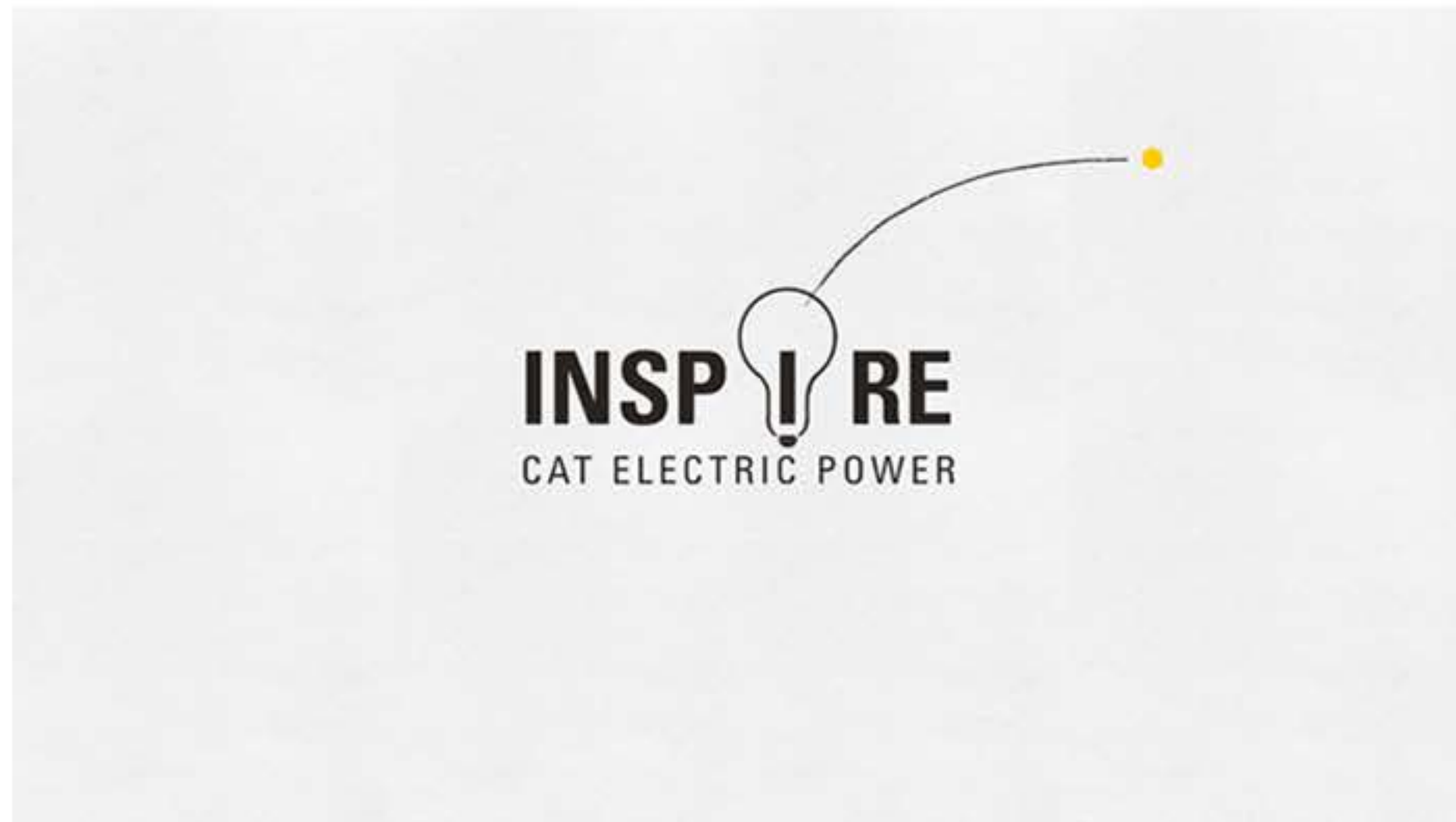




The logo 'INSPIRE' animates center screen. Simultaneously the text 'CAT ELECTRIC POWER' animates underneath.



The camera zooms in a bit as the yellow hexagon animates.



The line animates from the light bulb with the yellow hexagon as the spear head of the line. The camera follows the animating line.



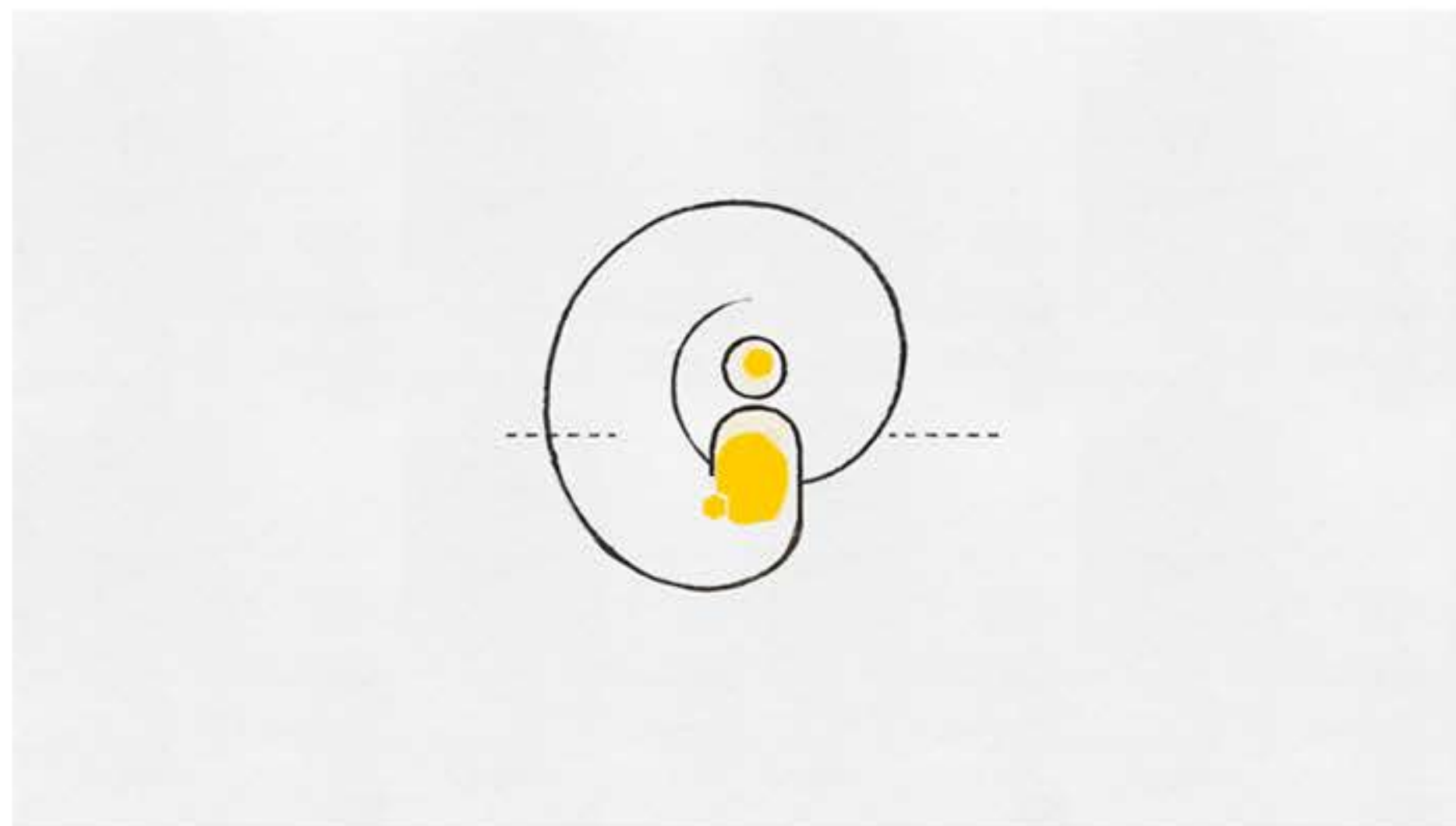
The line travels into the next scene as the camera tracks the animating line.



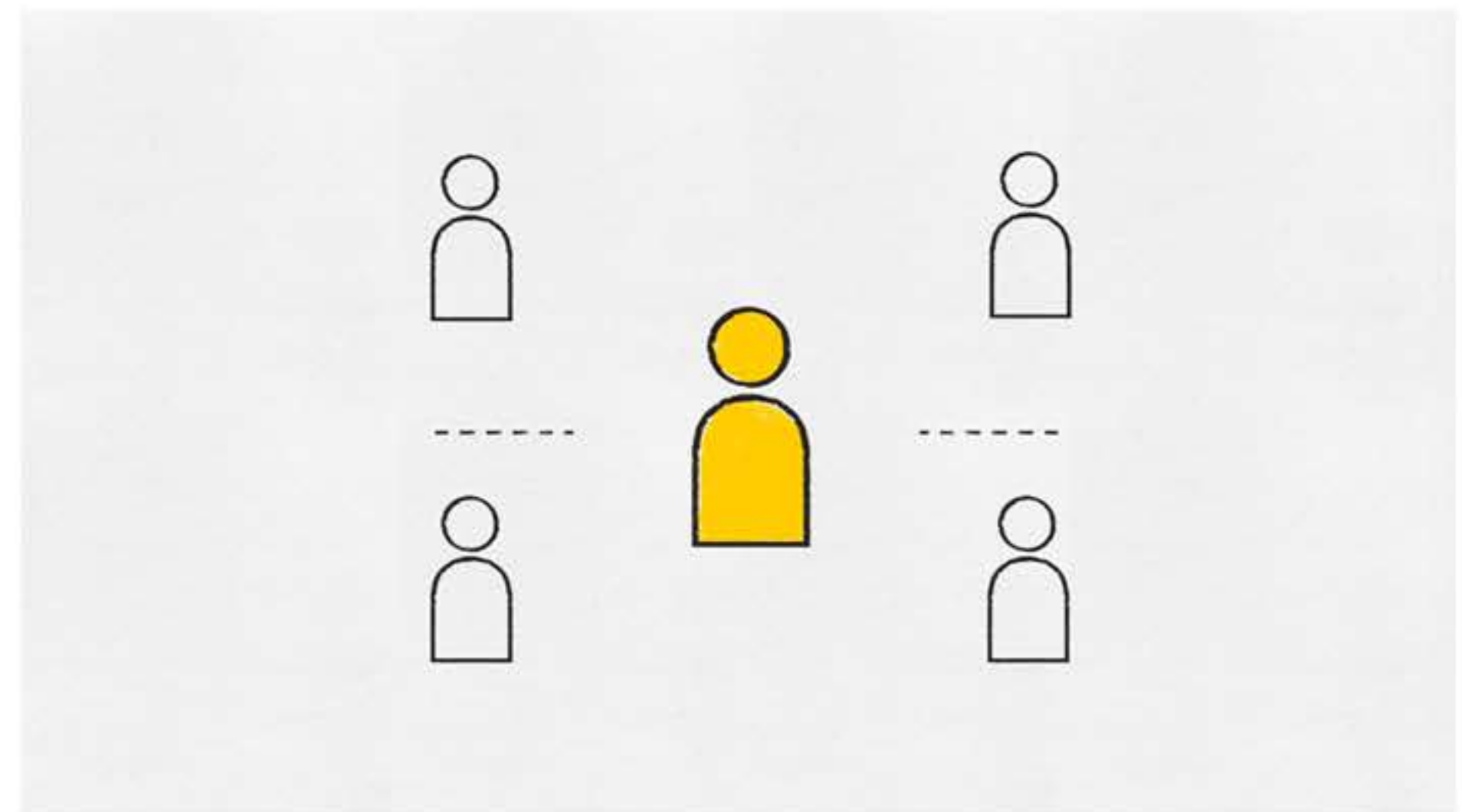
The traveling line with the hexagon transitions into the next scene and forms the line tracing a growth bar chart. The text 'GROWTH' animates above the graph reinforcing the simple illustration.



The camera zooms out. Meanwhile the line with the hexagon spirals out towards the camera.



The line reveals an icon of a person representing 'customer'.



Camera stationary. We see 4 smaller icons surrounding the central icon representing 'customer'.

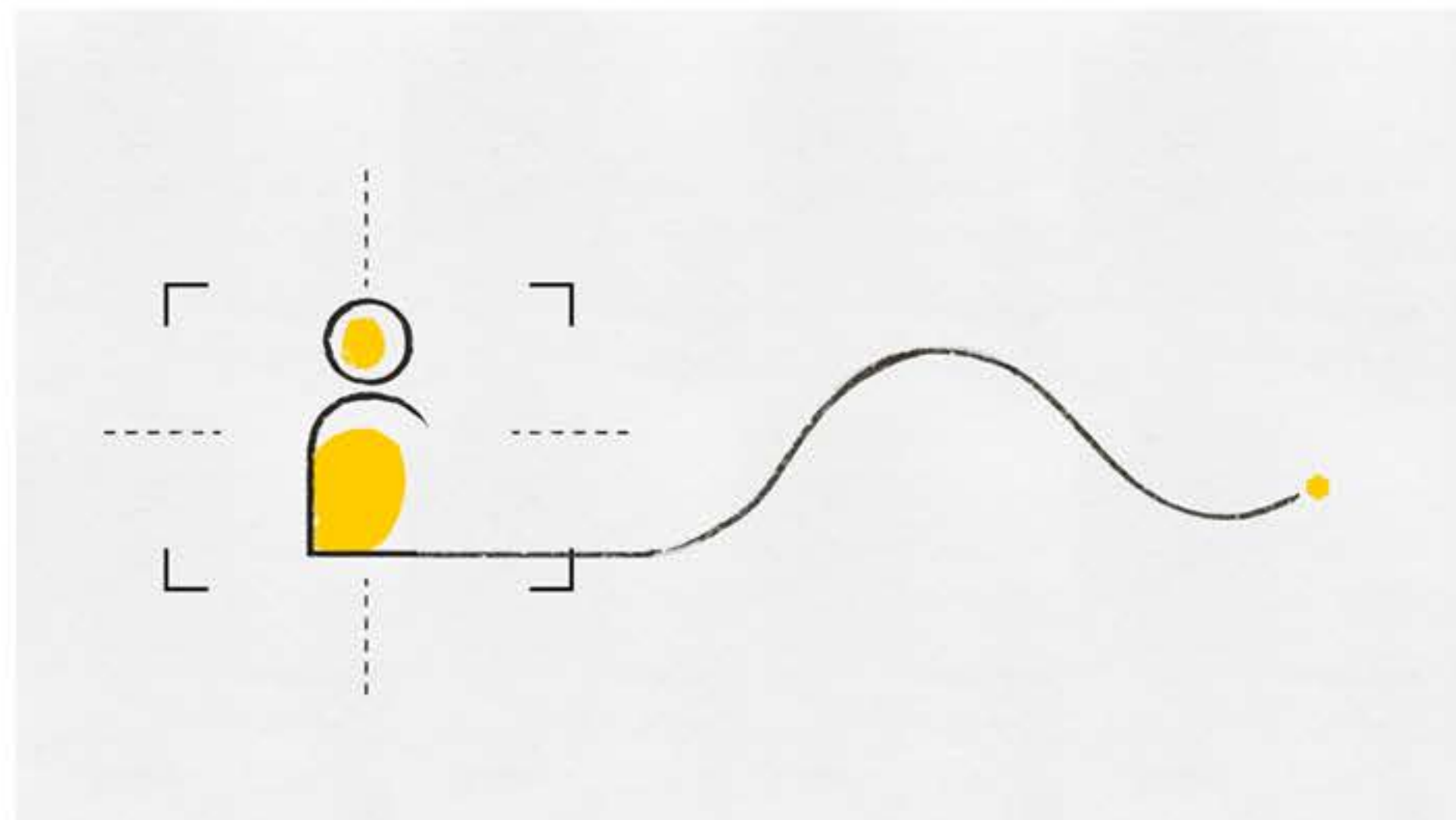




The central icon of the customer becomes more prominent than the 4 surrounding icons which are pushed in the background. Onscreen text 'CUSTOMER BACK' animates above.



The 'focus' graphics of a camera view finder centers the 'customer' icon.



The line with the hexagon travels away from the icon.



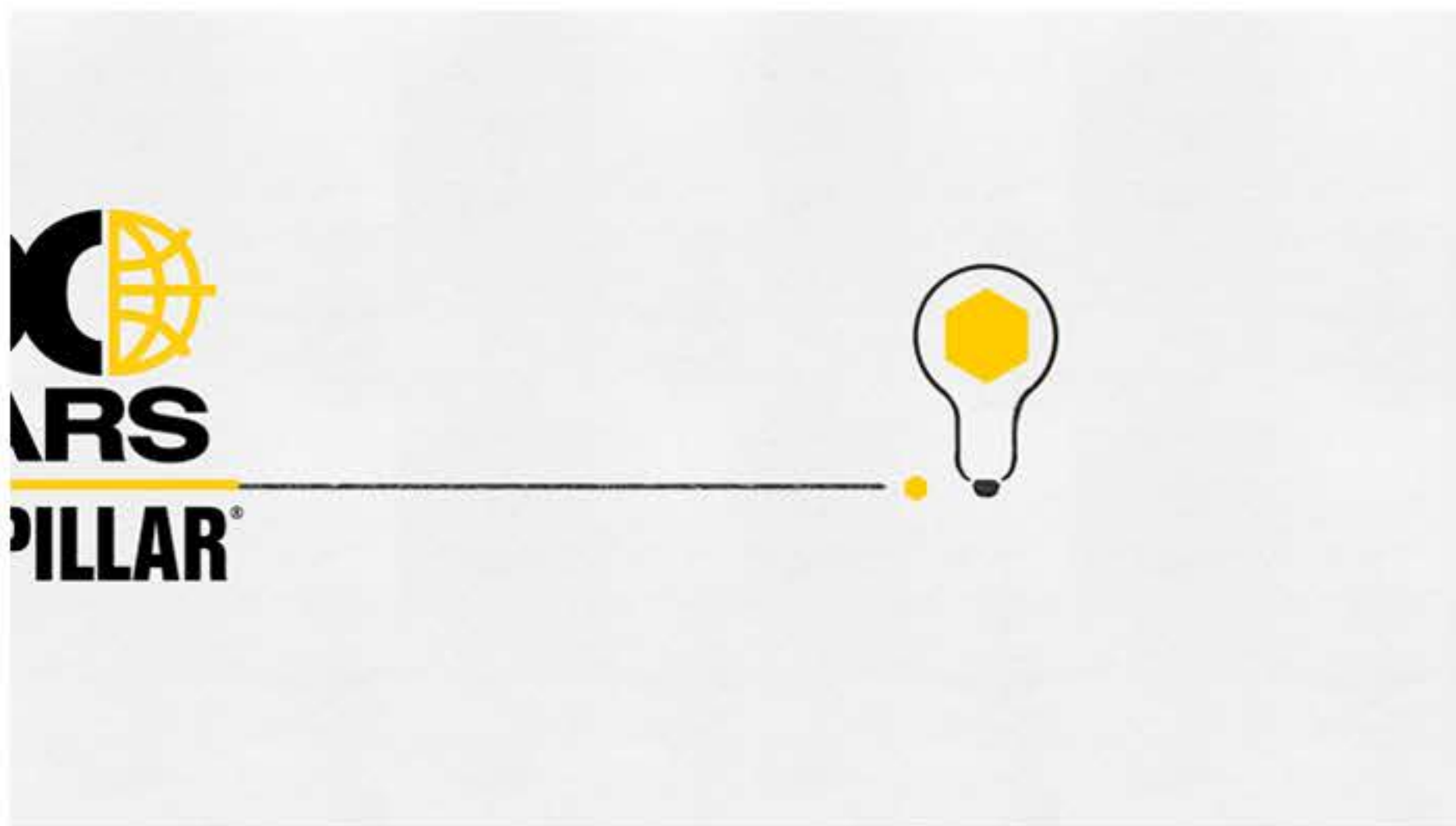
The camera tracks the line as it introduces us to the next scene. The line forms a beating 'heart' icon. Icons of people pop up to populate the illustration. The text 'CULTURE' animates above. A parallax between the graphic elements creates a interesting sense of 3D space.



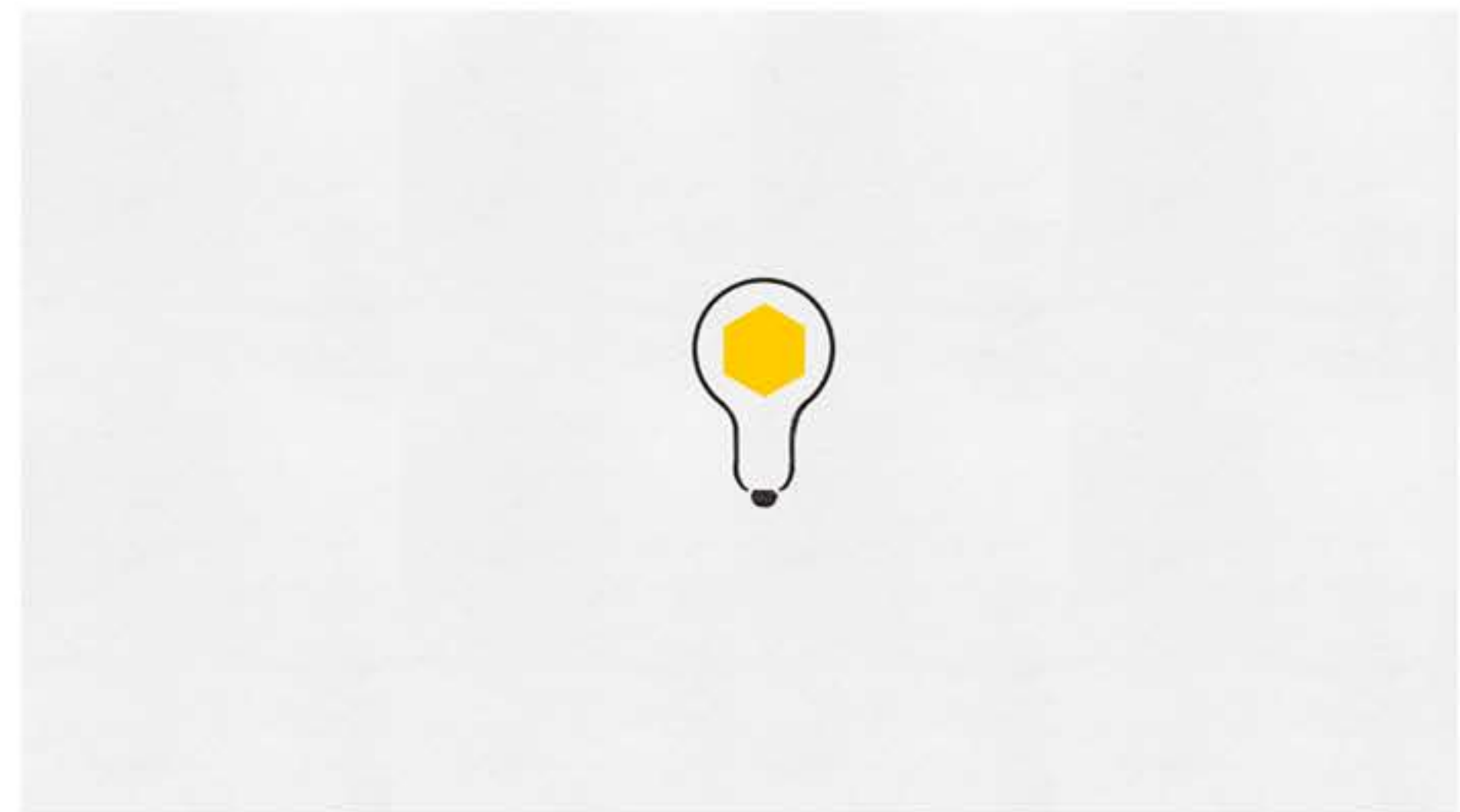
The previous icon zooms out of view. The line with the hexagon introduce us to the next scene. The camera follows the animating line. The text 'LEGACY' animates above as the '100 years' logo appears on screen.



The '100 Year' logo positions center screen. The camera is stationary for sometime.

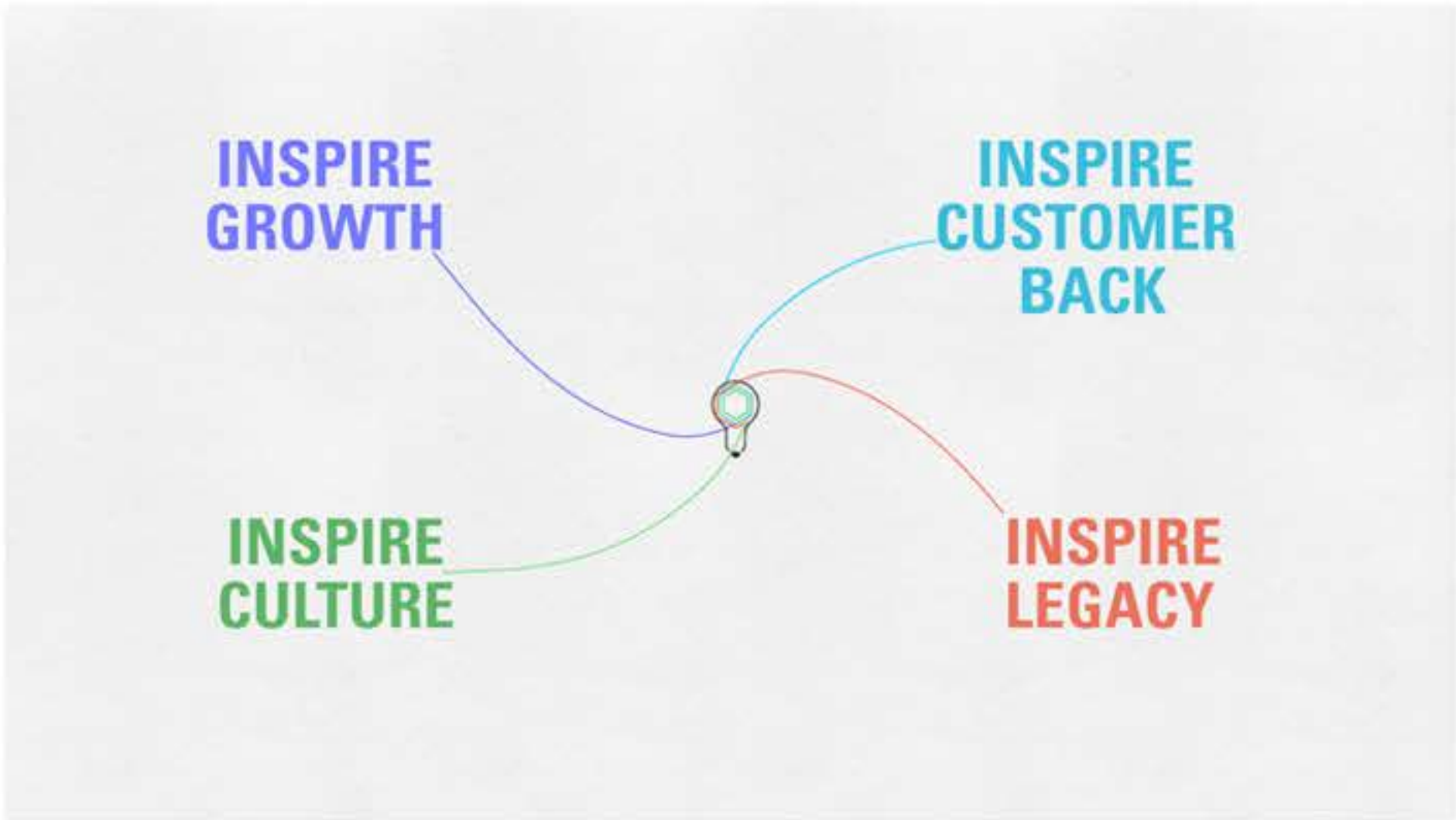


The line with the hexagon travels ahead as the camera follows it. The line reaches the same light bulb as introduced in the INSPIRE logo.



The light bulb settles center screen. The line ends its journey.





Camera zooms out. The yellow hexagon becomes transparent with the perimeter of the hexagon in four different coloured lines. Those four lines animate out of the light bulb to introduce all the previous headers. The text are all colour coded accordingly.



The logo 'INSPIRE' replaces the light bulb. The rest of the 4 texts settle in circle place holders around the logo. The text 'CAT ELECTRIC POWER' animates in.



Camera zooms out. The four lines and the text animate back inside the light bulb.



The four coloured lines enters the light bulb to become the same yellow hexagon as the initial 'INITIAL' logo.