

**MEDIUM**



**FOCUS**



**VISUALS**



MARKETED  
CORRECTLY



**COMPLEXITY**



MATHEMATICALLY  
CORRECT



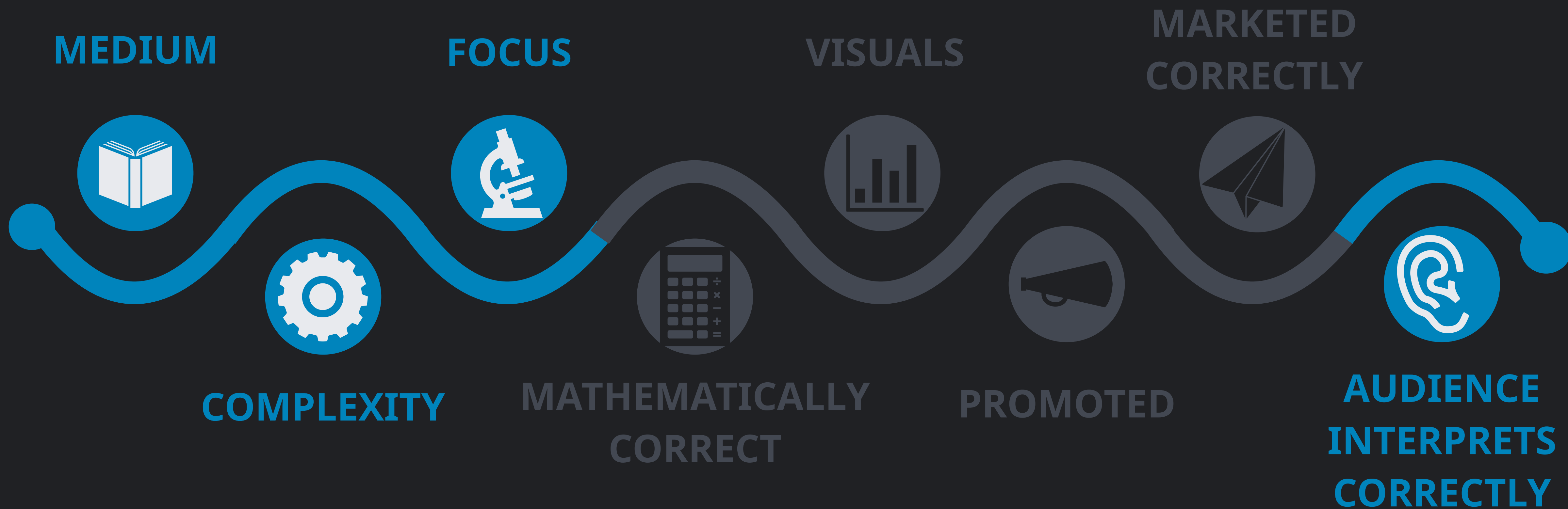
**PROMOTED**



AUDIENCE  
INTERPRETS  
CORRECTLY



The  
journey to  
interesting  
and true



Consider the  
*Audience*