

POWER9 Roadshow

Fall 2018

A futuristic, metallic humanoid figure is shown in profile, looking down. The figure has a smooth, silver-colored head and a more textured, metallic body. It is set against a dark background with bright, glowing green digital data and light streaks. The text "6 Cities. 1 Epic Experience." is overlaid in white.

6 Cities.
1 Epic Experience.

400+ business and IT
leaders gathered across
6 countries to attend the
IBM *Mission: Critical* film
premiere and POWER9
roadshow event.

Upon arrival, guests were greeted by IBM Experts. A 'blue carpet' experience offered them VIP moments, as a professional photographer snapped a photo of them in front a branded step-and-repeat.





After the photo op, attendees enjoyed refreshments and local cuisine, as they connected with peers, IBM sales reps and executives. The environment was outfitted with movie posters and theater-inspired graphics that set the stage for the film.





Attendees were then ushered into the theater, as dramatic music played to build energy and engage attendees before rolling out the show. As attendees took their seats, branded popcorn buckets were served to further immerse them in the theater environment.





The local IBM executive first took the stage to kick off the event, establishing the agenda and tone for the day, hyping up what's to come.

A man in a dark suit and white shirt stands on a stage, gesturing with his hands while speaking into a microphone. Behind him is a large screen displaying a vibrant, blue and purple starry space background. The words "MISSION CRITICAL" are projected in white, sans-serif capital letters across the center of the screen. The audience, seen from behind, is seated in rows of white chairs, facing the stage. The room is dimly lit, with the primary light source being the stage and the large screen. The ceiling features several decorative, spherical, metallic-looking light fixtures.

MISSION CRITICAL

The lights dimmed, and it was showtime. Attendees enjoyed the film premiere of *Mission: Critical*. The short film showcased POWER9 capabilities in action, delivering an unforgettable theatrical experience while keeping business takeaways at the forefront.



Film Plot:

When an alien civilization targets Earth for a massive cyberattack, IT expert and conspiracy theorist Thomas springs into action. His reliability is tested as he must convince his leaders to upgrade their systems to POWER9 to protect their enterprise—and the global economy. Will the aliens succeed in their mission? Or will POWER9 save the world?







An IBM Systems Executive built on the momentum of the film, with a thought leadership presentation. The session introduced what IT leaders can learn from the #1 supercomputer in the world, empowering them to be catalysts for digital transformation.

MISSION: CRITICAL

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Following the Keynote, POWER9 experts delivered TED-style talks, offering “a-ha” moments through personal storytelling. The presentation topics included: IBM Roadmap Past & Future, Security is Binary, Journey to Multi-Cloud.





An IBM Expert explored the technical features of the POWER9 server, using augmented reality to deliver a unique on-stage demo. With the AR visuals displayed onscreen, the speaker used gestures to 'open' the server and 'zoom' into specific elements, showcasing the innovative engineering and technologies that power the fastest server in the world.



The event host was then joined on stage by local clients for a facilitated panel discussion. Guided by the host's curated questions, the clients shared their perspective of IT and cloud innovation.

UOL Group

IBM Capital
Singapore

Attendees were invited into the Behind the Scenes Expo for a reception. They enjoyed refreshments and connected with experts to explore how POWER9 can take their business to the next level.





The showstopper in the Behind the Scenes Expo was a larger-than-life sculpture of the POWER9 processor. As attendees held up an iPad to the processor, an AR experience provided a deeper dive into POWER9 capabilities, immersing them in the *Mission: Critical* sequel, *The Aftermath*.



There's more
to the story.

Pick up an iPad and
a pair of headphones
to explore
Mission: Critical
– The Aftermath.

Enter the alien
spacecraft and dive
into the details of
how POWER9
saved the world.



The Expo was a hub of activity, where solution demos, conversations and knowledge-sharing took place. Digital demo stations offered attendees an opportunity to discuss their mission-critical IT challenges with experts.

Attendees were enlightened and energized, knowing IBM is committed and has a long-term roadmap for IT infrastructure. They engaged in conversations with their sales reps, discussing strategy and closing deals.

Behind the Scenes Expo Gallery I



MISSION:
CRITICAL

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MISSION: CRITICAL

THE DAY POWER9 SAVED THE WORLD

