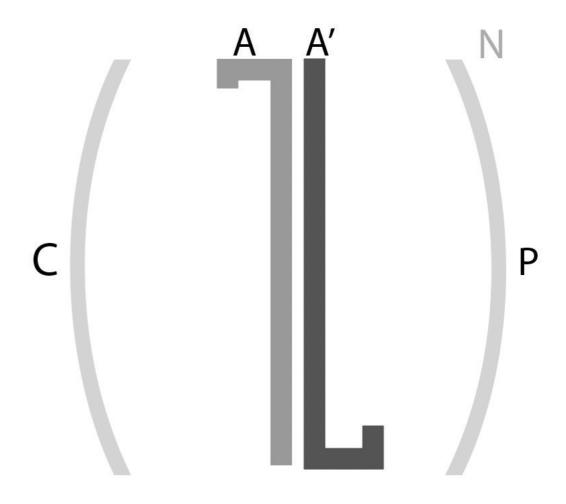


CATALOG X LIGHT FIXTURE 25 COLLINS ST, MELBOURNE, VIC, 3000



MUTUAL BENEFITS

The system reveals an opportunity for mutally benefical outcomes. The information high-lighted guides users interaction, but does not block or disrupt access. This quality creates a 'good for you, good for me' outcome in which the user is guided and directed for mutual benefit.

- 'A' shows the user one option of progressing.
 'A' shows a different option with an alternate outcome.
- 'C' represents the context of the city. 'P' prepresents private area.

