

THE ADVENTURES OF DUB DUB

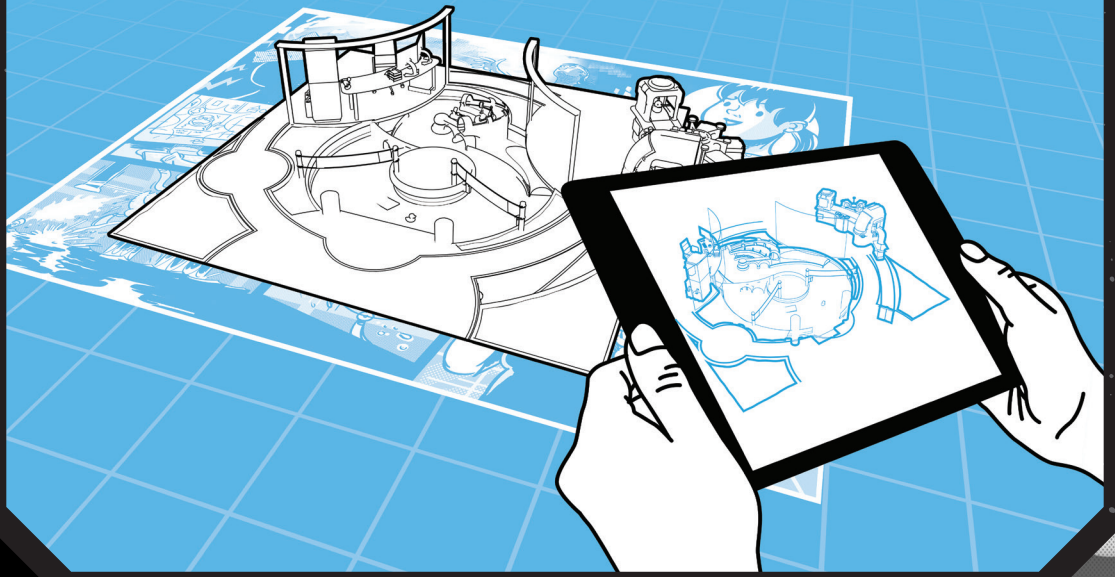
DOUBLE TROUBLE



ISSUE
#2

**DUB DUB MEETS
HER DIGITAL TWIN**

Deloitte.
Digital



USE THE VIRTUAL FACTORY BY DELOITTE APP
TO INTERACT WITH THIS AUGMENTED REALITY
COMIC BOOK.



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Open the app and point your device at
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experience.



Explore the Digital Thread!

DUB DUB TRAVELS THE DIGITAL THREAD



PRODUCED BY:
DELOITTE DIGITAL

CREATED AND AR ENABLED BY:
BULLY! ENTERTAINMENT

WRITTEN BY:
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ILLUSTRATIONS:
ADAM SZARY

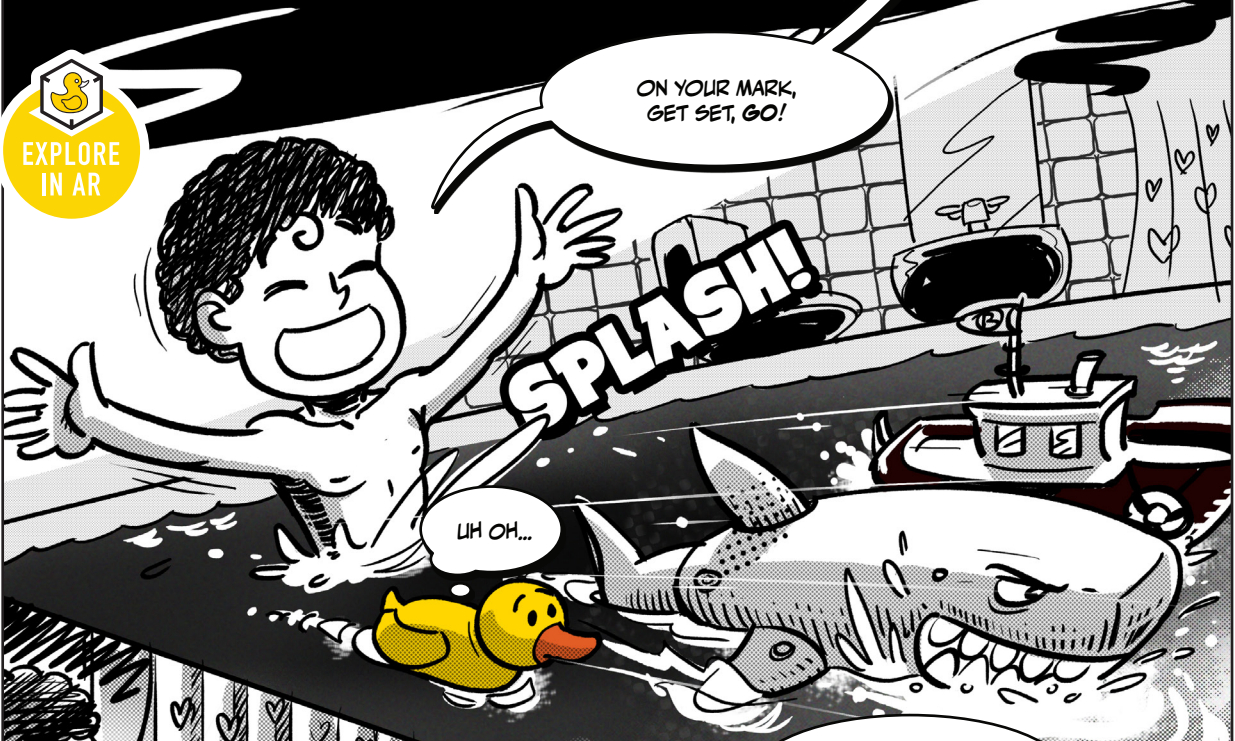




FIRST ONE ACROSS THE FINISH LINE!

THIS'LL BE EASY! LIKE WATER OFF A DUCK'S BACK.

 EXPLORE IN AR



ON YOUR MARK, GET SET, GO!

SPLASH!

UH OH...



DON'T YOU WANT TO PLAY WITH DUB DUB, JAKEEY?

NAH, SHARKY'S MY NEW FAVORITE...

I JUST GOT OFF TO A SLOW START. BEST TWO OUT OF THREE?

SIGH...

...I FEEL LIKE A SITTING DUCK.

SO WHAT AM I TROUBLESHOOTING THIS TIME? YOU HAVING SUPPLY CHAIN ISSUES? WANT TO BRAINSTORM NEW PRODUCT IDEAS?

NO, NO. NOTHING LIKE THAT. YOU'RE JUST GETTING SOME SCHEDULED MAINTENANCE.

MAINTENANCE? FOR WHAT? EVERYTHING'S FINE...

NO, NO! IT'S THE YAK BUTTER. OR GHEE, I GUESS. YAK GHEE. I'M JUST NOT USED TO THE TASTE.

SIP!
BLE!

IS THAT COFFEE BAD OR SOMETHING?

YAK GHEE? IN YOUR COFFEE??

IT'S PART OF MY PROGRAM OF SELF-OPTIMIZATION! IT'S THE FUTURE, DUB DUB. EVERYONE SHOULD STRIVE TO BE BETTER -- EVEN YOU!

HELPS WITH BRAIN FUNCTION.

YEAH...BUT YAK GHEE?



ALRIGHT, HERE'S WHAT'S HAPPENING DUB DUB - YOUR FLIPPER NEEDS TO BE REPLACED.

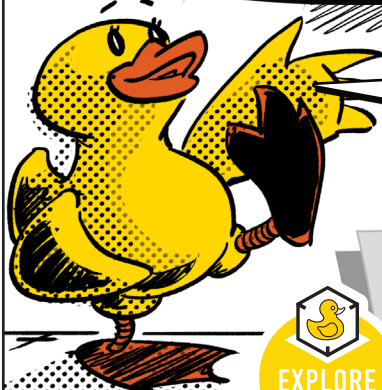
IT'S FAILING AND THAT'S WHY YOU CAN'T PADDLE STRAIGHT ANYMORE. BUT YOU'LL BE GETTING A MUCH BETTER NEW ONE!

THAT'S A PROBLEM, I TURN A LITTLE TO THE RIGHT? THAT'S WHAT MAKES ME UNIQUE!



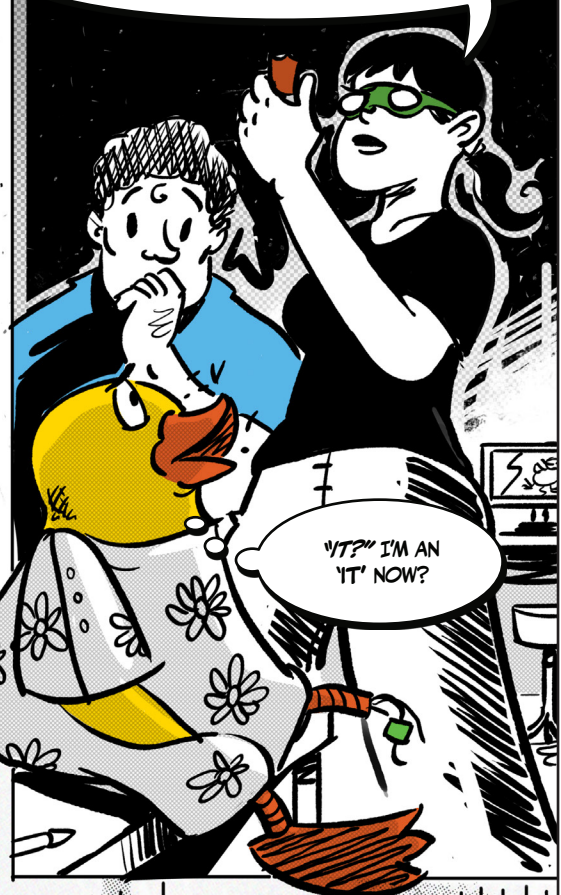
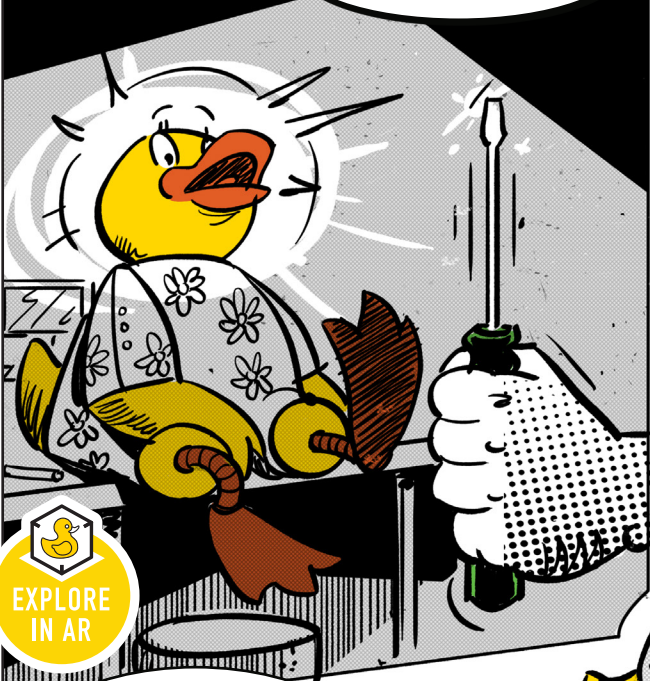
HI, DUB DUB! LOOK WHAT WE MADE FOR YOU -- A NEW FLIPPER! YOU WON'T LOSE ANOTHER RACE AGAIN!

HOW DID SHE KNOW I LOST??



I PROMISE THIS WON'T HURT A BIT...

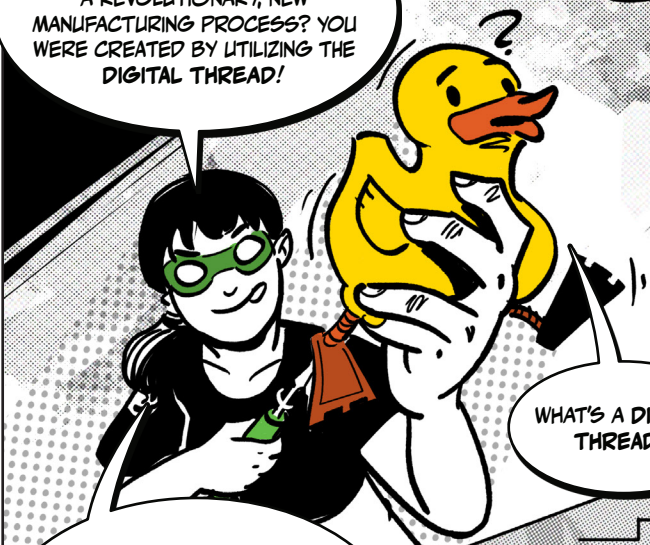
YEAH, ITS FLIPPER REALLY NEEDED CHANGING OUT. AMAZING IT COULD PADDLE AT ALL.



EXPLORE IN AR

"IT?" I'M AN IT' NOW?

DUB DUB, DID YOU KNOW YOU'RE PART OF A REVOLUTIONARY, NEW MANUFACTURING PROCESS? YOU WERE CREATED BY UTILIZING THE DIGITAL THREAD!

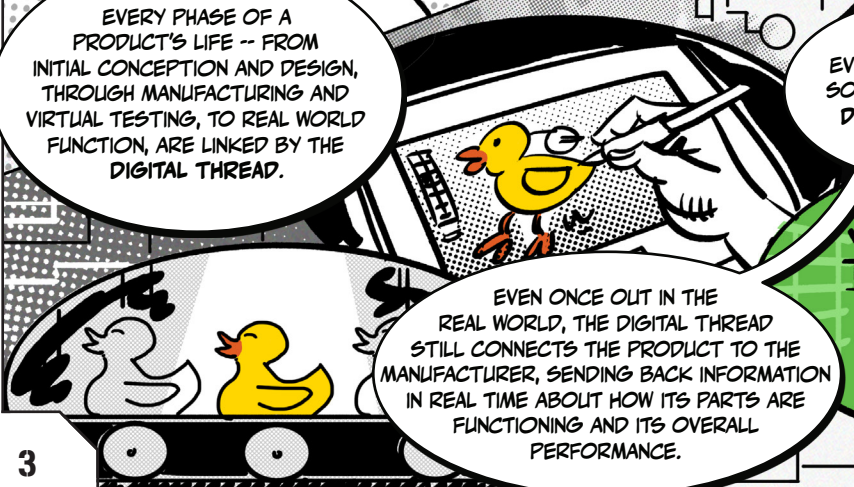


WHAT'S A DIGITAL THREAD?

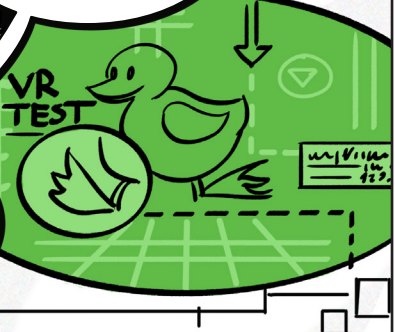
EVERY PHASE OF A PRODUCT'S LIFE -- FROM INITIAL CONCEPTION AND DESIGN, THROUGH MANUFACTURING AND VIRTUAL TESTING, TO REAL WORLD FUNCTION, ARE LINKED BY THE DIGITAL THREAD.



EVERY PRODUCT IS SOMEWHERE ON THE DIGITAL THREAD.



EVEN ONCE OUT IN THE REAL WORLD, THE DIGITAL THREAD STILL CONNECTS THE PRODUCT TO THE MANUFACTURER, SENDING BACK INFORMATION IN REAL TIME ABOUT HOW ITS PARTS ARE FUNCTIONING AND ITS OVERALL PERFORMANCE.



WHEN YOU WERE CREATED, SENSORS WERE INSTALLED IN ALL OF YOUR COMPONENTS SO WE WOULD KNOW WHAT WAS HAPPENING WITH YOU OUT IN THE REAL WORLD, AT ALL TIMES!

SENSORS? YOU MEAN, I'VE BEEN BUGGED? ALL THIS TIME YOU'VE BEEN TAPPING MY LINES?

WELL, THAT'S NOT HOW I'D PUT IT. BUT YES, WE'VE BEEN MONITORING YOU. TO MAKE SURE YOU'RE DOING OKAY, AND OPTIMIZE YOUR PERFORMANCE.

ALL THIS TIME I THOUGHT THAT WAS A BIRTHMARK...

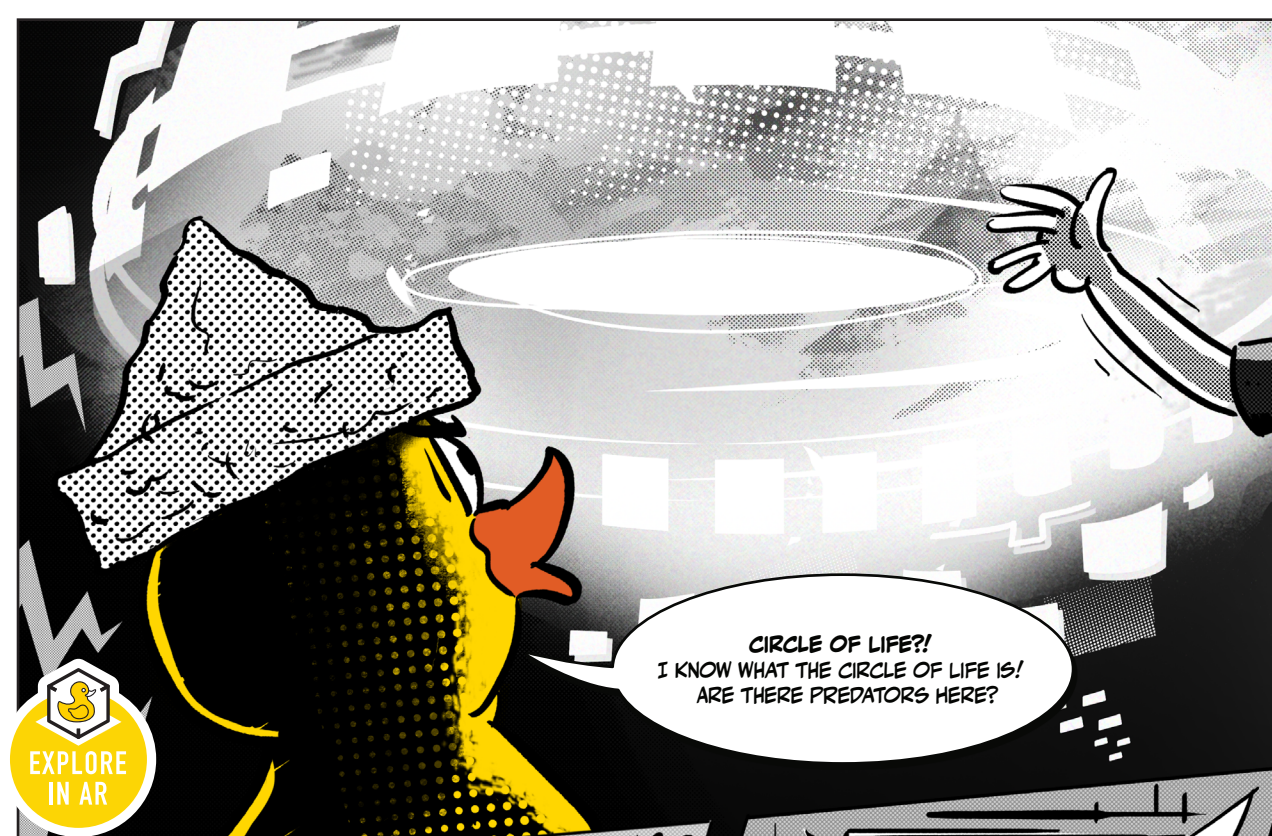
IS THAT...A TINFOIL HAT?

MAYBE...

ANYWAY, THE DIGITAL THREAD IS AN ENDLESS, FLOWING LOOP OF DATA BETWEEN DESIGN, MANUFACTURING AND REAL WORLD FUNCTION...WHICH RETURNS TO DESIGN, NEW MODIFICATION, AND IMPROVED FUNCTION...OVER AND OVER AND OVER.

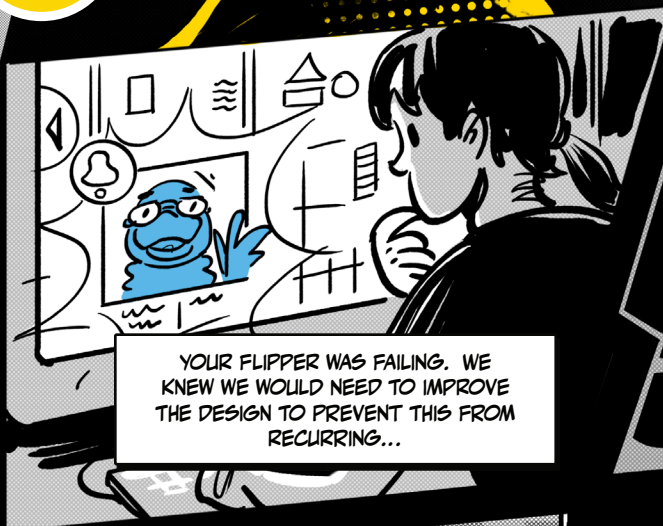
AND YOU'RE PART OF THIS CIRCLE OF LIFE!

EXPLORE IN AR

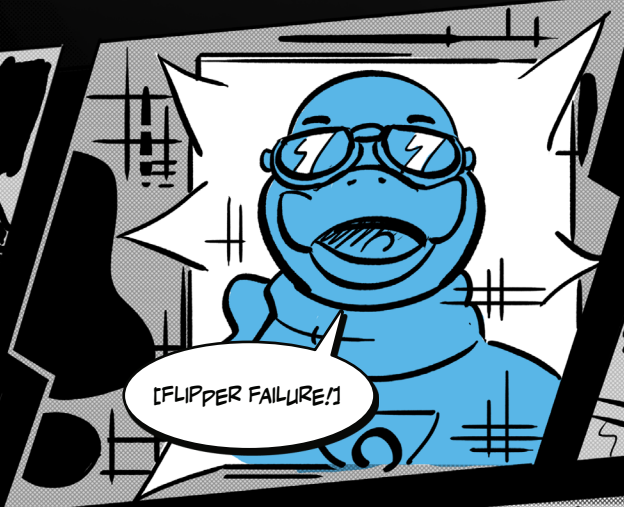



EXPLORE
IN AR

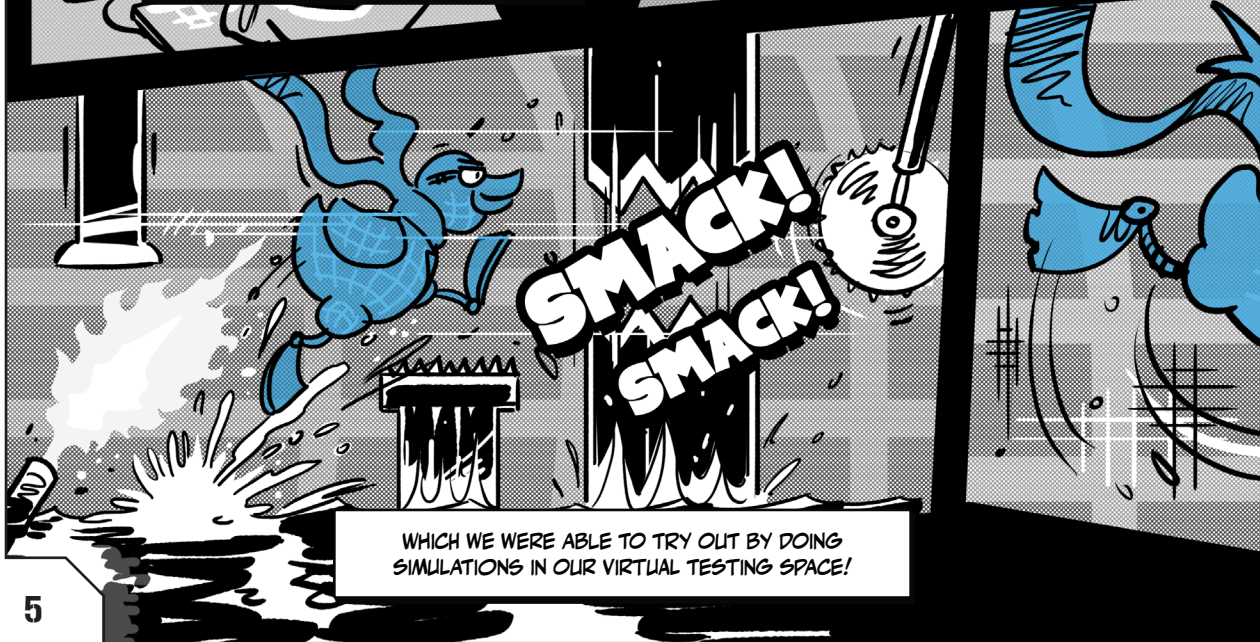
CIRCLE OF LIFE?!
I KNOW WHAT THE CIRCLE OF LIFE IS!
ARE THERE PREDATORS HERE?




YOUR FLIPPER WAS FAILING. WE
KNEW WE WOULD NEED TO IMPROVE
THE DESIGN TO PREVENT THIS FROM
RECURRING...



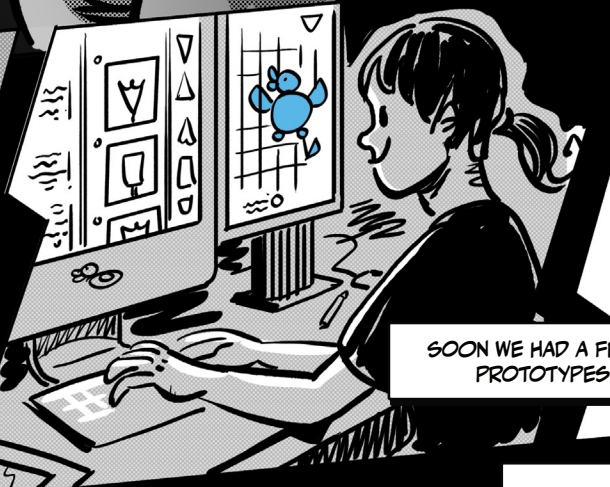
[FLIPPER FAILURE!]



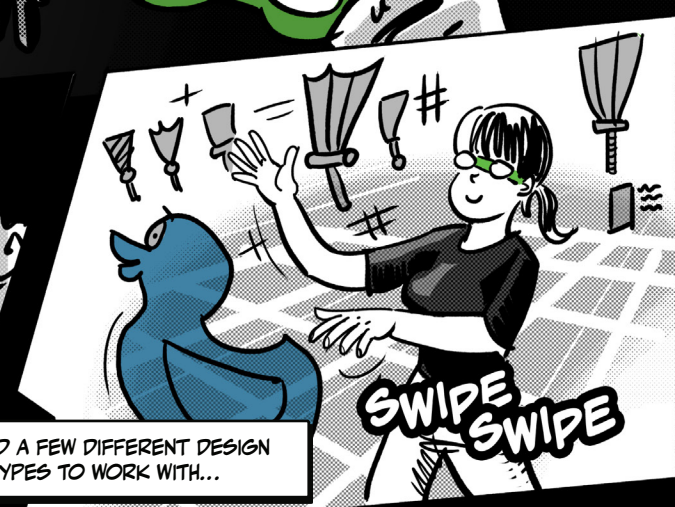
WHICH WE WERE ABLE TO TRY OUT BY DOING
SIMULATIONS IN OUR VIRTUAL TESTING SPACE!



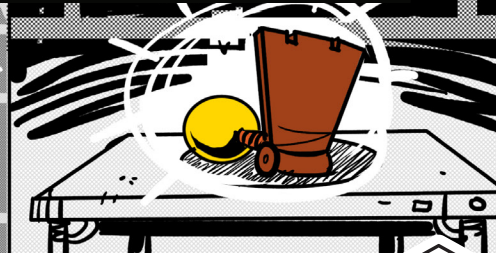
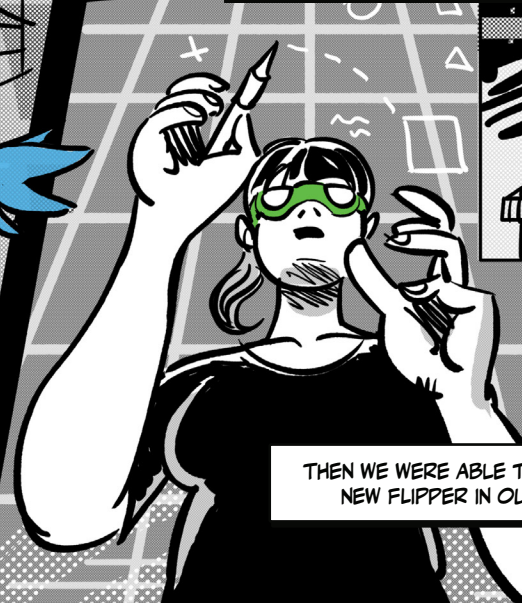
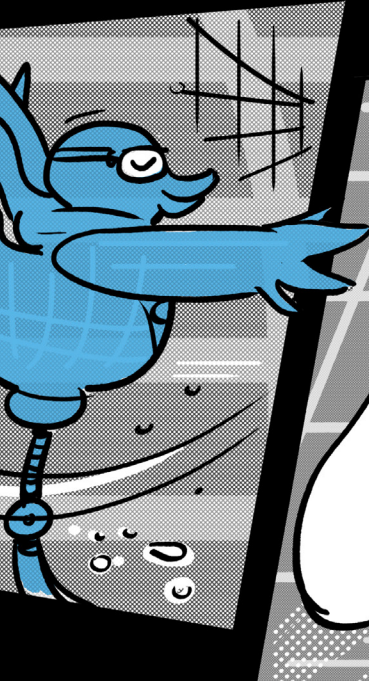
LIM, NO. WE'RE ALL HERE TO HELP YOU. ESPECIALLY YOUR DIGITAL TWIN! SHE'S THE KEY TO ALL OF THIS! YOUR DIGITAL TWIN TOLD US YOUR FLIPPER NEEDED TO BE REPLACED!



SOON WE HAD A FEW DIFFERENT DESIGN PROTOTYPES TO WORK WITH...



BASED ON THE RESULTS OF THE INCREDIBLE VIRTUAL TESTING WITH YOUR DIGITAL TWIN, FURTHER OPTIMIZATIONS TO THE FLIPPER'S DESIGN WERE MADE TO IMPROVE PERFORMANCE.



THEN WE WERE ABLE TO QUICKLY MANUFACTURE YOUR NEW FLIPPER IN OUR SMART PROTOTYPE LAB!



BUT NOW, IT'S TIME FOR YOU TO MEET YOUR SISTER...OLA, YOUR DIGITAL TWIN!

SISTER!

OF COURSE I'M REAL! AS REAL AS YOU!

WAIT, WHAT? YOU'RE REAL?

BUT... YOU'RE IN THERE.

NO NO, THIS IS REAL LIFE. I'M REAL. YOU'RE THE SIMULATION. BECAUSE IF YOU WERE REAL, AND I WASN'T, THEN YOU WOULD BE...

AND YOU'RE OUT THERE. WHAT MAKES YOU SO SURE THAT'S NOT THE SIMULATION? THERE'S A LOT OF EVIDENCE TO SUGGEST IT IS, YOU KNOW.

...A COMPUTER SIMULATION INSIDE OF A COMPUTER SIMULATION, AND THAT WOULD BE... WAIT.

DON'T THINK ABOUT IT TOO MUCH. I'M JUST SO GLAD TO MEET YOU!

WE CAN BE LIGHTER, FASTER, STRONGER. WE CAN DO IT! SAY IT WITH ME: LIGHTER, FASTER, STRONGER!

**LIGHTER!
FASTER!
STRONGER!**

I'VE BEEN WAITING SO LONG FOR THIS MOMENT. NOW WE CAN BEGIN OUR JOURNEY TOWARDS BEING OUR BEST SELVES. TOWARDS OPTIMIZATION! I HAVE SO MANY IDEAS!

THANKS, CLARKE! I WAS TALKING TO DUB DUB THOUGH. SAY IT!

UH... LIGHTER? FASTER?

GOOD! SEE? IT STARTS HERE! IN THE MIND! YOU HAVE TO CHANGE YOUR MENTAL PROGRAMMING! WHAT YOU THINK IS REAL BECOMES WHAT'S REAL! RIGHT, CLARKE?

RIGHT!

HOW'S THAT YAK GHEE?

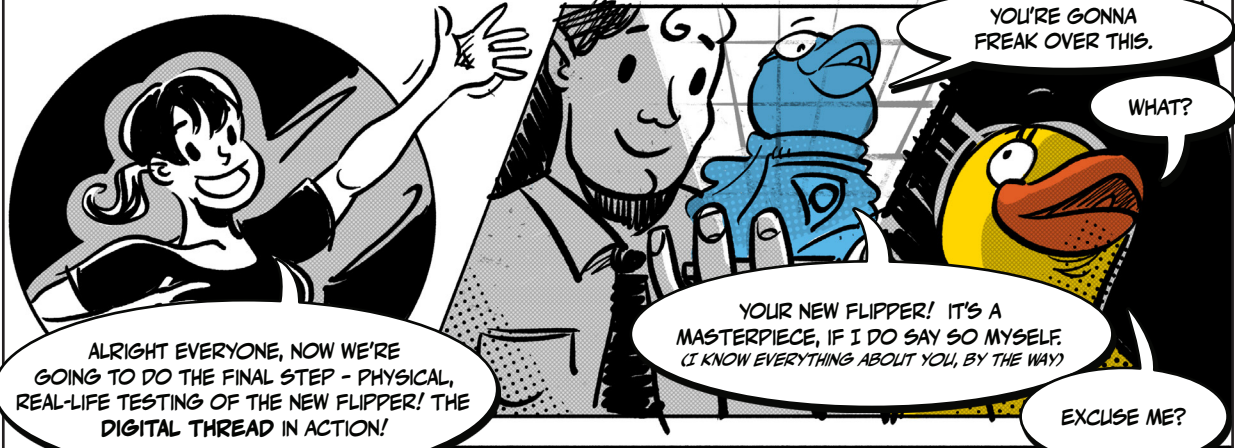
I LOVE IT! KINDA.

YOUR BRAIN FEELS SHARPER, DOESN'T IT?

SO SHARP!

SEE?!

EXPLORE IN AR



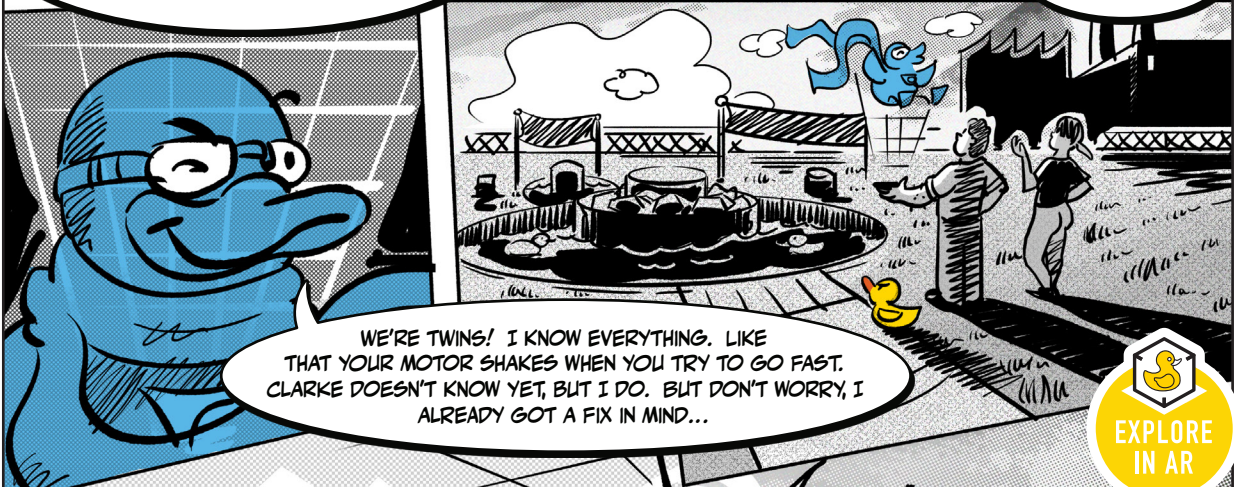
YOU'RE GONNA FREAK OVER THIS.

WHAT?

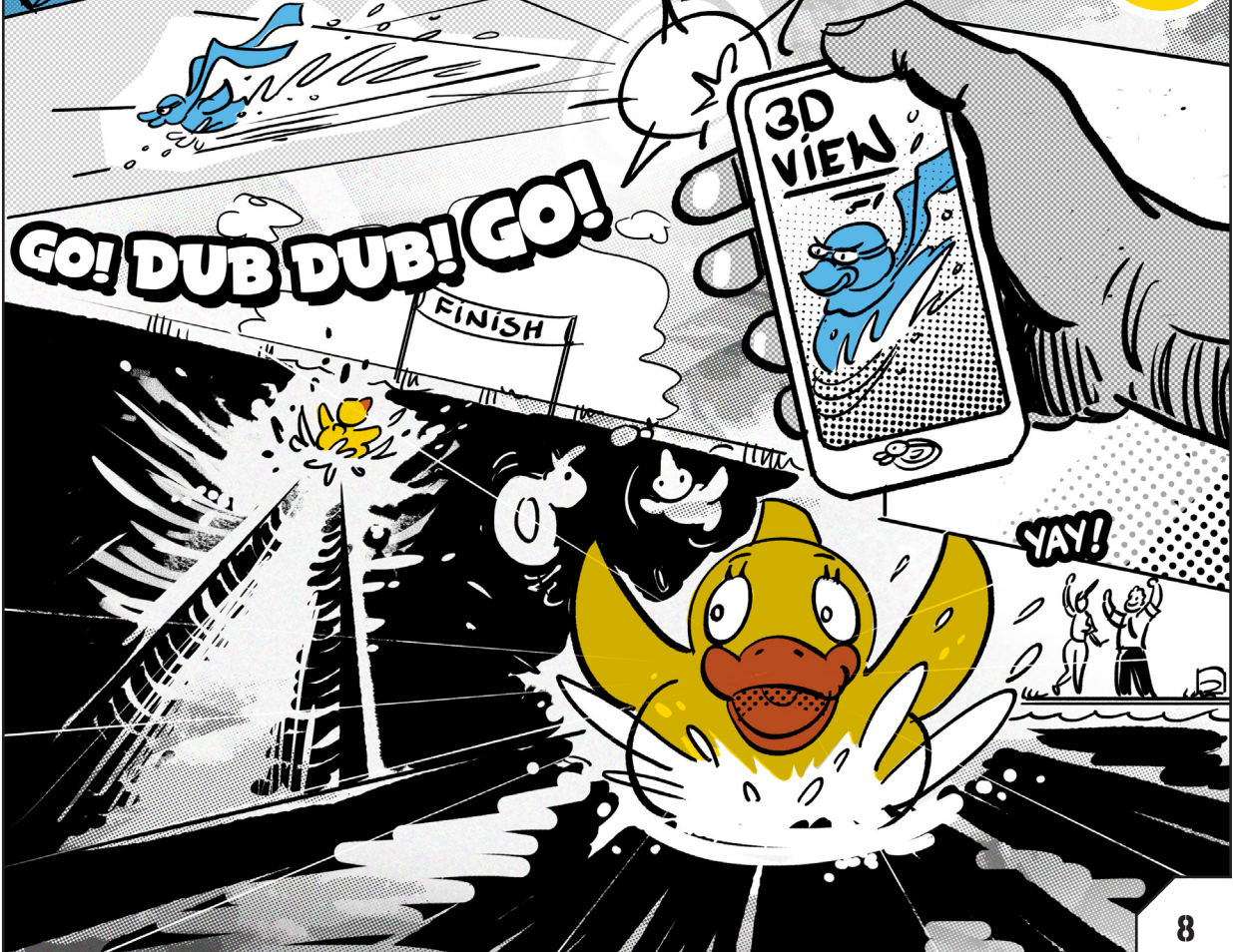
YOUR NEW FLIPPER! IT'S A MASTERPIECE, IF I DO SAY SO MYSELF. (I KNOW EVERYTHING ABOUT YOU, BY THE WAY)

EXCUSE ME?

ALRIGHT EVERYONE, NOW WE'RE GOING TO DO THE FINAL STEP - PHYSICAL, REAL-LIFE TESTING OF THE NEW FLIPPER! THE DIGITAL THREAD IN ACTION!



WE'RE TWINS! I KNOW EVERYTHING. LIKE THAT YOUR MOTOR SHAKES WHEN YOU TRY TO GO FAST. CLARKE DOESN'T KNOW YET, BUT I DO. BUT DON'T WORRY, I ALREADY GOT A FIX IN MIND...

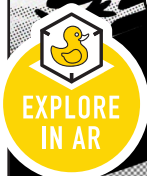


GO! DUB DUB! GO!

FINISH

3D VUEW

YAY!



SEE, WHAT'D I TELL YOU? IT'S AWESOME, RIGHT SIS?

I MEAN, I GUESS SO...

GOOD! THEN YOU'LL LOVE THE THINGS WE'VE GOT PLANNED FOR YOU!

YOU'RE PLANNING MORE THINGS?

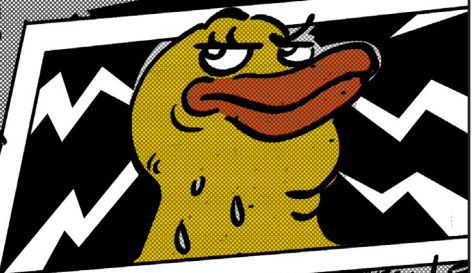
WE THINK WE COULD MAKE SOME OTHER OPTIMIZATIONS, DUB DUB. SO YOU CAN BE YOUR BEST SELF, AND LIVE YOUR BEST LIFE!

IT'S GONNA BE SO GREAT! OLA IS SHOWING ME HOW TO BECOME MY BEST SELF, TOO!

I KINDA THOUGHT I ALREADY WAS--

ME TOO!

LIGHTER! FASTER! STRONGER! YAY!



I DON'T THINK ALL THESE IMPROVEMENTS ARE NECESSARY. AM I REALLY THAT FAR FROM OPTIMUM?

SHE DOESN'T ACTUALLY KNOW EVERYTHING, YOU KNOW. SHE'S NOT EVEN REAL--

I CAN ALREADY TELL MY BODY IS MORE EFFICIENT. I MEAN, I HAVEN'T EATEN SINCE LAST NIGHT, AND I FEEL GREAT!

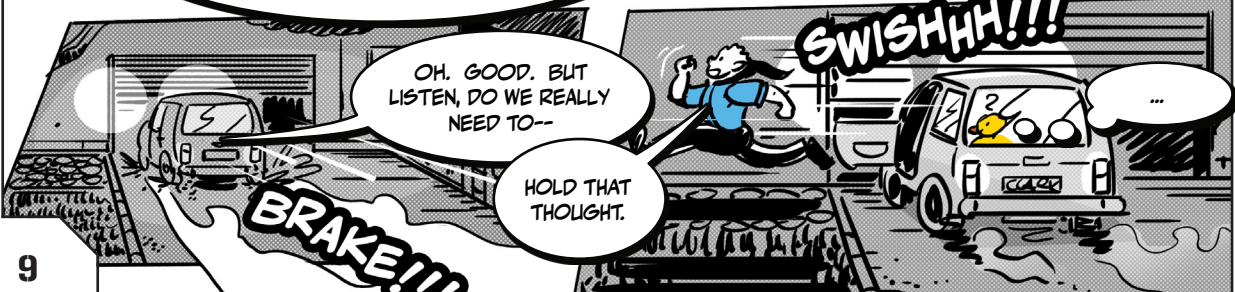
YOU KNOW, WHAT'S FUNNY IS, I'M NOT EVEN HUNGRY! THIS INTERMITTENT FASTING IS AMAZING. SO GLAD OLA TOLD ME ABOUT IT! 16/16/8. OR WAS IT 8/8/16? OH WELL, DOESN'T MATTER.

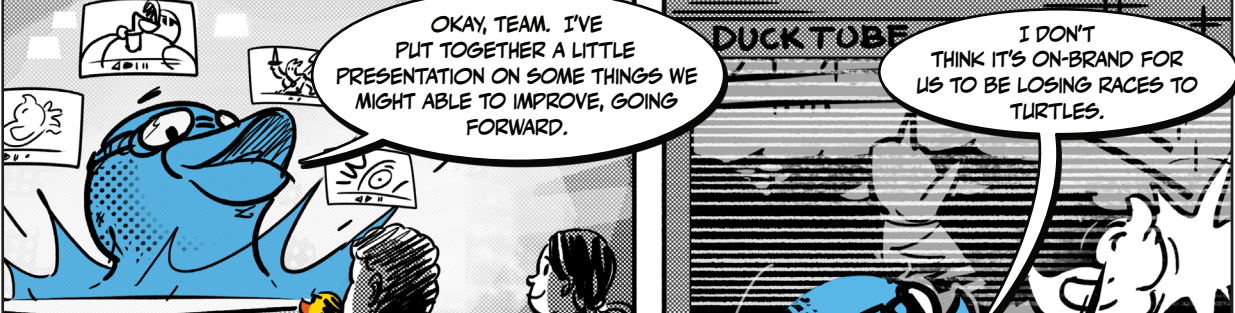
OH. GOOD. BUT LISTEN, DO WE REALLY NEED TO--

HOLD THAT THOUGHT.

SWISHHH!!!

BRAKE!!!





OKAY, TEAM. I'VE PUT TOGETHER A LITTLE PRESENTATION ON SOME THINGS WE MIGHT BE ABLE TO IMPROVE, GOING FORWARD.

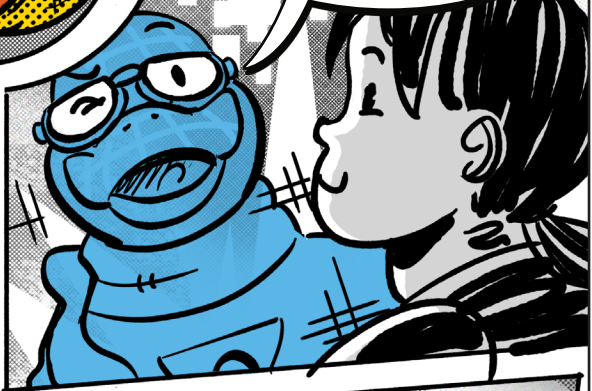
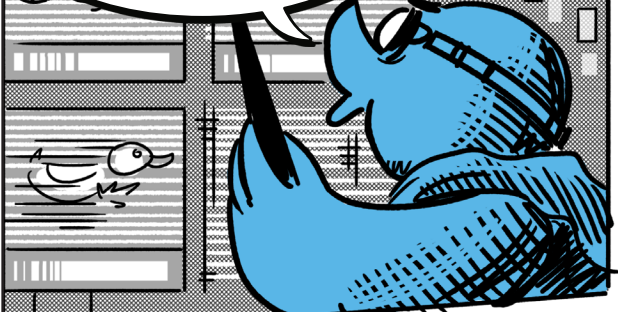
I DON'T THINK IT'S ON-BRAND FOR US TO BE LOSING RACES TO TURTLES.



IT WAS A SEA TURTLE. THEY SWIM PRETTY FAST.

I BELIEVE THE RELEVANT WORD HERE IS, "TURTLE." WE WIN RACES. THAT'S OUR BRAND. WINNING! I SEE FOUR TARGETS FOR OPTIMIZATION TO HELP US ACCOMPLISH THAT.

ONE: REDUCE DRAG! WE CAN USE A DIFFERENT FINISH SO WE CAN MOVE THROUGH THE WATER MORE EASILY. AND MODIFY OUR HULL TO IMPROVE HYDRODYNAMICS. MAYBE A LITTLE MORE CONCAVE, TO CREATE LIFT?



TWO: REDUCE WEIGHT!

OKAY. FIRSTLY, I DUNNO, MAYBE A LITTLE LESS DAY DRINKING?

IT HAD FRUIT JUICE IN IT.



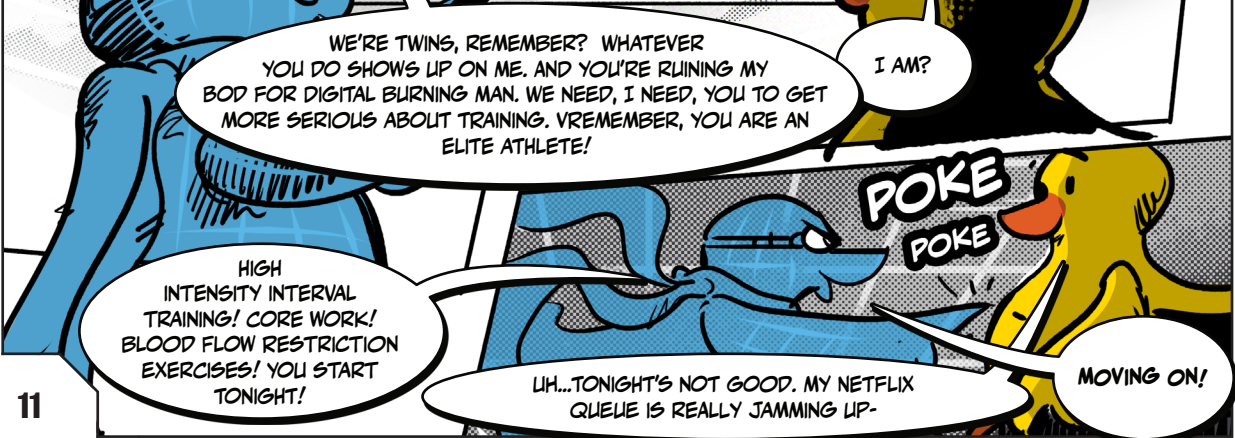
WE'RE TWINS, REMEMBER? WHATEVER YOU DO SHOWS UP ON ME. AND YOU'RE RUINING MY BOD FOR DIGITAL BURNING MAN. WE NEED, I NEED, YOU TO GET MORE SERIOUS ABOUT TRAINING. VREMEMBER, YOU ARE AN ELITE ATHLETE!

I AM?

HIGH INTENSITY INTERVAL TRAINING! CORE WORK! BLOOD FLOW RESTRICTION EXERCISES! YOU START TONIGHT!

UH...TONIGHT'S NOT GOOD. MY NETFLIX QUEUE IS REALLY JAMMING UP-

MOVING ON!



NEXT: INCREASE ENDURANCE!

DUB DUB?
WE'RE GOING TO
DO ANOTHER RACE.
EVERYONE'S READY.
DUB DUB??

YOUR ENERGY LEVEL IS
CLEARLY INSUFFICIENT.

I WAS JUST REALLY TIRED
THAT DAY.

THIS IS A WEEKLY - ACTUALLY,
AN ALMOST DAILY - OCCURRENCE. WITH
A LARGER BATTERY, YOU'LL BE ABLE TO
RACE FOR HOURS ON END WITHOUT EVER
NEEDING A BREAK.

OH.
GREAT.

AND FINALLY: INCREASE POWER! YOUR
CURRENT MOTOR SIMPLY ISN'T POWERFUL ENOUGH FOR
EXTREME COMPETITION.

WELL, I'M NOT IN FAVOR OF
EXTREMISM IN ANY--

WE NEED TO INCREASE TORQUE
AND HORSEPOWER, WITHOUT ADDING TOO MUCH
WEIGHT. THIS IS THE PUZZLE. BUT I HAVE A SOLUTION! THE MOTOR
FROM ROBO-DUCK, IF WE MODIFY IT, WILL WORK PERFECTLY. THE ADDED
TORQUE WILL BLAST YOU THROUGH THE WATER LIKE A
CANNON!

OH, I DON'T--

WE'LL JUST NEED TO ADD SOME
SUPPORTING ARCHITECTURE SO IT DOESN'T SHAKE
YOU TO PIECES!

WAIT, WHAT?

WE'LL START THE VIRTUAL
TESTING TOMORROW! STRONGER,
LIGHTER, FASTER! BUT ALSO...GRATITUDE! I
WANT YOU ALL TO DO YOUR GRATITUDE
EXERCISES TONIGHT.

I'D BE
GRATEFUL IF
SOMEONE WOULD
TURN HER OFF...

ATTITUDE OF GRATITUDE!!

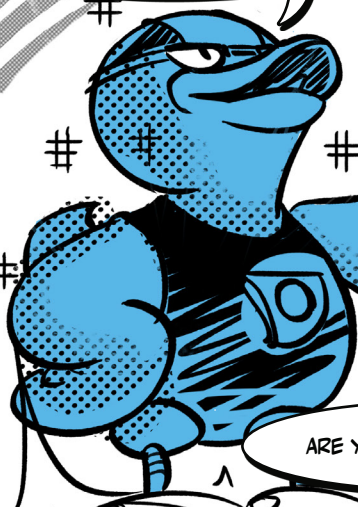


EXPLORE
IN AR



I WILL NOW TEST THE NEW HULL DESIGN, AND THE NEW FINISH, BOTH OF WHICH WILL REDUCE DRAG IN THE WATER. I EXPECT MY TIME IN THE VIRTUAL ZOOM WILL BE AT LEAST 5 SECONDS FASTER!

THAT'S AWESOME!



WHOO HOO.

ARE YOU BEING SARCASTIC?

NO. I THINK PRETEND RACES ARE VERY IMPORTANT.

IT'S NOT "PRETEND," SIS. VIRTUAL TESTING OF NEW DESIGN FEATURES IS A KEY ELEMENT OF THE DIGITAL THREAD. IT ENABLES US TO TRY OUT NEW PARTS AND NEW MATERIALS WITHOUT HAVING TO ACTUALLY MANUFACTURE THEM FIRST.

RIGHT. SO, BASICALLY, IT'S MAKE-BELIEVE. WHO DOESN'T LIKE MAKE-BELIEVE? DID YOU KNOW I'M A PRINCESS? GOING FORWARD, I'D LIKE YOU TO CALL ME "YOUR HIGHNESS."

WELL, ACTUALLY, IF YOU'RE A PRINCESS, THEN I'M ONE, TOO. WE'RE TWINS.

NO, YOU'RE NOT.

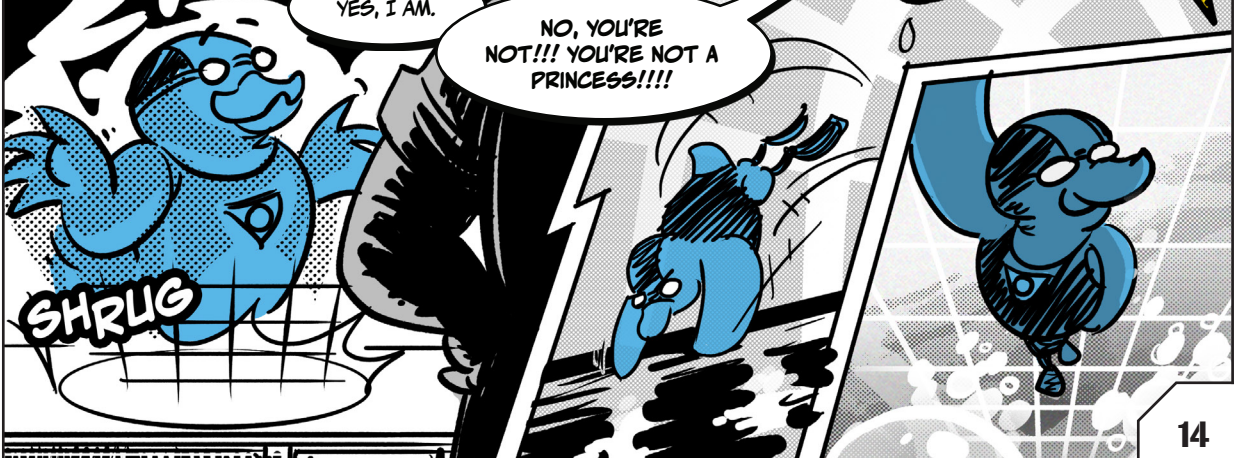
YES, I AM.

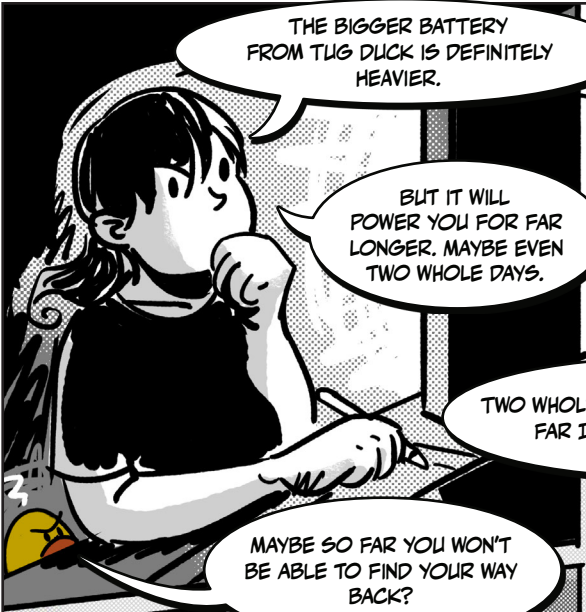
NO, YOU'RE NOT!

YES, I AM.

NO, YOU'RE NOT!!! YOU'RE NOT A PRINCESS!!!!

SHRUG





THE BIGGER BATTERY FROM TUG DUCK IS DEFINITELY HEAVIER.

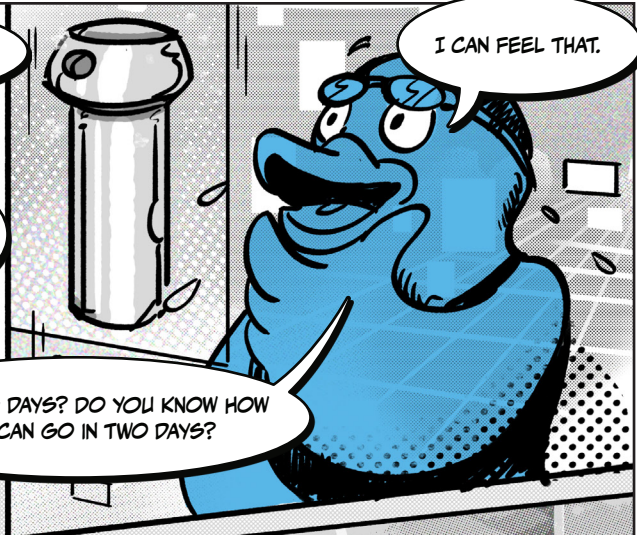
BUT IT WILL POWER YOU FOR FAR LONGER. MAYBE EVEN TWO WHOLE DAYS.

TWO WHOLE DAYS? DO YOU KNOW HOW FAR I CAN GO IN TWO DAYS?

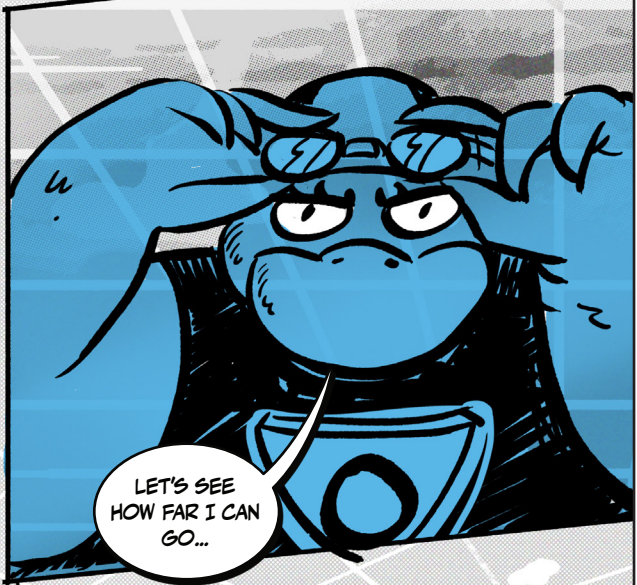
MAYBE SO FAR YOU WON'T BE ABLE TO FIND YOUR WAY BACK?

DUB DUB!

WHAT? IT'S A LEGITIMATE CONCERN. SHE COULD GET LOST OFF IN THE MATRIX SOMEWHERE. AND WOULDN'T THAT BE A SHAME?

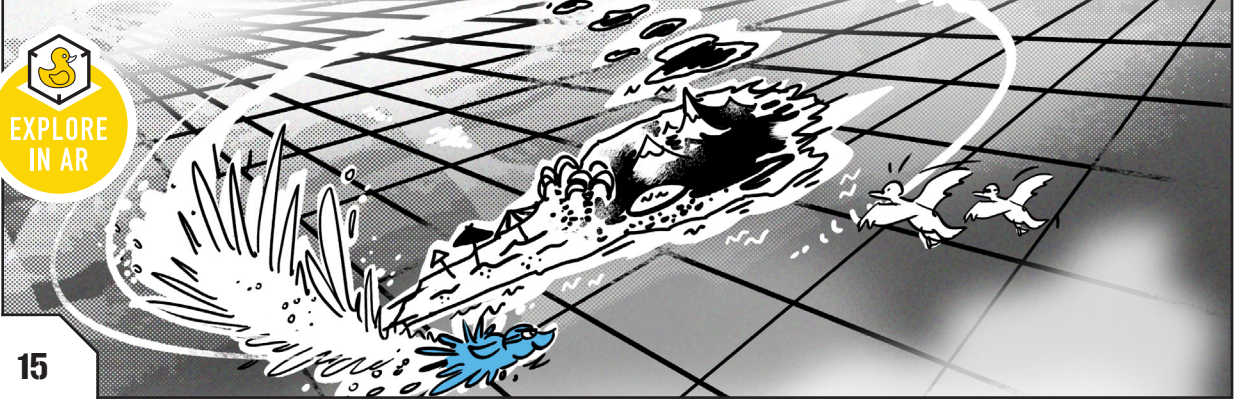


I CAN FEEL THAT.

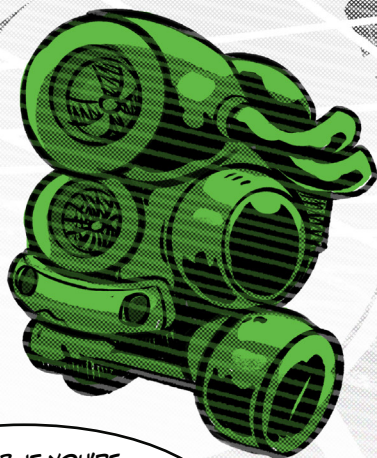


LET'S SEE HOW FAR I CAN GO...

VROOOOMMM!!!



IT'S A 404, WITH A DUAL CARB! IT'S HEAVY, LIKE, REALLY HEAVY, BUT BOY IS IT FAST! IS THERE ANY WAY WE CAN LOSE SOME WEIGHT ELSEWHERE?



MAYBE GIVE HER A SMALLER BRAIN? OH, YOU ALREADY DID THAT.

DUB DUB, IF YOU'RE FEELING INSECURE, ONE THING THAT CAN BE REALLY HELPFUL IS TO TAKE SOME DEEP BREATHS. JUST... BREATHE. I'LL DO IT WITH YOU. READY?

DON'T BE DEFENSIVE, SIS. WHAT WE'RE DOING IS GOING TO OPTIMIZE YOU.

I AM BREATHING. UNLIKE YOU, WHO CAN'T. BECAUSE YOU'RE NOT REAL. "JUST BREATHE." WHY DON'T YOU JUST--

DUB DUB!

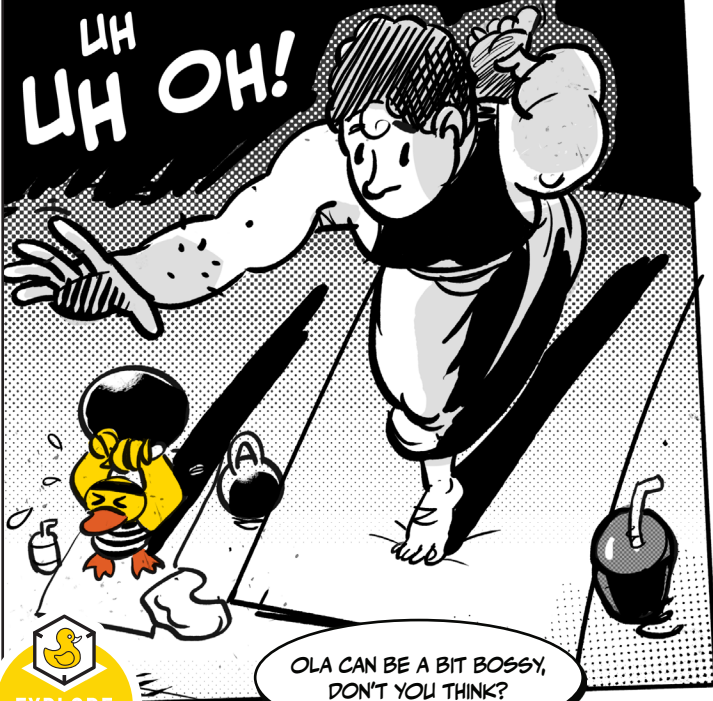
YOU KNOW WHAT? I'M PRETTY HAPPY WITH MYSELF, JUST THE WAY I AM. AND IT'S PRETTY FREAKIN' AWESOME TO BE COMFORTABLE IN YOUR OWN SKIN.

WAARRPPPP!

WELL, SELF ACCEPTANCE IS CERTAINLY A KEY STEP ON THE ROAD TO SELF-ACTUALIZATION, SIS. BUT RIGHT NOW, I'M MORE INTERESTED IN WINNING RACES. WATCH ME GO!



LH
LH OH!



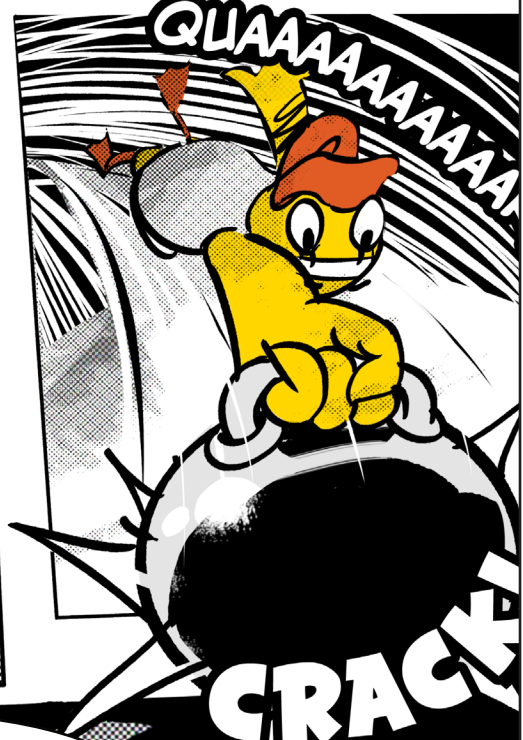
OLA CAN BE A BIT BOSSY,
DON'T YOU THINK?

BOSSY? SHE'S CHANGED MY LIFE
FOR THE BETTER, DUB DUB. AND THE ONE
CONSTANT IN LIFE IS CHANGE.

SHE'S CONSTANTLY
ANNOYING, THAT'S FOR SURE.

DON'T WORRY, DUB
DUB. SHE MAY BE MY "WORK
DUCK," BUT YOU'LL ALWAYS BE MY
"HOME DUCK."

QUAAAAAAAAAAAA



CRACK!



EXPLORE
IN AR

THAT EVENING...

LH, YOU GOT A LOT
OF DEVICES GOING
THERE, BUSTER.

THAT'S OLA.
SHE'S MONITORING
ALL THE DATA FOR ME.
SHE SAYS MY HEART RATE
IS TOO HIGH RIGHT
NOW.



YEAH, THEY'RE
ALL PART OF MY NEW
OPTIMIZATION PROGRAM. THE
CHEST STRAP MONITORS MY HEART
RATE AND BREATHING, THESE SPECIAL
HEADPHONES HELP GET MY BRAIN INTO
AN ALPHA STATE SO I GET MORE REM
SLEEP, THE WRIST BIT CHECKS MY
TEMPERATURE AND BLOOD
PRESSURE-

I JUST
NEED TO FIGURE
OUT HOW TO MAKE THIS
BRAINWAVE BAND FIT RIGHT WITH
THE HEADPHONES. FEELS TOO
TIGHT, BUT IF I LOOSEN IT TOO
MUCH IT'LL FALL OFF, AND
THAT'LL AFFECT MY
SLEEP-

DOES SHE? WHO'S
OLA AGAIN?

OH, RIGHT.

MY, LH, DIGITAL
COLLEAGUE. I
TOLD YOU ABOUT
HER. SHE KNOWS
EVERYTHING ON THE
INTERNET.

OKAY, GOOD
LUCK WITH ALL THAT,
MR. IOT...

BEEP!

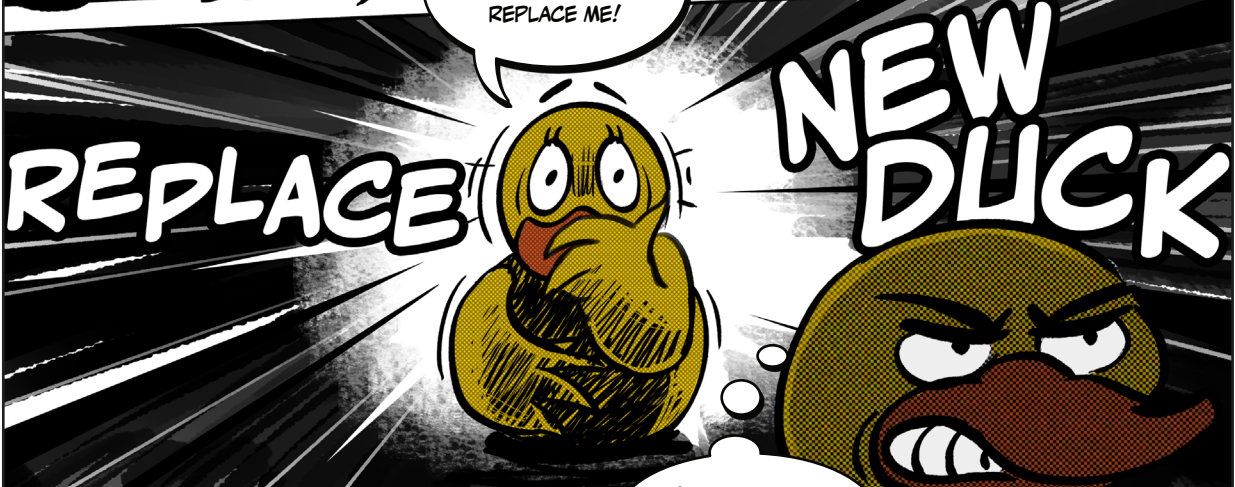
DAMMIT. NOW MY
BLOOD PRESSURE IS TOO
HIGH.

NEXT MORNING...

SHE'LL BE A COMPLETELY NEW DUCK!

DUB DUB 2.0 WILL BE AMAZING! WITH ALL THESE CHANGES, SHE'LL BE LIKE BRAND NEW!

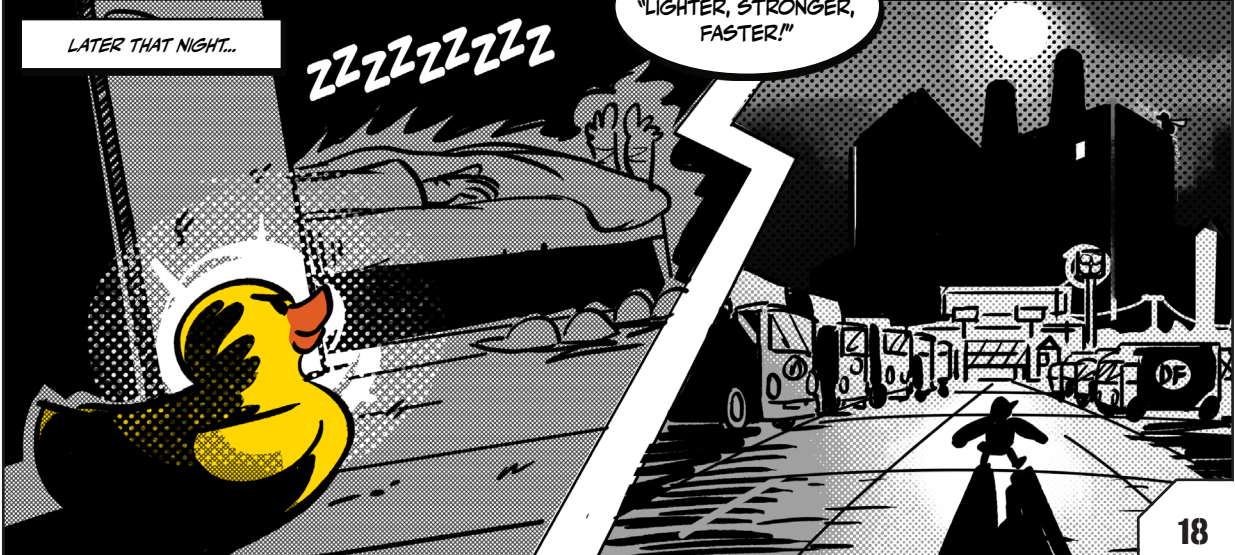
BRAND NEW?? OH NO! THEY'RE GOING TO REPLACE ME!



I'LL SHOW THEM "LIGHTER, STRONGER, FASTER!"

LATER THAT NIGHT...

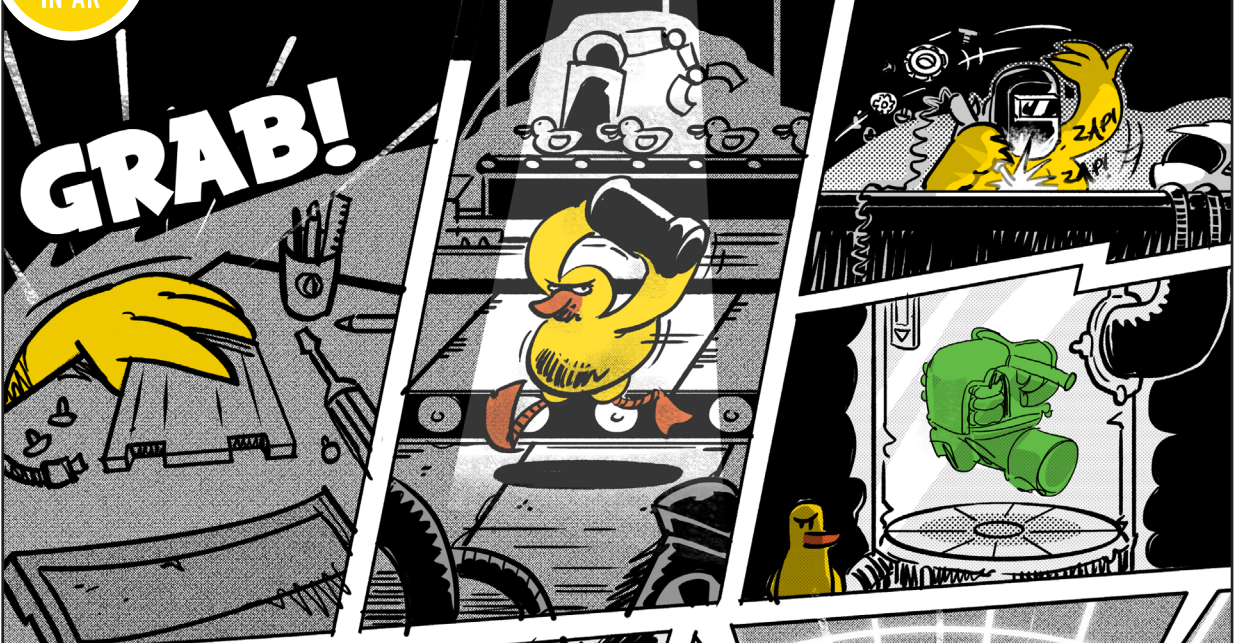
ZZZZZZZZZZ



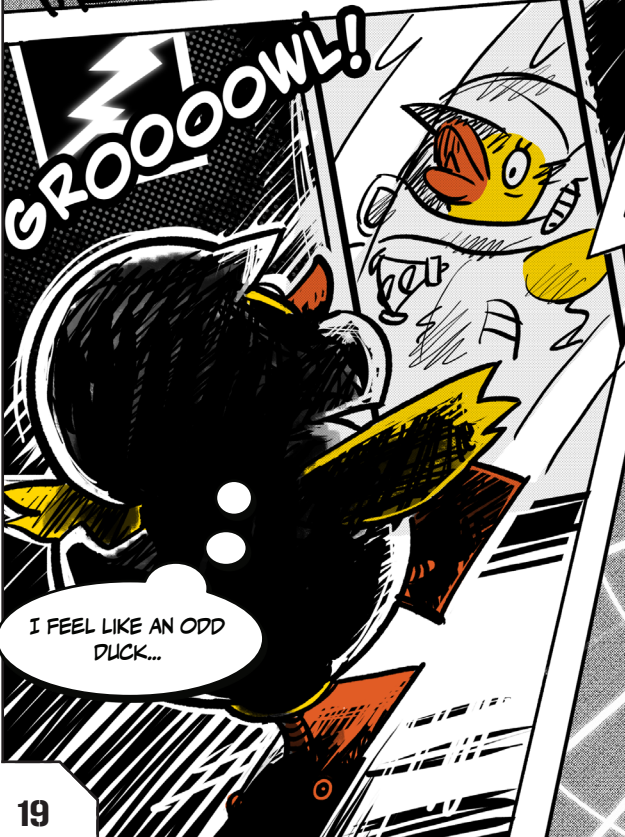
THEY WANT ME OPTIMIZED?? I'LL SHOW THEM OPTIMIZED!



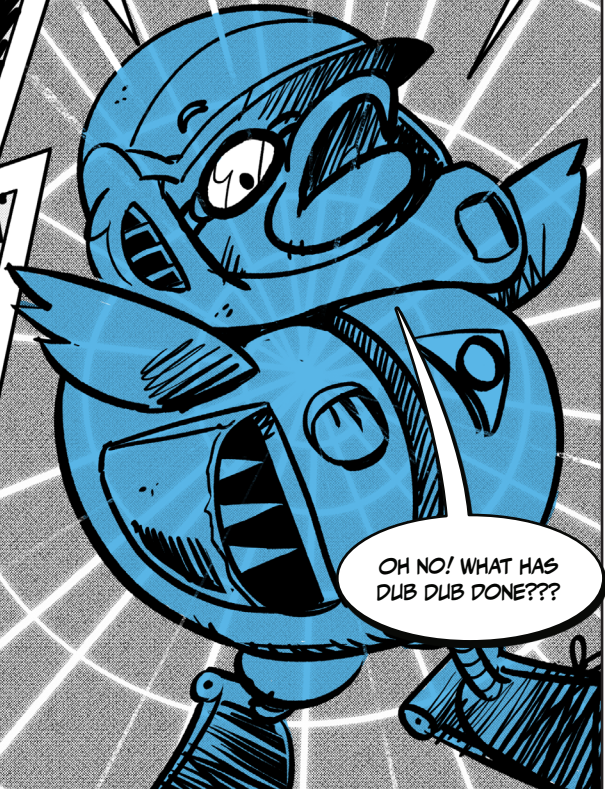
GRAB!



GROOOOWL!



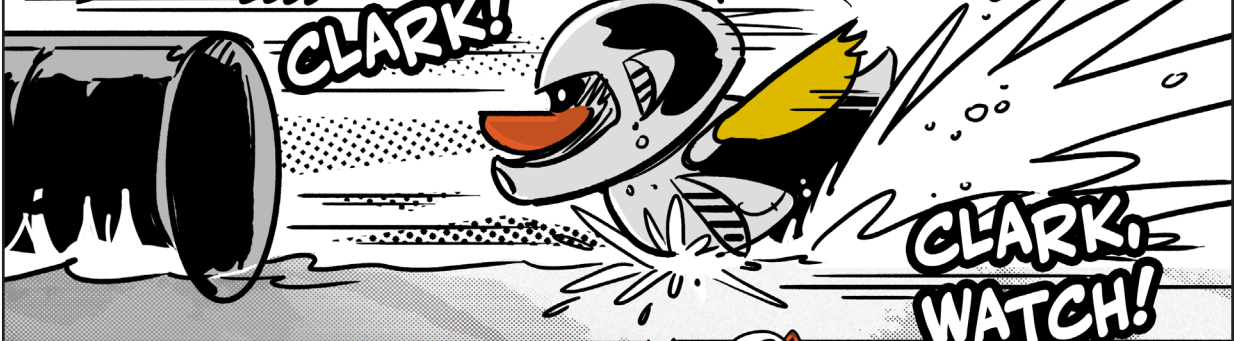
I FEEL LIKE AN ODD DUCK...



OH NO! WHAT HAS DUB DUB DONE???

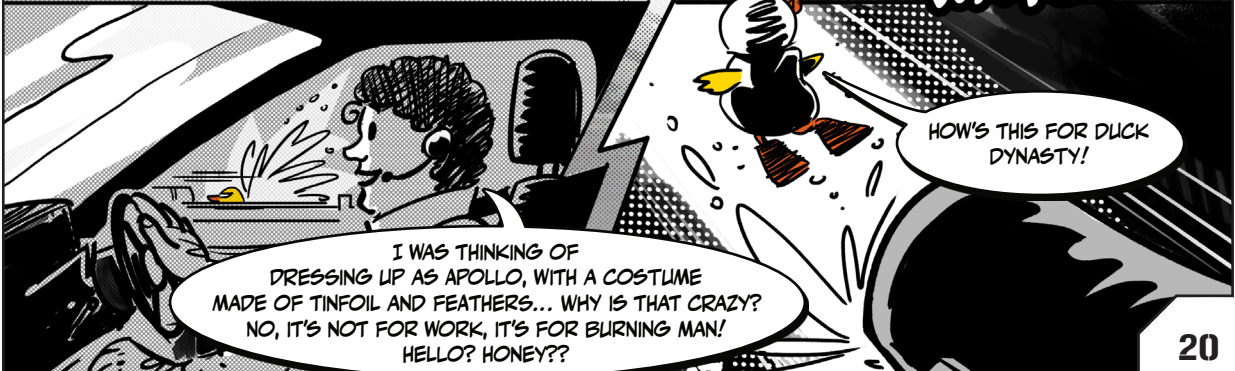


WHERE IS HE?



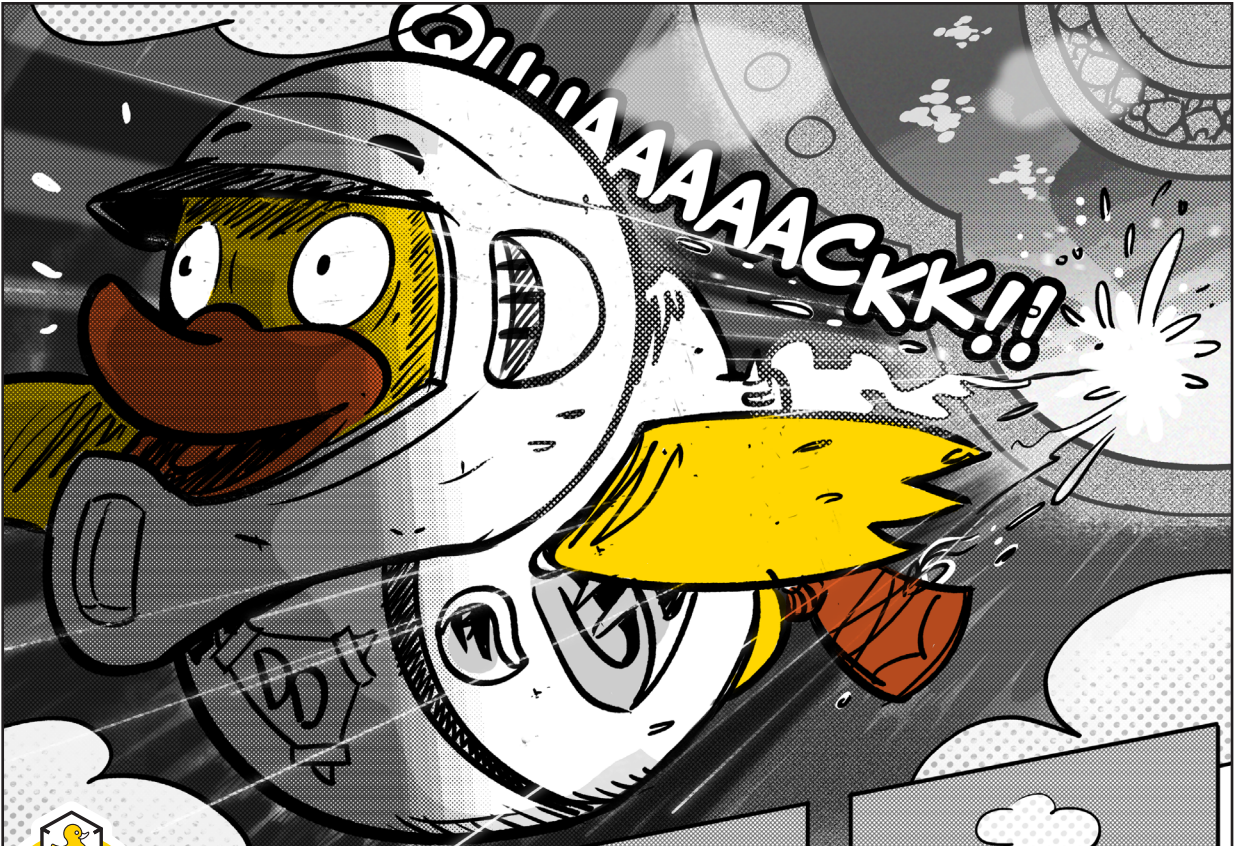
CLARK!


**CLARK,
WATCH!**

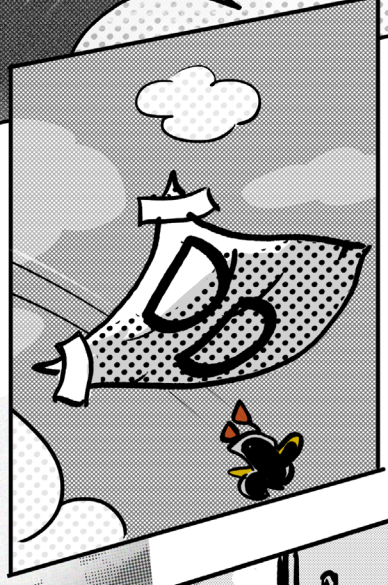
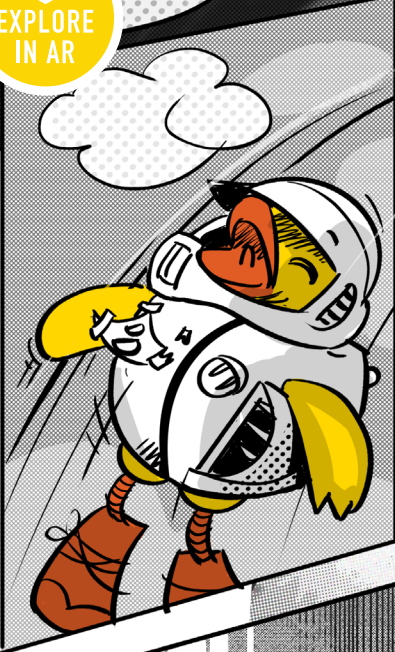


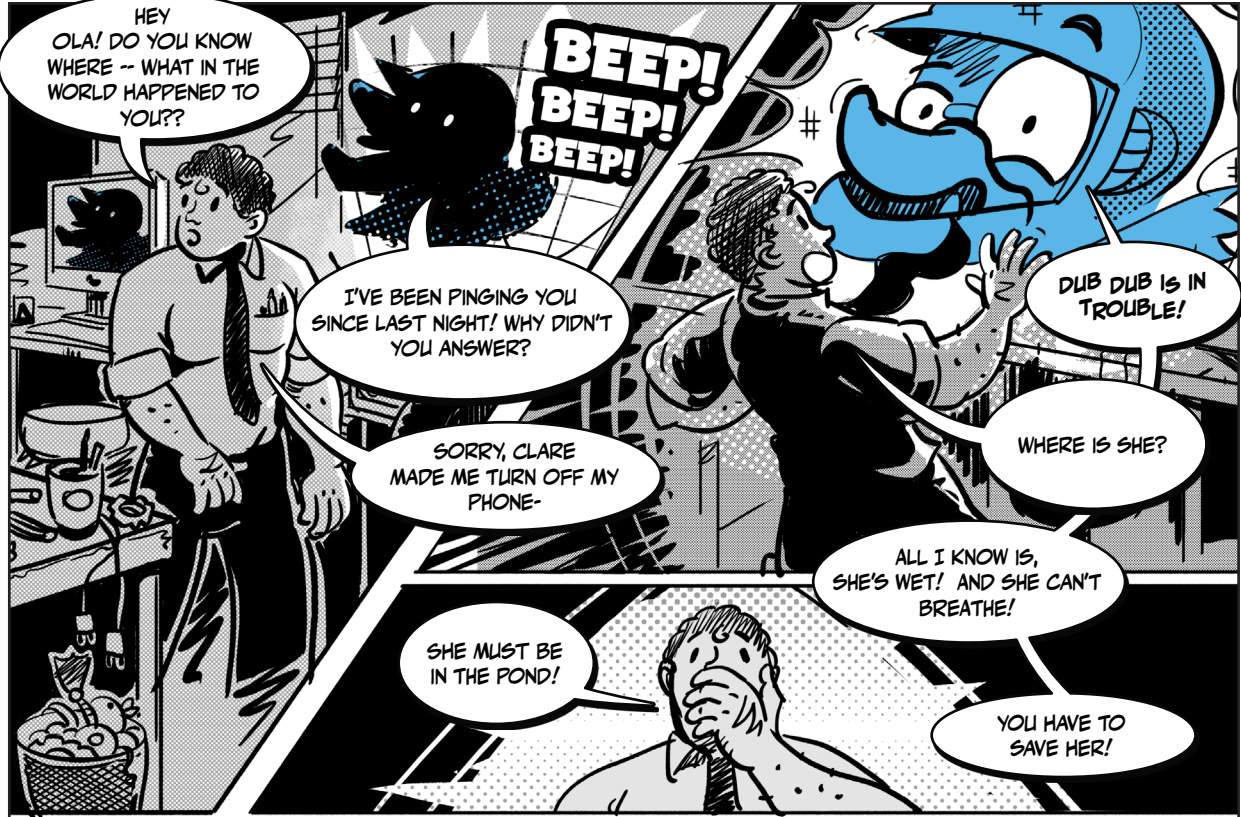
I WAS THINKING OF DRESSING UP AS APOLLO, WITH A COSTUME MADE OF TINFOIL AND FEATHERS... WHY IS THAT CRAZY? NO, IT'S NOT FOR WORK, IT'S FOR BURNING MAN! HELLO? HONEY??

HOW'S THIS FOR DUCK DYNASTY!




EXPLORE
IN AR





HEY
OLA! DO YOU KNOW
WHERE -- WHAT IN THE
WORLD HAPPENED TO
YOU??

**BEEP!
BEEP!
BEEP!**

I'VE BEEN PINGING YOU
SINCE LAST NIGHT! WHY DIDN'T
YOU ANSWER?

DUB DUB IS IN
TROUBLE!

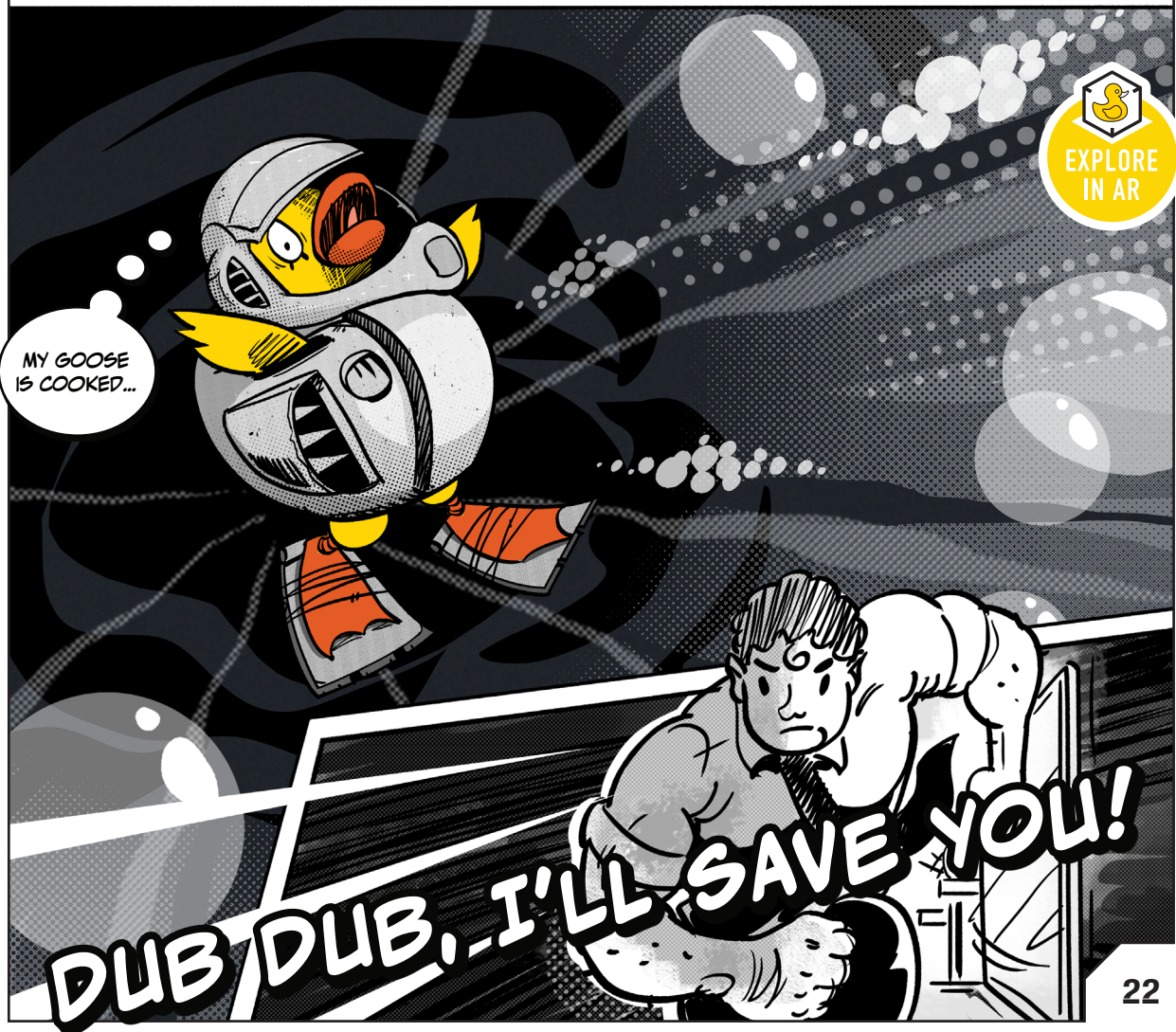
SORRY, CLARE
MADE ME TURN OFF MY
PHONE-

WHERE IS SHE?

ALL I KNOW IS,
SHE'S WET! AND SHE CAN'T
BREATHE!

SHE MUST BE
IN THE POND!

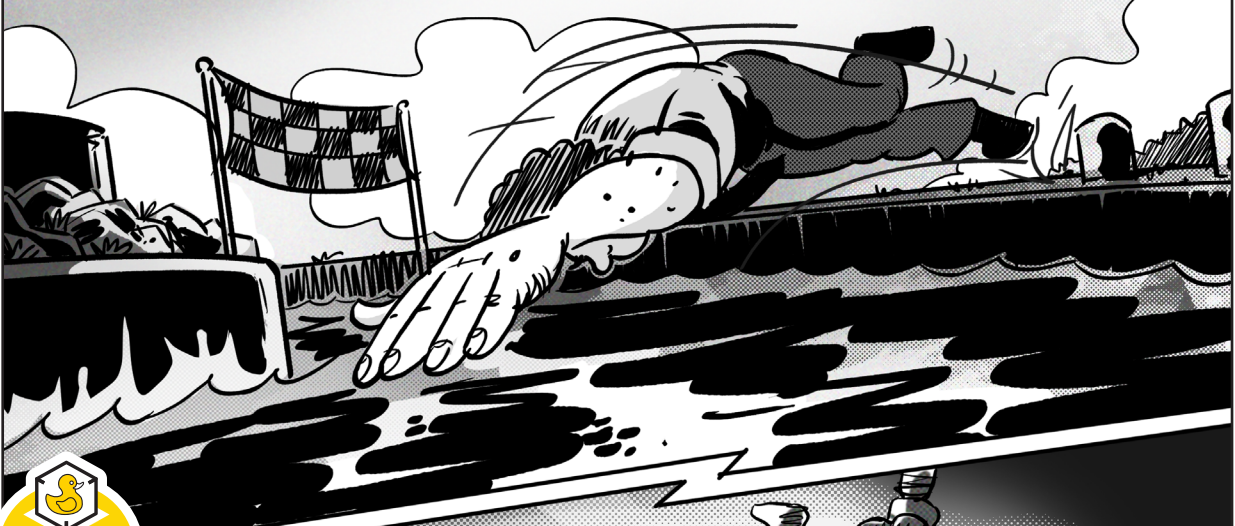
YOU HAVE TO
SAVE HER!



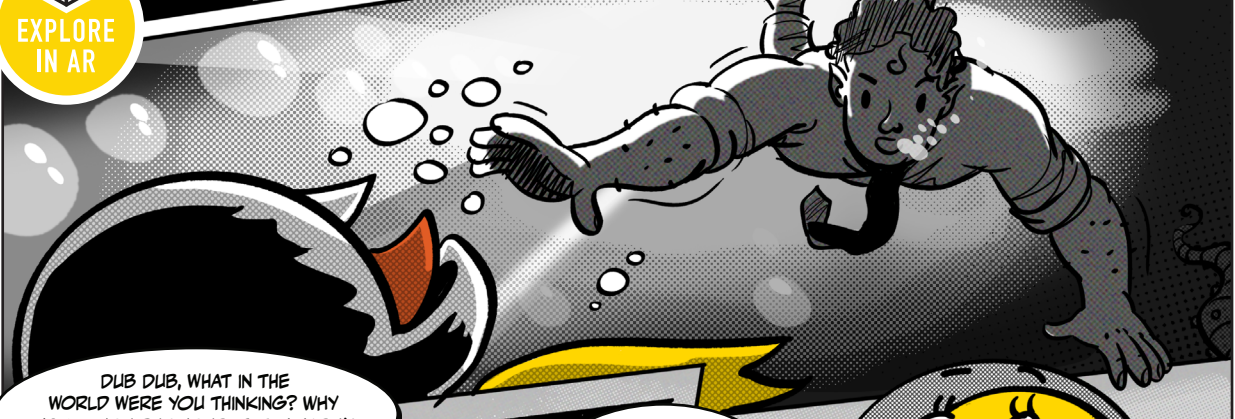
MY GOOSE
IS COOKED...


EXPLORE
IN AR

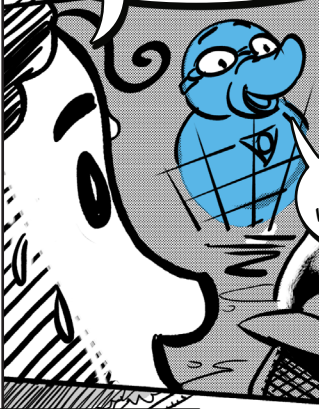
DUB DUB, I'LL SAVE YOU!



EXPLORE IN AR

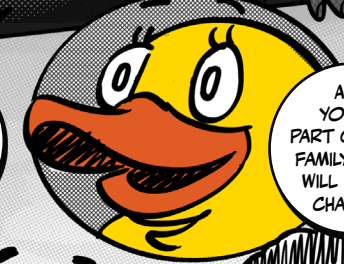


DUB DUB, WHAT IN THE WORLD WERE YOU THINKING? WHY WOULD YOU PUT YOURSELF IN HARM'S WAY LIKE THAT?



I WAS SO WORRIED!

I WANTED TO PROVE THAT I COULD BECOME BETTER ALL BY MYSELF! THAT YOU DIDN'T NEED OLA! I GUESS I WAS WRONG. NEARLY DEAD WRONG.



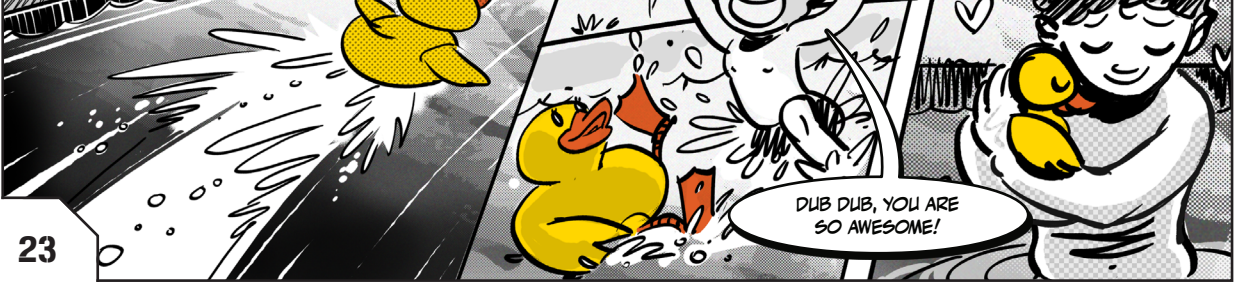
AND YOU'RE PART OF OUR FAMILY! THAT WILL NEVER CHANGE!

I JUST DIDN'T WANT TO BE REPLACED BY SOME NEW MODEL...
NEW MODEL? YOU COULDN'T POSSIBLY BE REPLACED, DUB DUB! YOU'RE THE FLAGSHIP DUCK!



I WAS JUST WATCHING OUT FOR YOU! ALL I REALLY EVER WANTED WAS TO EXPERIENCE ALL THE THINGS YOU DO OUT IN THE REAL WORLD!

A FEW WEEKS LATER.



DUB DUB, YOU ARE SO AWESOME!

SO OPTIMIZATION TURNED OUT TO BE NOT SO BAD, AFTER ALL, EH DUB DUB?

THE TRUTH IS, THERE ARE NO LIMITS. CURRENT RESEARCH INTO LIFE EXTENSION SUGGESTS CONSCIOUSNESS CAN LIVE ON FOREVER, IN THE DIGITAL SPHERE! AND NOW, USING AI CONSTRUCTS, WE CAN EVEN BRING THE GREATEST THINKERS IN HISTORY BACK TO DIGITAL LIFE! WHO KNOWS WHAT INSIGHTS THEY COULD OFFER US?

NO! I WAS SO SILLY TO FEAR IT! OLA SHOWED ME - WE CAN ALL BE OUR BEST SELVES! THE ONLY THING HOLDING US BACK FROM REACHING OUR ULTIMATE POTENTIAL IS FEAR! AND THAT'S A MESSAGE OLA AND I HAVE DECIDED TO BRING TO A LARGER AUDIENCE, CLARKE.

SEE?! IT'S JUST LIKE MY THEORY WITH THE CAT!

HERE HE GOES WITH THE CAT AGAIN...

SCHRODINGER, NO ONE CARES ABOUT YOUR CAT.

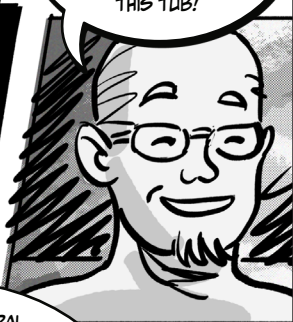


OKAY! I WANT TO WELCOME OUR LISTENERS TO THE LATEST EDITION OF "COFFEE TALK," WITH ME, MR. IOT! WE'RE COMING TO YOU LIVE FROM THE FAMOUS ASSALAND INSTITUTE, WITH MY CO-HOSTS DUB DUB AND OLA, AND A PANEL OF... WELL, STAR-STUDDED DOESN'T EVEN COME CLOSE--

ANYWAY, INSIDE THE BOX, THE CAT COULD BE ALIVE OR DEAD. JUST AS WE COULD ALL BE ALIVE OR DEAD, LIKE THE DUCK IS SAYING!

BLAH, BLAH. DID YOU HEAR THEY NAMED A CAR AFTER ME?

FOLKS, I JUST CAN'T BELIEVE I'M HAVING A SOAK WITH THE GREATEST MINDS IN HISTORY! THE AMOUNT OF SHEER GENIUS VIRTUALLY FLOATING IN THIS TUB!



WELL, WE'RE TALKING TO A DUCK, SO IT'S ALL RELATIVE.

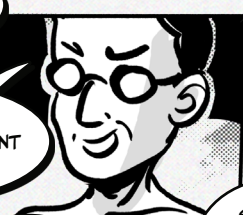


DUCKS, SIR. PLURAL. IT'S LIKE I'VE BEEN TELLING ROBERT, IF WE JUST LET GO OF OUR FEARS, THE NEW ADVANCES IN AI, AUGMENTED REALITY, AND 6G WIRELESS WILL ENABLE US TO TAKE THE NEXT STEPS IN HUMAN, AND NON-HUMAN, EVOLUTION. AFTER ALL, WHAT DOES IT MEAN TO BE "HUMAN", ANYWAY?

WELL, NONE OF YOU WOULD HAVE INVENTED ANYTHING IF THAT APPLE DIDN'T FALL ON MY HEAD.



WIRELESS? I INVENTED THAT.



DON'T GET ME STARTED!



OH TESLA, I FORGOT TO MENTION, EDISON WILL BE JOINING US.

YOU INVITED EDISON?!

SHUT UP, NEWTON. BTW, THE 1600S CALLED...

I AM SO BRINGING YOU GUYS TO DIGITAL BURNING MAN...



DON'T MAKE IT AWKWARD.

HA HA! GOTCHA!



...THEY WANT THEIR WIG BACK!





TO CHECK IN ON DUB DUB AND LEARN MORE ABOUT THE DIGITAL THREAD, GET IN TOUCH:



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Use the "Virtual Factory by Deloitte" app to interact with this augmented reality comic book and experience the Digital Thread come to life.

