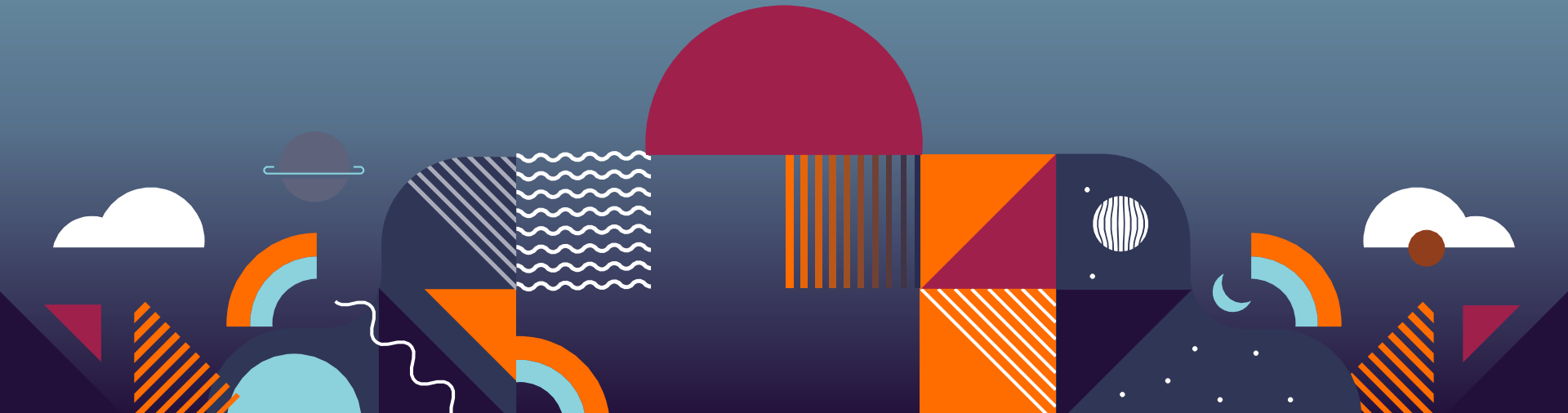
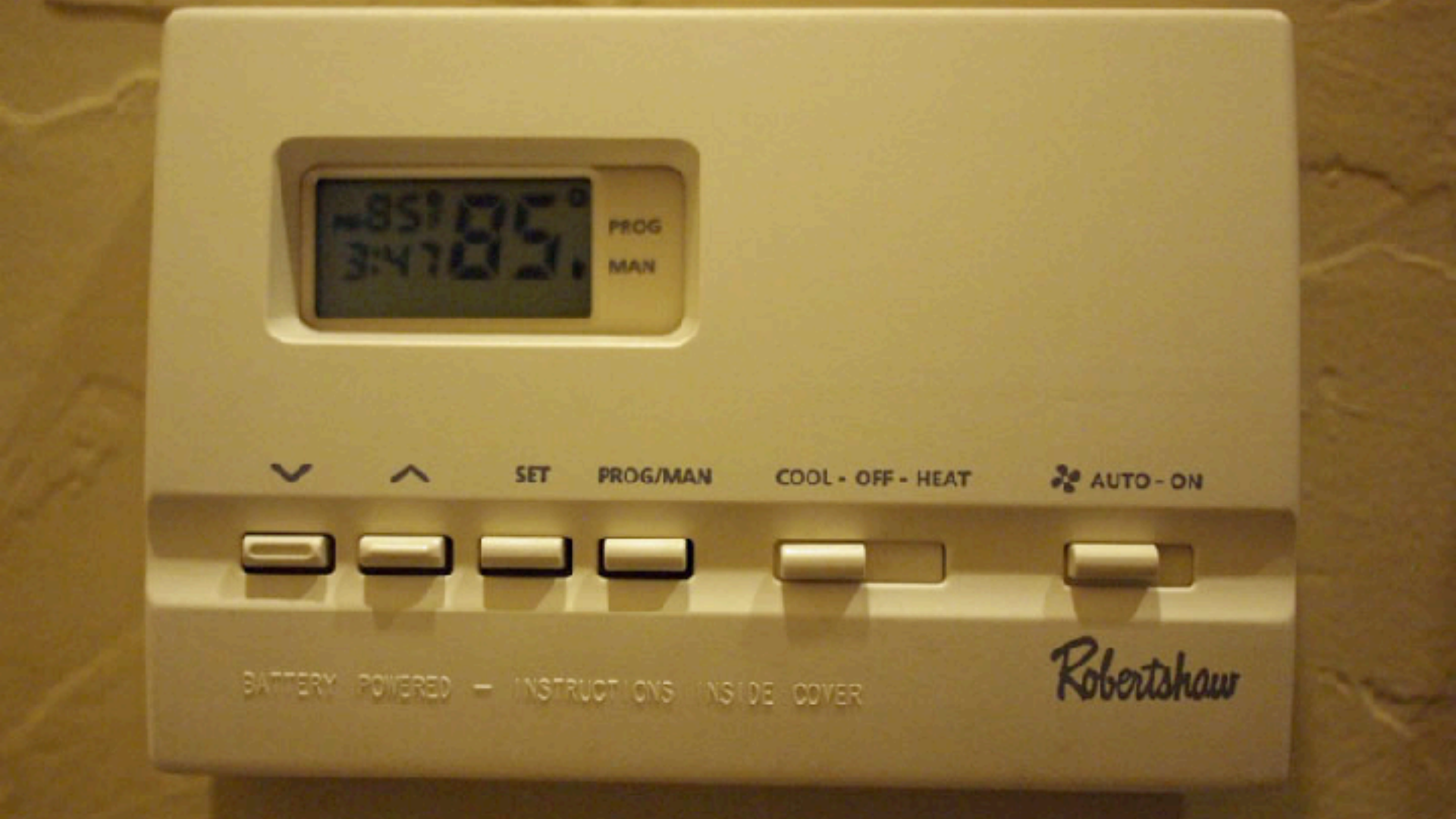
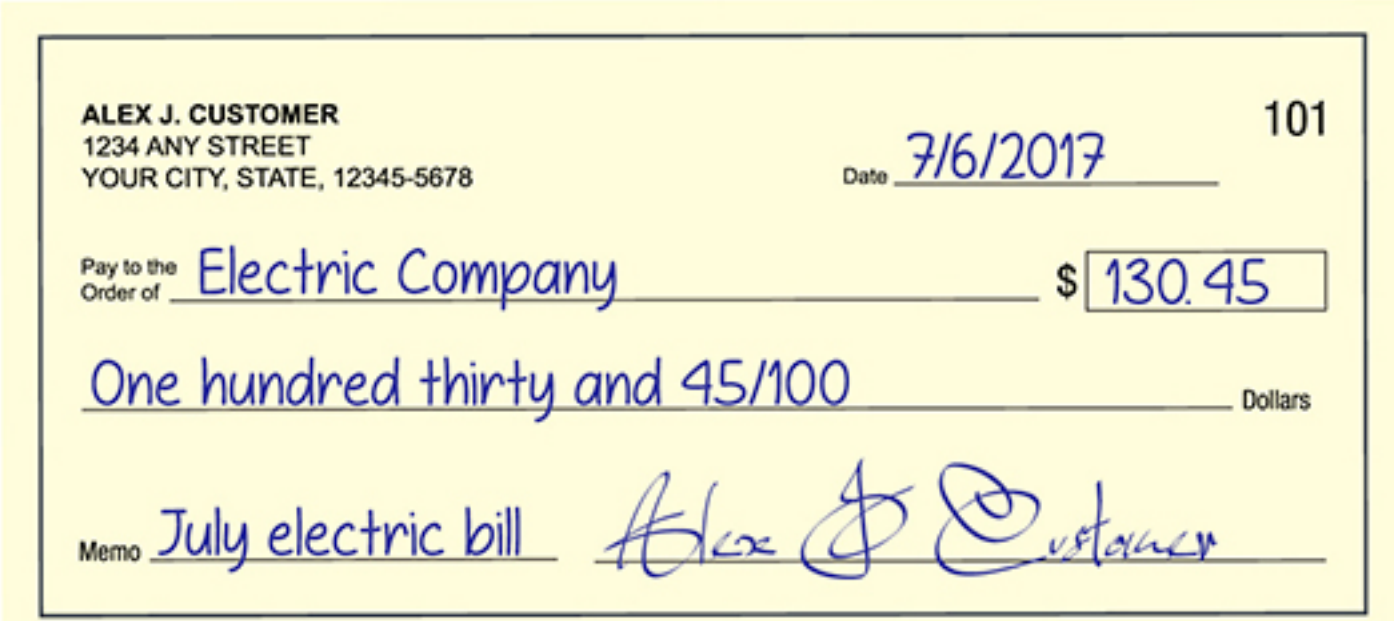
Reactive Ops

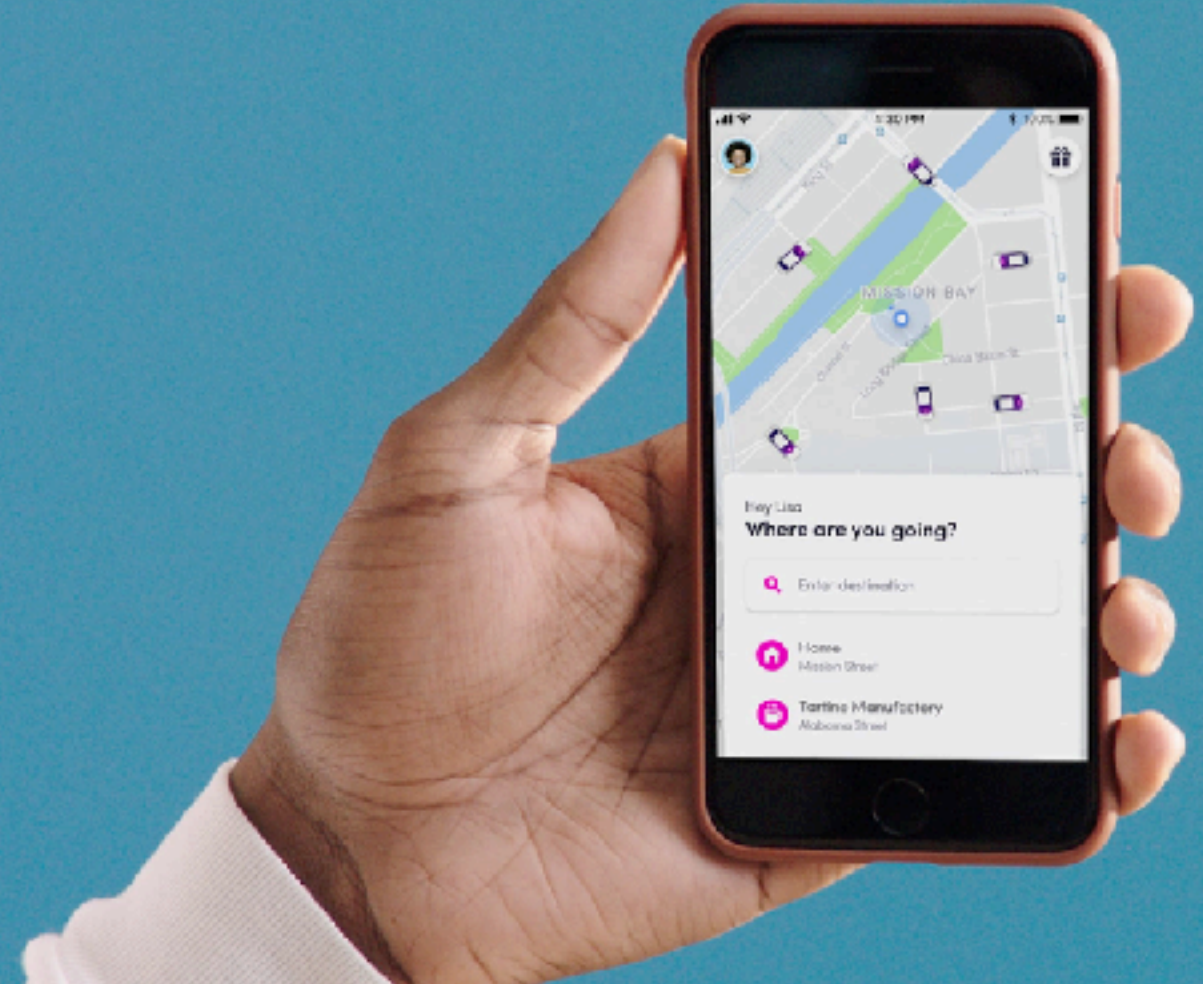
The Future of Humans in a World of Automation




PROG
MAN
SET
PROG/MAN
COOL - OFF - HEAT
AUTO - ON
BATTERY POWERED – INSTRUCTIONS INSIDE COVER
Robertshaw

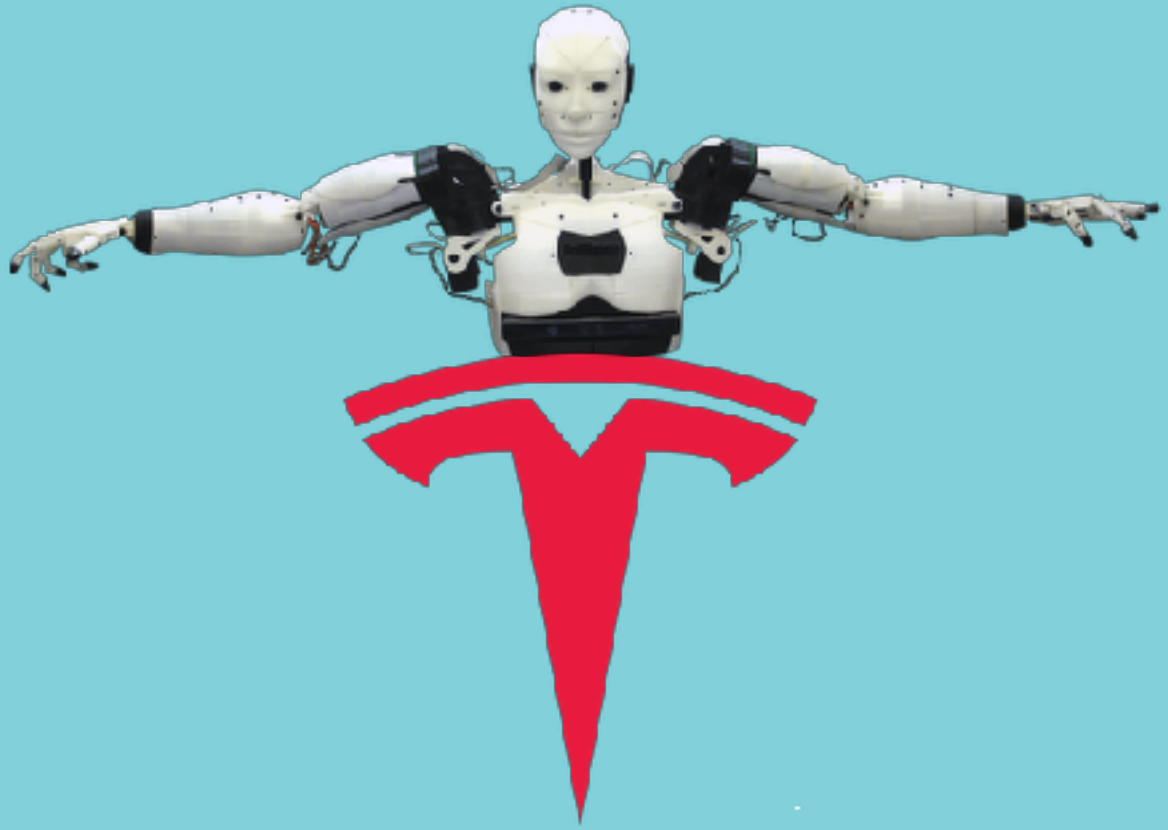
nest
COOLING
75
78

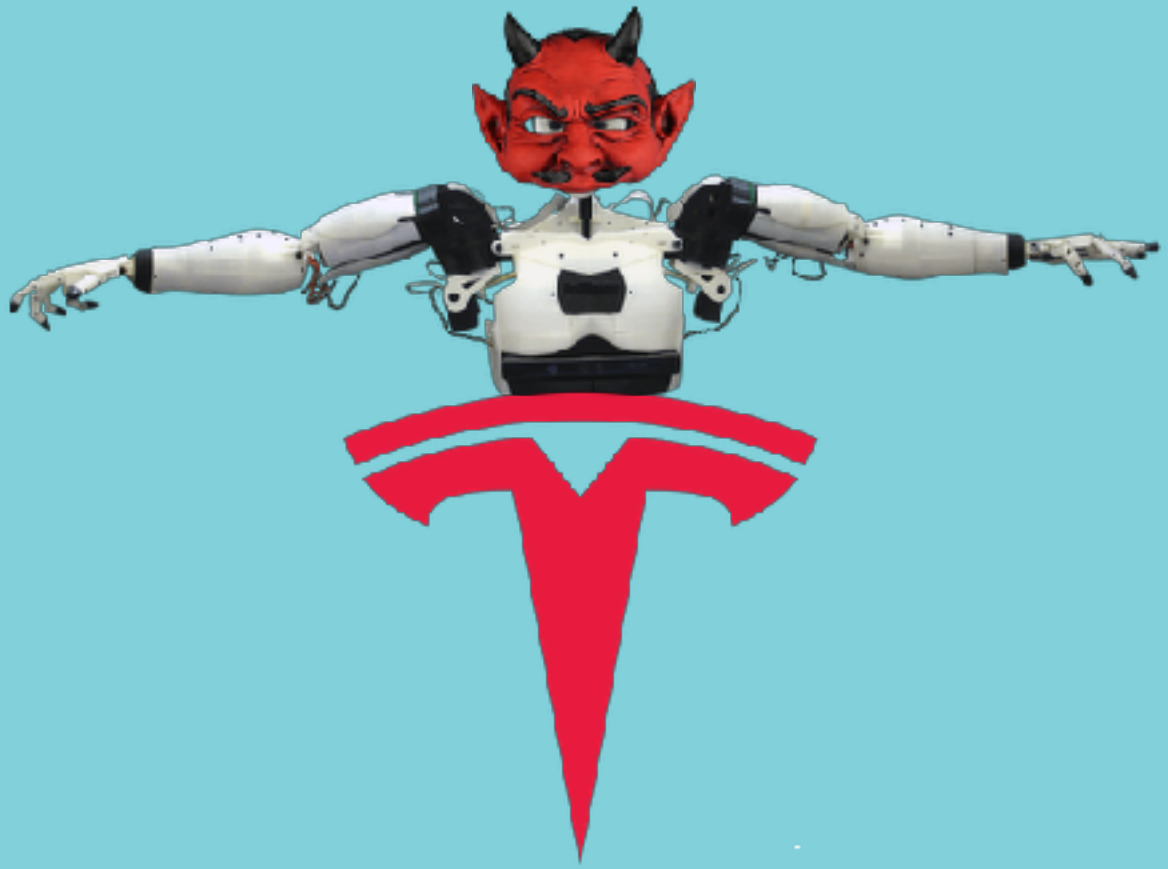

ALEX J. CUSTOMER
1234 ANY STREET
YOUR CITY, STATE, 12345-5678
101
Date 7/6/2017
Pay to the Order of Electric Company
$ 130.45
One hundred thirty and 45/100 Dollars
Memo July electric bill
Alex J Customer

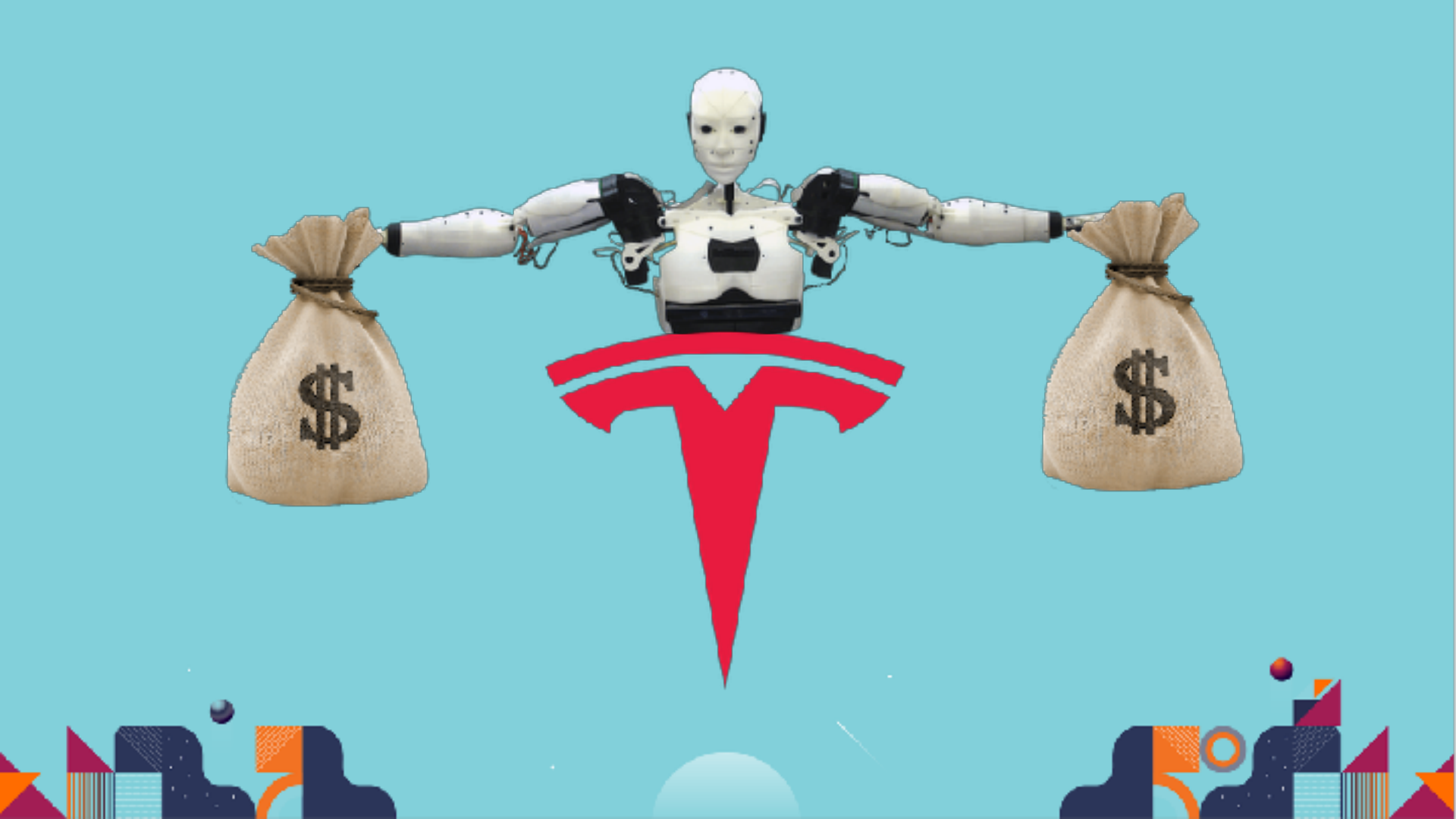

MISSION BAY
Hey Lisa
Where are you going?
Enter destination
Home
Mission Street
Tartine Manufactory
Alabama Street

lyft

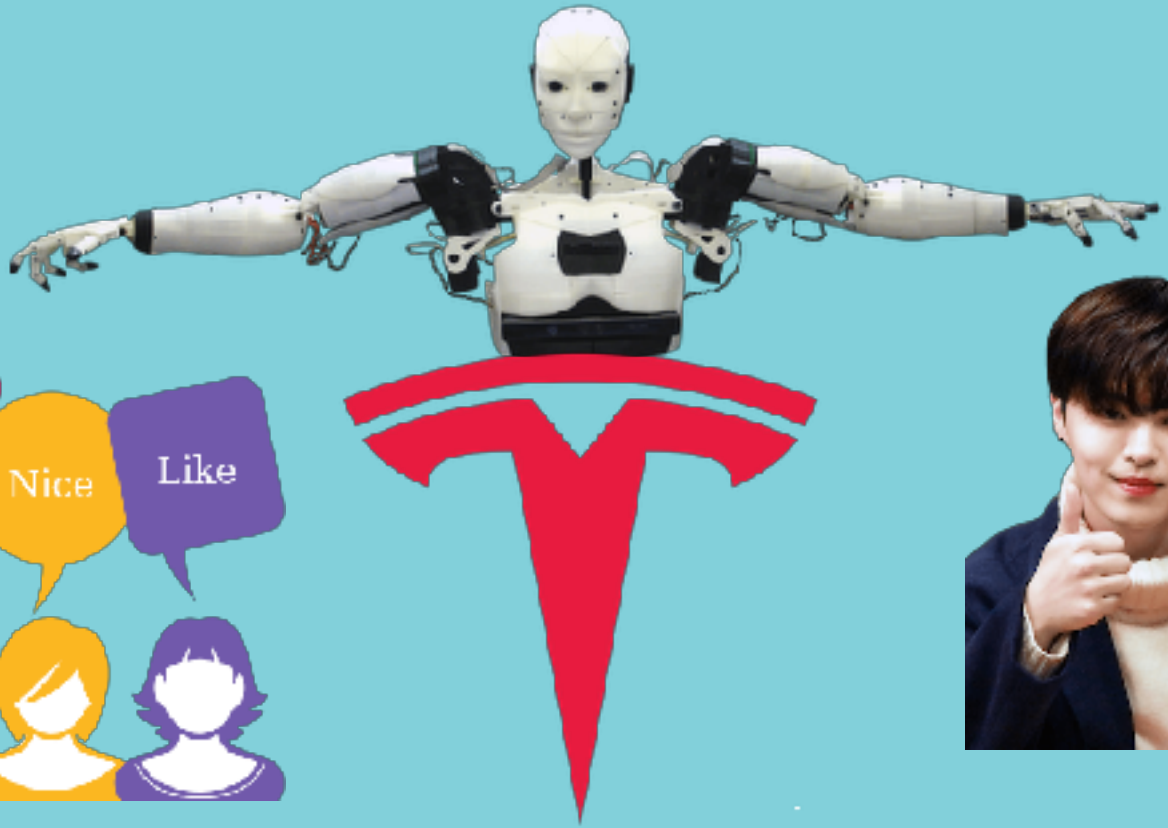
Automation is scary.
Is there a future for humans?







Excellent
Good
Nice
Like



What if we all lose our jobs?

“In a rare win for humans over robots in the battle for labor efficiency, Wall Street analysts have laid down a compelling argument that over-automation is to blame for problems at the billionaire Elon Musk's electric-car company.”
- Business Insider in March of this year.

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“No matter what the official statistics say, we shall one day wake up to find 20 million or so unemployed in our midst, and a full blown crisis on our hands.”

“My feeling is that an energetic, skilled population deprived of its sense usefulness would be an ideal setup for an American Hitler.”

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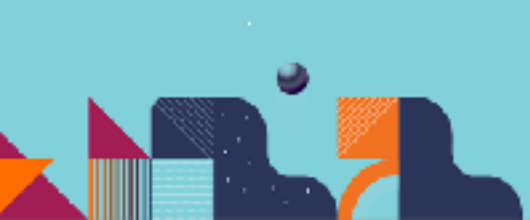
- New York Times

“My feeling is that an energetic, skilled population deprived of its sense usefulness would be an ideal setup for an American Hitler.”
- New York Times - 1965

People have been panicking about automation for a long time

When we automate something to make it easy, we are then freed up to make something more complex.



Making our lives even easier.

KEEP
CALM
AND
AUTOMATE
ON