

A Deep Sea Change

VIDEO

AUDIO

FADE UP ON . . .

Dawn rising on a rough sea.

The sun reflects on the swirling surface.

Waves crash toward us.
The word—**Information**—moves toward us. Dynamic and multi-layered.

MUSIC UP
(dramatic)
SFX—waves crashing

Voice Over (VO)
(deep, resonant, dramatic)

A deep sea change is coming.

A radical transformation of information technology as we know it.

It's not about Local or Wide Area Networks.

It's not about MIPS or CPUs.

It's not about bandwidth or protocols.

It's not about technology at all.

It's about the very heart of today's business.

(MUSIC flourish)

Information.

(MUSIC picks up pace and drama)

A Deep Sea Change

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An immense tidal wave roars toward the shore.

Violently churning water.

Reflected in the water—images of soaring corporate towers and people working on computers.

A rapidly flowing stream.

Waterfalls. Each larger and more powerful than the last.

Flying over a group of islands isolated by the vast ocean stretching between them.

VO

A virtual Tsunami, sweeping through the gateways and channels of businesses around the world.

Trillions of bytes a second.

Growing larger every day.

In the right hands, it becomes innovative products, lightening-fast services, soaring profits, and a critical competitive advantage.

For business today, the streams of digital data pumping through its arteries are nothing less than life itself.

But as the sheer volume of information continues to increase—

two fold

ten fold

one hundred fold *and more*,

can today's networks keep up?

VO

Will decentralized islands of information become unmanageable?

A Deep Sea Change

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A dense school of hundreds of tropical fish crowd the screen.

Extreme close-up of a single droplet of water splashing into a pond.

An enormous wall of water rises toward us, towering over us.

The huge wave crashes over us and suddenly we're submerged.

Shimmering patterns of rippling water. Through these patterns we see dynamic images of business in action. People at work in conference rooms and offices. The word—**Storage**—moves toward us. Dynamic and multi-layered.

Will a myriad of new applications clog the network?

Will incompatible platforms cut off the flow of critical information?

Will businesses contain, manage, and use the torrent of information heading their way;

or will they be swept under by the rising tides of the information age?

(MUSIC bright, promising, uplifting)

VO

As the enterprise becomes increasingly dependent on this growing volume of information, what stands at the center . . . is storage.

Not the old passive storage.
But a new, intelligent storage.

(MUSIC picks up pace, swelling, majestic, inspiring)

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Blending with the rippling water patterns, we see people meeting in a conference room.

The word—**Unified**—moves toward us. Dynamic and multi-layered.

Blending with the rippling water patterns, we see a group of business people rising in a glass elevator.

The word—**Open**—moves toward us. Dynamic and multi-layered.

Blending with the rippling water patterns, we see time lapse footage of hundreds of commuters speeding by the camera.

The word—**Powerful**—moves toward us. Dynamic and multi-layered.

Blending with the rippling water patterns, we see an elegant time lapse city-scape with speeding traffic.

The word—**Intelligent**—moves toward us. Dynamic and multi-layered.

A towering wave rolls towards us.

VO

A unified storage, providing a consolidated, manageable view of all enterprise information.

An open storage, moving toward universal information sharing across all computing platforms.

VO

A powerful storage, smashing bottlenecks, racing information to users wherever they are.

An intelligent storage, where information is managed dynamically, disasters are averted, and business runs without stopping.

(MUSIC swells, majestic and inspiring)

A Deep Sea Change

VIDEO

AUDIO

Dynamic images of swirling water.

Dramatic close-ups of a wild sea churning beneath us.

VO

We're on the rising crest of an enormous demand for information—
anytime,
anyplace,
on any platform.

We need new tools,
new resources,
new solutions.

And EMC is leading the way.

VO

Putting intelligent storage at the very heart of information technology.

Creating new ways to capture critical business information.

New ways to access it,

manage it,

new ways to put information to work.

A Deep Sea Change

VIDEO

AUDIO

Over a close-up of the dramatically churning sea, the logo and tag line fade up—

EMC
The Leader In
Intelligent Storage Solutions

Hold and fade to black.

Building toward universal information sharing.

Now and in the future.

And only EMC has it.

Only EMC.

(MUSIC reaches its dramatic, inspiring crescendo)

(MUSIC fades out)