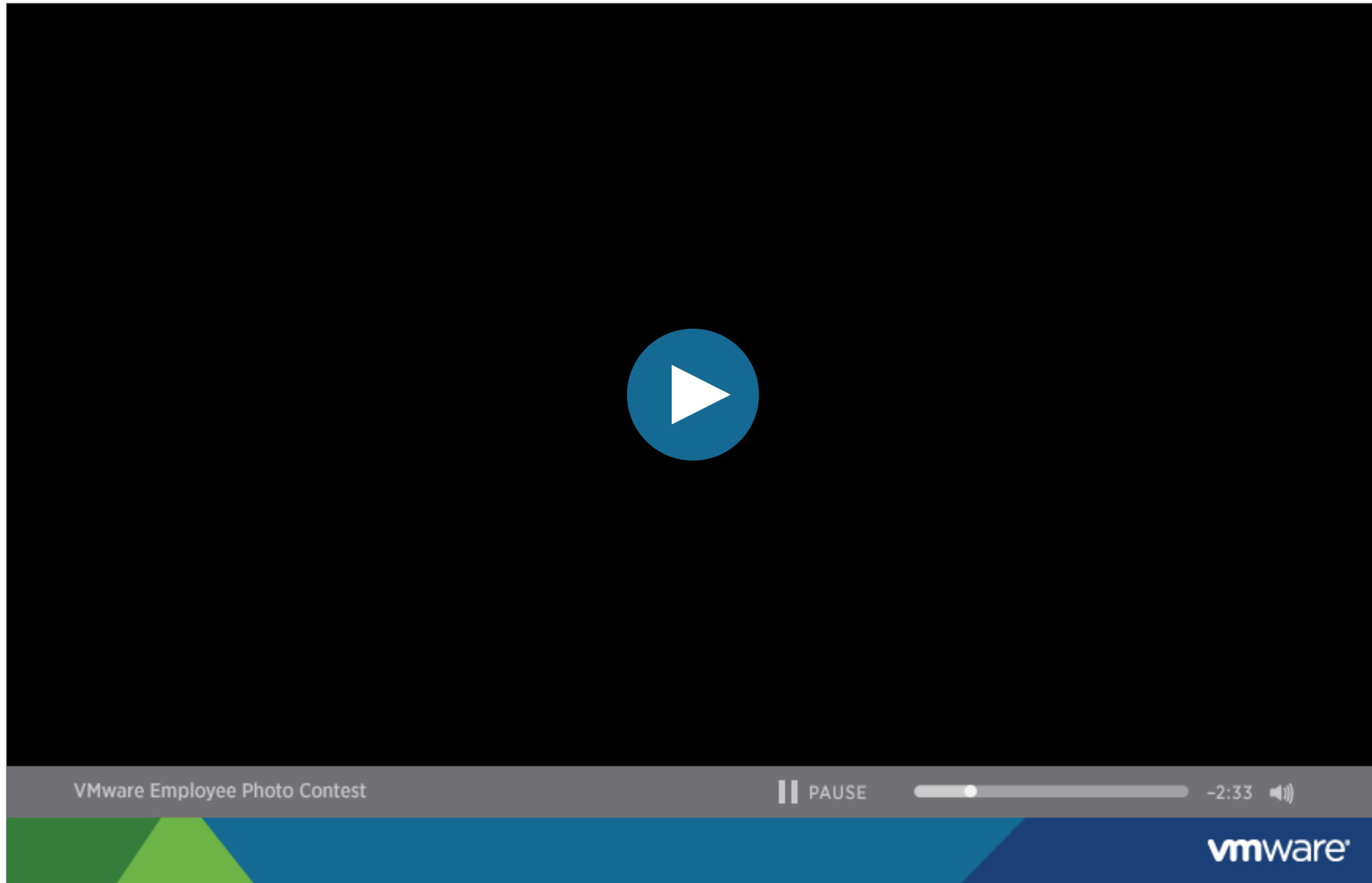


VMware
Employee Photo Contest Video—Storyboards—R3
010810

OIC

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Player (Shown actual size at 100% zoom)



Intro/Section 1: Why the contest?

INTRO



Picture It!
VMware's worldwide employee photo contest is now accepting submissions.

Section 1: Why the contest?



Do you have an eye for the essence of the VMware brand? After all, nobody lives it better than the people who make this company possible. Your creative contribution to this project directly portrays the vitality of VMware through our brand.



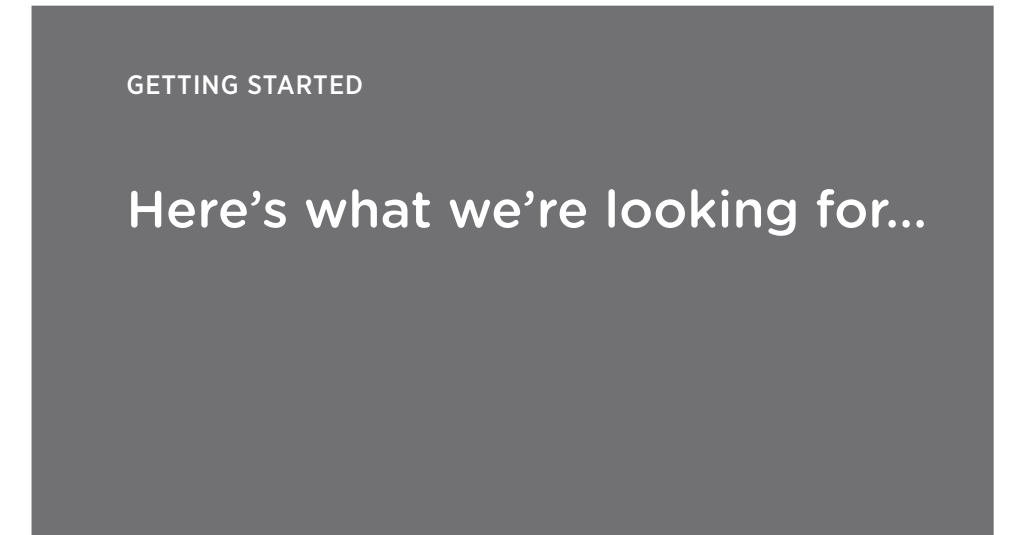
That's why VMware Creative Services is holding a worldwide employee photo contest, where selected submissions will live in our brand-approved photo library.



Winners receive a twenty-five dollar Amazon gift certificate and opportunities for



placement in global advertising, marketing and communications collateral.



Here's what we're looking for...

Section 2: The kinds of photos we're looking for

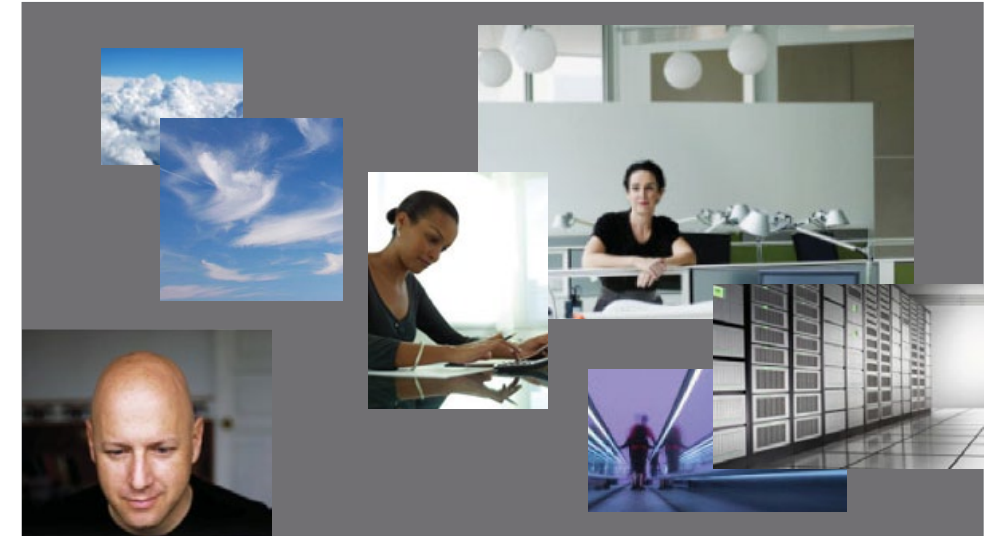
Categories

There are two categories where contestants should focus.

1. Thematic

- CORPORATE THEME
Cloud Computing
- PRODUCT THEMES
Desktop
Datacenter

The first is Thematic. There are themes that encompass concepts for product launch, promotions and product messaging

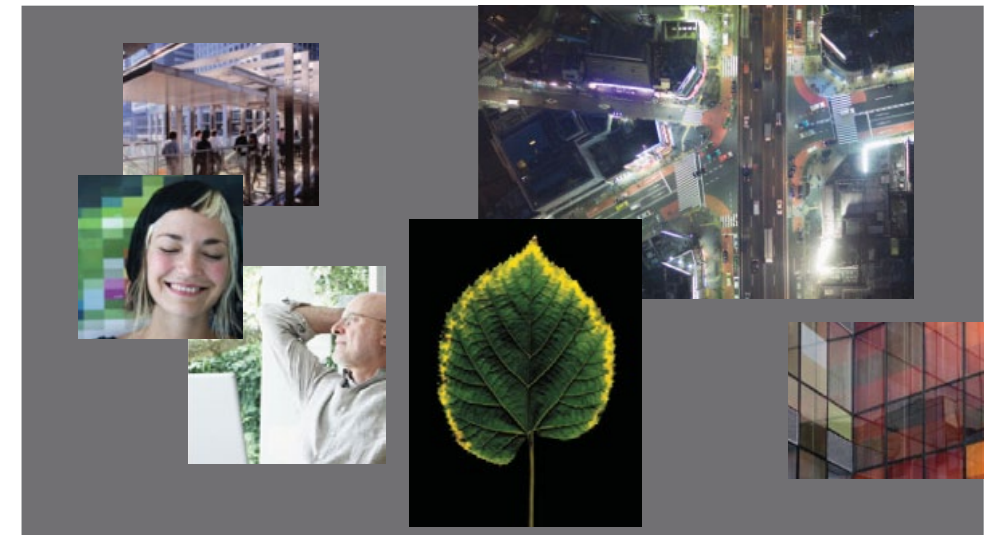


that helps convey ideas about VMware initiatives, products and campaigns, and are frequently driven by a specific visual need.

2. General

- Technology
- Eco
- Global
- People
- Pattern/Scenic
- Vertical
- Partner Solutions
- The Unusual
- Events
- Environment

The second category is General. These ten sub-topics are organizing principles that represent VMware as a company.



These images should be more documentary in nature and represent actual events or elements of VMware.



For example, the corporate theme is "Cloud Computing." Images should represent the conceptual possibilities of virtualization and how to drive efficiency and innovation beyond problem-solving.

Section 2: The kinds of photos we're looking for—con't

GET THE DETAILS

vmware.com/xxxxx

For in-depth details, on contest categories and their sub-topics, visit [enter site url here] and look under the Photo Category tab.

Section 3: Brand overview

Capturing the brand

Keep in mind that all creative reflects the four attributes of VMware brand. Use them as guidelines as you select your subjects.

THE FOUR ATTRIBUTES OF THE VMWARE BRAND

Bold
Simple
Trusted
Innovative

They are:

THE FOUR ATTRIBUTES OF THE VMWARE BRAND

Bold
Simple
Trusted
Innovative



Bold

THE FOUR ATTRIBUTES OF THE VMWARE BRAND

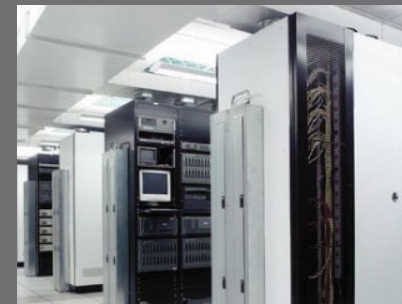
Bold
Simple
Trusted
Innovative



Simple

THE FOUR ATTRIBUTES OF THE VMWARE BRAND

Bold
Simple
Trusted
Innovative



Trusted

THE FOUR ATTRIBUTES OF THE VMWARE BRAND

Bold
Simple
Trusted
Innovative



Innovative

Section 3: Brand overview—con't

LEARN MORE

[vmware.com/xxxxx](#)

You can learn more about the four brand attributes here [enter url here]. Now, let's take a look at some tips and rules for your award-winning photography.

Section 4: Tips and things to remember

TIPS FOR BETTER IMAGES

Photography = Art + Science

Here are some things to keep in mind:
Photographers combine art and science by trusting their intuition to see both interesting subject matter, and recognize how to take advantage of light to translate their vision into a compelling two dimensional picture.

TIPS FOR BETTER IMAGES

Artistically speaking:



What is your point of view?

Artistically speaking:
What is your conceptual point of view?

TIPS FOR BETTER IMAGES

Artistically speaking:



Nice travel photo

Interesting juxtaposition

What are you trying to say in the image? Does it reveal anything?

TIPS FOR BETTER IMAGES

Artistically speaking:

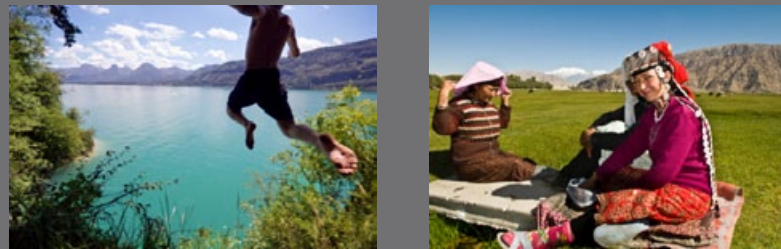


Engage with your subject.

A photograph is as much a portrait of you as it is of your subject. Engage with your subject whether it's a person, place, or an object.

TIPS FOR BETTER IMAGES

Artistically speaking:

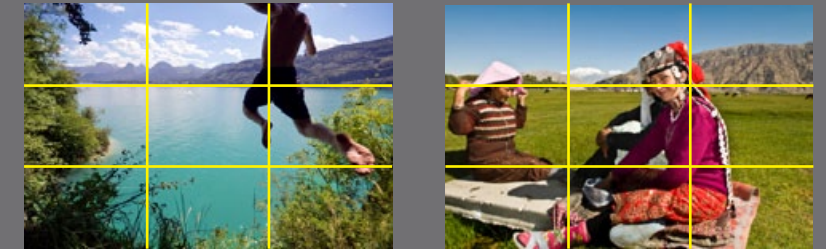


Get creative with your composition

Get creative with your composition.

TIPS FOR BETTER IMAGES

Artistically speaking:



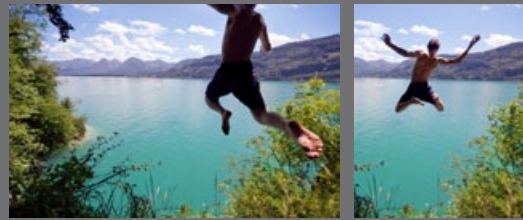
Get creative with your composition

The rule of thirds is a fundamental composition technique that is useful for creating dynamic images.

Section 4: Tips and things to remember—con't

TIPS FOR BETTER IMAGES

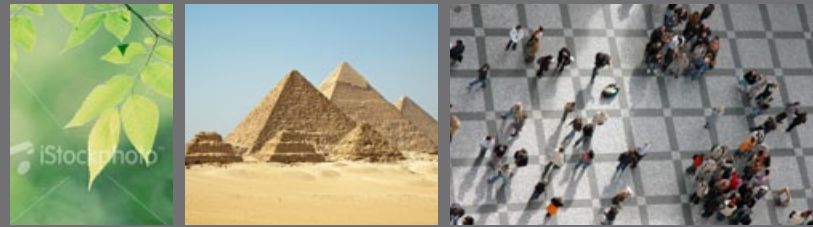
Artistically speaking:



Also, try both horizontal *and* vertical compositions. In general, take a variety of shots, so that you'll have options to choose from later.

TIPS FOR BETTER IMAGES

Technically speaking:



Soft light Hard light Directional light
Use lighting to your advantage

Use lighting to your advantage. Consider time of day for light direction, and color. Nearly any lighting situation can yield an interesting image, if exposed properly.

TIPS FOR BETTER IMAGES

Technically speaking:



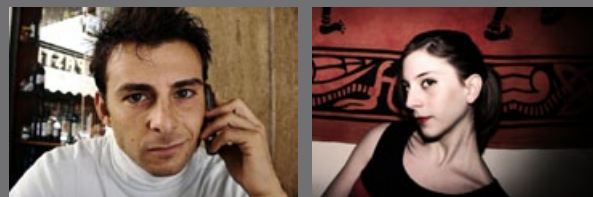
Soft light Hard light Directional light
Use lighting to your advantage

Soft, or diffused, light is pleasing for portraits and reflective surfaces. Harder, more direct sunlight, which creates darker shadows, can enhance texture and form in objects and structures. Weather can also create a strong sense of atmosphere.

TIPS FOR BETTER IMAGES

Flash techniques

Indoors
Flash fill
Stopping
action



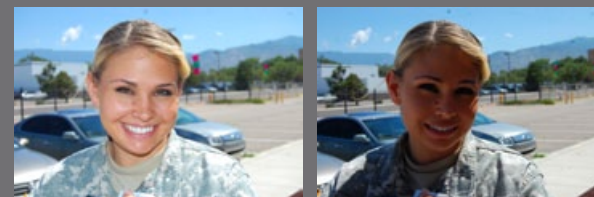
Balanced Stylistic

On-camera flash can be very useful in a range of lighting situations such as indoor photography,

TIPS FOR BETTER IMAGES

Flash techniques

Indoors
Flash fill
Stopping
action



With flash fill Without flash fill

back-lit outdoor scenes, and situations where the level of available light might be a bit too low or too even.

TIPS FOR BETTER IMAGES

Uses for flash

Indoors
Flash fill
Stopping
action

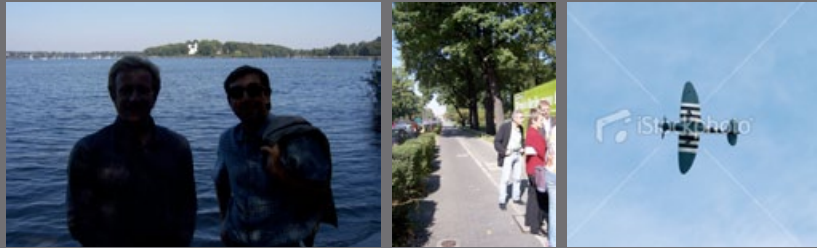


Flash can also be used to stop action.

Section 4: Tips and things to remember—con't

TIPS FOR BETTER IMAGES

Good or bad?



By technical standards, these photos are duds

Shoot for the unexpected, but don't bore us.
Be in the moment when you're taking a photo. Try to tell a story. If it doesn't work out, detach yourself from the situation and try something else.

TIPS FOR BETTER IMAGES

Things to watch out for



Watch out for background distractions

Things to avoid.
Watch out for those telephone poles and power lines behind peoples' heads, as well as signs and other distractions—unless they're conceptually part of your message.

TIPS FOR BETTER IMAGES

Technically speaking:

Minimum resolution:

2048 x 1536 / 4 megapixels

Your uploaded image size should be 2048 x 1536 pixels or equivalent to a four megapixel camera shot.

ELIGIBILITY



See
vmware.com/xxxxx
for forms and details

For forms and details, see: vmware.com [slash] [TBD].

Section 5: Earn awards

VMWARE "PICTURE IT!" CONTEST

Grab your camera
and get started.
Follow your eye,
and find fame.

Now, go get your camera and get creative. Experiment with lighting, angles and subjects. Surprise us. Here's your chance to shine and be featured in a whole new way.

VMWARE "PICTURE IT!" CONTEST

Earn rewards



Plus, don't forget every winner gets an Amazon gift card. Plus there's no limit to how many pictures you can submit or awards you can win!

VMWARE "PICTURE IT!" CONTEST

Submit images anytime.
Winning images
announced monthly.
Contest ends April 30, 2010.

VMware Creative Services reviews submissions monthly and will notify all whose submissions are accepted.

VMWARE "YOU OUGHTA BE IN PICTURES" CONTEST

Ready?
Visit the contest page:
vmware.com/xxxxx

Ready? Visit the contest page at [enter site here]