

gumgum[®] presents

T-MAN AND GUMS

IN...THE DATA KNIGHT

THE GIRL WONDER



DARICK

gumgum[®] presents

T-MAN AND GUMS

IN...THE DATA KNIGHT

THE GIRL WONDER

Data in the City has always been controlled by the three Houses.



House Bitter



House Vader



House No Signal

Prestige accrues to the House with the largest number of subscribers. With the result that the customer, to them, is just a number.



But freedom is in the air.

About GumGum

GumGum is a leading computer vision company with a mission to unlock the value of every online image for marketers. As the inventor of the In-Image advertising category, GumGum's patented image-recognition technology delivers highly visible campaigns to more than 400 million users as they view pictures and content across more than 2,000 premium publishers.

SCRIPT AND LETTERS BY

ALEX DE CAMPI

DESIGNER

VANESSA SANOJA

ART BY

TONY PARKER

EDITOR

BRENDAN WRIGHT

COLORS BY

LEONARD O'GRADY

EDITOR IN CHIEF

TOM SAMILJAN

COVER BY

**DARICK ROBERTSON
AND LEONARD O'GRADY**

CHIEF MAGIC OFFICER

BEN PLOMION

sales@gumgum.com • 310.260.9666 • gumgum.com

GUMGUM PRESENTS: T-MAN AND GUMS, November 2016. Published by GumGum, Inc., 1314 7th St. Floor 5, Santa Monica, California 90401. All rights reserved. © 2016 by GumGum, Inc. All rights reserved. GumGum Presents™ and the GumGum logo are trademarks of GumGum, Inc. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, without the prior written permission of GumGum, Inc., except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. Names, characters, places, and incidents featured in this publication either are the product of the author's imagination or are used fictitiously. Any resemblance to actual persons (living or dead), events, institutions, or locales, without satiric intent, is coincidental.

WELCOME TO THE CITY.

YOU CAN GET ANYTHING HERE.

(OR THAT'S WHAT
THEY TELL YOU.)

Skads!
Already?

DATA LIMIT
EXCEEDED

No no
nooo--

SLOWING TO
1G SPEED

NO
COVERAGE

What do
you mean?!

Come
on--

Hang on,
Sam, I gotta
buy more
data.

DATA IN THE CITY HAS ALWAYS BEEN
CONTROLLED BY THE THREE HOUSES.

HOUSE BITTER

HOUSE VADER

House
No Signal

PRESTIGE ACCRUES TO THE HOUSE WITH
THE LARGEST NUMBER OF SUBSCRIBERS.

WHICH MEANS THAT, TO THEM,
THE CUSTOMER IS JUST A NUMBER.

Hello, your service
glitched when I was
trying to buy
more data?

Aargh!

--Press 5354 to leave
a message for Customer Service.
We expect to get back to you
within seven months. Thank you
for being a House Vader customer!
Do you know we now provide
satellite TV? Press 5355 to subscribe--

BUT FREEDOM IS IN THE AIR.

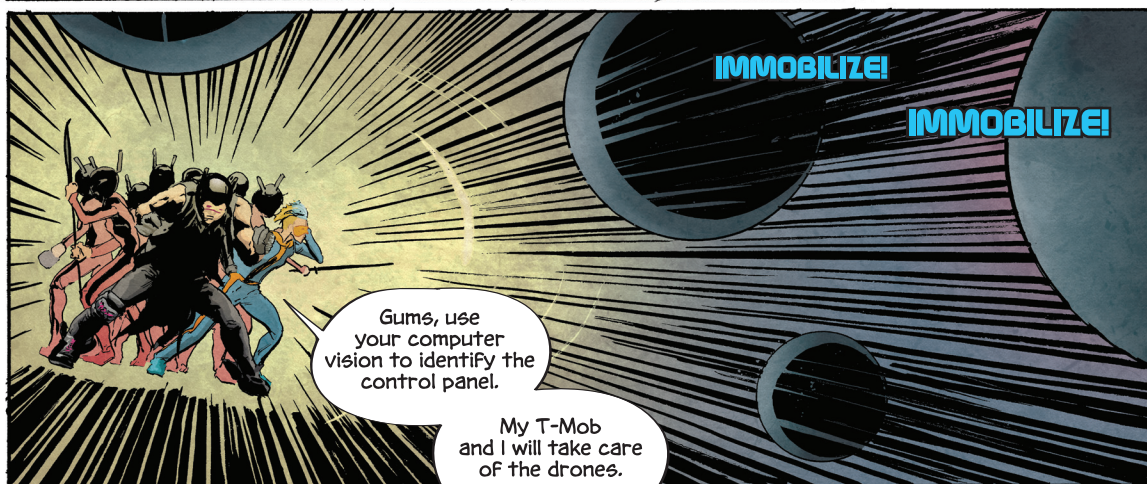
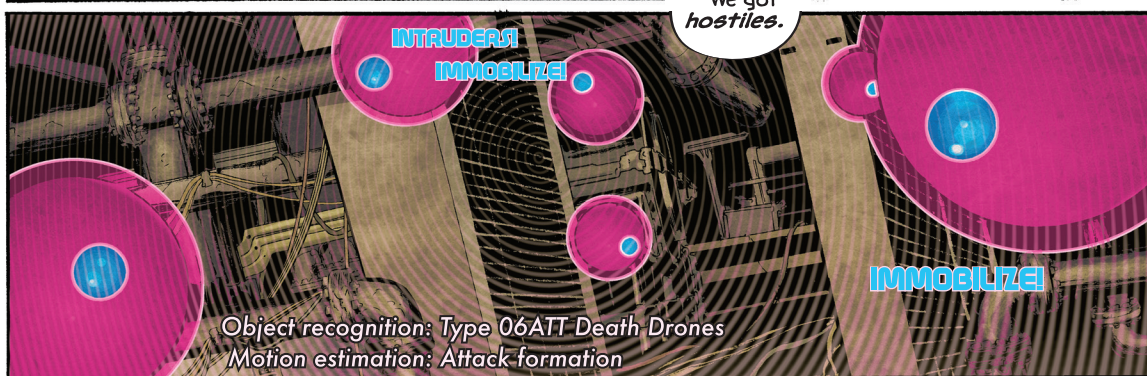
BECAUSE NOBODY SHOULD BE A NUMBER.

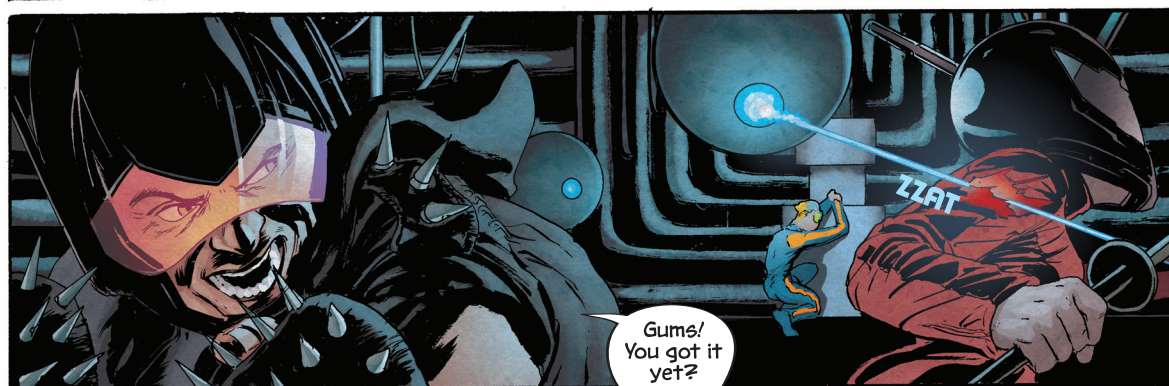
Come on,
Gums!

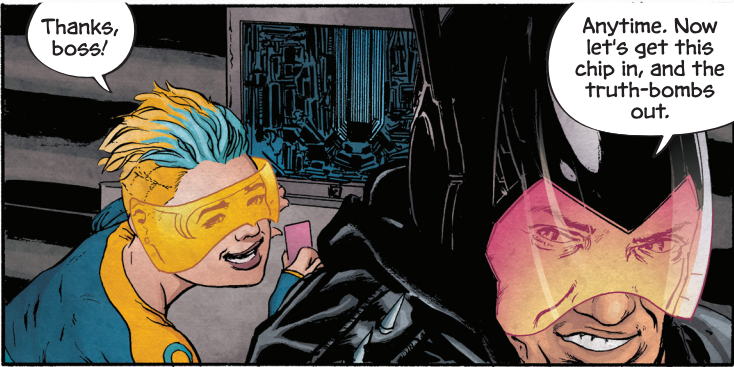
The last
control panel
is in this
building.

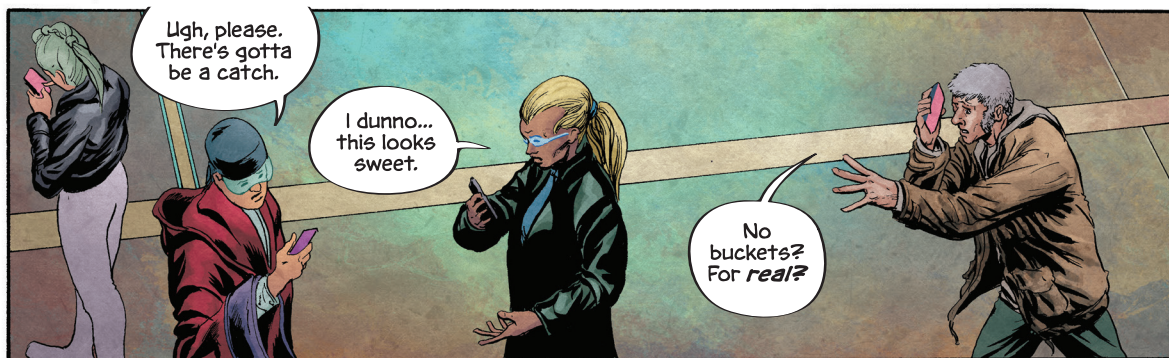
Smashin'
glass and breakin'
hearts like a pro,
T-Man!

AND MOBILE SERVICE SHOULDN'T HAVE LIMITS.









[illegible]

That con artist! T-Man is going to steal all our precious numbers!

Silvia! Find out the T-Mob's plans! We'll offer the same thing for a little more.

Marcella, relax with the control-C. The numbers don't think; they just obey.

Inertia is a mighty and terrible force.

How are we doing?

Scanning CCTV images for subscriber event detection.

How are we doing?

Scanning CCTV images for subscriber event detection.

How are we doing?

Scanning CCTV images for subscriber event detection.



We got some Free. Mostly young people.

But not enough to weaken the Houses.

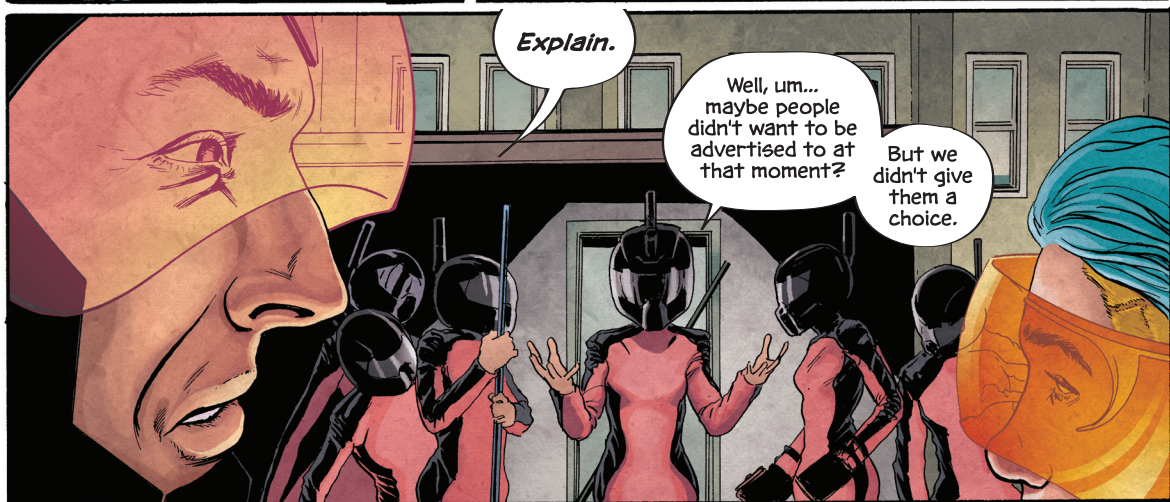
That doesn't make any sense at all!



Why would people want to stick with a bad thing, when they could switch to a good thing?

I don't know!

We *did* kinda interrupt their favorite shows.



Explain.

Well, um... maybe people didn't want to be advertised to at that moment?

But we didn't give them a choice.

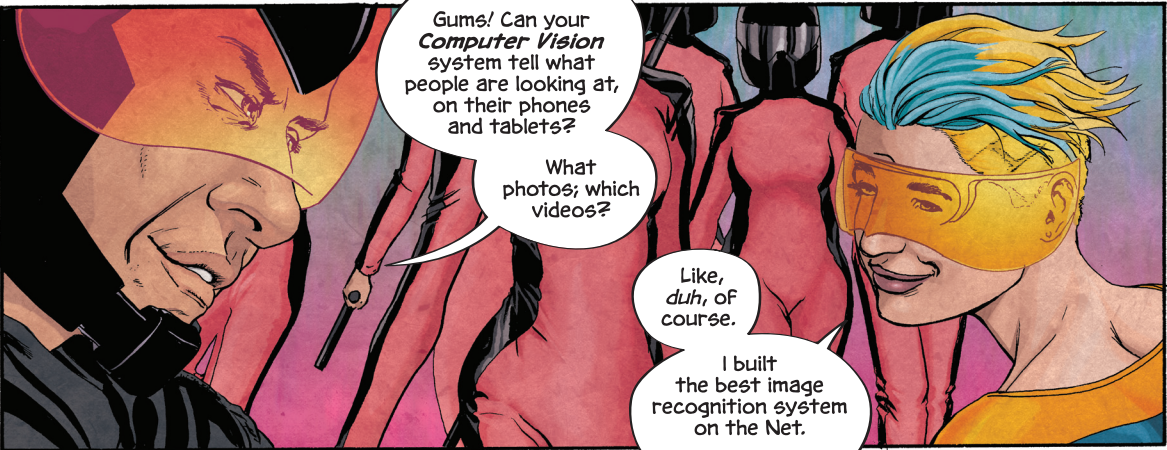


And I thought we were all about choice.

Hmm.



So we need to get the message to people when they *want* to hear it.

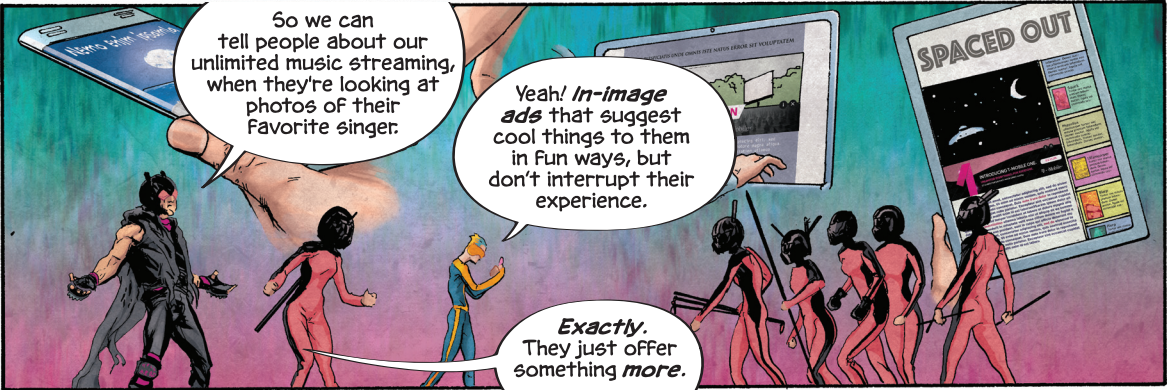


Gums! Can your **Computer Vision** system tell what people are looking at, on their phones and tablets?

What photos; which videos?

Like, duh, of course.

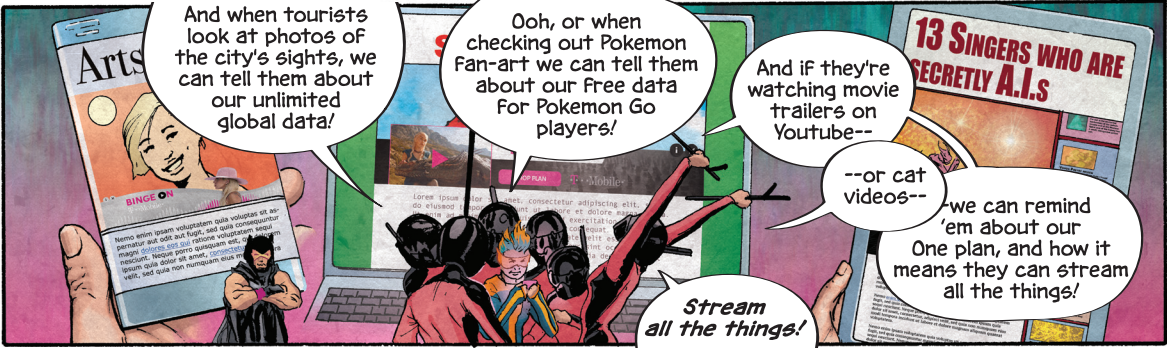
I built the best image recognition system on the Net.



So we can tell people about our unlimited music streaming, when they're looking at photos of their favorite singer.

Yeah! **In-image ads** that suggest cool things to them in fun ways, but don't interrupt their experience.

Exactly. They just offer something *more*.



And when tourists look at photos of the city's sights, we can tell them about our unlimited global data!

Ooh, or when checking out Pokemon Fan-art we can tell them about our Free data for Pokemon Go players!

And if they're watching movie trailers on Youtube--

--or cat videos--

we can remind 'em about our One plan, and how it means they can stream all the things!

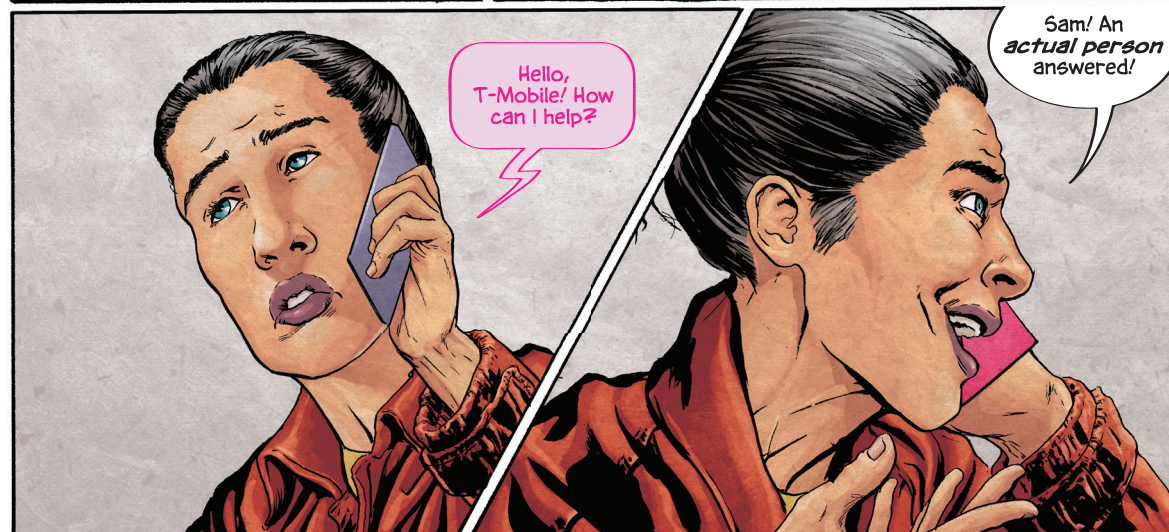
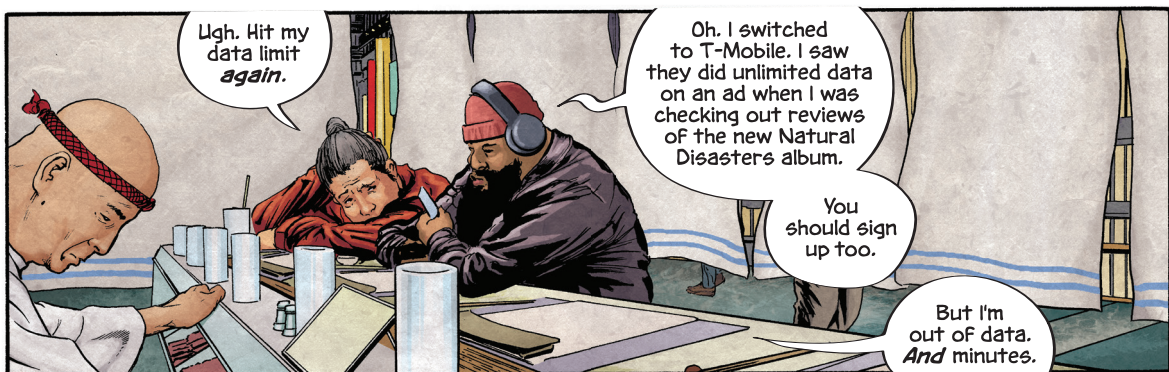
Stream all the things!

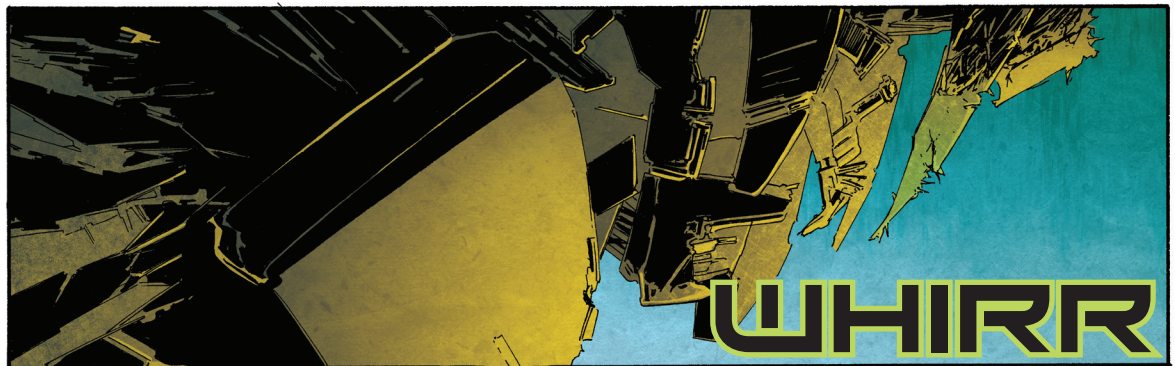
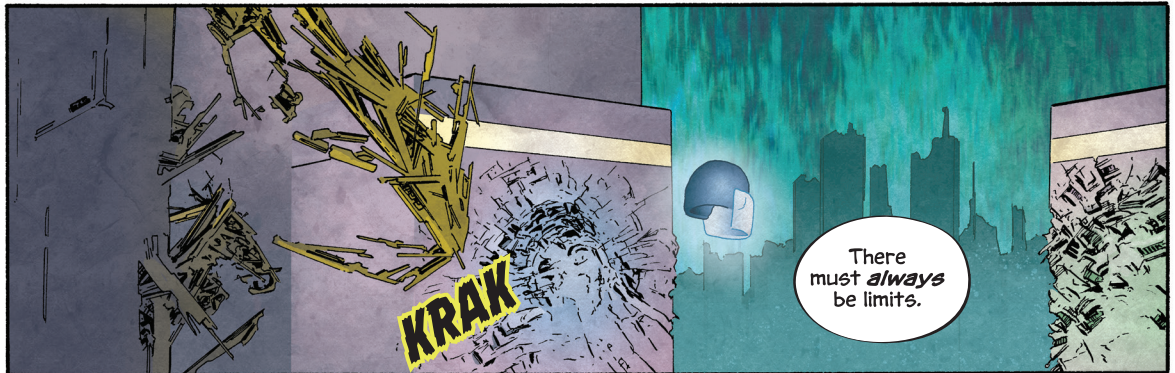
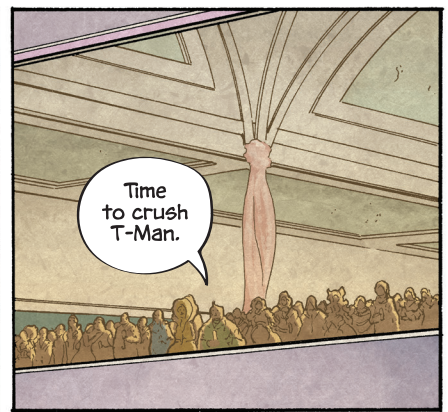
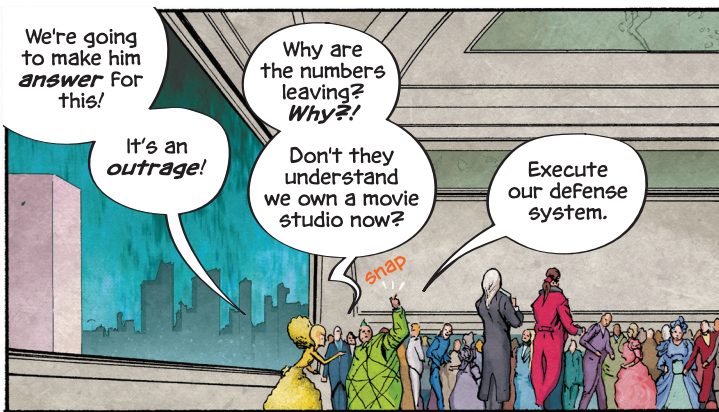


Let's get this party started!

tap tap tap

And soon the Houses will lie in dust.







**IMMOBILIZE
YOUR WALLET!**

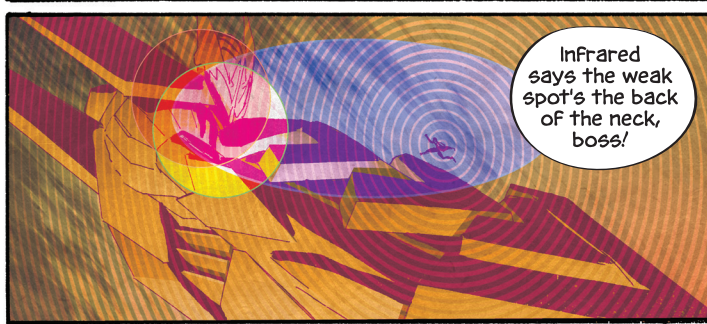
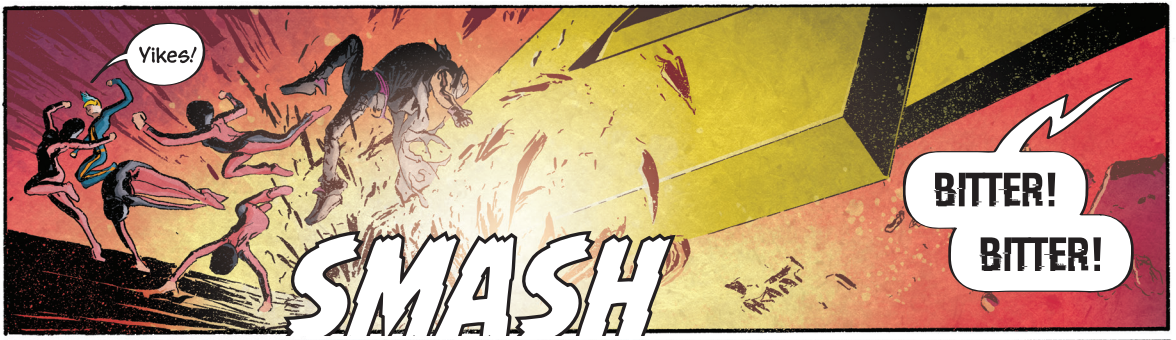
**BITTER
MATTERS!**

--Dumb,
Dumber, and
Dumbest.

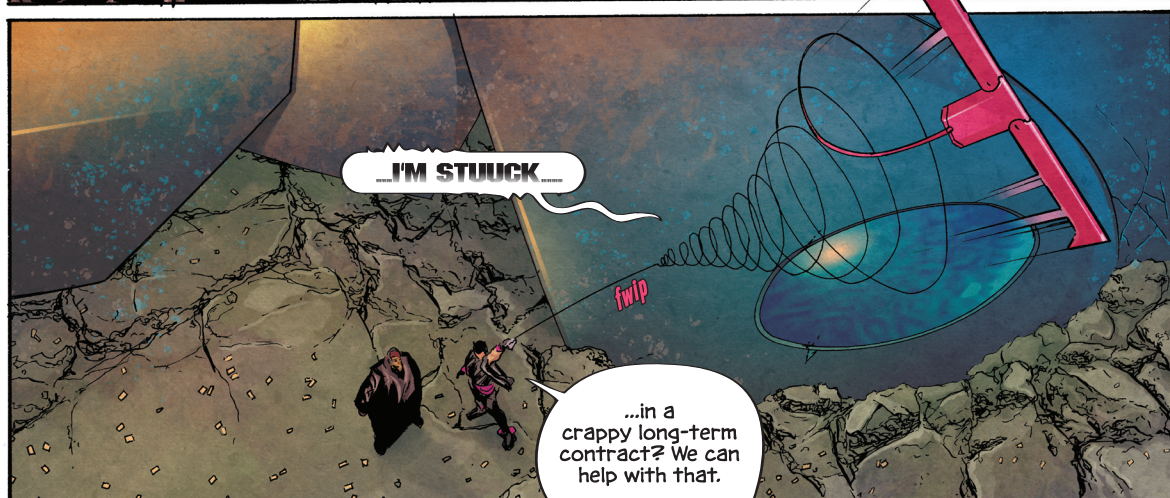
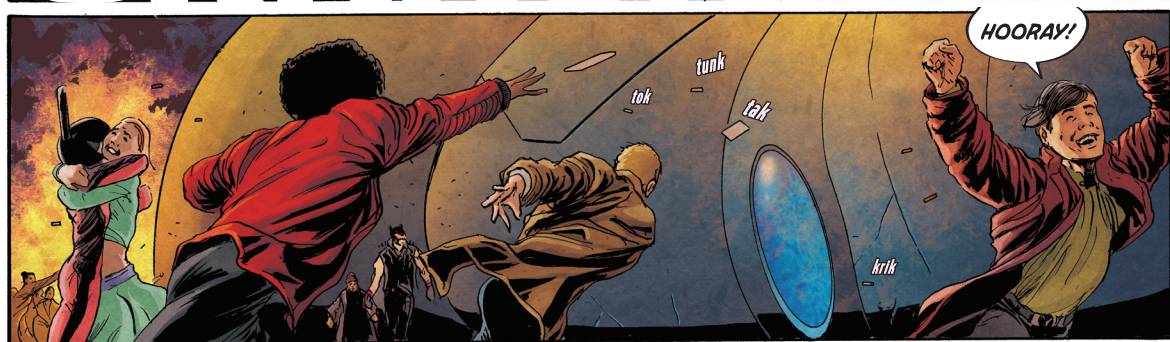
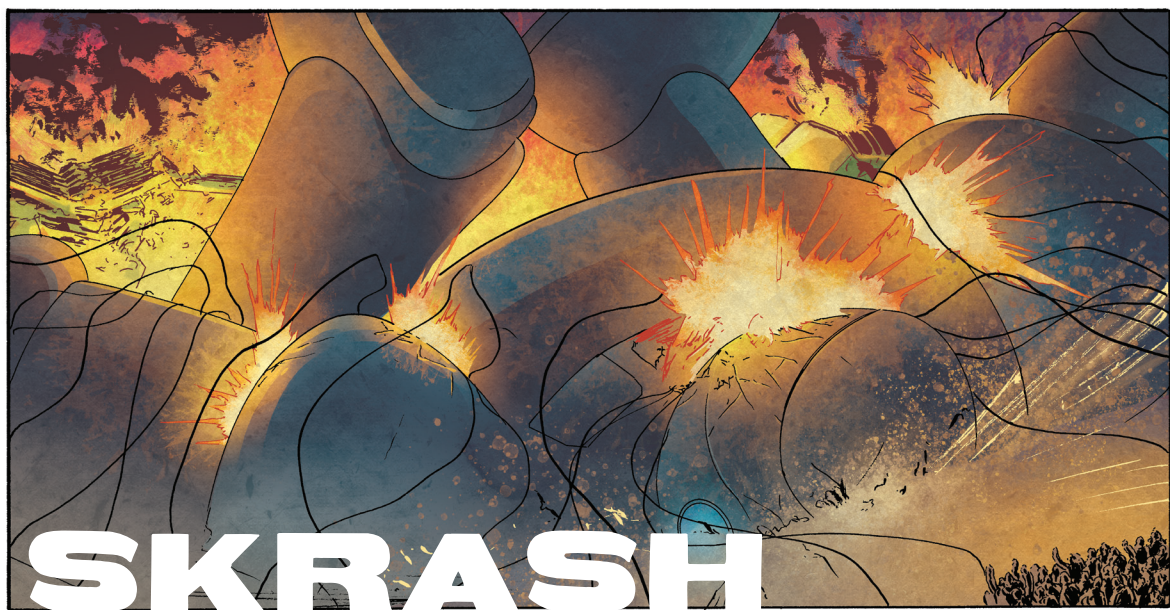
**BEST VALUE!¹
BEST NETWORK!²**

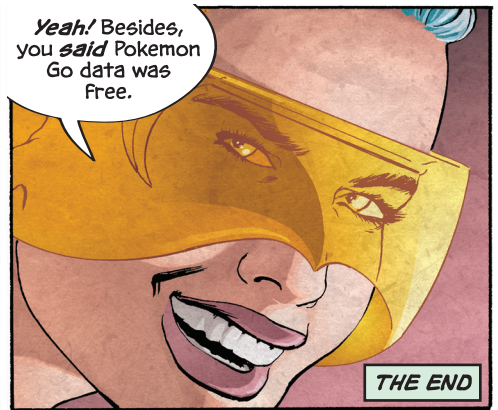
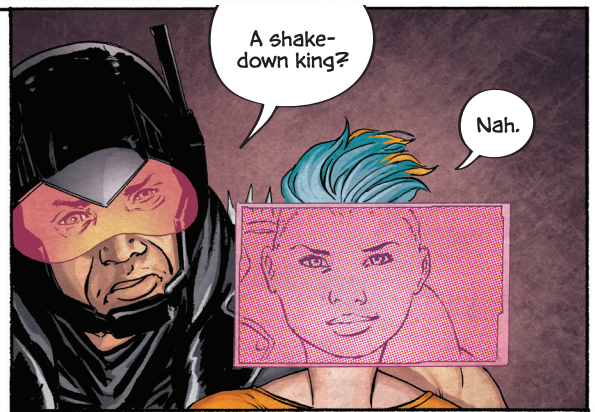
¹Terms and conditions: \$30 activation fee applies. Plans exclude unlimited data and music streaming, data carryover, tethering, and cloud options. Subject to new line, credit, valid port-in. See website for valid plans. Limited time offer. After 5/18/2107 pay full amount. Offer / coverage not everywhere or for all phones. Further restrictions apply.

²Network comparison data based on testing conducted on one square mile of coverage area in North Dakota. Coverage and network speed may vary by location.









FUN TRICKS! FREE THINGS!

X-RAY SPECS



ONLY \$1.00!



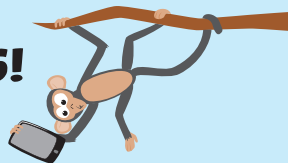
See all the hidden clauses in your mobile plan! Figure out why your \$60/month all-in service actually costs \$139/month and you still can't get LTE coverage in downtown Seattle! Loads of laughs and fun at family gatherings. **Or just switch to T-Mobile and ditch the specs.**

ENTER THE WORLD OF AMAZING CELL-MONKEYS!

Just add competition! In one second, your amazing cell-monkeys copy T-Mobile's plans and ideas! Yes, they plagiarize instantly, right before your eyes! Just keep your X-Ray Specs handy, as those copied plans aren't quite as good as they seem.



ONLY \$150/MONTH!



So eager to please, they can even be trained!

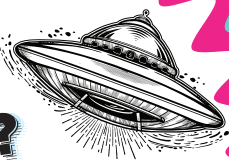
Always clowning around, these second-rate competitors have no original ideas of their own! Because they are so full of tricks, you'll never tire of watching them. And baiting cell-monkeys is so easy, even a 6-year-old can do so without help! Cell-monkeys think very little, but they dirty their water so much. They require only a minimum of care, but they LOVE attention!



Throw your voice into trunks, behind doors, everywhere! Phone fits next to your mouth and out of sight. Train your lungs to impressive strength as you try to be heard over the sound of your network's terrible service. They fooled your teacher, your friends, and your family with their promises of connectivity.

Free book on "How To Get People To Hear You," No. 137. Or just switch to T-Mobile.

THE BOWELS OF HELL?



SPACE ALIENS FROM MARS?

Who knows what your customer's eyeballs are looking at! Only GUMGUM, which can put your message in the image your customer is looking at right now! (Hint: It's probably kittens.) They say the right ad at the right time has the power to control wallets! Put your customers under your spell and make them obey your call! Hours of fun at parties.

Occult Brotherhood of Mysticism

Do you want to know the ancient secret of LUCK—for love, money, fame, health, and power over others?

Do you believe a 25-cent mystic amulet can solve all your problems?

If yes, then boy, do we have a plan to sell you! Only \$120/month, 125MB free data, then this puppy slows down to dial-up speeds, coverage with more holes than your mom's Swiss cheese, and a \$30 activation fee! Also, we know of an exciting waterfront realty opportunity in Brooklyn.

You get PROOF in the first 7 Days!

I can make this NEW MAN out of you!

"World's Most Perfectly Developed Man!"

You, too, can go from zero to hero! Attract girls with the newest phone and the fastest data connection! What they won't know is your secret: You're paying far less every month than those other men! With my patented Magenta He-Man Plan, you can be the hero of the beach, and the mall, and the movie theater, and everywhere in between, all for chump change! The improvement to your life is without limits!



WRITE IN TO CHARLES ATLAS, C/O T-MOBILE, TODAY!

JOY BUZZER

The most popular joke novelty in years! Every time your friend's phone buzzes, watch him wince as his messaging exceeds his plan limits, stinging him right in the wallet! Laugh as you send him another text from your T-Mobile Unlimited plan, the plan that never shocks, only delights!

NO. 239. FREE!



MAIL ORDER

gumgum

SALES@GUMGUM.COM • GUMGUM.COM • (844) 522-7270



BINGE ON
T-Mobile

ADS YOU ALWAYS SEE

T-Mobile

gumgum

SALES@GUMGUM.COM • GUMGUM.COM • (844)522-7270