

Dyson: Built To Last-Video Transcript

Standing in a large, open office building, a man speaks to the camera. Black text appears on screen.

ON SCREEN TEXT: Alex Knox
 Director of Engineering
 Dyson

ALEX: At Dyson, we design things to work better to solve a problem, and it can be a painstaking process.

A close-up of a white sheet of paper shows a drawing of the inside of a vacuum. A man writes something on the paper.

ALEX: We have to consider every aspect of the machine: how it works, how it performs, how it's used.

A 3D computer model of the ball of the Dyson vacuums is visible on a computer monitor. Someone clicks on the ball, changing the color from purple to light yellow and then back to purple.

Alex continues speaking to the camera.

A woman pushes a Dyson vacuum through a roped-off course, wearing motion sensors. A man sits behind a computer watching her.

A close-up of the computer screen shows dots on a grid moving in the same way the woman and vacuum are moving.

Alex continues speaking to the camera.

ALEX: And every step of the way, we test and evaluate to make sure we fully understand the technology that we're developing.

A large yellow robotic arm pushes and twists a prototype Dyson vacuum.

Four metal robotic arms twist and bend four Dyson vacuums.

In a small room, Alex stands in front of a Dyson vacuum sitting on a tabletop and speaks to the camera.

ALEX: So the vacuum cleaner is-- if you like, it's an air system, and we don't want any leaks in that system because, effectually, that saps the suction performance, which means that'll reduce the effectiveness of the machine.

A computer-generated Dyson vacuum is visible over a gray background. The camera zooms in and the outside of the vacuum disappears, leaving a black outline of the inside of the vacuum. Black dust and particles move through the vacuum in a spiral motion.

Alex continues speaking to the camera.

A close-up of the Dyson vacuum reveals the white-and-purple filter that is inside the ball. Alex takes the filter off the vacuum and points to where it just was.

ALEX: And so we spend a lot of time detailing the small seals in here, which seal onto the filter, and make sure that all of the air that comes out of the machine passes through the filter.

In a dark room, a man wearing a medical face mask holds a black tube a few inches above a red container, sucking up a brown powder. White text is visible.

ON SCREEN TEXT: Dyson flow visualization lab
 Malmesbury, UK
 Dyson DC41 Animal

A long red tube connects to a black-and-red Dyson vacuum.

Alex takes another filter off a Dyson vacuum, but this time the filter is a reddish-brown color.

The woman pushing the Dyson vacuum through the roped-off course while wearing motion sensors is visible again.

ALEX: So we've designed our machine with a ball, and the motor and the filters are all hidden in the ball, but the ball gives this great maneuverability.

The dots on the grid move as the woman and vacuum are moving.

The woman pushes the vacuum through a sharp left-hand turn without running into the metal plate that's on the ground.

Alex stands while holding onto a Dyson vacuum, motioning to the ball of the vacuum while he talks to the camera.

The 3D computer model of the Dyson ball is visible again. Someone clicks, and the ball changes color before half of it is removed, and a model of the inside of the ball is visible.

Alex pushes a Dyson vacuum around a storage cube.

ALEX: So when you're trying to go round tables and chairs, with just a flick of the wrist, you can negotiate the bends.

A close-up shot reveals that the woman is wearing motion sensors on her wrist. She pushes and turns the vacuum with just one hand.

Alex pushes the Dyson vacuum around a storage cube again.

Alex stands in front of a yellow robotic arm, which is moving up and down, speaking to the camera.

ALEX: As well as designing a machine to perform really well, we have to make sure it's really robust and durable. To do that, we do a lot of mechanical testing, actuating and bashing and trying to break every single part of the machine, to make sure it can withstand the rigors of ten years of use in someone's home.

In a warehouse, many mechanical arms push different Dyson vacuums back and forth.

A close-up shot shows robotic arms snapping the body of the vacuums up and back down.

Alex continues speaking to the camera.

Robotic arms push and pull Dyson vacuums over different obstacles. The vacuums are shaken roughly, hit against objects, and dropped onto the floor.

Alex continues speaking to the camera.

ALEX: It's a bit of a harsh test, but it makes a point.

A close-up of an inner part of a Dyson vacuum is visible.

Alex continues speaking to the camera.

ALEX: The polycarbonate material we make our bins out of-- it's so tough, it's used for riot shields.

In slow-motion, a hammer swings down toward the bin of the vacuum. The hammer hits the bin, causing the bin to bend in, but not break. White text is visible on screen.

ON SCREEN TEXT: Dyson DC41 Animal

A large metal weight is dropped on a Dyson vacuum that's lying on the floor. The bin still does not break.

A man holds the bin of the vacuum, which looks brand-new.