional arrows.

And with that, a mattress that hovers.

Express lane at the doctor's office. When the five-minute buzzer goes off, you're done—even if the bleeding isn't.

Hamster-size bears. All that cute ferocity, none of the midnight garbage can raids.

A DVR that detects rain delays and overtime.

Scariest incentives on cardio machines. Pixelated peaks? Please. Chase us with a snarling jaguar.

Hologram concerts. It'd be nice to know how Hendrix would have adapted to a kitchen-counter stage.

The Spoiler Block. Until you've watched the game or episode, all texts, tweets, posts, and crawls are scrubbed.

A boot-sizing sensor. When the fit is right, the light goes on.

High-beam brake lights for the prick on your tail.

DRY OFF LIKE AN OLYMPIAN

No towel service at your gym? A chamois, like the ones used by Olympic and professional divers, wicks up water well and wrings out quickly. Microfiber towels, which come in many sizes, are nearly as good; they're thin and will fit easily in your gym bag.

Ginger Huber, professional diver with the Red Bull Cliff Diving World Series

DO A READ-THROUGH

If you need to remember something tomorrow, say it out loud or to yourself several times. ("After I get coffee, buy her card.") Then form a visual image of actually doing it. Not only does this force you to pay attention, but linking the task to a daily activity cements it without relying on notes that you'll undoubtedly forget.

Mark McDaniel, Ph.D., principal investigator at the Memory and Complex Learning Lab, Washington University in St. Louis

ZIG WHEN THEY ZAG

Some parking structures and lots now have signs directing you to available spots. Until they all do, look near an exit. Or, if the structure's design is funneling you up, cut across and try going down.

Andy Miller, consultant with Carl Walker, a parking design firm

BE PRECISE ABOUT PAIN

If you (or, more likely, your doctor) are pressed for time, report exactly what you were doing when the hurt hit. He or she can unravel the mystery from there, easing the psychic pain of all your frantic Google searching.

Paul Casey, M.D., emergency physician at Rush University Medical Center

WATCH WHILE YOU WORK

Do "television intervals." On a stationary bike or treadmill, exercise at a perceived rate of exertion of 5. But when the commercials come on, hammer it up to 9 or 10.

Ted King, professional cyclist with Cannondale-Garmin Pro Cycling

STROLL AROUND THE STORE

Forget your shoe size: Boots can differ by a size and a half. And even if they feel fine right away, walk awhile to check for pinching or rubbing. You'll wear them for years—it's worth a few minutes.

Billy Lovell, product developer at Justin Brands

ILLUSTRATION BY DAVID PLUNKERT