

## Commercials for AR

In the basement entertainment room, everyone has AR goggles on, and so is the TV, folks bouncing around, bumping avatars and footballers, food fights, the game as real-time visual background with some creative scaffolding.

Someone highjacked a Taco Bell commercial and slammed it into the feed in a crusty juxtaposition of goofy music and defensive stops. This inter-play is hybrid AR at its finest.

### Commercial #1.

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After their team loses, and the beer settles down, a quieter crowd switches channels to the National Geographic offering and a fluffy jaunt in the snow and cold of Antarctica. A beautiful white-out of mountains, blue water and sky.

As the record button is alights, AR over-lay activities include igloo building, cross country skiing and a snow ball fight. Seems like an AR liquor commercial for yuppies in God's country.

### Commercial #2.

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The Google recruits are shuffled into a conference room, and all slap-on AR headsets for the interactive show to come. Folks from tech speak then HR staffers jam. This is the base image (video).

Avatars are designed and launched by the newbies as the AR experience seems to speed up the room, a faster digital exposure than real-time.

As a training template and raw exposure to the multiple realities in today's corporate introduction, the final AR band of workers joins other AR experiments in a sort of avatar driven library as new realities emerge in both personal, and work, spaces.

### Commercial 3.

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Jack Wordsmith misses the blue grey rain and the tall browns and furry buttons of the American pussy willow that drip at him from his office window. His boss, Judy Barker, wants an AR journey as a test of the metaverse and its meta-physical contraptions. Jacks records the crowded lunch cafeteria as the base human ecology for the AR segment. He has a limit on how far he can be from the augmented reality server.

As a second recording, Jack migrates to his wetland environ outside the building and captures the willows in the wind and rain. Next, he drives the two video shorts into the goggle design with the AR technology.

Things get weird. The two recordings play to a man-Nature theme while Avatars dangle in the space. Jack "borrows" a few willows with a high-tech cartoonish salute. He needs to get Judy an Avatar.

### Commercial 4.

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