

# More companies should do this

This is one of the coolest things I've ever seen put out by a technology company. It's not a product, it's an advertisement...but it's awesome. It's an explanation of Hitachi's perpendicular technology done in the style of schoolhouse rock.

[Click here to watch it](#)

Just goes to show that if you make an advertisement entertaining, people will not only *not* fast-forward through it, they will actively seek it out and watch it over and over.

*Originally posted on Wednesday, 2005-04-13 at 10:18:07.*

---

Revision #1

Created 1 February 2022 17:51:39 by Steve Dinn

Updated 1 February 2022 17:51:39 by Steve Dinn