



PR/FAQ

# PONDER

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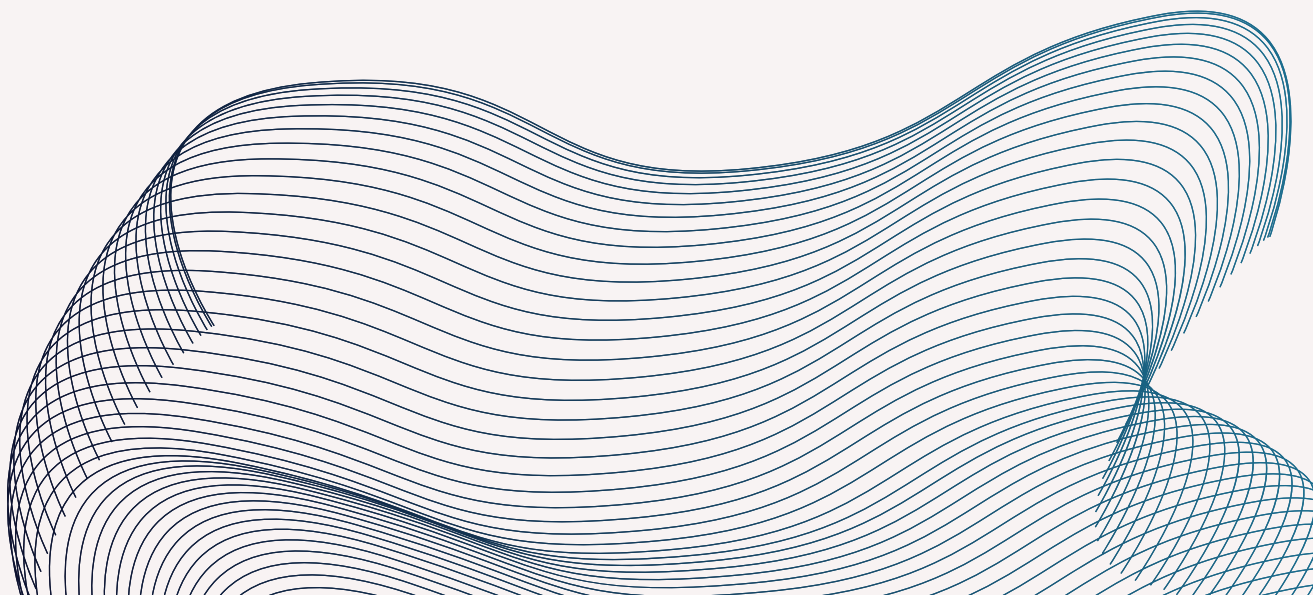
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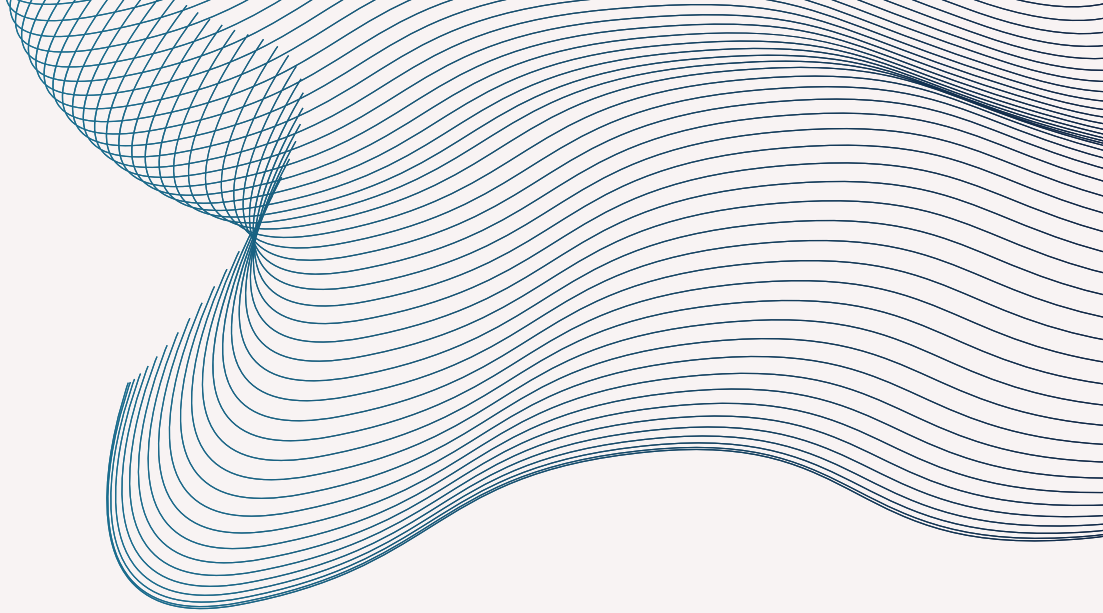


# WELCOME TO PONDER

Love is a fickle thing. We all seek it, yet can we all say we've found it? It can disguise itself in a thousand ways, twisting our perception of it until we don't know what it is we're searching for.

But with PONDER: Man, I Love Fishing, you don't have to search. PONDER is an augmented reality fishing game that brings your latent love for fishing to life anywhere you are, from the comfort of your own home to the trunk of your kidnappers' car. Through PONDER, you can take a break from the harsh realities of the world and dive into a relaxing fishing session. By mapping itself over the physical world, you're immersed in the world of PONDER, where you can enjoy an assortment of colorful fish while you watch your troubles drift away with the current. Our aim is to give you the fishing experience of your dreams--in other words, with the power of augmented reality, we aim to bring your dreams to the waking world. Fall in love with PONDER: Man, I Love Fishing today!





# THE PROBLEM

The Apple Vision Pro is a brand new piece of technology with an OS to match, and as such, there will be few apps on launch designed for the Vision Pro beside the necessities. For those looking for a relaxing, meditative break from reality, the Apple Vision Pro may not have an answer. Even worse, those with a love of fishing may find themselves in a drought of fishing content for the Vision Pro, which is something our team refuses to let slide.

# THE SOLUTION

PONDER is a fishing game that's designed to help players relax. It utilizes the augmented reality capabilities of the Vision Pro to bring users an experience unique to the Vision Pro but unlike other experiences that may be available at launch. Fishing aficionados and novices alike can come together to enjoy the love of fishing through PONDER: Man, I Love Fishing!



**"OUR TEAM KNOWS INTIMATELY THE PEACE FISHING CAN BRING TO ONE'S LIFE, AND IT'S AN INJUSTICE THAT SO FEW GET TO EXPERIENCE IT IN THEIR DAILY LIVES. WITH PONDER, FISHING BECOMES AVAILABLE TO THE MASSES, NOT JUST THE PRIVILEGED FEW. AND, OF COURSE, IT'S OUR PRIVILEGE TO INTRODUCE FISHING, AND PONDER, TO YOU."**

**- THE PONDER TEAM**



# HOW TO GET

# STARTED

## STEP 1

GO TO THE APP STORE

## STEP 2

SEARCH "PONDER: MAN, I LOVE FISHING"

## STEP 3

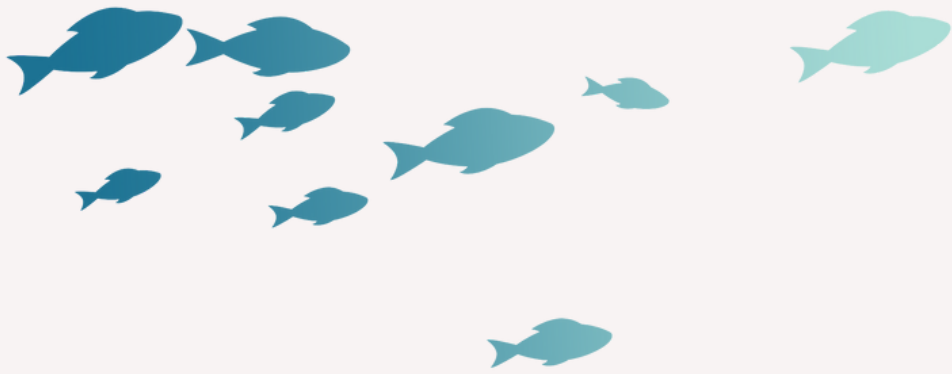
DOWNLOAD THE APP FOR FREE



**"MY ENTIRE LIFE, I'VE DREAMT OF FISHING. ALAS, MY AVERSION TO 100+ DEGREE WEATHER KEEPS ME SECLUDED IN THE AIR-CONDITIONED INDOORS, WHERE THERE ARE NO FISH NOR PONDS, AND TO THIS DAY, I'VE NEVER GONE FISHING. NOW THAT I HAVE PONDER, I SLEEP HAPPILY AFTER AN EVENING OF FISHING IN MY LIVING ROOM. I USED TO CRY MYSELF TO SLEEP—NOW I PONDER MYSELF TO SLEEP."**

**- A HAPPY CUSTOMER**





**WHAT ARE YOU WAITING FOR?!**

**HEAD TO THE APP STORE AND DOWNLOAD PONDER:  
MAN, I LOVE FISHING TODAY! WE CAN'T WAIT TO SEE  
WHAT YOU CATCH!**



# FAQ

## WHAT IS THE APPLE VISION PRO?

The Apple Vision Pro is Apple's upcoming mixed reality headset. It will act like a more immersive iPad.

## HOW MUCH DOES PONDER COST?

PONDER: Man, I Love Fishing is free to play to offset the exorbitant cost of the Vision Pro. There will be no microtransactions or ads; enjoy this experience completely tailored for you, the player!

## WHAT ARE THE CONTROLS?

PONDER's controls will rely on the Vision Pro's eye tracking and gesture tracking capabilities to let you fish with your eyes and hands. Small gestures with your hands will let you cast and withdraw the rod, and you can look around to select menu options and more.

## WHAT KIND OF FISH WILL THERE BE?

There will be variations of koi and goldfish along with additional, secret fish.

## WHERE CAN WE LEARN ABOUT THE FISH WE CATCH?

As you catch fish, there will be a popup with information about the fish which will be logged in a fish encyclopedia. You can access this from the menu.

## IF I PLAY THIS DURING A MEETING AT WORK, WILL MY BOSS KNOW?

No. From the outside, it will appear as though you were using the Apple Vision Pro as Tim intended. You can even switch applications quickly and easily in case you need to get back to work.

## IS PONDER REPLAYABLE?

Yes. PONDER is meant to be an endless fishing game, so you don't need to worry about reaching the end of the story.

## DO WE NEED A FISHING LICENSE TO PLAY?

No. This isn't the UK.