# This AMOLED button can apparently play GIFs from your jacket

A company called Beam Authentic is asking an important question: why wear a brooch that can only show one look, when you can wear a small AMOLED screen and display GIFs? That might not be a question many have considered or even a thing anyone needs, but Beam is promising a button that can play still and moving images, as well as custom messages, on its 400 x 400 AMOLED screen, as spotted by *Android Police*.

This smart wearable button has an ambient light, accelerator sensors, and a Micro USB port. It attaches via magnet, so there's no need to break a hole through your jacket. Beam Authentic also claims the button gets 24 hours of battery life on a single charge.

The device is on sale on the company's website for $99. If it sounds not only silly, but also too pricey, know that three dollars of the purchase will go toward a charity of choice, between Amnesty International, We.org, or charity: water.

https://www.theverge.com/circuitbreaker/2017/12/14/16778508/amoled-button-beam-authentic-does-it-work