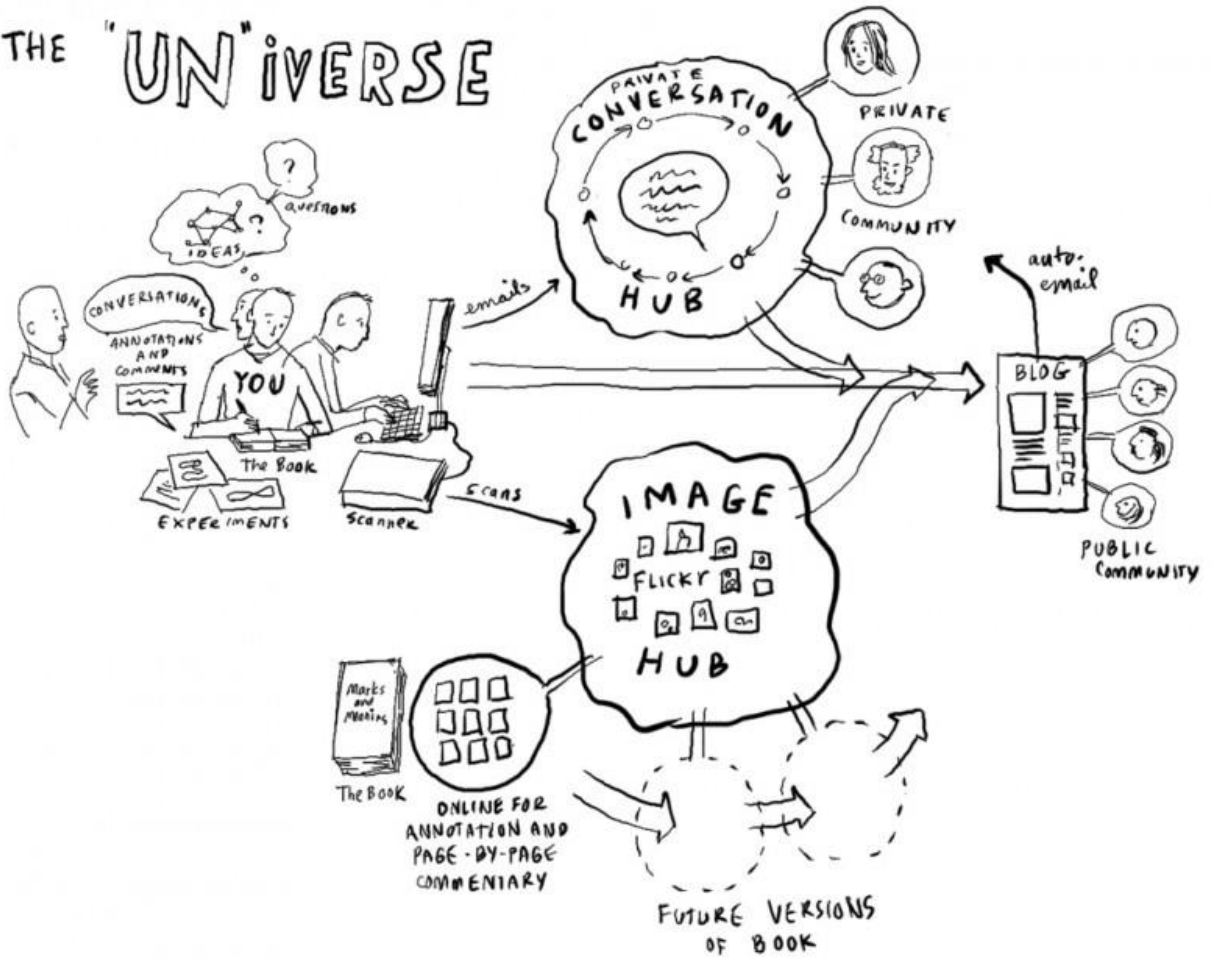


THE "UN"IVERSE



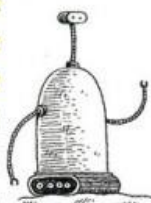


Fig. 1 - SCENE

LA TRAVIATA

WAS AS IMAGINED BY SOMEONE WHO WAS NOT EVER SEEN, READ NOR HEARD IT. NEITHER

- ACT 1.
- ACT 2.
- ACT 3.



THE PALACE GARDENS
THE ENCHANTED CAVE
THE WILDERNESS

ACT II
the forest
VIOLETTA IS DISGUISED
AS A ROCK BY
HUMBERT (DISGUISED
AS A ROCK) AND BOBO
VIOLETTA

VIOLETTA IS BANISHED
FROM THE CASTLE
WHEN SHE REFUSES
THE ADVANCES
FROM THE PALACE
AFTER A MISUNDERSTANDING
WHEN SHE BREAKS
AN ENCHANTED
TEACUP

ACT III.
the battlefield
HUMBERT, VIOLETTA, THE BARON,
MISS HELENKA AND BOBO
ARE ALL KILLED. ONLY HELENKA
SURVIVES.
VIOLETTA FALLS IN LOVE
WITH HUMBERT (DISGUISED
AS A ROCK) WHO VIOLETTA
WATCHES BY MOONLIGHT

THE INSECT
SINGS A FINAL
LAMENT
(with a
mortal
dance)
Serenade

I'M JUST GOING TO HAVE
A LITTLE SLEEP, BOB.
YOU KEEP
WATCH...

HUMBERT'S MOONLIGHT DANCE



HE DOES NOT
WANT TO BE
LATE FOR
THE SY-
MBIUM

RUSH!

AT LEAST IT'S
STOPPED
RAINING

DONT

THE NEW NORMAL

ADAPTING YOUR STORYTELLING TO AN IMAGE-FLIPCAM/VIDEO

ROBERT PEREZ FENTON
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MIKE SMITH FENTON
MSMITH@FENTON.COM

STORIES CHANGE
EVERYTHING IS A STORY

3C's

THE WORLD IS CHANGING BEFORE OUR EYES

- CONTENT
- CALCULATION
- COMMUNITY

INFORMATION OVERLOAD

TWITTER, FACEBOOK, YOUTUBE

CONTENT IS KING

LOWTECH
EMOTIONAL
AUTHENTIC

SHORT IS SWEET

WORD MEMOIRS
EMOTIONAL
ACTION
REACTION

CHARACTER/STORY DRIVEN
CARETAKER // ANTAGONIST

SPOTLIGHT THE UNEXPECTED

DRAW ON FAMILIAR THEMES

WINDMILL BEY → BLOG → THE ONLY NEWS → CELEBRITY

CALCULATION

EAVESDROP

REAL FOOD

GREEN ENERGY

FIND OUT WHERE THE ACTIVITY IS

MICROTARGET

FROM 200K TARGETS → 25% CLICKED ADS

COMMUNITY

THE REPETITION

SO OTHERS REPEAT

KEEP IT SIMPLE

CREATE ACTION

PARTICIPATION

VALUE AUTHENTICITY

IT GETS BETTER PRACTICE.COM

FISHBOWL: 21st Century Technologies

Monitors blood sugar insulin levels

MEDICAL WI-FI
Mobile healthcare monitoring

Imagine Houston
Global Wireless Data Market \$38.5B in '07

OUTSOURCING

INVESTMENT ECOSYSTEM



A Quality of Life Issue

WI-FI

GOAL: MOVE TOWARDS INTEGRATED PLATFORM

Questions are Easy, **ANSWERS** aren't!

ROLE for PUBLIC/PRIVATE
BELY LESS on TAX ABATEMENT
FOCUS on New Economy Technology
COORDINATION of MUNICIPALITIES

BIOTECH



- Research to IP
- Ranked #3
- \$2.4 B expenditures
- 163 licences
- 23 startups

RESEARCHERS want to COMMERCIALIZE their work, Without getting on a plane!!

ECONOMIC DEVELOPMENT = JOBS CREATED



Peter Duvand
Russell Williams Group

