



Overview

A tireless industrial innovator, CAT drives real results for its customers while inspiring and enabling the world builders of tomorrow. We'll bring this to life for *The Washington Post's* audience of industry BDMs and thought-leaders, generating awareness of CAT's capabilities while enhancing its positioning as a leader in future-forward technology.

Concept 1: “Unbreakable”

When our present-day infrastructure was built almost three-quarters of a century ago, crews needed to lay down as much concrete, steel and roadway as quickly as possible for a nation in the throes of a post-war boom. But that infrastructure wasn't built for today's conditions, which include more and bigger vehicles on land, air and sea; cities and transit systems that are bursting at the seams; exigent security threats; and a climate of increasingly volatile and severe weather. And it certainly wasn't built for the challenges of tomorrow.

In this program, we'll explore what it will take to create the “unbreakable” infrastructures of the future. Through a combination of dynamic visuals and compelling investigative journalism, we'll bring to life how our ports, roads, airports, bridges, tunnels and dams will be radically transformed by a shift from a “more and faster” approach to “smarter and more connected.” We'll show what the infrastructure of the future could look like—then peel back the layers to reveal how it's built on innovations and capabilities that blend solid iron with bullet-proof code.

Concept 2: “The Digital Foundation”

When it comes to handling elements that are tangible, solid and earthy, few industries rival construction. But going forward, “foundations” for building are as likely to be made of computer code as bricks, mortar and concrete.

Indeed, construction stands to gain as much from technology as knowledge-based industries like health care and finance. Innovation promises to help builders manage multi-billion dollar projects more efficiently, tackle jobs that once seemed impossible and increase safety in a business where one in ten workers are hurt every year.

In this program, we'll take readers on a visit to the connected construction site, where they'll see and learn about the transformative innovations that Caterpillar and its partners are developing, including automated and remotely operated vehicles, wearables for safety and IoT solutions like Cat Connect.

As a visual hero, we'll create a metaphorical rendering of a “Matrix”-like construction site, showing equipment like bulldozers, excavators, compactors and even drones rendered first in their metallic skins, then in digital outline as the bits and bytes that power today and tomorrow's machines.