

# Latitude 25th Anniversary

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**Video R3**

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CONCEPT | ONE MOMENT CAN CHANGE FOREVER

VIDEO

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# ONE MOMENT CAN CHANGE FOREVER

In 1994 we launched the first Latitude with up to 8 hours of battery life.  
This milestone has sparked a domino effect of innovations, and we want to  
celebrate our legacy by looking back at how it all began.

CONCEPT | ONE MOMENT CAN CHANGE FOREVER

## SCRIPT

### [VO / SUPERS]

**VO:** When we launched the first Latitude with 8 hours of battery life, we knew it would change how people worked. [1994]

But we didn't know it would change everything.

**VO:** The world sped up, so we became faster, more powerful... [1998]  
...and redefined where work happens. [2001]

**VO:** We introduced expansive screens, [2006]  
and transformed into tablets. [2007]

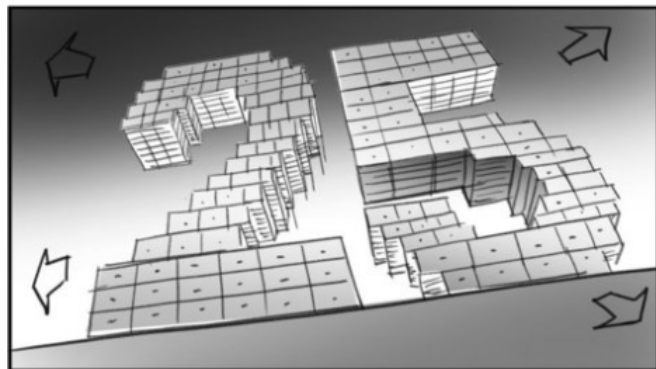
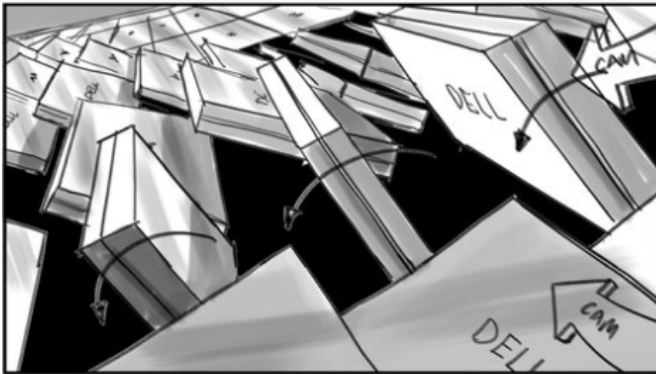
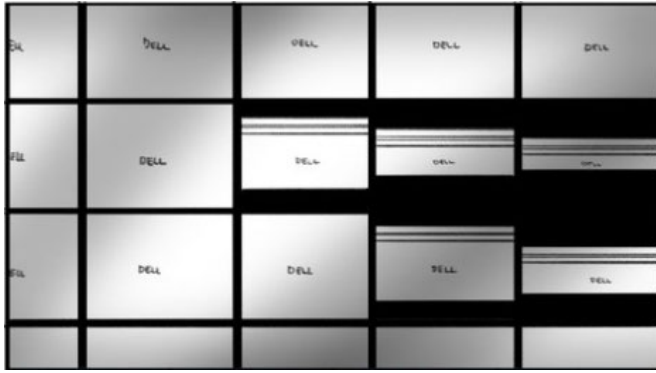
**VO:** Left desks behind in favor of the field, [2013]  
and learned the value of going green. [2016]

**VO:** We improved mobility [2016]. Made faster connections [2019]. And were the first to log in instantly [2019].

**VO:** Our beginning began like a weekday morning: With 8 hours of opportunity.

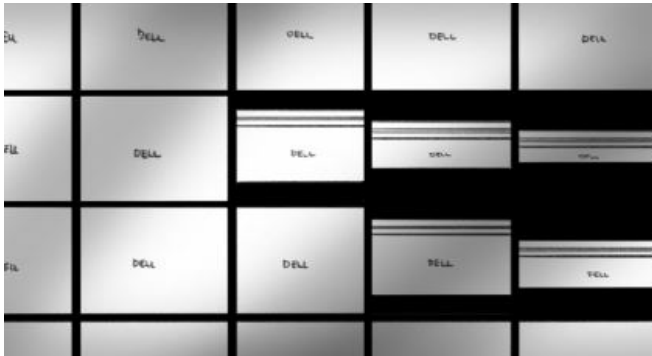
**VO:** 25 years later, our innovation continues.

[25 years and still innovating]  
[Latitude]  
[DellEMC.com/Latitude]





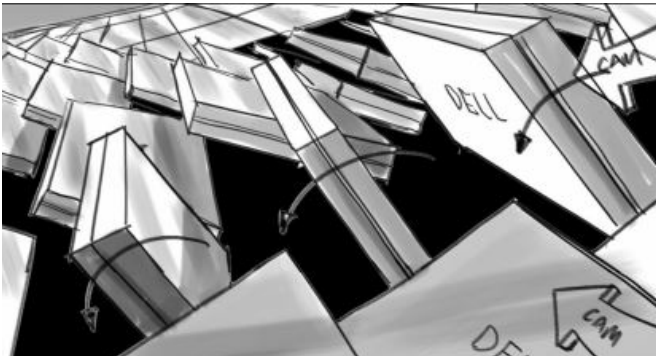
STORYBOARD



1. Top down view of a grid of the original Dell Laptop. A cascading domino effect begins.



2. Cascading domino effect continues.

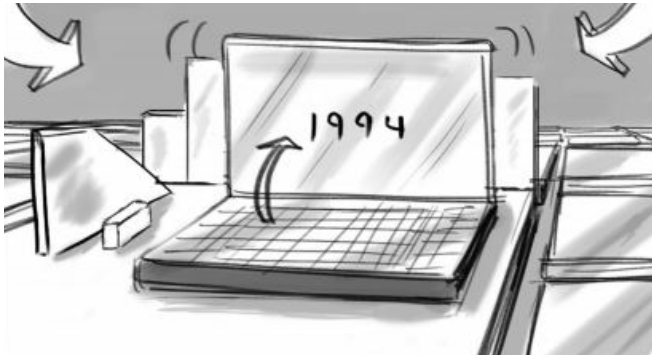


3. The Laptops all flip as we dolly in. As the rotate they reveal a world within filled with colors and shapes.

VO: When we launched the first Latitude with a full 8 hours of battery life,

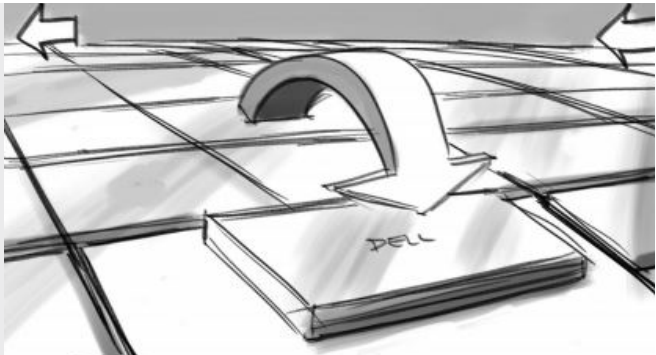


4. A larger panel flips over to reveal a small tableau with the original Latitude. Walls and shapes begin to transform around it.



5. The 1994 Laptop pops open to reveal the screen while the camera pushes in.

VO: we knew it would change how people worked.



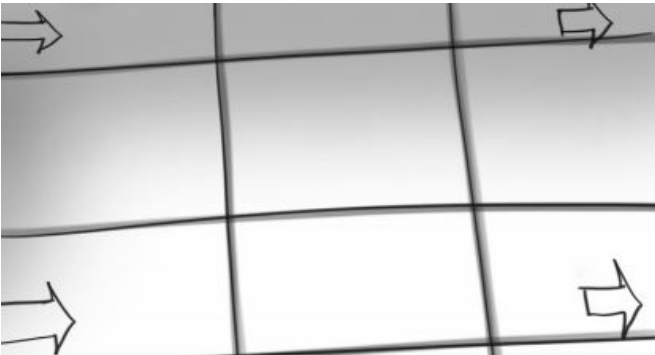
6. The 1994 laptop closes.

VO: But we didn't know it would change everything.



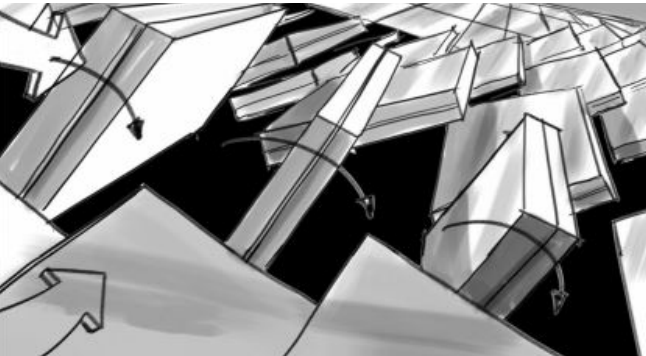
7. And our camera discovers the next tableau with a different environment transforming around it.

VO: The world sped up, so we became faster, more powerful...

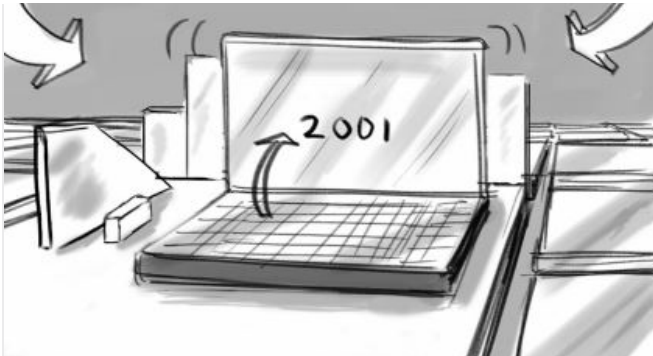


8. The laptops dynamically cascade once more, while we transition.

STORYBOARD (CONT.)



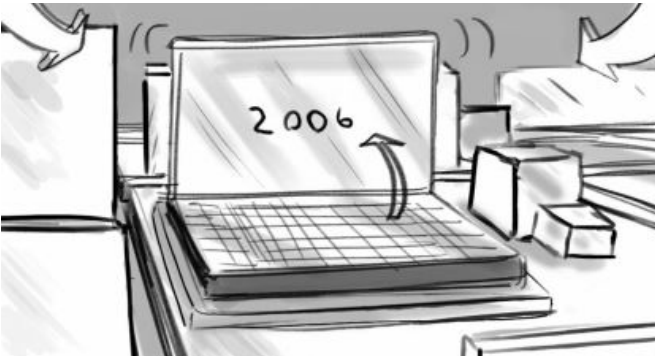
9. We continue the cascade.



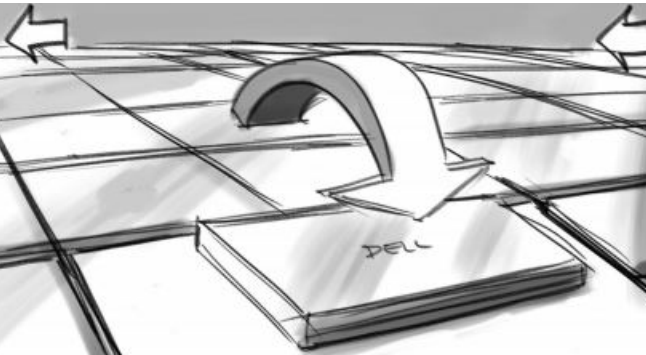
10. We find our next Latitude in a new, interesting arrangement.  
VO: ...and redefined where work happens.



11. Dynamic transition.



12. The 2006 Latitude is showcased in a beautiful arrangement.  
VO: We introduced expansive screens,



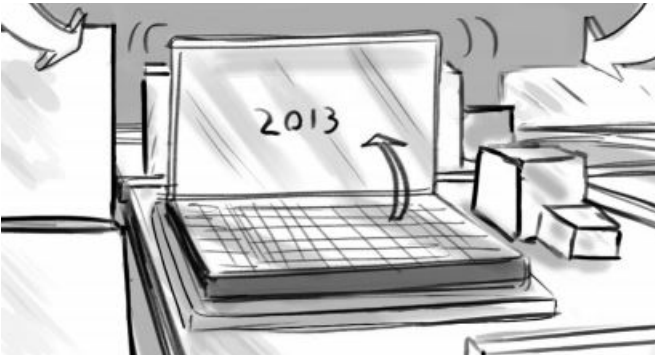
13. The 2006 Latitude laptop closes before we transition to the next shot.



14. We move to the 2007 Latitude laptop which elegantly transforms into a tablet.  
VO: and transformed into tablets.



15. Dynamic transition.



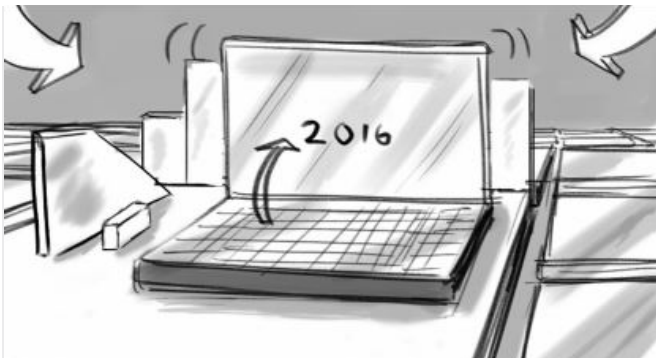
16. We find our next Latitude in a new, interesting arrangement.  
VO: Left desks behind in favor of the field



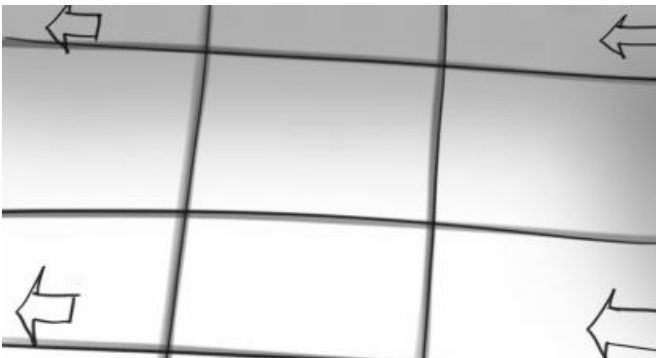
STORYBOARD (CONT.)



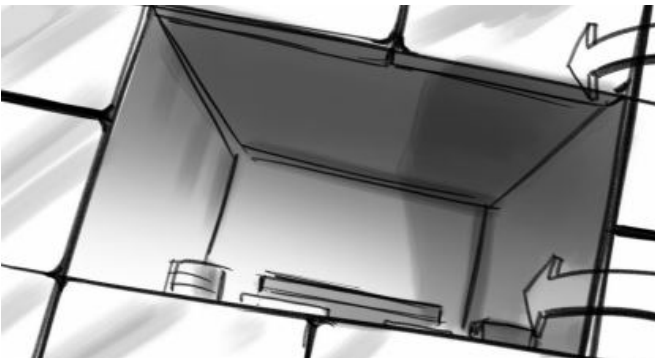
17. Dynamic transition to the 2016 Latitude laptop.



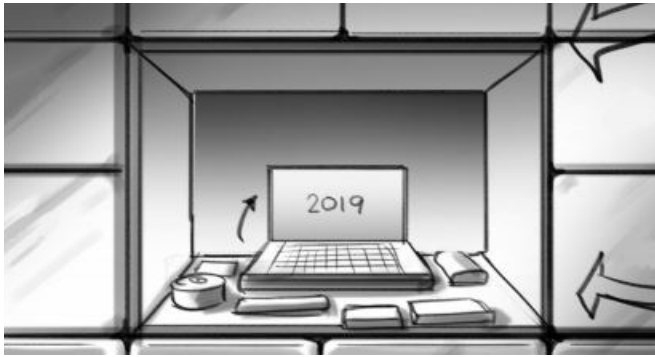
18. The 2016 is placed in an interesting arrangement.  
VO: and learned the value of going green. We improved mobility



19. Dynamic transition.



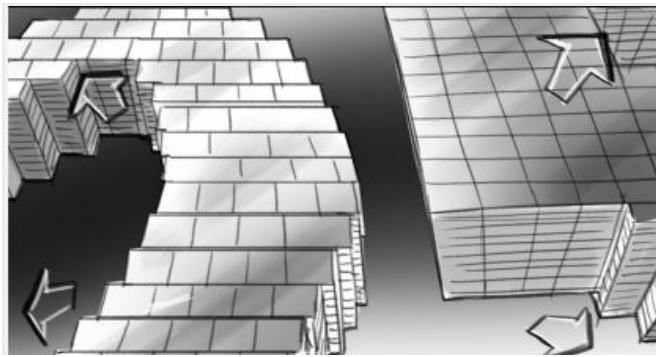
20. We discover our final tableau. A recessed cabinet created out of transforming shapes.  
VO: Made faster connections



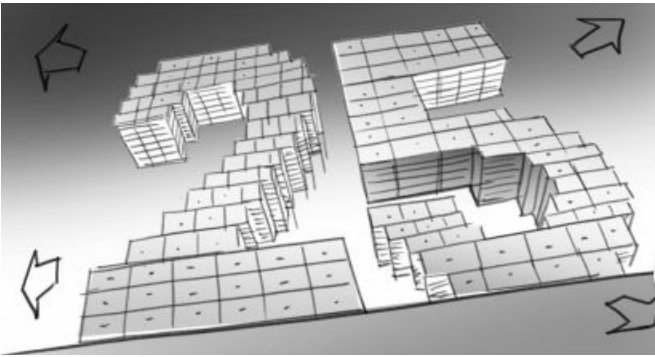
21. The camera slows down and pauses on the latest Latitude from 2019. We take in its beauty.  
VO: And were the first to log in instantly.



22. We pull outward from the final tableau.



23. And begin the witness the final reveal.  
VO: Our beginning began like a weekday morning: With 8 hours of opportunity.



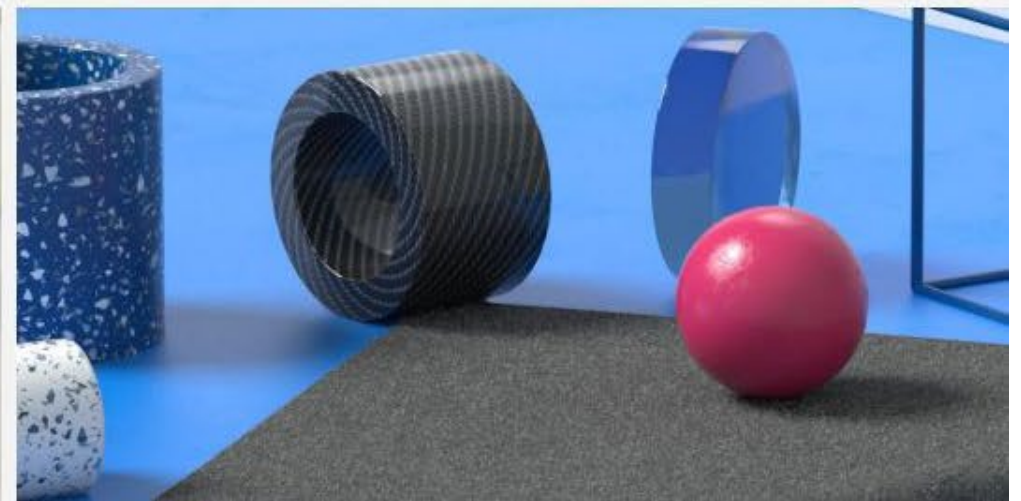
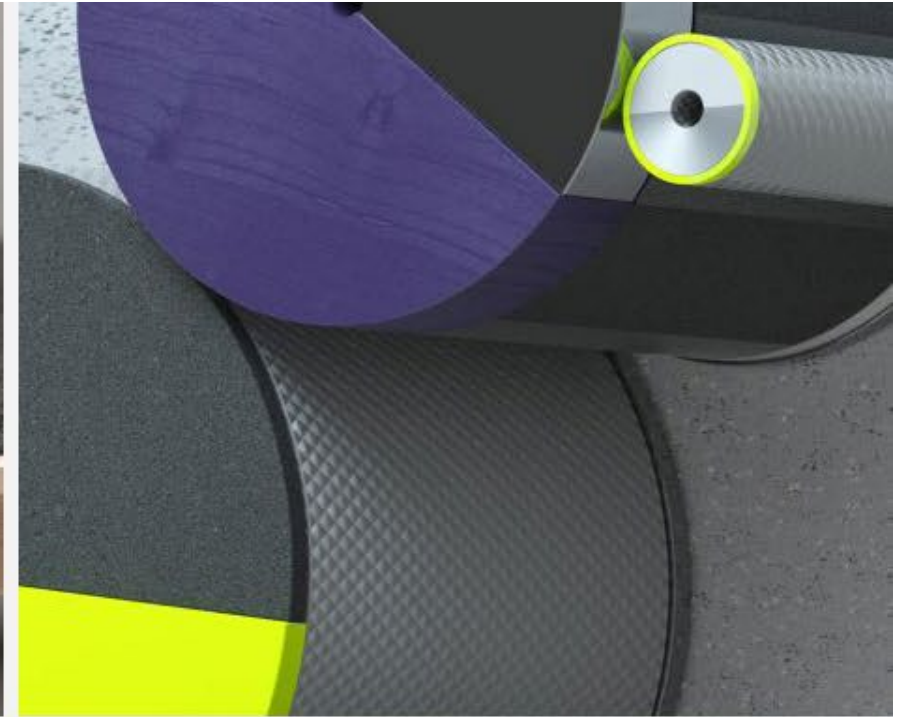
24. We settle upon the number 25.  
VO: 25 years later, our innovation continues.

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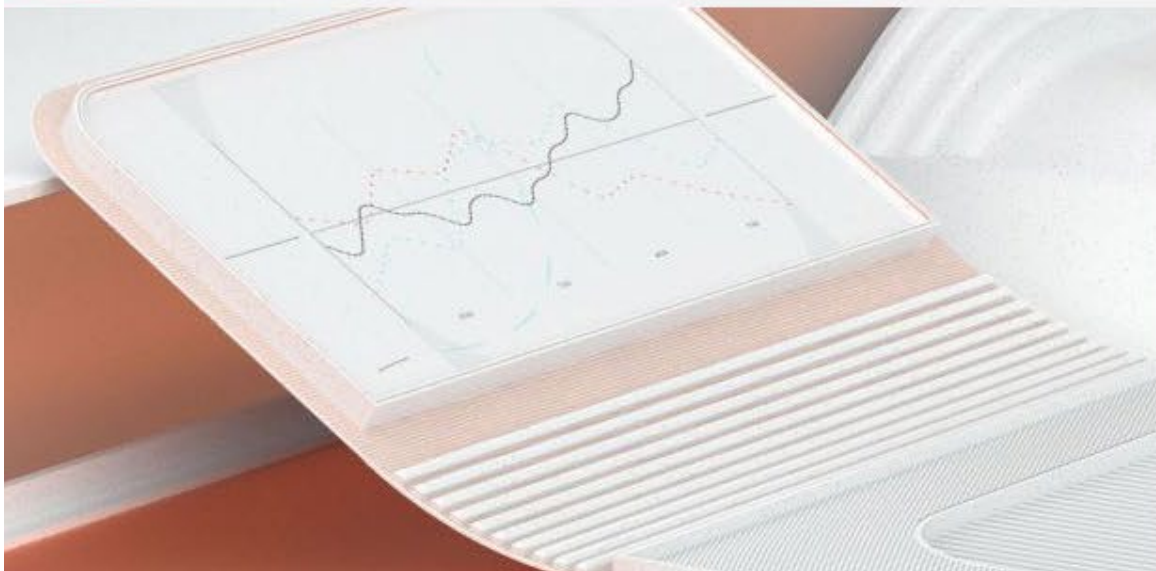
# MOODBOARD



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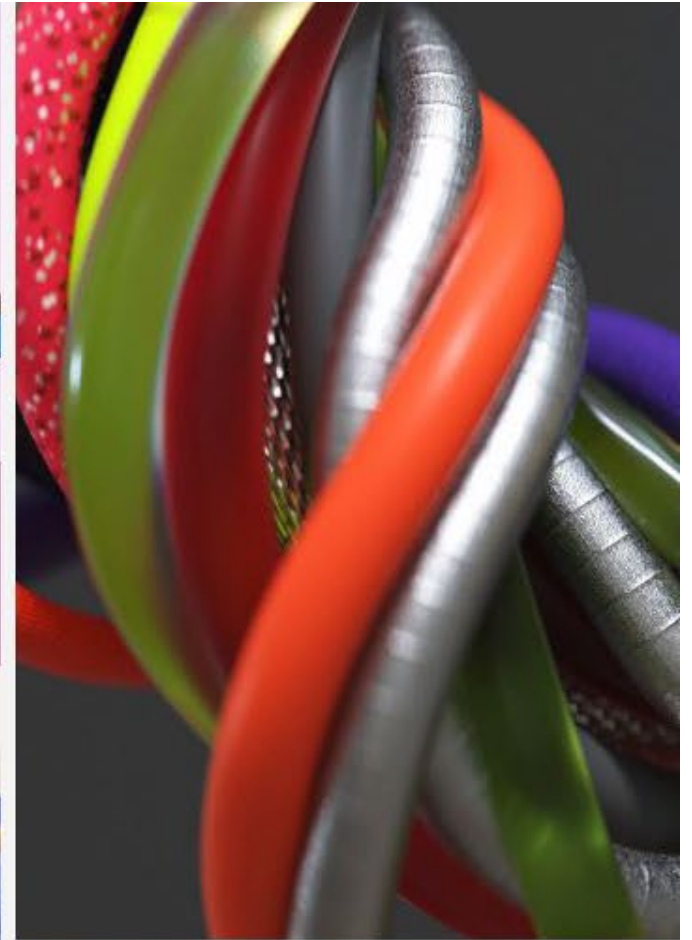


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## VIDEO REFERENCES



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