

“Readying the Future”

How Lockheed Martin is pushing the boundaries of technology to build the world of tomorrow

Lockheed Martin + *The Washington Post*

2016

Last year, WP BrandStudio and Lockheed Martin collaborated on a multimedia program that opened readers' eyes to the company's groundbreaking work beyond defense while bringing to life the people behind its amazing technologies. The program's performance well exceeded our normal benchmarks.

2017

This year, we'll take Lockheed's message to an exponentially higher level of engagement. Applying the learnings from a Greenlight Insights study*, we'll create a cutting-edge program that draws on AR and 360° storytelling tools to position Lockheed Martin as the industry's most forward-thinking leader in the development of the technology of the future.

* 62% of consumers are more engaged with a brand that sponsors an enhanced reality experience; 71% think a brand is forward-thinking if it uses enhanced reality

Overview

Throughout the ages, the spirit of exploration and discovery has propelled humanity forward in an unrelenting quest for knowledge and progress. It's this drive that has made Lockheed Martin a leader in technological innovations that empower us to do more, go further and invent things as yet unimagined.

Through an immersive custom content program enhanced with state-of-the-art storytelling techniques, we'll open readers' eyes to the fascinating ways in which LM is protecting the here-and-now while readying the future. We'll show how the company's world-class engineers are developing solutions that enhance security, ensure access to life-sustaining resources, boost prosperity and create a legacy of innovation on which future generations can build.

Note: Program elements and production timelines are subject to change based on spend level and mutually agreed-upon objectives, target launch dates and KPIs determined during campaign kick-off call.

Program Details

A four-part program reveals how Lockheed Martin is readying the future in areas that align with the company's pillars: 1) Ensuring a sustainable supply of **energy**, food and water 2) Extending into **space** to explore alternative living environments 3) Transforming **defense** to secure the physical and cyber worlds 4) Using **emerging technology** to exceed human limitations.

- Inspired by highly successful *Washington Post* [editorial](#) and [custom](#) executions, each of the four parts includes a rich-media narrative that weaves together individual pieces of multimedia content
- Each part addresses innovations within trends that LM has identified as transformative: **autonomous systems & machine learning, directed energy, environmental science and human-machine collaboration**
- Also included are stories of LM solutions and future-facing insights from company engineering experts

Content Descriptions: Part 1 and Part 2

Part 1: Sustainable Resources (LM pillar: Energy)

Advancements in material science and machine learning are not only ensuring today's access to life-sustaining food, water and energy but also giving rise to the sustainable solutions of the future. In this section, which showcases LM's breakthroughs in energy, content could include:

- A **rich-media narrative**, enhanced with light animation, vivid images and graphics, takes us on a journey through future-facing innovations in sustainability such as Lockheed Martin's bioenergy facility in Owego, New York, and its work on self-healing infrastructure
- An **interactive infographic** details the bioenergy lifecycle from food to waste to electricity
- Augmented with voiceover and copy narration, an **evolving 360° motion-graphic video** offers an up-close-and-personal experience of how a roadway fixes itself

Part 2: Space to Live (LM pillar: Aerospace)

Lockheed Martin is pioneering aerospace innovations that could help us accommodate our growing population by expanding beyond Earth to populate new worlds if necessary. In this section, we'll explore how LM is making use of autonomous systems and machine learning through content such as:

- A **rich-media narrative** containing light animation, vivid images and graphics, explores how machine learning helps scientists make sense of vast images to unlock the mysteries of space
- In a **documentary-style video**, readers go behind the scenes with LM scientists to see how autonomous systems guide the WFIRST in its search for Dark Energy; users could also engage with an AR app* to virtually "see" through the telescope's lens by pointing their phone at the night sky
- An **interactive experience** gives a sense of the mind-bending shifts in time and space that may occur during intergalactic travel powered by Dark Energy

*AR contingent on timelines and spend level

Mock of “Sustainable Resources”



A journalistic narrative introduces a 360° motion-graphic video



The narrative continues and provides context for additional elements

Content Descriptions: Part 3 and Part 4

Part 3: Safety and Security (LM pillar: Defense)

As advances in technology lead to increased threats to global and domestic security, Lockheed Martin leads the defense sector in using directed energy and autonomous systems to create technology that can keep us safe against known dangers as well as those that don't yet exist. In this section, we'll delve into content such as:

- A **rich-media narrative** looks at innovations such as laser beams that detect and eliminate threats without human intervention and predictive algorithms that preemptively harden computer networks against attacks before they happen
- A **360° interactive infographic** of a future cityscape allows readers to zoom in on the details of a directed energy perimeter defense system to see its inner workings
- A **3-D rendering** of the ATHENA Laser allows users to interact with its features and learn about its innovative capabilities through hotspots and copy call-outs

Part 4: Going Beyond (LM pillar: Emerging Technology)

We'll integrate all the sections in a tantalizing sneak peek at how Lockheed Martin is applying emerging technologies like biomechanics, human-machine collaboration and additive manufacturing to better the human condition, pave the way to new markets and push past what's possible on land, sea and air.

- A **rich-media narrative** looks at systems that combine technology and biology to augment human abilities and solve challenges (nanomaterials that turn ocean water into fresh water; prosthetics that amputees control with their minds)
- An **annotated 360° video** puts readers in the cockpit of the F-35 Lightning II to see the world from the viewpoint of pilots wearing the cutting-edge helmet that melds with their senses to provide warnings and data on speed and headings
- A **motion-graphic video** explains the workings of next-level additive manufacturing applications such as manufacturing a cargo plane and producing a new organ on demand