



JB TALKING INFRASTEM CORVETTE

HITACHI ENERGY DECAL + ACTIVATION PLACEMENT PLAN

Teaching Model • Mobile Workforce Engagement • Partner Co-Branding

PURPOSE. Position JB as a mobile teaching model - not simply a talking vehicle - and establish clear, high-visibility Hitachi Energy decal, trailer, display and digital-content zones for school, workforce, community and public activations. All final brand artwork and installation remain subject to Hitachi Energy written approval.

JB IS A TEACHING MODEL. Programming is designed to adapt the explanation and interaction level for elementary/grade school, middle school, high school/senior level, postsecondary and adult/workforce audiences. Core lessons include infrastructure, transformers, the electric grid, data-center power, advanced manufacturing, AI/automation and technical careers.

RECOMMENDED DECAL + BRAND PLACEMENT

#	ZONE	RECOMMENDED USE
1	Primary exterior	Rear-quarter / high-visibility side zone - large Hitachi Energy mark for static displays, photography, event entrances and drive-by visibility.
2	Secondary exterior	Vertical door / interior-facing display zone - integrates Hitachi Energy into JB's signature open-door activation presentation.
3	Supporting exterior	Lower side panel near technology/display language - supports education and recruiting content without overwhelming the vehicle.
4	Rear event signage	Rear bumper / plate-adjacent zone - visible during static rear display, stage positioning and crowd walk-around.
5	Trailer co-branding	Enclosed transport trailer side and rear panels - mobile billboard, recruiting surface and educational-storytelling wall.
6	Digital + screen content	Talking-JB screens and approved video loops - recruiting, transformer/grid lessons, employee stories, QR codes and career pathways.

INFRA STEM CORVETTE — RECOMMENDED HITACHI ENERGY CO-BRANDING

ELEVATING STEM EDUCATION. POWERING THE NEXT GENERATION.

Together, **Hitachi Energy** and Integrity Futures Network are inspiring the next generation of innovators by delivering engaging, real-world STEM experiences that power curiosity, creativity, and careers.

SUSTAINABLE FUTURE

COMMUNITY IMPACT

STEM EDUCATION LEADERSHIP

ENERGY FOR GOOD

INFRA STEM AMERICA 250

INFRA STEM EDUCATIONAL ACTIVATION VEHICLE
INSPIRING THE NEXT GENERATION OF INNOVATORS

TALKING INFRA STEM UPGRADE

	SCREEN INTERFACE Interactive touch displays featuring STEM content, simulations, and live data.
	VOICE AI GUIDE Conversational AI assistant provides explanations, answers questions, and engages students.
	ENERGY LESSONS Engaging modules on energy generation, storage, distribution, and sustainability.
	ROBOTICS & AUTOMATION Hands-on or live demos featuring robotics, sensors, and automation systems.
	CURRICULUM MODULES Aligned lesson plans and activities for classrooms, educators, and afterschool programs.

PARTNERSHIP. INNOVATION. IMPACT.
POWERING AMERICA'S FUTURE.

INFRA STEM CORVETTE PROGRAM | INFRA STEM MOBILE LABS | POWERING THE NEXT GENERATION OF INNOVATORS

Concept image supplied in the project materials. Final logo files, size, clear space, color treatment and install specifications require Hitachi Energy approval.

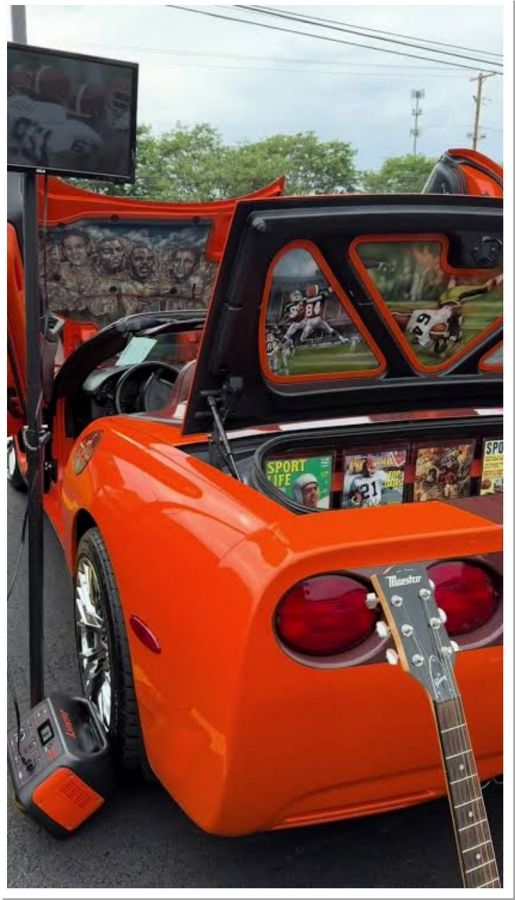
ACTIVATION USE + \$25,000 DEPLOYMENT PACKAGE

The decal placement is designed to travel with the complete JB activation package, so partner visibility is tied directly to teaching, recruiting and measurable public engagement - not just vehicle branding.

DEPLOYMENT COMPONENT	AMOUNT	ROLE IN ACTIVATION
Enclosed JB transport trailer	\$13,000	Road transport + co-branded mobile activation surface
Talking-JB audio / AI / power system	\$5,000	Adaptive teaching interaction and live demonstrations
Four road-tour tires	\$2,000	Road-readiness for recurring activation travel
Two 360° cameras + mounts	\$2,500	Capture the learner/visitor experience and partner impact
Installation / branding / road readiness	\$2,500	Decal installation, activation setup and final deployment prep
TOTAL	\$25,000	Founding mobile teaching + activation deployment

WHAT JB TEACHES UNDER THE HITACHI ENERGY ACTIVATION

- Grid as a highway: generation -> transmission -> substations -> transformers -> homes, schools, hospitals and data centers.
- Transformer purpose, voltage change, reliability and why transformers matter to communities and industry.
- Age-appropriate infrastructure lessons for elementary, middle and high school, then deeper postsecondary/adult workforce explanations.
- Advanced manufacturing, technician, engineering, automation and energy-career pathways connected to real workforce opportunities.
- Data-center power, critical infrastructure, AI/data, future-grid concepts and responsible energy-system awareness.
- Approved recruiting QR codes, career materials, employee/engineer messages and event-specific calls to action.



ACTIVATION FOOTPRINT

- Schools and district engagement
- STEM / computer-science conferences
- Workforce and recruiting events
- Community and Corvette-club activations
- Ray & JB public appearance route
- March 27, 2027 VIR statewide proof activation

BRAND CONTROL + APPROVAL

Final execution uses only Hitachi Energy-approved logo files, colors, clear-space rules, co-branding language and recruiting/technical content. IFN will provide final placement proofs before printing and installation.