

By ~~Mirip 2008~~, Apple News Editor

[Hold On to Your Chairs, the Curved iMac Is Here!](#)

Yes, to the left

In glorious pixels and nothing more, for the time being. A pity, isn't it? Something as **sexy** as this should be sitting on everyone's desk, not to mention that we'd finally be looking at stuff the right way, which for us humans is the **curved** (cinerama) way. As revealed by trendhunter.com, the Curved iMac is a mock-up by designer Nuno Teixeira. In the web site's opinion, "it looks simple but impossibly elegant." We couldn't agree more. "Designer Nuno Teixeira believes every computer should be two faced and with more curves," says [Yanko Design](#). "Taking a cue from the 1950's CINERAMA wrap-around movie theatre screens, this iMac iMock-up features a giant curved screen (for better orientation to the natural curvature of the human eye) and a second built in LCD screen on the back". Indeed, the concept does aid the orientation to the natural curvature of the human eye and we've known this since the '50s: *Cinerama is the trademarked name for a widescreen process which works by simultaneously projecting images from three synchronized 35 mm projectors onto a huge, deeply-curved screen, subtending 146° of arc, and for the corporation which was formed to market it. It was the first of a number of such processes introduced during the 1950s, when the movie industry was reacting to competition from television. Cinerama was presented to the public as a theatrical event, with reserved seating and printed programs, and an audience dressed in best attire for the evening.* (Cinerama: [Wikipedia](#)) Of course, we don't have to do that anymore these days. A screen such as the Curved iMac's is achievable without having to crisscross projectors. Quite a little something Jobs has overlooked, wouldn't you say? Of all the electronics manufacturers out there, wouldn't have Apple been the most likely one to come up with a bold product such as the Curved iMac? Whether you feel the same or you don't, you're welcome to share an impression below.