

## **Extinction – WK comments**

SN: This was an idea for one of those super-short teaser videos Denis was talking about. It could be made even shorter. And it needs to be more clear what's the relationship between the tank cars and the trash cars.

WK: people aren't going to get that the train cars represent successive versions of defective security tools

SN: Need to think of another image of endless repeats

WK: I think we've made this point well in our other business videos. Maybe this could be a vignette. Just another thing that Authenticity does away with: security snake oil.

SN: I've got one similar to that ... that string of money bags going in the IT door and down a hold in the floor.

WK: Right, but the vignettes video is mostly for individuals and they need to hear that point too.