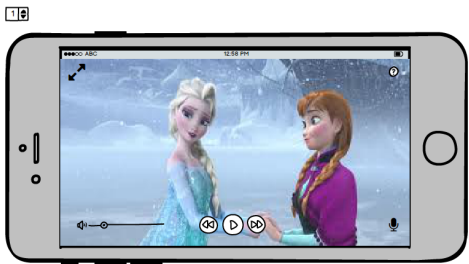
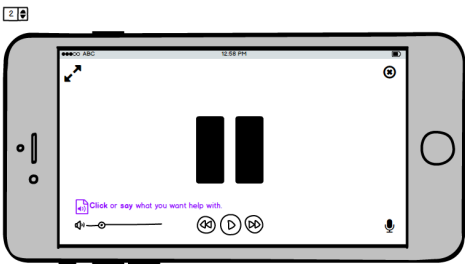


Use Case #1: Media Switching With "Help"



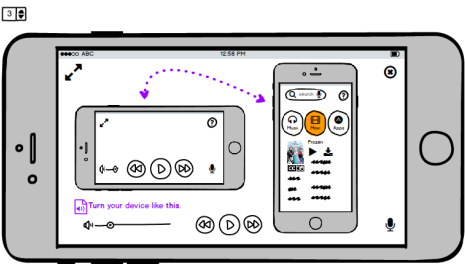
User is watching a movie on eir parent's mobile device and wants to play a game instead, but needs help getting there.

User says, "Help."



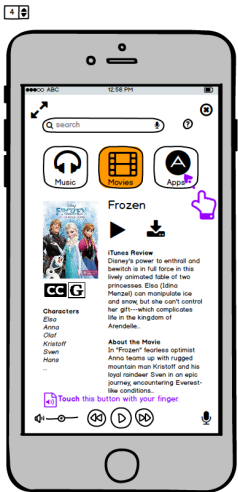
iTunes says, "Click or say what you want help with."

User says, "Play game."



iTunes launches mini-tutorial video showing the user the steps to complete the task.

iTunes says, "turn your device like this."



iTunes says, "touch this button with your finger."



iTunes says, "this is the screen you want."