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Business

Jeff Bezos Explains Why He's Building a 10,000 Year Clock

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Seth Fiegerman / Nov 30, 2012

Jeff Bezos has already revolutionized the way we shop, now he wants to change the way we think about time.

Earlier this year, news broke that the Amazon founder and CEO has [invested at least \\$42 million](#) in a project to build a 10,000 year clock deep in the mountains near one of his homes in West Texas. The clock would play a different sound to celebrate the passing of each year for the next 10 millennia.

During a wide-ranging interview at the Amazon Web Services conference on Thursday, Bezos offered a thought-provoking explanation about why he's interested in this particular project and how it works.

"The clock is a symbol for long-term thinking," he said in the interview. "If we think long-term, we can accomplish things that we couldn't otherwise accomplish." As an example, he noted that asking someone to solve world hunger in five years might sound preposterous, but doing so in 100 years might not. "All we've done there is change the time horizon, we didn't change the challenge. Time horizons matter. They matter a lot."

Bezos continued: "We humans are getting awfully sophisticated in technological ways and have a lot of potential to be very dangerous to ourselves, and it seems to me that we as a species will have to start thinking longer term. This is a symbol, I think symbols can be very powerful."

The clock itself will have five "anniversary chambers," which

Bezos describes as being like "the cuckoo on a clock." The first of these chambers will go off every year, the second every 10 years and so on until the fifth chamber, which goes off just once after 10,000 years have passed.

"We're only planning to build the animations for the first and second chambers," Bezos said. "We figure our future generations can worry about the third, fourth and fifth chambers."

Bezos, who invests in other futuristic projects including his private space company Blue Origin, noted that the clock is being "carved out inside of a mountain," which takes a kind of "pilgrimage" to get to. However, he said when the project is finally completed, "we'll let people come and tour the clock."

Hopefully, we don't have to wait 10,000 years for that to happen.

The discussion about the 10,000 year clock starts at the 32:00 mark in the video below:

Image courtesy of Flickr, [jrvetson](#).

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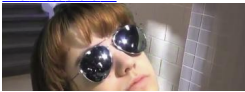
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Annie Colbert

Spartan High School jumped on the "Gangnam Style" bandwagon, but seems to have missed the vehicle altogether and ended up mangled under the wheels. The New Holland, Pa. school's parody of Psy's impossible-to-escape hit song was proclaimed "the single worst video on the entire internet" by Reddit user OgFinish.

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Todd Wasserman

In a wide-ranging interview, Apple CEO Tim Cook explained why mobile software head Scott Forstall had to leave, how the company hopes to salvage Apple Maps and what he thinks of Microsoft's Surface tablet. Cook is making the rounds this week to publicize Apple's plan to manufacture a line of iMacs in the U.S..

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[Tim Cook: One Line of iMacs to Be Manufactured in the U.S.](#)

Stan Schroeder

Remember those new iMacs with a label saying "Assembled in USA"? Well, according to Apple CEO Tim Cook, there is going to be a lot more of those. "We've been working for years on doing more and more in the U.S. Next year, we will do one of our existing Mac lines in the United States," said Cook in an interview with NBC's Brian Williams.

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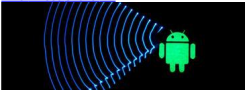
Amanda Wills

NASA's Black Marble is a set of high-resolution composite images of the mysterious dark Earth during the evening hours as seen from space.

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[Google Now Updated With Boarding Passes, Improved Voice Search](#)

Anita Li

Google Now unveiled its latest update Wednesday, introducing instant access to your boarding pass and other travel-friendly features. The intelligent personal assistant for devices running Android 4.1 (Jelly Bean) or higher will now pull up a user's boarding pass at the airport automatically, helping reduce travel time through the gate.

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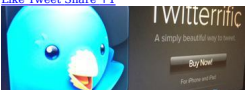
Stan Schroeder

The first official teaser trailer for upcoming movie 'Star Trek Into Darkness' is now available for your viewing pleasure. The movie, which is scheduled to hit theaters May 2013, is directed by J.J. Abrams and written by Damon Lindelof, Alex Kurtzman & Roberto Orci. It brings back Chris Pine as James T.

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[Twitterrific 5 for iOS Now Available](#)

Stan Schroeder

Twitter client Twitterrific has reached version five, and is now available for iOS devices. The app has been completely overhauled and redesigned. It now offers a very customizable user interface, giving user the ability to change the overall theme, as well as font, photo size, line spacing and other details.

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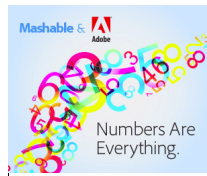
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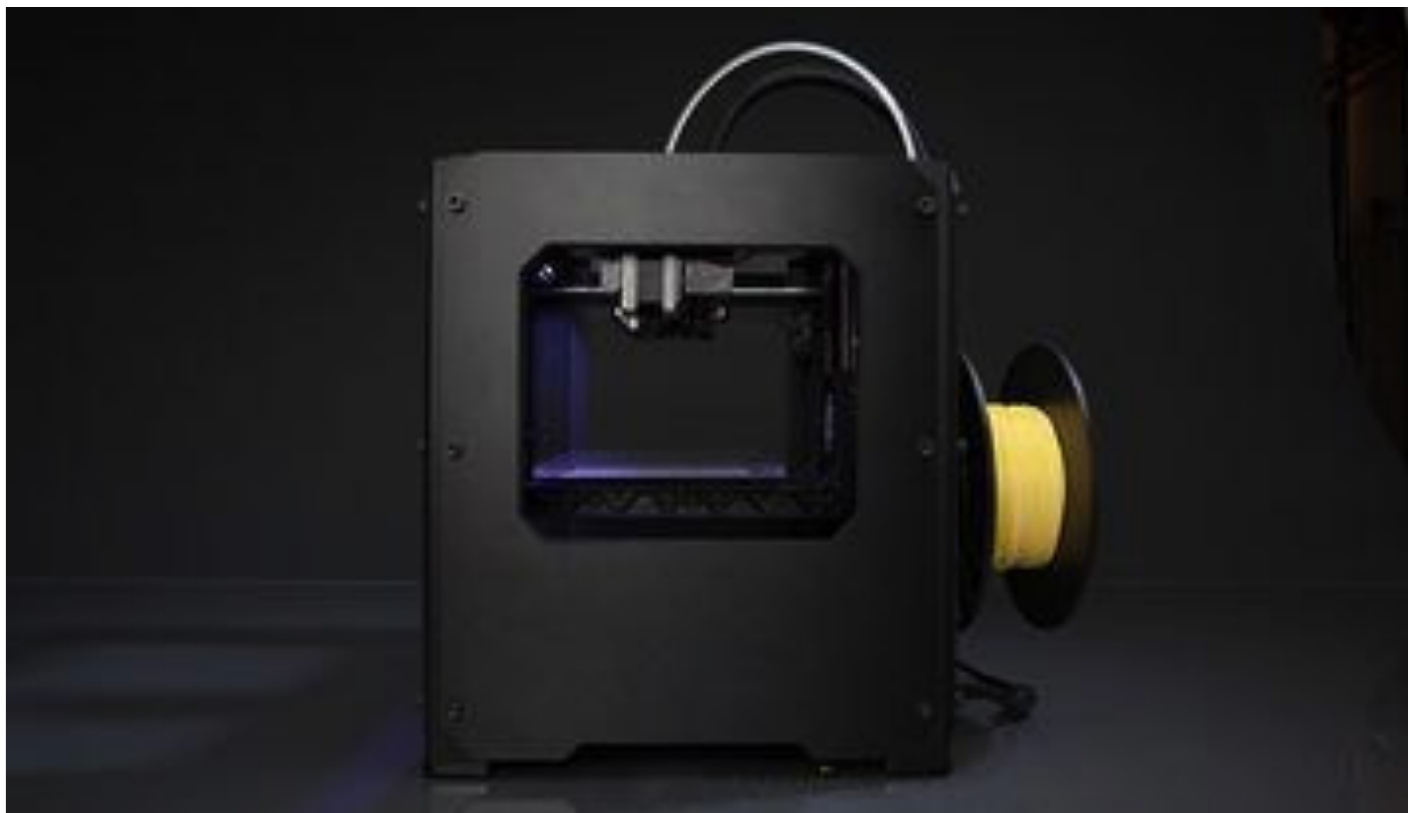
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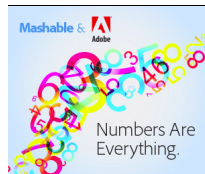
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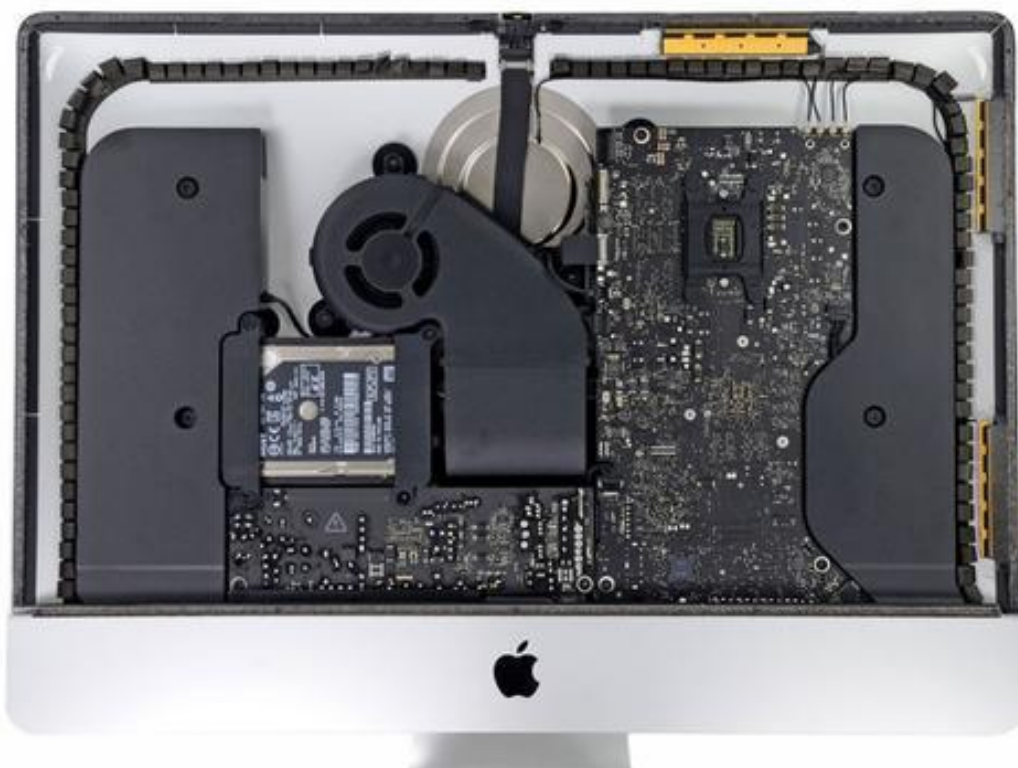


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