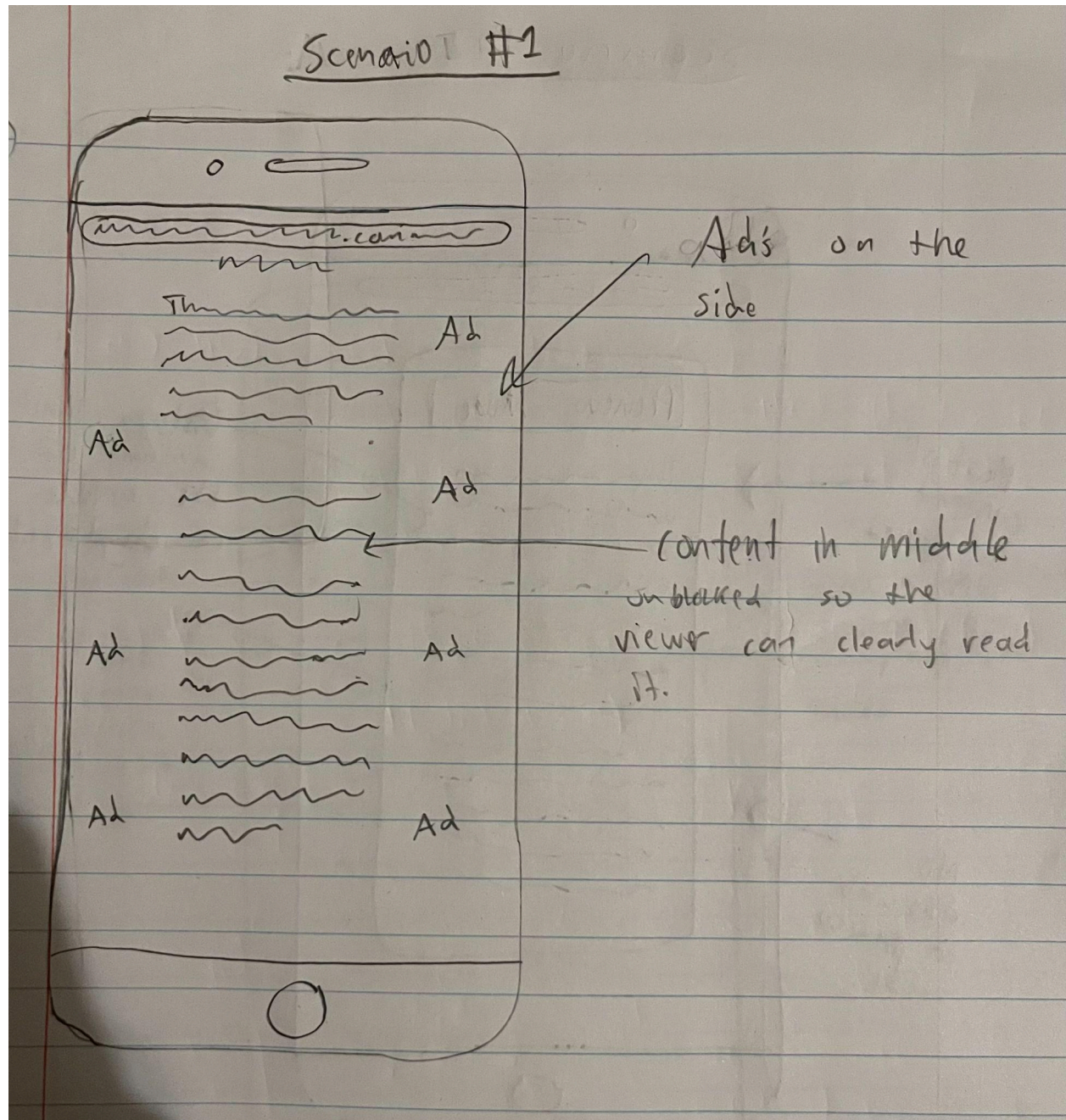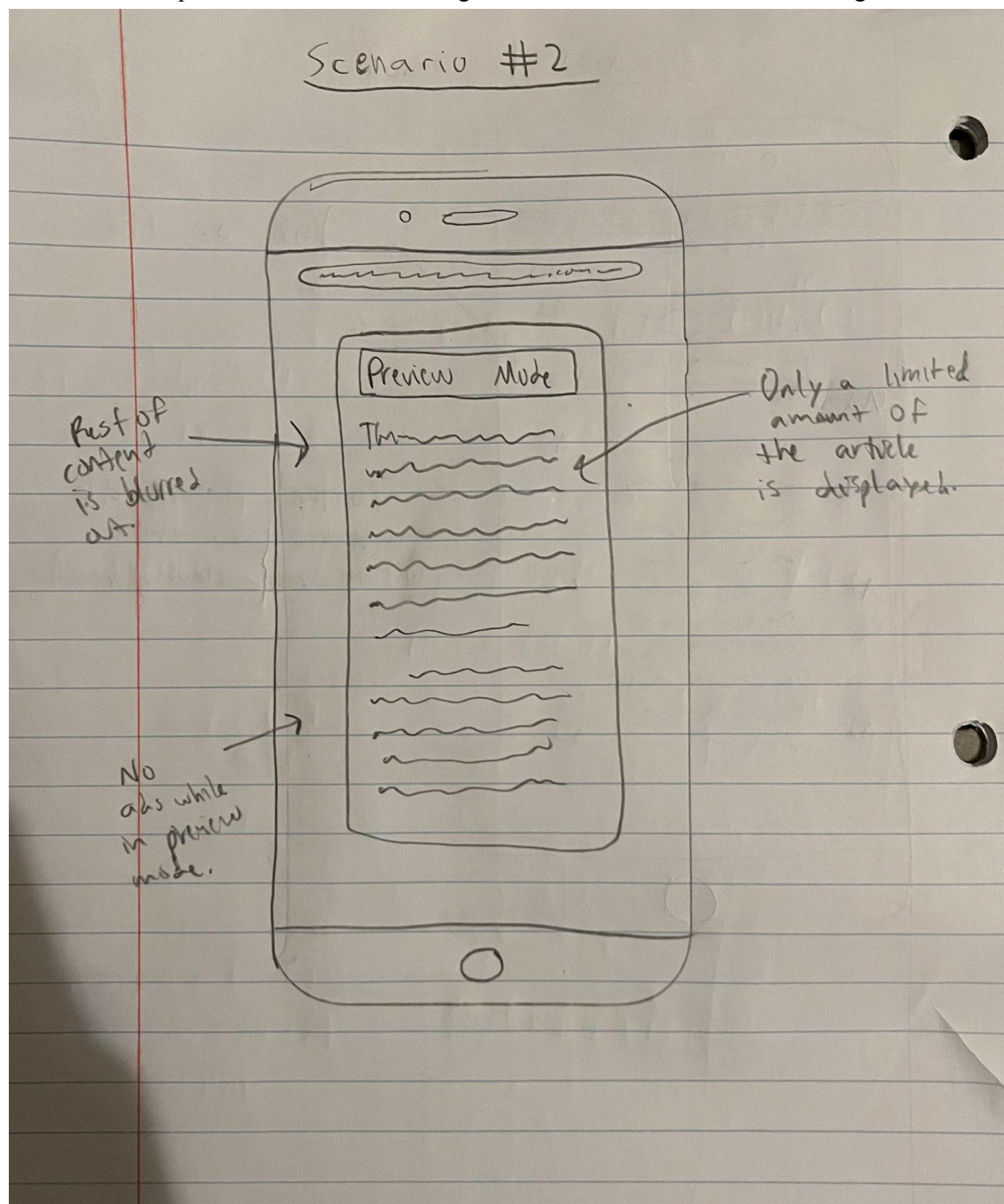Mom is wanting to try a new recipe to cook for dinner but she is being bombarded with ads. She finds an article which only places ads on the side bars.

Scenario #1

Ad's on the side

Content in middle unblocked so the viewer can clearly read it.

Ad

Ad

Ad

Ad

Ad

Ad

Ad

Student is looking for sources for a paper but everytime he tries to read he gets hit with an ad. He uses a content preview mode to read enough of the article to know if it will be a good source.

Scenario #2

Preview Mode

Rest of content is blurred out.

Only a limited amount of the article is displayed.

No ads while in preview mode.

A man is looking to buy the best mouse for his computer but every site is flooded with ads. He invests in an extension which blocks ads which block content.

Scenario #3

user can exit out and read the article all free.

23 Ads Blocked

Gives a notification saying how many ads were blocked.