Corporate/industrial – Awards ceremony intro (327 words)

(High-energy, exciting, like a sports announcer)

Robert Stabler has always pursued the unbeaten path—in his life, and in business. This philosophy has propelled him to international prominence as one of the most successful and influential business people in the world. He’s the founder and CEO of Stabler Corporation, a multi-billion dollar company that has changed the face of business computing, as well as the South Shore economy.

Today, Stabler employs more than two hundred-thousand people around the globe – nearly fifteen-thousand in the South Shore area alone. For thirty years, the company has produced products that have shaped the way IT impacts our world.

Stabler arrived in the South Shore from Dallas in his early twenties. He was nearly penniless. He held various jobs for eight years, winding up as a programmer at a company called Freeflow.

In 1977, Stabler and two Freeflow colleagues broke away and founded their own company where they became increasingly intrigued by a   
description of a working prototype for a portable storage device.

The partners commercialized the technology, winning a contract to build a prototype system for the federal government.

Three years later, Cygnus Technologies adopted Stabler’s device and, in 1982, a multi-billion dollar company was born: Stabler Corporation.

In 1987, Stabler moved his headquarters to South Shore Grove, which has since served as an epicenter of technological innovation, thanks to   
Stabler’s passion for research and product development.

Stabler wanted to share his vision. In 1989, Stabler Corporation hosted the first international users conference in South Shore Grove.

Today, that conference is known around the globe as Stabler World, drawing—in this past year alone—more than 60-thousand people to South Shore Center, and generating one hundred twenty million dollars in revenue for the local economy.

Now Stabler has set his sights on a new goal: Quantum computing … it’s the next frontier for Stabler, an IT titan and maverick whose curiosity and tireless drive continue to transform our lives, and our region.

**Corporate/industrial – (182 words)**  
(informative, neutral tone)

Many scientists do not consider viruses to be living things because they are different from other forms of life. Unlike bacteria, and all other living organisms, viruses are not made of cells. Cells make up the structure of all living things, and they can reproduce by themselves to make more cells. In contrast, viruses cannot reproduce by themselves. They can only reproduce when they are attached to cells of a living thing. For these reasons, viruses have been described as existing at the edge of life.

What is a virus?

How can you see a virus?

How many viruses may be in a drop of seawater?

How are viruses different from bacteria?

Like bacteria, viruses can only be seen through a microscope.

A single drop of seawater may contain over 10 million viruses.

Unlike bacteria, and all other living organisms, viruses are not made of cells.

Click on each sentence. Listen carefully.

Use the Repeat button to hear each sentence several times.

Click on the ABC button. Then click on the highlighted words.

Click on the Record button to record your voice.

**Corporate/industrial – e-learning video (313 words)**

(Informative, approachable, not too intense or too casual)

Introducing Personal Finance Primer, an interactive learning experience that will teach you everything you need to know about your money. Personal Finance Primer is a unique combination of tools, insights, and advice, delivered in a new and exciting online format.

You’ll learn how to take control of your debt, spend less and save more, protect your family with estate planning, save for college, plan for a secure retirement, invest wisely, and much, much more.

Each chapter includes short video lectures, animated videos that simplify some of the more complex topics, exercises to help you apply what you’re learning, and readings. Start at the beginning of each chapter and work your way through, or skip directly to specific content.

**CHAPTER CONTENT**

Chapters are organized in a familiar magazine layout, with 2 columns of content and a third column that displays comments from your classmates.

You can highlight content and take notes just as you would in a textbook. Just turn on the highlighting function and select the text you want to highlight.

All your highlights are saved automatically to your private and personal notebook where you can easily review them at any time.

And of course, anything you’ve selected remains highlighted on the page, so you can see at a glance what you’ve decided to save.

Follow the same steps to take a note. If you click the “share with community” box, your notes will be published on the community page where your peers can read and comment on them. Otherwise, your notes will remain private and visible only to you in your notebook.

Unlike learning from a book, Personal Finance Primer puts you in touch with a community of people just like you with whom you can share insights and information. At the end of each chapter, you'll have the opportunity to start a discussion or review and reply to your classmates’ comments.

Corporate/industrial – Robo-call message (128 words)

(Neutral, articulate, not too fast)

Hello, this is a courtesy call from Energy Partners. As Hurricane Bradley moves across our service area, you may begin to experience electrical outages caused by high winds, trees, and flying debris.

We want to assure you that Energy Partners stands ready to restore your power as soon they can do so. Please stay safe, by keeping away from downed power lines. If you see a downed power line, please call us at one-eight-hundred, nine, outage.

Keeping you informed is very important to us. Please consider signing up for outage messages by way of our website, or follow us on twitter and Facebook. You can also visit our storm website at Energy-Partners-storm-center-dot-com for more information. Thank you for being a valued Energy Partners customer.

Corporate/industrial – HOA phone blast message (180 words)

(Urgent, earnest, and serious, but not over-the-top)

This is an update from Clearview Glen Association. We thought you might be interested in some of the questions your neighbors have been asking.

**Question: If the Special Assessment passes, will dues be dropped?**

The answer is YES, which is one of the primary considerations of the process.

**Question: What are the future projections?**

First, we know pressure on dues will remain lower. Planning indicates they will remain lower for years to come. Without the Special Assessment, dues increases will be dramatic for the foreseeable future, and other special assessments may be required.

Take a look at the comparisons.

For those that use the HOA bank loan, the monthly costs remain a value versus the alternative

Those able to secure private financing should see additional savings.

Another question relates to the Bank loan and how essential it is. The answer is, it’s absolutely an essential tool, to help lower costs and make it affordable for most of the membership.

**Question: When will the votes be counted?**

See the date and time listed on your screen, and remember to VOTE EARLY.

**Corporate/industrial – (236 words)**

Here are three truths about cat owners:

1)     They buy cat litter.

2)     They love cat videos like cats love fuzzy things on strings.

3)     They think their cats are really smart.

With that in mind, we’d like to introduce you to Tommy and Joey, also known as…

THE SMARTEST CATS IN THE UNIVERSE.

To reach cat owners, we knew we had to speak their language. So we leaked this unbranded video of how Tommy and Joey play when their owner is away.

We also dropped other pieces of cat content—videos, animated gifs, memes, bumper stickers, t-shirts and more—on popular forums and social networks.

All content was unbranded, but contained a URL leading people to a Savory-Treats-sponsored-blog dedicated to Tommy, Joey, and smart cats everywhere.

Our campaign also lived in the form of banner ads, where you could see just how smart cats are by challenging them to a game of chess. All of this led up to the launch of our TV spots featuring Tommy and Joey, who, by now, were practically Internet celebrities.

Tommy and Joey were like catnip for cat lovers. Their content was shared, reblogged, and remixed. They were also one of Adweek’s Top 20 Ads of the Year.

It all goes to show that if you speak the right language, to the right people, they will listen, and respond. And it never hurts to have cats in the mix.

Corporate/industrial – Sales process video (259 words)

(Informative, not too formal)

Sales people have been neglected by tools and technology for far too long. CRM is important, but is really just a forecasting tool. What sales really needs is a tool that will help change their outcomes, not just tell them it’s raining.

It starts with leads. Your website is your shop window, but ninety percent of your visitors remain anonymous. Identify them all and track their every move to weed out the window shoppers, and convert more into red-hot sales opportunities.

Once you uncover the leads, how do you make sure the right reps get the right leads right away – not flooding some reps while starving others?

This requires accurately assessing territories and evaluating prior performance to ensure every rep has enough pipeline to make their quota. Doing it on spreadsheets leaks money and takes too long.

Leads won’t move down the pipe if sales has to sift through an outdated document graveyard. Enable sales to get the deal done with easy access to the right tools, content, and analytics to accelerate the buying journey.

When they’re ready to buy, generating a quote is about selecting the right products quicker, maximizing the size, and managing the margin. No time-consuming spreadsheets, no lengthy approvals. It’s about getting to the money faster.

Cash incentives drives sales to close bigger deals, faster. But for maximum impact, include a points-based program that uses competition and recognition to drive the better selling behaviors that deliver lasting performance gains.

An integrated process will change outcomes for sales – more deals, for more money, in record time.

Corporate/industrial – Tradeshow video (333 words)

(Informative, non-announcerey, brisk tempo)

Have you seen the iShield difference? iShield Security is developing   
innovative solutions on the cutting edge of network security, designed to scale and address the increasing needs of today’s high-demand fiber   
networks while retaining granular Web security for all devices. We   
maximize resources to keep your ownership costs down. This is NextGen Web Security.

Security Mobile Device Management is company-owned, which is different from Bring Your Own Device which is user-owned. BYOD and MDM work together like cogs in a machine to make all devices directory aware, compliant, and secure.

On and off premise, we protect what’s leaving your network and block what’s trying to get in, keeping your network safe for users and your   
company regardless of the technology that’s utilizing your network. We provide compliance management products to identify, manage, and secure access to the network for all users while retaining granular controls   
providing the flexible access needed to get the job done. So whether your company-owned devices like tablets, phones, and laptops are carried to the local hotspot, home, school, or on vacation, you know the data is secure.

Our intelligent bandwidth shaping tools are creating network efficiency to prioritize mission-critical traffic and regulate recreational activity. This smart design recognizes when bandwidth peaks and adapts to the changing needs of your network, preventing Recreational users from hijacking your mission critical traffic’s bandwidth.

The user friendly single pane of glass reporting across all devices shortens threat response time while reducing the man hours spent identifying threats, enforcing compliance, and extending policy. We deliver live granular reporting without compromising performance.

We are an industry leader in Network Security, Bandwidth Management, Compliance based Mobile Device Management and BYOD Management. The i-Shield Secure Web Gateway provides scalable architecture, unified security across wired and mobile devices, and increases bandwidth   
efficiency while retaining user based threat and event reporting. Our suite of products includes Web Security, Email Security, Bandwidth Shaping, IDPS and Malware protection, NexGen Firewall, Mobile Security and MDM.

We are iShield. Connect with us.

**Corporate/industrial (224 words)**

(informative, articulate, formal)

Welcome to the TotalCare Health Services Compliance and Privacy Program education series.

TotalCare has adopted a strong policy emphasizing our Code of Conduct. These standards represent the values of our company and provide our associates with a guide for day-to-day business practices. The standards are a compass for how TotalCare fulfills its responsibilities to patients, customers and the public at large.

Our code of conduct applies to all TotalCare Associates. An associate is any manager, employee, officer, contractor or volunteer of TotalCare or any of TotalCare’s business units. Our code of conduct is provided to all of our contractors when they first sign a contract with TotalCare or a business unit and they are expected to follow these standards just like employees.

While these standards apply to all activities undertaken by TotalCare , our code of conduct is particularly useful for complex situations. In complex scenarios it might be difficult to figure out what the right thing to do is, particularly when there are competing pressures. The business conduct standards can serve as a guide. These are not just commitments by our company, but they are principles that help you work through difficult situations.

Each of these standards has expectations and we will go into more detail during subsequent modules, but let’s take a brief look at each standard and discuss expectations and responsibilities.

**Corporate/industrial – (114 words)**

(conversational, casual pace)

The e-Wallet is a free app available for use with many of the latest smartphones. With e-Wallet, you can pay with a tap of your phone anywhere contactless payments are accepted.

First, unlock e-Wallet by entering your PIN.

Select the card you want to pay with.

Then, simply hold the back of your phone over the terminal at checkout.

Confirm that your payment is received on the terminal or with the cashier.

You can pay with e-Wallet anywhere you see the e-Wallet symbol. That’s hundreds of thousands of locations nationwide.

To find stores near you, go to the e-Wallet menu and select “Where to Pay.”

That’s it. Paying with your phone is that easy.