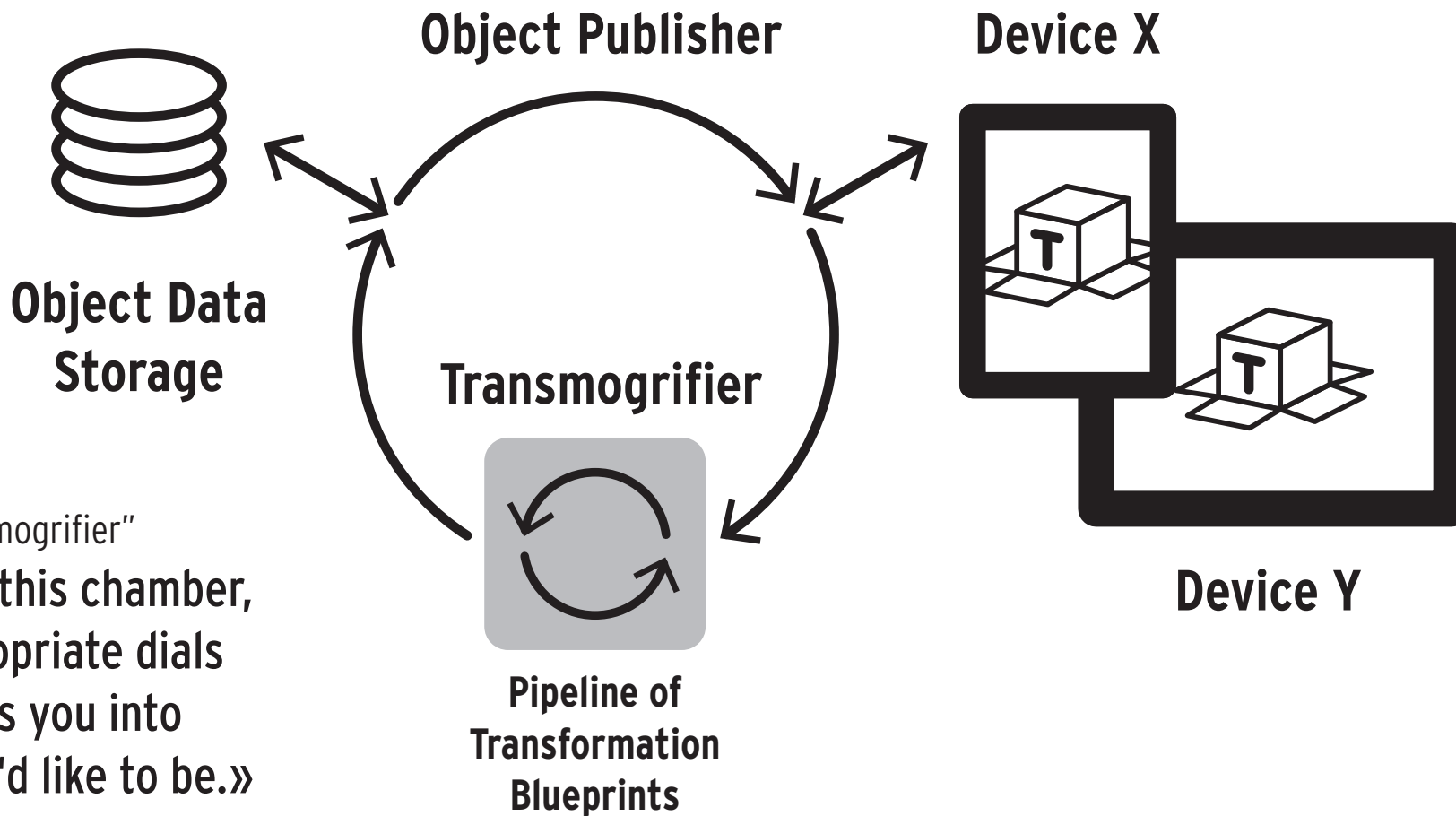


Media Transformation Lifecycle

Create once - Publish on any device



“The Transmogrifier”
«You step into this chamber,
set the appropriate dials
and it turns you into
whatever you’d like to be.»

Calvin in “Calvin & Hobbes”