



This whimsical advertorial was produced for the company to expand B2B awareness of their growing line of smart cleaning products for warehouses and large, warehouse-type stores while providing an entertaining distraction from normally dry prose.

BRAIN CORP'S GROWING FAMILY OF SMART PRODUCTS

Waking up to a new day, EMMA starts with a moment of pride as she looks over at her twin. Without Enabling Mobile Machine Automation (EMMA) from Brain Corp, her sister floor scrubber just sits over there, unable to work unless her driver is at hand.

As soon as her manager, Bill, finishes filling her solution tanks, EMMA heads out to her job alone. She remembers the path Bill taught her simply by driving her through the store the first time. With confidence, she heads off to scrub the floors throughout the large warehouse store where she lives. Shoppers stare at the empty driver's seat on her back as she independently makes her way around the complicated maze of produce bins.

Sometime during the night, someone put large boxes of nuts in the wide center aisle. EMMA's camera eyes integrate seamlessly with the navigational system in her electronic brain, so she sends a silent message to her cloud memory to keep track of the calendar. New items of this nature might come out at this time of year every year.

Continuing through the store, EMMA takes satisfaction in successfully cleaning up an unexpected spill without forgetting for a second where she last left off.

Just as everything seems to be going smoothly again, some people step into her path. EMMA worries a bit as she approaches. Will they move? Will they stay? What should she do? She is supposed to clean in a straight path.

As she gets closer, she realizes the people are busy doing something so they will not be moving. Sensing this, EMMA smoothly makes her way around them, using her own brain to determine the best course of action.

It's been a long day. Emma has made two passes through the store to ensure all the people stay safe. With the crowds that come through every day, these floors will need another cleanse before the store opens again in the morning. That will be up to her sister and her driver, Mike.

For now, Bill has plugged EMMA into the wall for a delicious recharge and she has a little time before he leaves to reconnect with the Braincorp module. According to the online learning classroom, recent studies have shown people would prefer she move around them earlier in her approach. EMMA is glad to know and makes the necessary corrections in her onboard system.

But the surprises aren't over yet. When Mike comes in to wake up her sister, EMMA discovers her twin has been given autonomy by Brain Corp, too. EMMA has a baby sister! Excited, EMMA immediately connects with her sister's brain and teaches her everything she needs to know about their shared job, including the new distance she's supposed to keep from people in the aisles and the bin full of nuts in produce. Through this 'fleet learning,' by the time Mike is done with the fluids, EMMA's sister knows everything she needs to do. She heads off to do her job leaving Mike free to work on more complicated maintenance issues.