Data in the City has always been controlled by the three Houses.

Prestige accrues to the House with the largest number of subscribers. With the result that the customer, to them, is just a number.

But freedom is in the air.

About GumGum

GumGum is a leading computer vision company with a mission to unlock the value of every online image for marketers. As the inventor of the In-Image advertising category, GumGum’s patented image-recognition technology delivers highly visible campaigns to more than 400 million users as they view pictures and content across more than 2,000 premium publishers.

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Welcome to the city.

You can get anything here.

(or that’s what they tell you.)

Skads! Already?

Data limit exceeded.

No, no, nooo--

Flowing in space.

No coverage.

What do you mean?!

Come on--

Hang on, Sam, I gotta buy more data.

Data in the city has always been controlled by the three houses.

House Bitter

House Vader

House No Signal

Prestige accrues to the house with the largest number of subscribers.

Which means that, to them, the customer is just a number.

Hello, your service glitched when I was trying to buy more data?

Aargh!

---Press 5354 to leave a message for Customer Service. We expect to get back to you within seven months. Thank you for being a House Vader customer! Do you know we now provide satellite TV? Press 5355 to subscribe---

But freedom is in the air.
Come on, Gums!
The last control panel is in this building.

Smashin' glass and breakin' hearts like a pro, T-Man!

Because nobody should be a number.

And mobile service shouldn't have limits.
Bad news, boss--

--We got hostiles.

Object recognition: Type 06ATT Death Drones
Motion estimation: Attack formation

Gums, use your computer vision to identify the control panel.

My T-Mob and I will take care of the drones.
Okay, tapping into the surveillance system to model the room--

Yeah, shut up.

--oh, there it is!

Guns! You got it yet?
Almost! Can't--
--open--

BAM

Thanks, boss!

Anytime. Now let's get this chip in, and the truth-bombs out.

klik
What is this?

My show!

Oh crud! I was gonna beat the high score--

You Can Break Free with T

Huh?

Ugh, please. There's gotta be a catch.

I dunno... this looks sweet.

No buckets? For real?

The Houses' shakedown ends now. Gums.

Yeah, boss! Tonight, the streets are ours.
MEANWHILE, AT HOUSE DUMBEST:

That con artist! T-Man is going to steal all our precious numbers!

Silvio! Find out the T-Mob’s plans! We’ll offer the same thing for a little more.

Marcella, relax with the control-C. The numbers don’t think; they just obey.

Inertia is a mighty and terrible force.

How are we doing?

Scanning CCTV images for subscriber event detection.
We got some Free. Mostly young people.

But not enough to weaken the Houses.

That doesn't make any sense at all!

Why would people want to stick with a bad thing, when they could switch to a good thing?

I don't know!

We did kinda interrupt their favorite shows.

Explain.

Well, um... maybe people didn't want to be advertised to at that moment?

But we didn't give them a choice.

And I thought we were all about choice.

Hmm.

So we need to get the message to people when they want to hear it.
Guns! Can your Computer Vision system tell what people are looking at, on their phones and tablets?

What photos; which videos?

Like, duh, of course.

I built the best image recognition system on the Net.

So we can tell people about our unlimited music streaming, when they’re looking at photos of their favorite singer.

Yeah! In-image ads that suggest cool things to them in fun ways, but don’t interrupt their experience.

Exactly. They just offer something more.

And when tourists look at photos of the city’s sights, we can tell them about our unlimited global data!

Ooh, or when checking out Pokemon fan-art we can tell them about our free data for Pokemon Go players!

And if they’re watching movie trailers on Youtube--

--or cat videos--

we can remind ’em about our One plan, and how it means they can stream all the things!

Touring Paris by Avatar

Let’s get this party started!

And soon the Houses will lie in dust.
Ugh. Hit my data limit again.

Oh. I switched to T-Mobile. I saw they did unlimited data on an ad when I was checking out reviews of the new Natural Disasters album. You should sign up too.

But I'm out of data. And minutes.

Bummer. They do free wifi calls too.

Uuuugh. I hate my plan.

Wanna borrow my phone to sign up?

it's happening!

The people are choosing to be free.

Hello, T-Mobile! How can I help?

Sam! An actual person answered!
We're going to make him answer for this!

It's an outrage!

Why are the numbers leaving? Why?! Don't they understand we own a movie studio now?

Execute our defense system.

Time to crush T-Man.

There must always be limits.

KLANK

WHIRR

Boss! It's--
IMMOBILIZE YOUR WALLET!

BITTER MATTERS!

--Dumb, Dumber, and Dumbest.

BEST VALUE!! BEST NETWORK!!

1 Terms and conditions: $39 activation fee applies. Plans exclude unlimited data and music streaming, data carryover, tethering, and cloud options. Subject to new line, credit, valid post-in. See website for valid plans. Limited time offer. After 5/18/21 or offer, pay full amount. Offer / coverage not everywhere or for all phones. Further restrictions apply.

2 Network comparison data based on testing conducted on one square mile of coverage area in North Dakota. Coverage and network speed may vary by location.
Yikes!

SMASH

Bitter!
Bitter!

IMMOBILIZE!

Tak

No network coverage.
Searching...

Infrared says the weak spot's the back of the neck, boss!

We can't defeat them--

Yeah, well--

Hey! Stop!

Lay off them!
--we don't have to.

SO BITTER

We're tired of limits!

We're tired of exclusions apply!

I am not a number! I am a Free man!

We're tired of being treated like crap!

By treating people so badly--

We're not your prisoners anymore!

BEST VAL--ERROR
CAN'T CONNECT TO NETWORK--ERROR

--the Houses defeated themselves.

CHOOM
I'm so glad I saw your ad on my Favorite music site! Unlimited streaming changed my life, dude!

Happy to help.

...HHHHELP....

...I'M STUCK....

...in a crappy long-term contract? We can help with that.
Boss! That alley, quick!

What is it?

Another data criminal?

A shake-down king?

Yeah! Besides, you said Pokemon Go data was Free.

Are you sure--

It's a Legerizard.

Been trying to catch one of these for ages.

Our work is never done.
**X-RAY SPECS**

**ONLY $1.00!**

See all the hidden clauses in your mobile plan! Figure out why your $60/month all-in service actually costs $139/month and you still can’t get LTE coverage in downtown Seattle! Loads of laughs and fun at family gatherings. **Or just switch to T-Mobile and ditch the specs.**

---

**ENTER THE WORLD OF AMAZING CELL-MONKEYS!**

Just add competition! In one second, your amazing cell-monkeys copy T-Mobile’s plans and ideas! Yes, they plagiarize instantly, right before your eyes! Just keep your X-Ray Specs handy, as those copied plans aren’t quite as good as they seem.

**ONLY $150/MONTH!**

---

**THE BOWELS OF HELL?**

**SPACE ALIENS FROM MARS?**

Who knows what your customer’s eyeballs are looking at? Only GUMGUM, which can put your message in the image your customer is looking at right now! (Hint: It’s probably kittens.) They say the right ad at the right time has the power to control wallets. Put your customers under your spell and make them obey your call! Hours of fun at parties.

---

**Occult Brotherhood of Mysticism**

Do you want to know the ancient secret of LUCK-for love, money, fame, health, and power over others? Or do you believe a 25 cent mystic amulet can solve all your problems?

If yes, then boy, do we have a plan to sell you! Only $120/month, 125MB free data, then this puppy goes down to dial-up speeds. Coverage with more holes than your mom’s Swiss cheese, and a $15 activation fee! Also, we know of an exciting waterfront really opportunity in Brooklyn.

---

**You get PROOF in the first 7 Days!**

I can make this NEW MAN out of you!

“World’s Most Perfectly Developed Man!”

You, too, can go from zero to hero! Attract girls with the newest phone and the fastest data connection! What they won’t know is your secret: You’re paying far less every month than those other men! With my patented Magenta He-Man Plan, you can be the hero of the beach, and the mall, and the movie theater, and everywhere in between, all for chump change! The improvement to your life is without limits!

---

**WRITE IN TO CHARLES ATLAS, C/O T-MOBILE, TODAY!**

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**JOY BUZZER**

The most popular joke novelty in years! Every time your friend’s phone buzzes, watch him wince as his messaging exceeds his plan limits, sting him right in the wallet! Laugh as you send him another text from your T-Mobile Unlimited plan, the plan that never shocks, only delights!

**NO. 239. FREE!**

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**MAIL ORDER**

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ADS YOU ALWAYS SEE