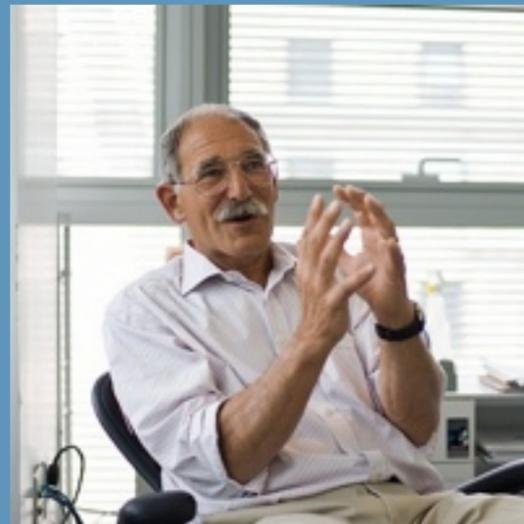


Ultimate Media, 2013

The Team

Dan Sawada
Jonathan Speiser

Andrew Lippman



An extreme platform for visual media

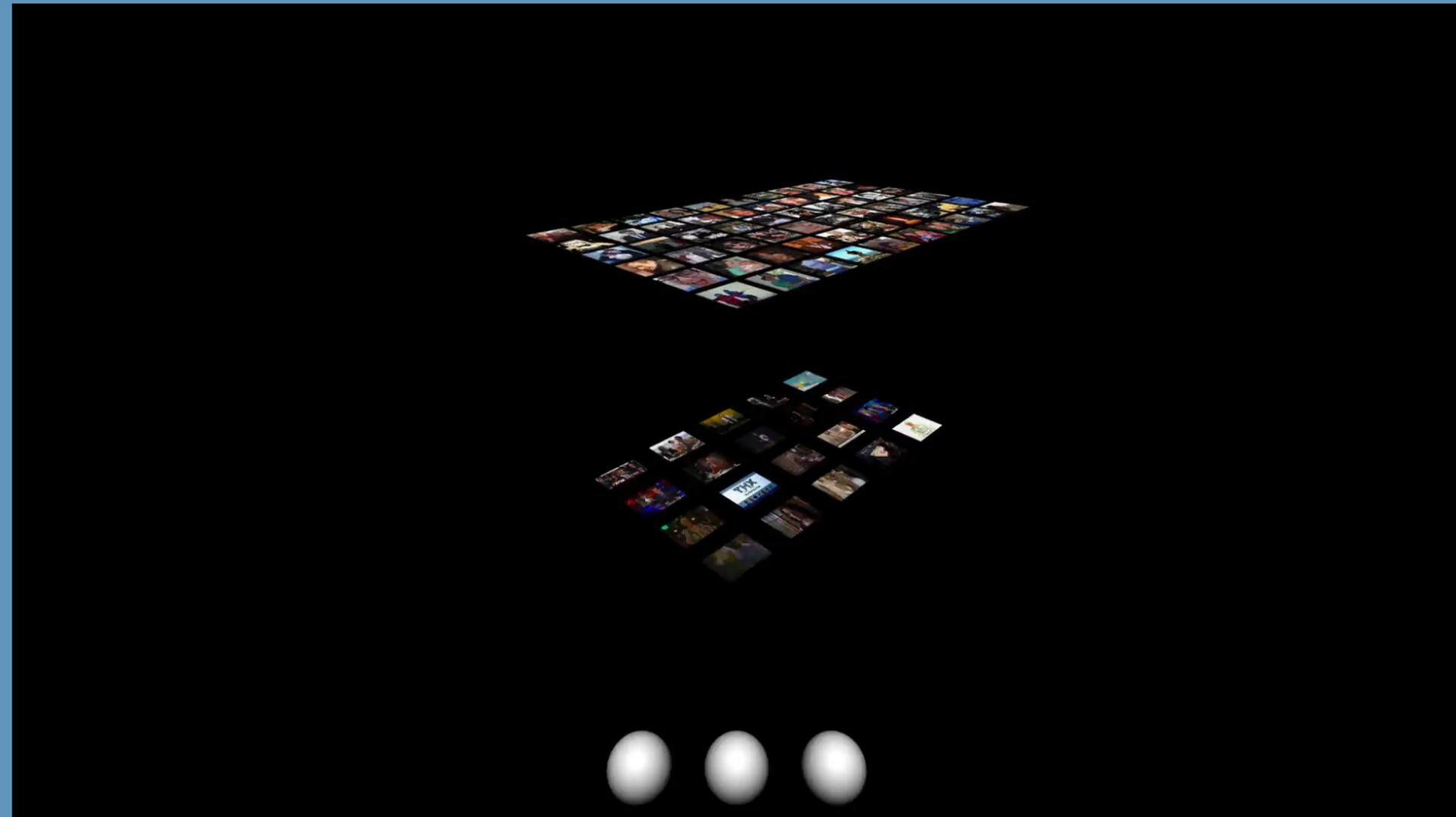
- Extreme connectivity, both fixed and mobile
- Extreme processing
- Extreme visual presence
- Extreme scale and scope
- Extreme social connectedness

Narrative and Synchronous

It can explore a near-infinite universe of what you want to see

It can inform you of what you ought to know firsthand

It can let you into the frame to interact, learn, contribute and socialize.

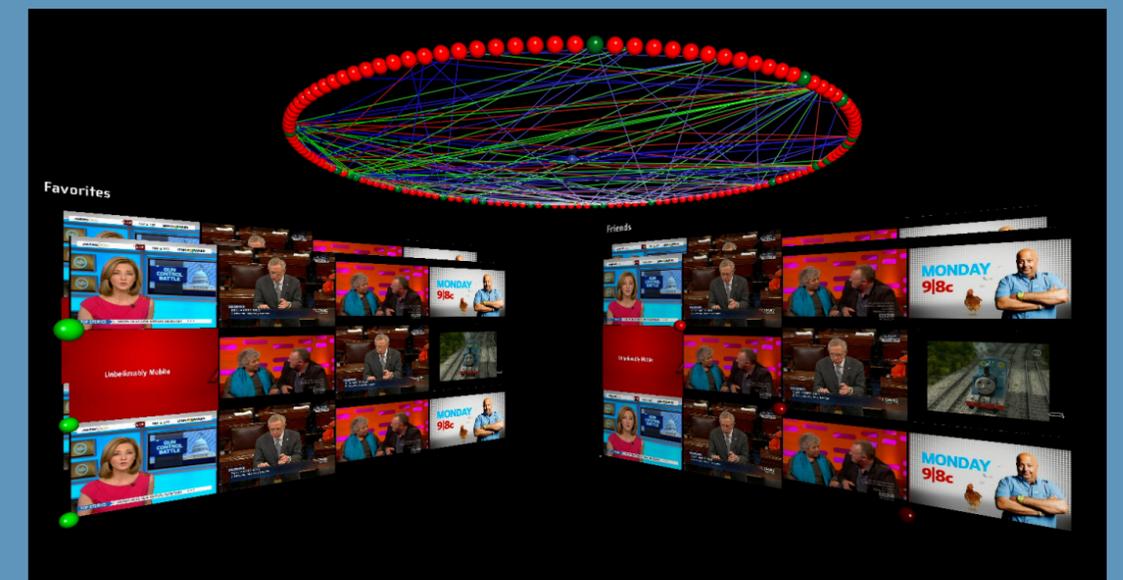
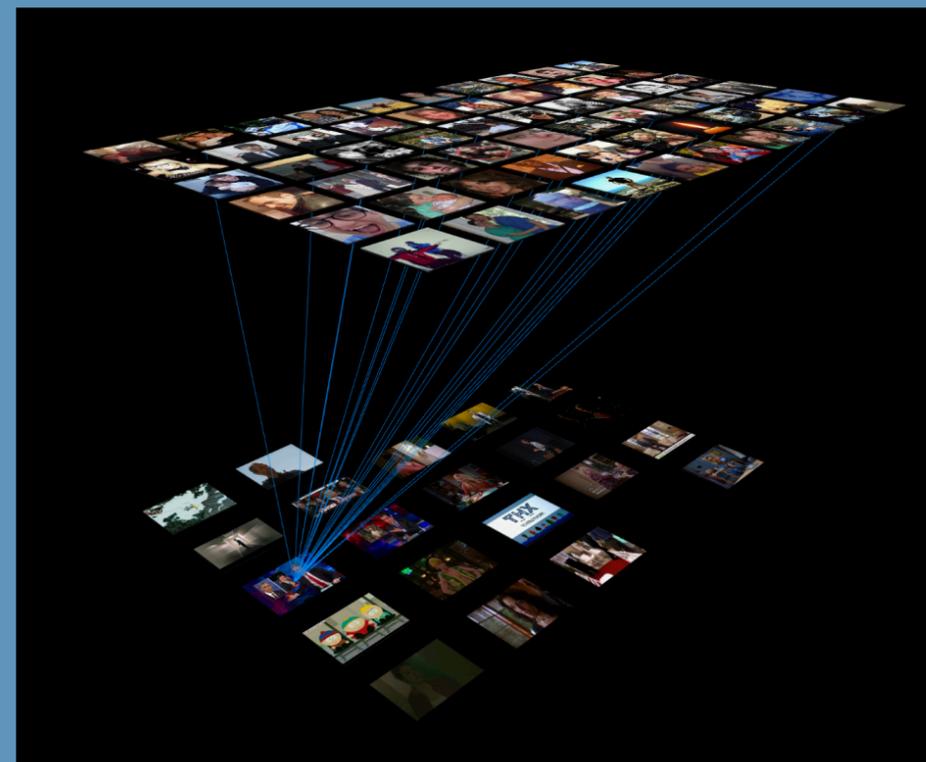


What media moment do you remember?

Exploration, Discovery, and Interaction

Exploration is a mix of three things

Being Global
Being Social
Being Visual



What media moment do you remember?

The Interface is open turf

Tactile
Spatial
Simple



Globe courtesy Microsoft

Exploration, Discovery, and Interaction

Interaction is about learning more

More data

More people

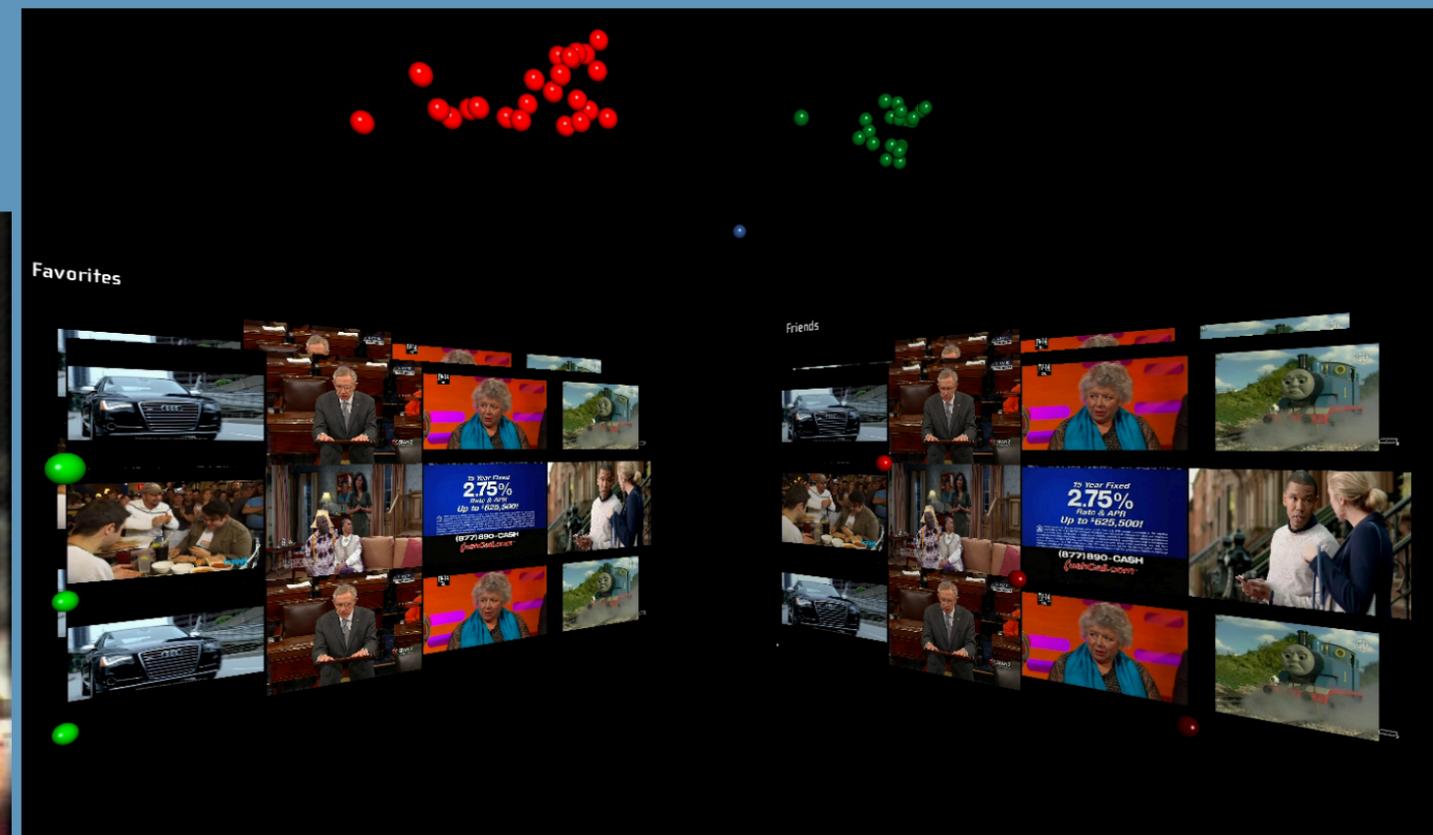
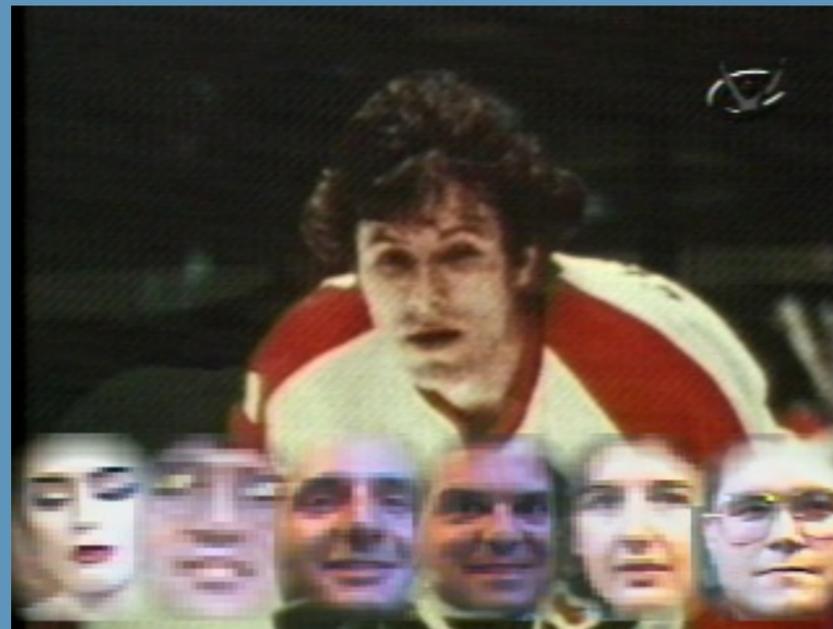
More views



Simplicity is the rule

A Social Experience

We have never translated the subtleties of a social experience to something you are doing *while you are doing something else*



A Social Experience

We have never translated the subtleties of a social experience to something you are doing *while you are doing something else*

