

Now What?

Ben Newhouse, co-founder of Aria

Anti-Talking Points

Anti-Talking Points

- State of Union of AR. Show me the money!

Anti-Talking Points

- State of Union of AR. Show me the money!
- Sensors suck, AR is impossible. Go home.

Anti-Talking Points

- State of Union of AR. Show me the money!
- Sensors suck, AR is impossible. Go home.
- How to use AR to tell the breed of a dog

We're missing the point

We're missing the point

- Red Bull

We're missing the point

- Red Bull
- Good Coder

We're missing the point

- Red Bull
- Good Coder
- Floating Labels!

We're missing the point

- Red Bull
- Good Coder
- Floating Labels!
- ???

We're missing the point

- Red Bull
- Good Coder
- Floating Labels!
- ???
- Profit!

The alternative?

make AR disappear

YouTube

Rick Astley - Never Gonna Give You Up

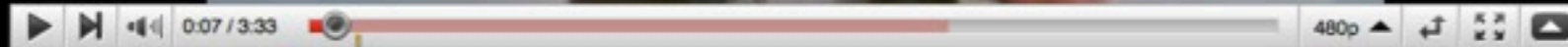
RickAstleyVEVO

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October 24, 2009 — Music video by Rick Astley performing Never Gonna Give You Up. (C) 1987 PWL

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As Seen On: [aolnews.com](#)

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Next in Rick Astley Mix

Disco ▾



[Rick Astley - She wants to dance with me](#)

739,752 views

2 of 40

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[Rick Astley - Together Forever](#)

153,542 views
RickAstleyVEVO



[Rick Astley - Whenever You](#)



Pixar

TOY STORY

TOY STORY 2

The logo for Toy Story 3 features the word "TOY" in large, yellow, block letters with a blue outline and a drop shadow, positioned above a red trapezoidal banner. The word "STORY" is written in smaller, yellow, block letters with a blue outline and a drop shadow on the banner. Below the banner is the number "3" in large, yellow, block letters with a blue outline and a drop shadow.

**TOY
STORY
3**

STORY

Technology without a
home doesn't change
the world

I think we're doing it
wrong.

We can do better

**What technology is
compelling?**

What **content** is
compelling?

Labels are **so** last year.

Augment Reality with **Reality**

**Startups will define this
industry**

Abolish the Interface

**AR is successful
when
AR disappears.**

Thanks!

@newhouseb