

UIITS Cyberinfrastructure Building (CIB) Groundbreaking (video script)

4/19/10 v6.0

Video

[A - Intro]

EXT DAY: Physical Plant truck/moving van in transit

KEY GRAPHIC: “2011”

CU: Truck driver behind wheel looking in rearview mirror

Truck pulls up to generic dock.

[B - Mobile IT]-----

GRAPHIC: IU campus map

Colored markers drop one by one, at first slowly then picking up speed, into campus map, marking former IT homes. The names appear briefly as the markers drop:

Woodburn Hall, Bryan Hall, Swain Hall East, Hyper, Memorial Hall, Lindley, Franklin, Poplars, IMU, Alumni Association, Showers, University School (Wrubel)

[C - IT at IU comes together, piece by piece]-----

PHOTO: Early (1990s) computer user

GRAPHIC NEWSPAPER MONTAGE: Date in large-type overlies or precedes each paper showing time progression and scope of initiatives.

1996 McRobbie Named First I.U. V.P. for Information Technology
1998 IU-Microsoft Agreement Provides Software Across I.U.
1999 Pervasive Technology Labs Created with \$29M Lilly Grant
1999 I-Light Network Created with \$5.3M
2000 \$105 Lilly Grant for Indiana Genomics Initiative
2003 NSF Awards \$1.5M for TeraGrid

[D/E - CIB I]-----

JIB SHOT: 3D building model

EXT: Meadow near School of Ed. [pans area]

DIP to BLACK:

Audio

[A - Intro]

TRUCK DRIVER VO: “One more move for the I.T. folks.

How many times have I moved them over the years? The last big one? That was Wrubel, in what, 1986? Here we go again — 25 years later. . . “

[B - Mobile IT]-----

NARRATOR VO: “I.T. at IU Bloomington has been housed all over campus.

In dorms and in basements, in houses and in academic buildings.

In a renovated furniture factory and now, in the old University School complex.

[C - IT at IU comes together, piece by piece]-----

MUSIC (upbeat jazz) UNDER NARRATOR’S VO: In the early days of computers, improvised housing was fine.

But “computers” became “information technology.”

IU relied on I.T. in research, teaching, and university business.

I.T. needed housing that was sound and secure.

[D/E - CIB I]-----

In 1999 IU announced plans for a new Computation and Information Building.

In the meadow near the School of Education.

But for a number of reasons, including utilities, plans

Video

GRAPHIC NEWSPAPER MONTAGE: quickly spinning newspaper headlines, as before.

2006 IU Acquires Big Red
2007 Wheeler Named VP for Information Technology & CIO
2007 IU Breaks Ground on New Data Center
2007 IU and Sony Form Strategic Alliance
2008 IU Signs First Enterprise Deal with Adobe
2009 NSF Chooses IU for \$15M FutureGrid

[F - ICTC]-----

IUPUI EXT: Campus Beauty Shot

[Time-lapse video of ICTC construction accompanies narration]

INT: ICTC Bldg & Beauty Shots

[G - CIB 2]-----

GRAPHIC: Architect's drawing (2nd location for the same CIB)

EXT: Area behind Geology Bldg.

DISSOLVE to JIB SHOT: 3D building model

[H - IUB Data Center]-----

GRAPHIC: IUB campus map. Zoom in on 10th & Bypass.

PHOTOS: Aging Bldg & Hi-tech gear

[pictures of failing interiors? See BCW SWITC 2008]

[Footage or aerial photos of data center under construction (and interior shots?) Aerial footage with footprint of existing & buildings? See Data Center dedication media.]

Audio

were postponed.

MUSIC (upbeat jazz) UP THEN UNDER:

NARRATOR VO: Meanwhile IU continued to advance I.T.

In research . . .

In networks . . .

In the state's life sciences...

With more federal research dollars, IU was creating an I.T. powerhouse.

[F - ICTC]-----

NARRATOR VO: At IUPUI, the need for adequate IT housing was urgent.

The university built its first physical structure to protect its I.T. investment — the Informatics and Communications Technology Complex.” .

The ICTC is an electronic gateway to the campus, and a symbol of IU's investment in the economic development of the state.

[G - CIB 2]-----

Back in Bloomington, a new site for the Computation and Information Building was proposed – off 10th Street, behind Geology.

But plans were again postponed, partly because of higher construction costs in the center of campus.

[H - IUB Data Center]-----

The Wrubel Computing Center at 10th and the bypass was aging.

Under its fragile roof stood some of the world's most advanced computer systems. Each severe storm threatened its structure. IUB critically needed a permanent and secure home for IT.

But changed physical and economic conditions called for a new direction — Back on the drawing board, one I.T. structure became two.

In 2007, at 10th and the bypass, IU broke ground for a new Data Center— the first piece in IU's vision for a technology park. Its bunkered concrete walls rise only a single story above ground, and secure the building against threats of all kinds, including brute-force

Video

INT WS: Beautiful dolly shots

[i - Innovation Center]-----

[Morrison's video?]

PHOTO MONTAGE: Life science beauty shots

EXT: IU Innovation Center

[J - The Cyberinfrastructure Building]-----

GRAPHIC: Campus map, overview of U-school area. Clearly visible are Data Center and Innovation Center. In the space the CIB will occupy, drop in image of the CIB

Exterior and Walk-through images of CIB.

Audio

disasters like tornadoes.

Inside are three, machine rooms, or pods

They house supercomputers . . .

Databases . . .

University information systems . . .

Telecommunications . . and servers for email, web access, and a host of other I.T. services.

The Data Center gives I.U. the space and flexibility to stay competitive in research and grants.

[i - Innovation Center]-----

Steady contributions were advancing Indiana's life sciences industry.

And I.T. had a growing role in the economic well being of the state.

But growth takes space. In 2009 the Innovation Center joined the technology footprint at 10th and the Bypass.

It houses the Pervasive Technologies Institute, and other research space.

As part of President McRobbie's Innovate Indiana initiative, the Center will build partnerships between I.T. and the life sciences, and contribute to the state economy.

[J - The Cyberinfrastructure Building]-----

In 2009 the Indiana General Assembly approved partial funding for the Cyberinfrastructure Building - [pause] - the future home of Bloomington I.T. staff.

Its forward-looking design draws on the best practices of leading technology companies — Fewer cubes and plenty of open space.

Collaboration areas.

Focus booths

Food services.

A design for a team-oriented mobile workforce.

[pause & continue more slowly]

In retrospect, the almost 10-year gap between the first building concept and today's groundbreaking was beneficial. IT at IU has evolved in ways we couldn't have predicted.

When the CIB joins the Data Center and the Innova-

Video

[slowly “unveil” aerial view of whole area]

EXT DAY: Generic Loading Dock & Truck

IU Physical Plant truck driver closes door and enters cab.

CU: TRUCK DRIVER (wipes brow and puts truck in gear)

Truck pulls out and drives off towards horizon

FADE to BLACK

Audio

tion Center, the direction is set for continued growth at 10th & the Bypass.”

TRUCK DRIVER VO: That was a long ride. But I think I.T. is home at last.”