



For the second year in a row, Michael Glenn and Colin Fowler visit the South By Southwest® Creative Industries Expo. Join us as we travel the floor to meet inspiring entrepreneurs and government agency representatives that are bringing about the future of innovation.

Your guided tour begins here:

00:41: [EverCase](#) is disrupting the freezing process using electrical and magnetic fields to prevent ice crystals from forming.

13:48: [Visual Note](#) is a device that instantly turns a guitar into a musical learning system using LED lights.

22:51: [Russell Photonic Guitar](#) is a next-generation musical instrument that uses mathematical processes to

accurately convert electric guitar signals into accurate MIDI data.

27:50: [Numbers](#) is a decentralized asset network for creating community, value, and trust in digital media.

33:18: [Transcendance](#) is a form of entertainment that converts scents into dances and recreates them in augmented reality (AR), allowing people to interact with scents as a temporal and spatial art form.

38:29: [Phantom Snack](#) lets you enjoy the sensation of crunching and munching tasty snacks without putting anything in your mouth.

41:03: [CIA](#) gives U.S. leaders the intelligence they need to keep our country safe.

47:09: The [National Geospatial Intelligence Agency](#) delivers world-class geospatial intelligence that provides a decisive advantage to policymakers, warfighters, intelligence professionals, and first responders.

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