



KeyesLabs is excited to release an experimental application, called ***State of the Union 2011***, that is intended to explore the combination of TV and mobile computing devices. Available immediately on the Google Android Market the app is designed to enhance the viewing experience for those who watch the State of the Union Address.

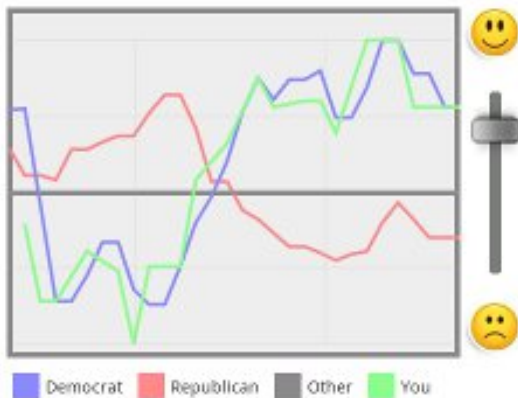
This is an unusual application in that it has a life span of about one hour. It is designed for use ***during*** the State of the Union Address, which typically lasts somewhere between thirty and ninety minutes. During that time we're hoping to gather some really interesting information about how mobile devices can enhance and augment the television viewing experience...

The exciting aspect of the concept is that of a mobile application working in lock-step with content being viewed by a large number of consumers. Our Android app will allow users to register their real-time sentiment of what is being said by President Obama, while at the same time seeing the overall feelings of the rest of the community of users.

Additionally, there will be constantly updated "factoids" related to what the president is currently discussing, allowing users to further explore the topics and do their own fact checking.

## Sentiment

You vs. the World - 3 online



## Factoids

Read About What They're Talking About



### State of the Union - 2011

Welcome to an exciting new experiment combining the power of mobile computing with live television! As you listen to the speech, watch here for interesting **factoids** that will give you insights into what's being said



www.hackingthestateoftheunion.com