The Who

The Why

The How
Smartphone Penetration by Age

Recent Acquirers vs. All Subscribers, Jan '12

- **Who:**
  - Ages 18-24: 80%
  - Ages 25-34: 80%
  - Ages 35-44: 74%
  - Ages 45-54: 65%
  - Ages 55-64: 56%
  - Ages 65+: 43%

- **Why:**
  - 3 Month Recent Acquirers: 69%
  - All Mobile Subscribers: 48%

- **How:**
KOHL'S

$19 billion  #9
1,000,000+

The Who

The Why

The How
The Who
The Why
The How
8.5 million
Core Technologies

Motion Tracking
Motion tracking allows a device to understand position and orientation using Tango's custom sensors. This gives you real-time information about the 3D motion of the device.

Area Learning
Tango devices can use visual cues to help recognize the world around them. They can self-correct errors in motion tracking and relocalize in areas they've seen before.

Depth Perception
Depth sensors can tell you the shape of the world around you. Understanding depth lets your virtual world interact with the real world in new ways.
Museu Nacional d'Art de Catalunya

The Who

The Why

The How
How can I find an item in a Macy's store that I've seen online?

Simply look for the "select a store" button on eligible items and select your size and color selection to check local availability. If you have further questions about availability or color/size selection, please contact your local store.
customers also loved

Calvin Klein STEEL Men's Slim-Fit Shirt
Orig. $75.00
Now $57.50 - 75.00
★★★★★ (147)

Levi's Men's 514 Straight Fit Jean
Orig. $59.50
Now $49.99 - 59.50
Buy 1, Get 2nd 50% Off
★★★★★ (764)

Style & Co. Tummy-Control Coated Denim Jean
$49.00
EXTRA 30% OFF
★★★★★ (202)

Levi's Men's 505 Regular Fit Jean
$59.50
Buy 1, Get 2nd 50% Off
★★★★★ (895)

Style & Co. Curvy-Fit Skinny Jean
$49.00
EXTRA 30% OFF
★★★★★ (532)
63% of consumers
Privacy Concerns

The Who

The Why

The How

Empty flat.

“I leave for vacation!” tweeted from here at 11:36AM

Car parked here for more than 3 days

Unlocked electronic door.
The Macy's WOW! PASS
EXTRA 20% OFF
COUPON CODE: SUPERAPL
VALID 05/30 - 06/1/2014
SHARE THE SAVINGS!

TO REDEEM IN-STORE:
Present to Sales Associate at checkout. See below for other details.

EXTRA 20% OFF select sale and clearance apparel for him, her, & kids
EXTRA 15% OFF all sale & clearance, fine & fashion jewelry, watches, coats, suits, dresses, impulse, swim for her, intimates;
men's suits separates & sportcoats and select shoes & home items.

PROMO CODE
SUPERAPL
EXPIRES 6/1/14

The Who
Macy's

The Why
Extra savings on select sale and clearance items for different categories.

The How
Use coupon code SUPERAPL to redeem.
Social networking site use by age group, 2005-2012

% of internet users in each age group who use social networking sites

- All internet users
- 18-29
- 30-49
- 50-64
- 65+

Source: Pew Research Center’s Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.
40% of millennials
See what costumes will haunt your neighborhood tonight with Frightgeist.
Questions?
Appendix A
Appendix B
Appendix C
1st
The Diverse Potential of VR & AR Applications
Predicted market size of VR/AR software for different use cases in 2025*

- Enterprise and public sector: $16.1b
- Consumer: $18.9b
- Total: $35b

- Healthcare: $5.1b
- Engineering: $11.6b
- Real estate: $4.7b
- Retail: $2.6b
- Military: $1.6b
- Education: $1.4b
- Video entertainment: $0.7b

* Base case scenario
Source: Goldman Sachs Global Investment Research
Appendix C

The Global Mobile Augmented Reality Market
Trends, Drivers & Projections

July 2015

Market Forces
- Expanding Mobile Subscriptions
- Growing Investments in Smart AR Glasses
- Rapid Proliferation of Mobile App Stores
- Demand for AR Gaming Apps & Medical AR Apps
- Robust Sales of Smartphones & Tablets
- Advancements in Computational Capabilities of Developments
- Lack of Awareness
- Technology Limitations
- Privacy Issues

Drivers
- Apple Inc.
- Augmentiva GmbH
- Dipper
- Lepak
- Cingle Media Ltd.
- Google Inc.
- Wikitude GmbH
- LIMCLASS Corporation
- Maker Research and Technology, LLC

Inhibitors

Top Three High Growth Markets
- The United States: The Largest Market
- Asia-Pacific
- Japan

Global Market Outlook
Market projected to reach US$3.9 billion by 2020

Growth Projections in Key Categories
- Games
- Enterprise (CAGR to top 53.5% through 2020)
- Location-based Service

Spiraling Increase in Mobile Internet Subscriptions Provides the Right Business Climate for MAR Apps
Breakdown of Number of Mobile Internet Subscribers (in Million)

- 2014: 720.6
- 2020: 938.0
- United States: 1561.5
- Japan: 3126.0
- Developing Countries: 2289.1
- Global: 3663.0

Mobile Internet Subscriber Penetration as a Percentage of Population
- 2014: 32%
- 2020: 51%