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
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 is a mix of three things

Being Global
Being Social
Being Visual

What media moment do you remember?
Exploration, Discovery, and Interaction

The Interface is open turf

Tactile
Spatial
Simple

Globe courtesy Microsoft
Interaction is about learning more

More data
More people
More views

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