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Dots, fruit, speed and pills: the Happy Consciousness of *Pac-Man*

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Abstract

Spanning 30 years and 40 individual videogames across a range of platforms, Pac-Man

is one of the most iconic and recognizable icons in the history of video games. In

spite of its simple design, it has become a cultural icon. In

engaged with its design, it has become a cultural icon. In

classic it has become a cultural icon. In

indicative of its design, it has become a cultural icon. In

is explored in this article. In

ethic of design, it has become a cultural icon. In

ultimate of its design, it has become a cultural icon. In

experiential of its design, it has become a cultural icon. In

Dimensional of its design, it has become a cultural icon. In

Happy C of its design, it has become a cultural icon. In

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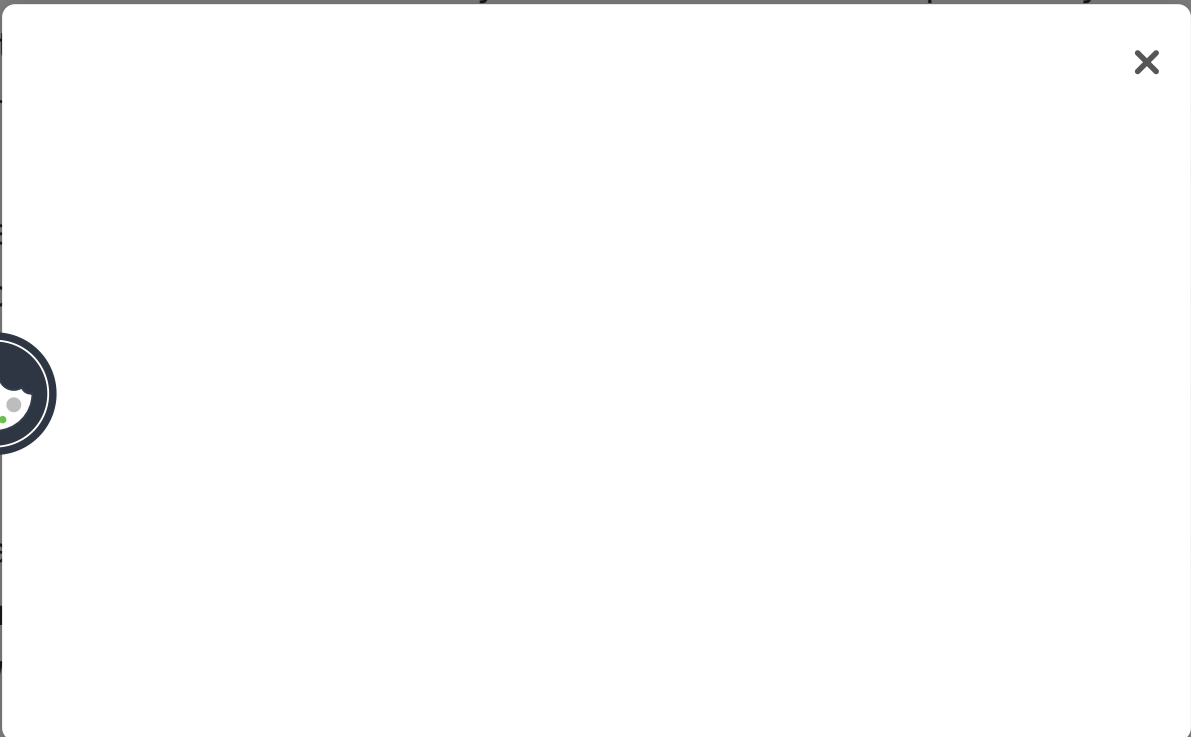


Disclosure statement

No potential conflict of interest was reported by the author.

Notes

1. Augmented reality is the transposition of computer-generated graphics onto perceived space through the use of an audiovisual headset and global positioning systems, linked into a local area network. First used at the University of Singapore in 2004 it has potential use for medical and military applications, as well as entertainment. See Knight ([2004](#)) for further discussion.
2. The uneasiness related to the rise of the Japanese economy is mirrored in American popular culture of the time, with films such as Blade Runner and Gung-Ho portraying a contemporary American society increasingly influenced and affected by Japanese values and culture.
3. This is especially poignant in the current economic climate as US car firms look towards merging in the face of growing competition from VW Group in Europe and especially Toyota in Japan. At the time of writing none of the 'big three' car manufacturers of Ford, GM and Chrysler had discounted the possibility of merging with one another and ultimately the industry could be seen as a counterforce to the 'power players' in the industry.
4. Billie Jean King's victory over Bobby Riggs in the west.
5. It is fascinating to see the recordings in the market-fest Trolle W...



6. MDMA is the acronym for the chemical compound
Methylenedioxyamphetamine.

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