

When a mere press release just won't do

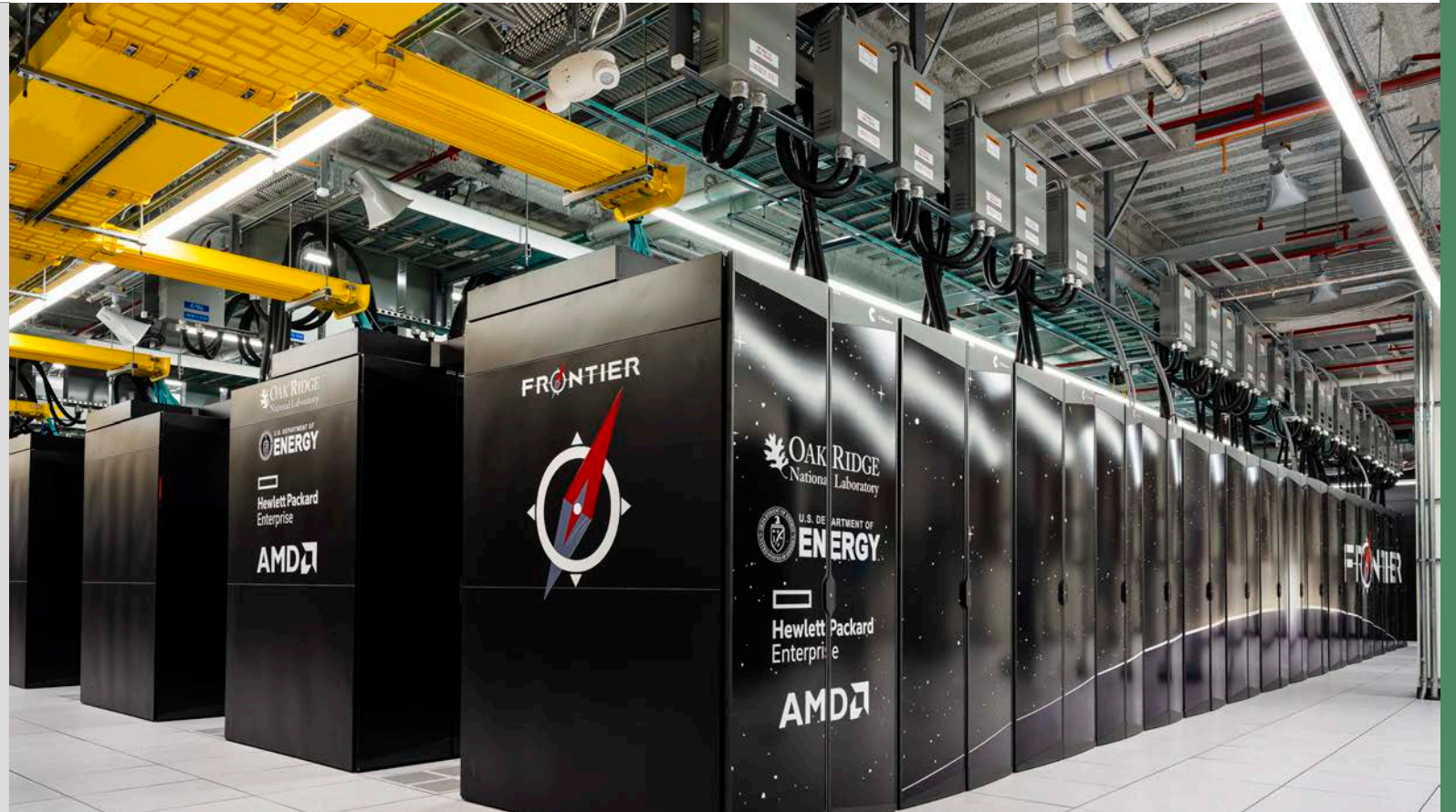
Firehose presentation

Mimi McHale, science communications
manager, Oak Ridge National Laboratory

ORNL is managed by UT-Battelle LLC for the US Department of Energy

The Story: Breaking the barrier beyond supercomputing

- ORNL – 4 #1 ranked supercomputers
- 4th breaks exascale computing barrier
- Technical story to tell – 10 years in the making



Big “why”: Broad impacts to future discoveries

- Enables faster breakthroughs in:
 - Cancer treatments
 - Clean energy solutions
 - Structural improvements to infrastructure
- Helps bring it to market faster



Historic moment required innovative storytelling

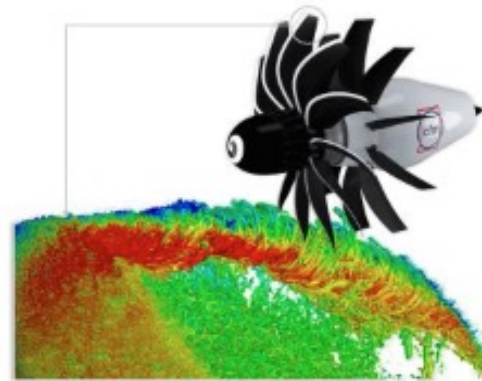
- Combined a traditional media outreach strategy
- With the development of a new platform that took audiences on an immersive journey



Frontier supercomputer debuts as world's fastest, breaking exascale barrier

May 30, 2022

The Frontier supercomputer at the Department of Energy's Oak Ridge National Laboratory earned the top ranking today as the world's fastest on the 59th TOP500 list, with 1.1 exaflops of performance. The system is the first to achieve an unprecedented level of computing performance known as exascale, a threshold of a quintillion calculations per second.



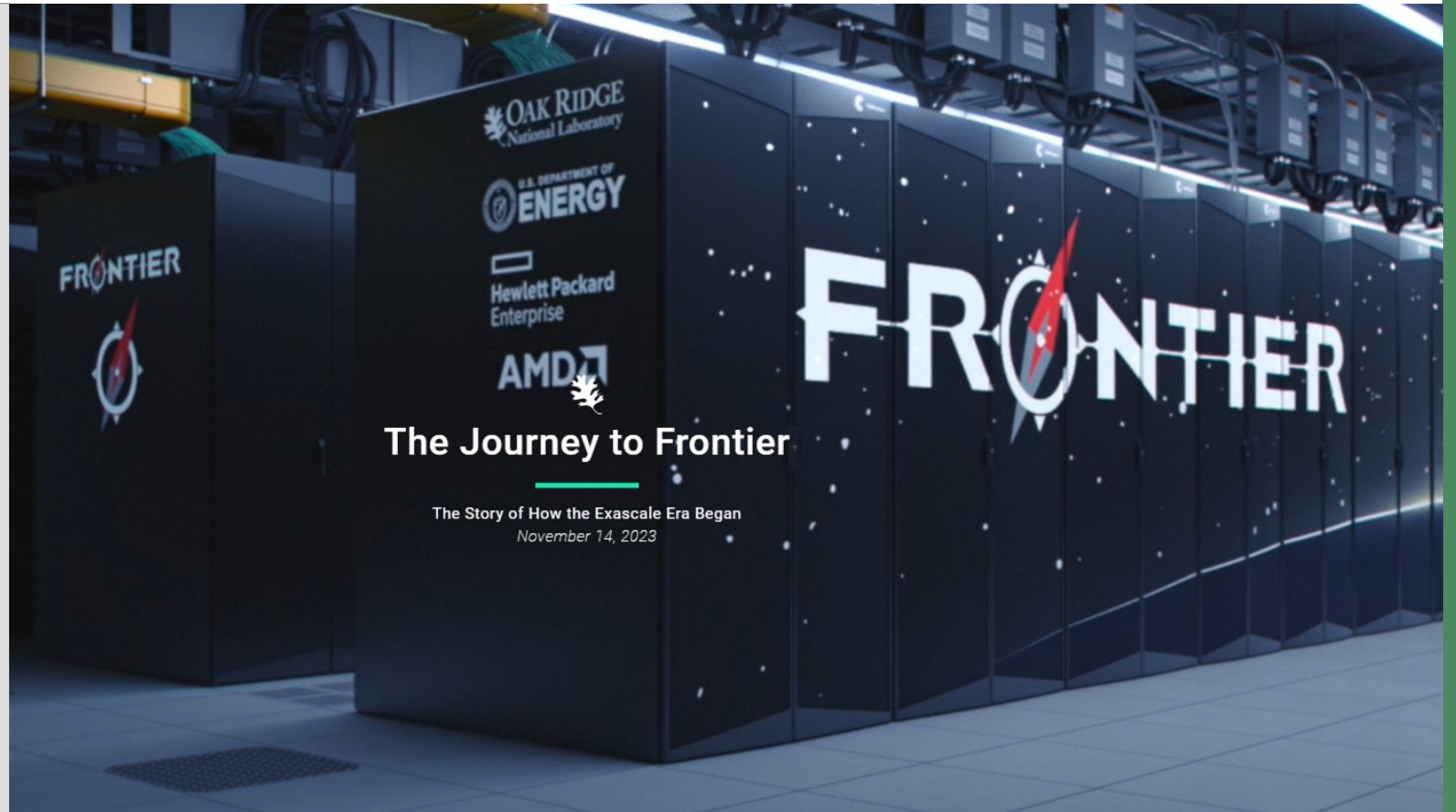
Exascale drives industry innovation for a better future

August 31, 2023

Outside the high-performance computing, or HPC, community, exascale may seem more like fodder for science fiction than a powerful tool for scientific research. Yet, when seen through the lens of real-world applications, exascale computing goes from ethereal concept to tangible reality with exceptional benefits.

Creating Scrollytelling

- From traditional mapping software...
- ...to an internal, web-based platform that provides equal weight to imagery and words.
- “Scrollytelling” lets readers participate in the story.



Click link in image above

The Results. Future uses

- Scrollytelling can reach a broader audience and keep story alive longer
- Goes beyond story and photo.
- Provides immersive experience... a journey.

Historical overview and comparison

Visits
2,597
No trend data ⓘ

Page views
3,051
No trend data ⓘ

Unique visitors
2,139
No trend data ⓘ

Returning visitors
35
No trend data ⓘ

Bounce rate
83.25%
No trend data ⓘ

