

Screen

Voiceover

<p>1.</p>	<p>Rapid series of shots of IT professionals in different ethnic dress speaking different languages “saving time.” Each handles time: turn an hourglass upside down and see sand go backwards; push hands of a grandfather clock backwards; have sun rushing backwards overhead to morning with cows in a field. Image of Chronos from Greek mythology. Morph him through historical costumes from Greek to present-day IT person resetting the time on EchoView. StorageTek® EchoView™ data protection appliance</p>	<p>Time, real-time. Data protection at the speed of business. [Add effects on the voice — something that will add a little depth to the opening/closing statements. Maybe some of the other catch phrases too.]</p>
<p>2.</p>	<p>Graphically represent a virus. Then someone aghast at having overwritten a valuable file, clapping hands on their head.</p>	<p>What happens if your data gets corrupted? A virus? An overwrite? End-user fault? You don’t know how it happened, but it happened.</p>
<p>3.</p>	<p>Graphical representation of volumes that have been mirrored. Show that the backup copy is 24 hours old. Show that if something is corrupted, the mirror also has that corruption. So user has lost the original.</p>	<p>You probably have a copy of your data, but it might be 24 hours old. And it might take several hours to get it back. And if your data is corrupted, the mirrored data is corrupted too. So you’ve lost your original. Wouldn’t you want to go back to just seconds before the corruption happened and recover instantly?</p>

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4.	Show clock moving between midnight and 7 a.m. Someone working on a backup agonizing because it's nearly 7 am.	Traditional data protection is hindered by Backup window restraints The integrity and reliability of the restore And the complexity of the system.
5.	Dissolve each phrase.	EchoView is an advanced, cost-effective way to Eliminate the backup window Remove the risk window Provide rapid, intuitive recovery And reduce the cost of administration.
6.	Use words on screen for each of the four major points we're pushing. Eliminate the backup window IT professional with feet on desk relaxing. Remove the risk window Show the interval between backups. Show dotted lines going from the user to the server to EchoView. See diagrams G and Q. Provide rapid, intuitive recovery Show the GUI. Reduce the cost of administration	No more stopping your application to make your backup. EchoView silently records <i>all the time</i> , offering continuous data protection for your business. With traditional protection, data created <i>between</i> backups is at risk until the next backup. This interval is called the risk window—the period when your data is most vulnerable. EchoView constantly monitors changes on your system, so there's no risk window.

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		<p>An easy-to-use graphical user interface allows the average user to recover directories or a single file, freeing up IT staff.</p> <p>Once policies are set, there's no overhead for expensive IT maintenance and there's near-zero impact to your server. And EchoView uses inexpensive secondary disk instead of the high-performance disk you use for primary storage.</p>
7.	Time images. Smiling, happy IT guy.	We created EchoView so you can be the hero in your data center. Add EchoView to your business continuity strategy to protect your data all the time.
8.	<p>Words on screen.</p> <p>Smart storage</p> <p>For more information, visit www.storagetek.com</p>	<p>Strategic storage made simple by StorageTek.</p> <p>Smart storage with EchoView.</p> <p>For more information, visit www.storagetek.com.</p>