

Steven Griffes, Manager, Broadcast
Services, Global Communications
Technology
General Motors Company
(use cases)

GM IPO

Driving The Business - Windows Internet Explorer

http://communicator.gm.com/v6/sites/dtb/111710_akerson.html

File Edit View Favorites Tools Help

GM Studio Upgrade Over... gmcaldar Get More Add-ons

Driving The Business

GM Prices Public Offering of Common and Preferred Stock

"As we prepare to enter the equity markets, all of us at GM are excited about this historic milestone. We are especially appreciative of those who stood by us through the toughest times, and we are dedicated to creating value for all of our stakeholders."

- GM Vice Chairman and Chief Financial Officer Chris Liddel

[Read our press release](#)

[Employee Celebration Highlights](#)

[NYSE Bell Ringing](#)

[Watch the clip from the employee broadcast](#)

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Driving The Business

GM's public offering: what you need to know.

- This is an important day for GM and an historic milestone in our ongoing turnaround.
- Every day, we work to earn the respect of the car-buying public by designing, building and selling the world's best vehicles. Now, we must also earn the trust of those who place their financial faith in us.
- This is an important step for the UST and Canadian Government to begin diversifying their ownership in GM.

See the frequently asked questions about the [public offering](#)

Check out employee reaction from around the world about GM's public offering, and working in the new GM

[What Do You Think of Today's News](#) [How Does This Announcement Impact You](#) [What is the Best Part of Working at GM](#)

[What is the Most Exciting GM Product](#) [GM China on GM's Public Offering](#)

[Global product video](#) [A summary of news and employee reactions to GM's public offering](#)

On November 18, 2010, "day one" of GM's public offering, banners were displayed at GM's headquarters at the Renaissance Center. Early in the day, the banners were available for employees to sign and leave a message. [Browse through the following photos](#) to see some of the heartfelt and proud messages left by employees.

China, Russia Employees Gather For IPO Event

GM IPO & Employee Journalists

- 31 videos contributed by “employee journalists” in 6 countries (China, Brazil, Germany, India, Russia, & USA)
- 1 page of instructions with 5 standard interview questions
- Simple upload from local site via VideoCenter
- Videos approved by moderators in VideoCenter
- Final composite videos viewed 10,600 times

Employee Video contest

The image is a screenshot of a web browser displaying the 2011 Chevrolet Fireball Run Employee Team Contest rules page. The browser window is titled "2011 Fireball Run Kontiki VideoCenter - Windows Internet Explorer" and shows the URL "https://videocenter.wg1.kontiki.com/au/portal/home". The page features a yellow header with the Chevrolet logo and "FIREBALL RUN" text. Below the header, there is a navigation bar with links for Home, Channels, Search, Admin, My Videos, and Upload. A large video player in the center shows a yellow Chevrolet car with the text "How to Enter" and "Instructions how to enter the 2011 Fireball Run contest." To the right of the video player, there are sections for "My Favorite Channels" and "My Playlist".

The right side of the browser window shows a separate page titled "2011 Fireball Run Contest - Rules, Terms...". The URL is "http://communicator.gm.com/v6/sites/features/2011/fireball_run/affidavit.html". The page content includes the following sections:

2011 CHEVROLET FIREBALL RUN EMPLOYEE TEAM CONTEST

OFFICIAL CONTEST RULES.

VOID WHERE PROHIBITED OR RESTRICTED BY LAW. ALL UNITED STATES FEDERAL, STATE, AND LOCAL LAWS APPLY. NO PURCHASE NECESSARY TO ENTER OR WIN.

1. General Description:

The 2011 Chevrolet Fireball Run Employee Contest (the "Contest") is being conducted by General Motors LLC ("General Motors"). Submission of complete entries must be made by June 13, 2011 (the "Submission Deadline"). Submissions will be posted on Socrates for employees to vote on the winning video. The winning video will also be posted on drivingtheeast.com for non-GM employees to vote. The grand prize awarded to the winning creator(s) of the video or photo and essay includes: the Fireball Run registration fee, travel to/from the starting and ending location of the Fireball Run, lodging, a vehicle for the weeklong mission, fuel and other incidentals.

2. Eligibility:

A. The Contest is open to all current employees of General Motors who are residents of the United States, except where prohibited or restricted by law.

B. Entrants must enter as a team, consisting of two to three employees. Each team member must be currently employed by General Motors. No employee may compete on more than one (1) team. Any team with a member registered with more than one (1) team shall be deemed ineligible.

C. Entrants must be at least 25 years of age at the time of submission.

D. Entrants must have a valid driver's license.

E. Entrants must not have been convicted in the past 36 months of any of the following motor vehicle violations:

By clicking continue, I understand the contest rules and agree to the terms and conditions:

Employee Video contest

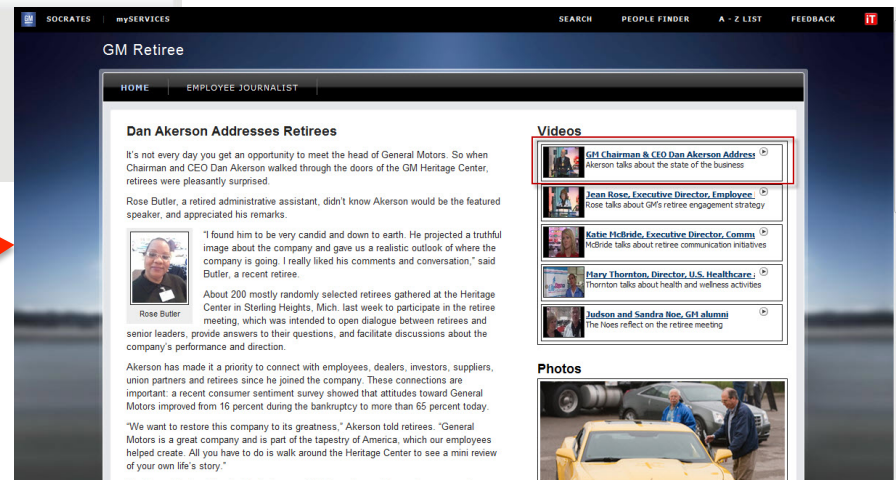
- Contest limited to North America
- 32 employee videos submitted (25 approved)
- 5,562 video ratings received
- Videos viewed 18,043 times

Socrates



1. Upload video to VideoCenter

2. Insert Guide widget in page



3. When video entry is clicked, player window appears.

Enewsline

The image shows a screenshot of a computer screen with two windows open. The left window is an email client displaying an eNewsline for Tuesday, May 31, 2011, from GM Communications. The email content includes a headline about Mark Reuss's comments on the return of Chevy Power to Indy, a final reminder for CAP Self Assessments, and information about the Chevrolet IndyCar V-6. The right window is a web browser displaying a GM InnerTube video player for a video titled "Reuss on Chevy at Indy". The video player includes a play button, a progress bar, and a "Play again" button. The GM InnerTube interface also shows navigation links like Home, Channels, Search, Admin, My Videos, and Upload, along with a sidebar for "My Stuff" and "My Favorite Channels".

eNewsline for Tuesday, May 31, 2011
GM Communications to: 05/31/2011 12:47 PM
From: Steven L. Griffes [Show Details](#)

eNewsline
Design, Build & Sell The World's Best Vehicles
Tuesday, May 31, 2011

Mark Reuss Comments on the Return of Chevy Power to Indy Next Year
A Chevrolet Camaro SS Convertible led the 2011 Indianapolis 500, as the car maker and iconic race celebrated their Centennial anniversaries – and started the countdown for Chevrolet's return to IndyCar racing in 2012.

Most recently, Chevrolet competed in Indy-style competition as an engine manufacturer in 1986-93 and Indianapolis 500 victories.

Next year, Chevrolet will return to the IZOD IndyCar Series with a new twin-turbocharged, direct-injected V-6 racing engine powered by renewable E85 ethanol fuel. Developed by GM and Ilmor Engineering, the Chevrolet IndyCar V-6 will have a displacement of 2.2 liters, aluminum block and cylinder heads, and will be a fully stressed chassis member supporting the gearbox and rear suspension.

The Chevrolet IndyCar engine will be available to all entrants in accordance with the series' regulations. Team Penske is the first IndyCar team to commit to Chevrolet power in 2012. Team Penske previously tallied 31 open-wheel victories with Chevrolet engines, including four

Final Reminder CAP Self Assessments Due Today
As a reminder, the CAP Self Assessment is due today. Please take time to complete this task if it is not already completed. This is key input which provides managers with a more comprehensive view of employees' performance to goals and behaviors for the first half of the year. Managers cannot complete employee reviews until the Self Assessment is completed and sent.

Please reference the [CAP microsite](#) for additional information.

Reuss on Chevy at Indy
Created: Tue May 31 2011
Rate: ☆☆☆☆ (0) [Add to My Playlist](#) [Flag](#)

Tags:
Channels Where This Video Appears:
Comments [Leave a Comment](#)

Enewsline

- Video uploaded to VideoCenter
- Player widget inserted in Enewsline web page
- When user clicks on Play button, video plays whether user has client installed or not

Future

- “YouTube for Enterprise”
- Search engine integration with SharePoint (demonstrated)
- Global publishers for Enews
- SAML / SSO to replace direct LDAP integration