

IN THE 21ST CENTURY  
ALL ADVERTISING  
IS DIGITAL



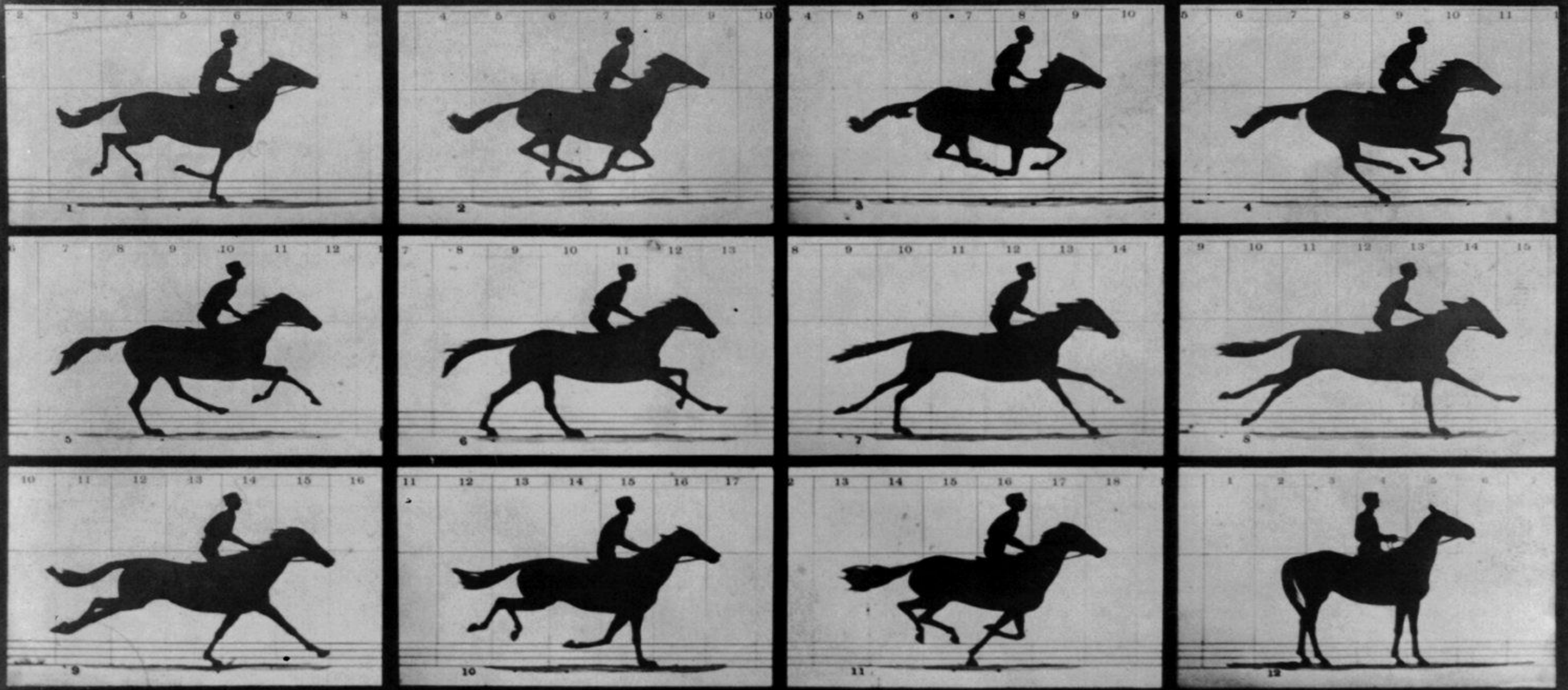
INSIGHTS FROM AN EX-  
**MAD**MAN





**In the beginning...**





Copyright, 1878, by MUYBRIDGE.

MORSE'S Gallery, 417 Montgomery St., San Francisco.

## THE HORSE IN MOTION.

Illustrated by  
MUYBRIDGE.

AUTOMATIC ELECTRO-PHOTOGRAPH.

"SALLIE GARDNER," owned by LELAND STANFORD; running at a 1.40 gait over the Palo Alto track, 19th June, 1878.

The negatives of these photographs were made at intervals of twenty-seven inches of distance, and about the twenty-fifth part of a second of time; they illustrate consecutive positions assumed in each twenty-seven inches of progress during a single stride of the mare. The vertical lines were twenty-seven inches apart; the horizontal lines represent elevations of four inches each. The exposure of each negative was less than the two-thousandth part of a second.













What  
is  
digital?

The image features a glowing laptop on the left side, with its screen and keyboard emitting a bright white light. The background is a deep blue with diagonal stripes. Numerous white, glowing lines and dots swirl around the laptop, creating a sense of dynamic movement and data flow. The lines are of varying thickness and curvature, some forming loops and others extending across the frame. Small white dots are scattered throughout the background, some appearing as if they are part of the swirling lines.

***Moving files  
around  
the web***



[illegible]





# Archiving and Storage





Reporting



**AUTOMATION**



*Content is* 

# Fingerprinting...





# The Holy Grail of advertising







**In Summary**