

# 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.

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