- Start with strongly interacting CFT without quasiparticles

- Using scaling dimensions and operator product expansions (OPE) of the CFT, compute conductivity at $\hbar\omega \gg k_B T$

- Relate OPE coefficients to couplings of an effective gravitational theory on AdS

- Dynamics of a "horizon" in gravitational theory yields info at $\hbar\omega \ll k_B T$.