

# Ultrastar Edge-MR Message Map

## FOR EXTERNAL USE – CONSUMER-FACING INFORMATION

Product Essentials	
<b>Product Name</b> (w/legal marks)	Western Digital Ultrastar® Edge-MR
<b>Product Category</b>	Edge server
<b>Product Title &amp; Description</b> [32 characters]	Ultrastar® Edge-MR Ruggedized Edge Server

Product Overview	
<b>Product Description</b> [10 words] (What it is)	Ultrastar® Edge-MR Ruggedized Edge Server
<b>Headline – Emotional</b> [6 words] (Create an emotional connection)	Gain a Tactical Advantage
<b>Headline – Functional</b> [10 words] (Product feature/use-case)	Purpose-Built for Extreme Conditions
<b>Short Copy</b> [25 words]	Deploy analytics right where the data is generated and extend your field of operation with the Western Digital Ultrastar® Edge-MR militarized and ruggedized server.
<b>Medium Copy</b> [50 words]	Extreme environments demand extreme performance. Deploy remote data capture and analytics right where you need them and extend your field of operation with the Western Digital Ultrastar® Edge-MR militarized and ruggedized server. Gain a tactical edge by processing data close to where it's generated for reduced latency and better, faster decision-making capabilities.
<b>Long Copy</b> [100 words]	Extreme environments demand extreme performance. Deploy remote data capture and analytics right where you need them and extend your field of operation with the Western Digital Ultrastar® Edge-MR militarized and ruggedized server. This high-performance edge server delivers data center cloud-like services even in disconnected locations. Gain a tactical edge by processing data close to where it's generated for reduced latency and better, faster decision-making capabilities. The ruggedized housing is designed and tested to MIL-STD-810-G CHG-1 standards for shock and vibration, and even when operating it meets IP32 ingress protection. For less demanding environments, a commercial version, Ultrastar Edge, is also available.

Campaign Funnel – Awareness	
<b>Goal:</b> Create an emotional connection and introduce product for the first time without referencing features	
<b>Touchpoint examples:</b> TV, OOH, Digital High Impact, Social, Print	
<b>Product Headline Options</b>	Gain a Tactical Advantage

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<b>Optional Sub-head</b>	Purpose-Built for Extreme Conditions
<b>Design Mandatories</b> (Visual direction)	

<b>Campaign Funnel – Consideration</b>	
<p><b>Goal:</b> Educate by drilling down into the product’s features and functional benefits, convince them to buy</p> <p><b>Touchpoint examples:</b> In-store displays, POP, Campaign landing page, Amazon power pages, Social, Influencers/Spokespeople, SEM, Digital Video/Sizzle</p> <p><b>Re-Targeting:</b> SEM, Web banners, Digital Video</p>	
<b>Product Headline</b>	Purpose-Built for Extreme Conditions
<b>Optional Sub-head</b>	Deploy performance anywhere
<b>Above the Fold Bullets</b> <b>[no more than 6]</b> (Emotional, Functional features + Tech specs)	<ul style="list-style-type: none"> <li>• Deploy extreme performance and low latency anywhere with 40 CPU cores and 512GiB* of memory.</li> <li>• Tackle data-intensive operations with a GPU powerful enough for AI/ML tasks.</li> <li>• Collect and analyze critical data at the point of generation with over 60TB of NVMe™ flash storage.</li> <li>• The militarized and ruggedized yet portable case stands up to extreme environments.</li> <li>• The ruggedized case is designed and tested to MIL-STD-810-G standards for shock and vibration and meets IP32 ingress protection even during operation.</li> <li>• FIPS140-2 Level 2 compliance with TPM 2.0 encryption plus a tamper-evident case help you keep your data secure.</li> </ul>
<b>At A Glance Bullets (below the fold; for A+)</b> <b>[no more than 6]</b>	<ul style="list-style-type: none"> <li>• Extreme performance and low latency with 40 CPU cores</li> <li>• Powerful GPU for AI/ML tasks</li> <li>• Over 60TB of NVMe™ flash storage and 512GiB* of memory</li> <li>• Militarized and ruggedized for extreme environments</li> <li>• MIL-STD-810-G standards and IP32 ingress protection</li> <li>• FIPS140-2 Level 2 compliance and TPM 2.0 encryption</li> </ul>
<b>Feature Modules</b> <b>[Ideally 6]</b> (Emotional, Functional features + Tech specs)	<b>Extend your field of operation</b> Featuring 40 CPU cores and 512GiB* of memory, the Ultrastar® Edge-MR server delivers extreme performance and extremely low latency right where you need it most.
	<b>Ready for your toughest jobs</b> Tackle data-intensive operations with a GPU powerful enough for artificial intelligence and machine learning (AI/ML) tasks.
	<b>Huge capacity for more flexibility</b> Collect and analyze critical data at the point of generation with over 60TB of NVMe™ flash storage.
	<b>Militarized and ruggedized</b> The Ultrastar® Edge-MR’s case is portable enough to take anywhere yet tough enough to withstand extreme environments.
	<b>Built to demanding specs</b> The ruggedized case is designed and tested to MIL-STD-810-G standards for shock and vibration and meets IP32 ingress protection even during operation.
	<b>Delivering exceptional security</b>

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	FIPS140-2 Level 2 compliance with Trusted Platform Module (TPM) 2.0 encryption plus a tamper-evident case help you keep your data secure.
<b>Design Mandatories</b> (Visual Direction)	
<b>SEM – Search Ad [THEME]</b>	Gain a Tactical Advantage Ultrastar® Edge-MR Edge Server
<b>SEM – Search Ad [THEME]</b>	Purpose-Built for Extreme Conditions Ultrastar® Edge-MR Ruggedized Edge Server
<b>SEM – Search Ad [THEME]</b>	Ready for Your Toughest Jobs Ultrastar® Edge-MR Ruggedized Edge Server
<b>SEM – Keywords Branded</b>	Ultrastar, Edge-MR
<b>Non-Branded</b>	server, edge server, edge, ruggedized, militarized, server case, low latency

<b>Campaign Funnel – Purchase/Conversion</b>	
<b>Goal:</b> Convince to buy and make the path to purchase seamless; sales language	
<b>Touchpoint Examples:</b> E-commerce, Email, Digital Display, In-store displays	
<b>Product Headline</b>	Gain a Tactical Advantage
<b>Subheads</b>	Purpose-Built for Extreme Conditions
<b>Email Subject Line</b>	Deploy performance anywhere with Ultrastar® Edge-MR ruggedized servers
<b>Email Snippet</b>	Extreme environments demand extreme performance
<b>Calls-to-Action (CTAs)</b>	<ul style="list-style-type: none"> <li>• Shop Now</li> <li>• Buy Now</li> <li>• Deploy Now</li> </ul>
<b>Design Mandatories</b> (Visual Direction)	

<b>Legal Copy</b>	
<b>Disclosures/ Footnotes</b>	* One gigabyte (GB) is equal to 1 billion bytes and one terabyte (TB) is equal to one trillion bytes. One gibabyte (GiB) is equal to 1,073,741,824 bytes. Actual user capacity may be less due to operating environment.
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