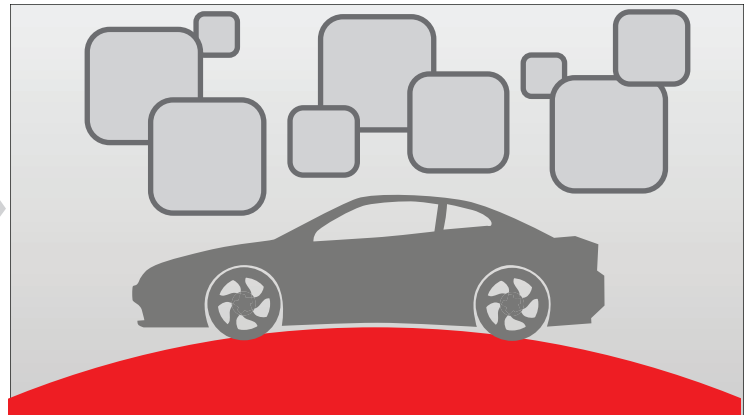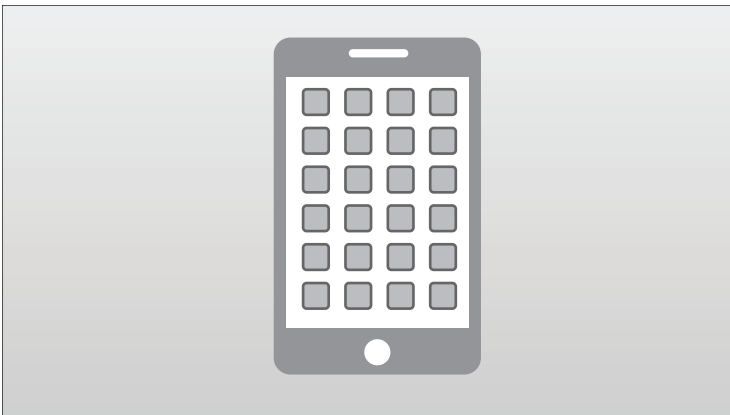**Introduction:** Logo will animate onto screen

Leading provider: Globe shrinks to reveal a gray outer ring (representing providers). Then the red animates around the globe to convey the large percentage of Global Corp's marketshare
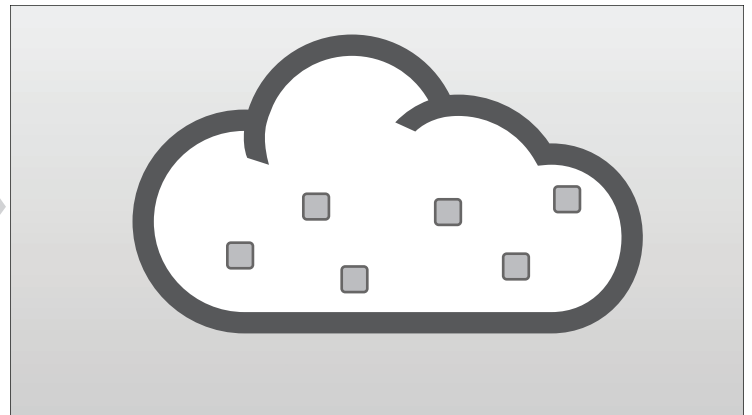

Automotive Systems: Circular chart expands to reveal only the top and then car drives in from right. Navigation, Emergency services & Connectivity icons pop out from car

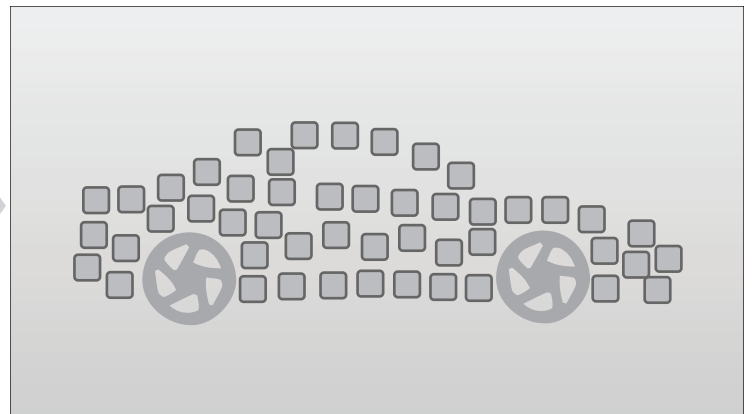**Expanding application offerings:** Previous application icons multiply

Mobile device growth: Application icons group together into mobile phone
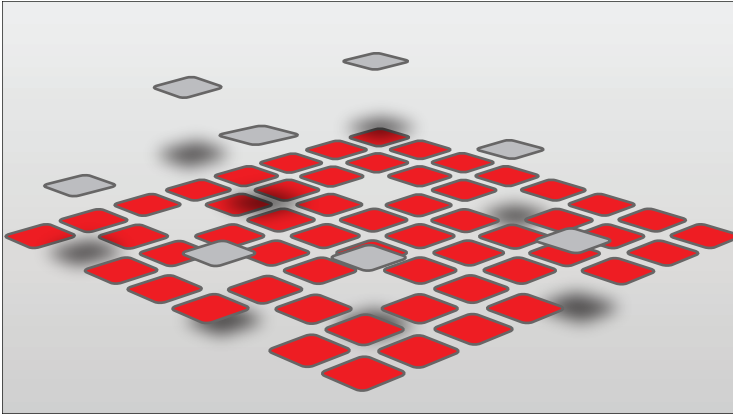

Host in the Cloud: Phone drops away and application icons start floating up while camera follows. Eventually a cloud appear and app icons float within cloud
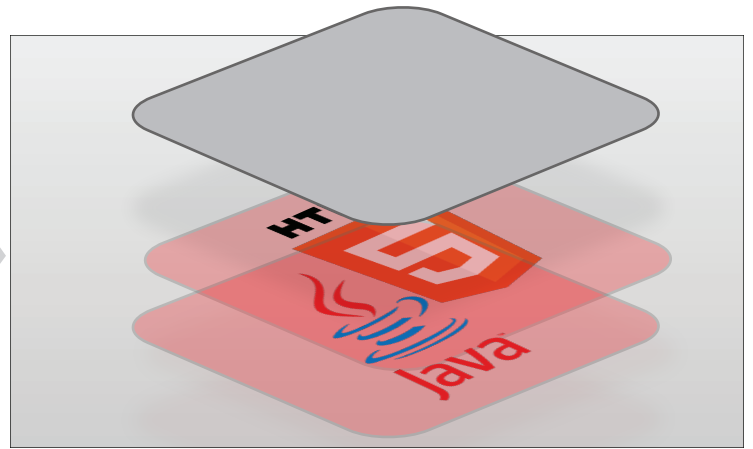

Robust and Growing Requirements: User appears with idea for vehicle interaction
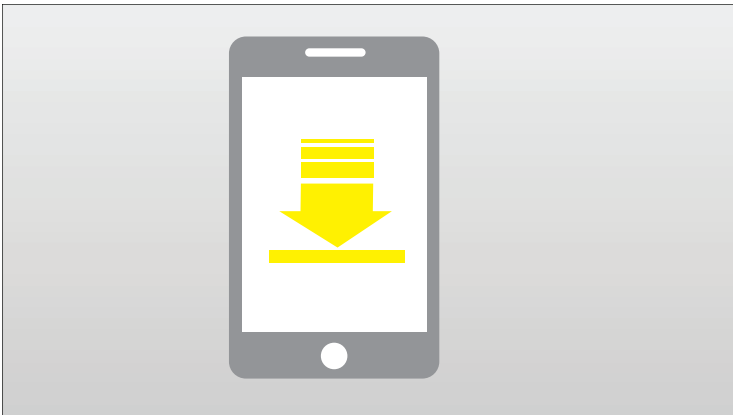

New or Expanding Applications: Zoom into car which bursts into application icons.
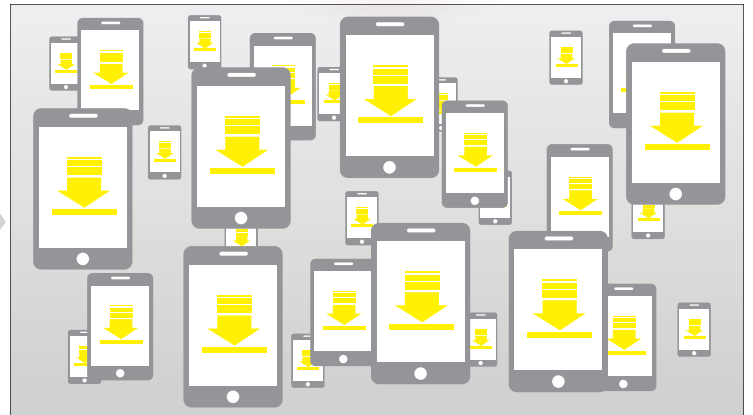
Tie in with existing systems: Icons from previous scene change perspective and then drop into an existing systems grid (red icons) to convey integration. Icons randomly glow to convey a working system.

Standards-based: Zoom into one of the app icons and expose layers of technology that the app is built on.

Real-time Updates: One of the application icons will zoom in to show an animated update symbol showing progress

Scalability: Application icon will zoom out to show "thousands" of updates being performed