

Dyson: Useful Technology-video transcript

In a white room, James Dyson speaks to the camera. Behind him, a gray-and-yellow Dyson vacuum sits on a small pedestal. Black text visible.

ON SCREEN TEXT: James Dyson
 Chief Engineer

JAMES: Dyson engineers strive to make machines that work better through rigorous research, design, and development.

In a large, warehouse-sized room, many people sit at long rows of tables working on computers.

A man draws a line on a drawing of a Dyson vacuum.

A man pushes the body of a prototype Dyson vacuum up from a table. The body clicks and sits back down on two small wheels.

A 3D computer-generated model of the ball on a Dyson vacuum is visible on a computer model. Half of the ball disappears, revealing a model of the inner workings of the ball.

James continues to speak to the camera.

JAMES: And our machines keep working better.