MEDIUM

FOCUS

VISUALS

MARKETED
CORRECTLY

COMPLEXITY

MATHEMATICALLY
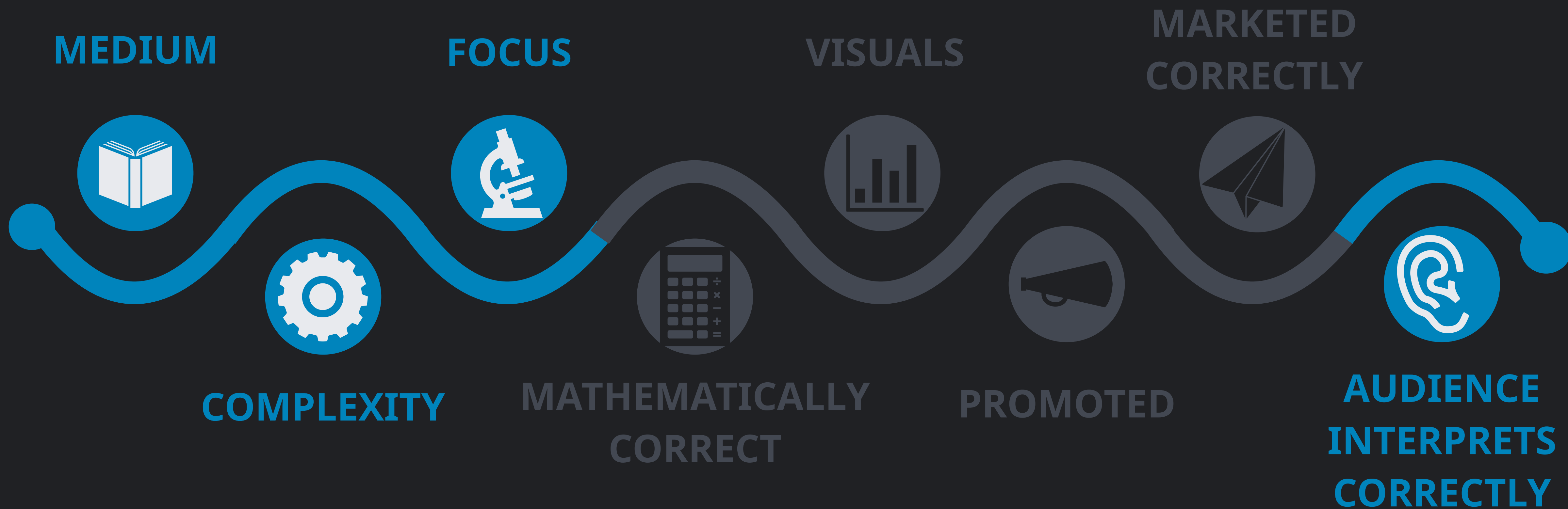CORRECT

PROMOTED

AUDIENCE
INTERPRETS
CORRECTLY

The
journey to
interesting
and true

MEDIUM

FOCUS

VISUALS

MARKETED CORRECTLY

COMPLEXITY

MATHEMATICALLY CORRECT

PROMOTED

AUDIENCE INTERPRETS CORRECTLY

Consider the
Audience