



For Immediate Release:

Orwell Inc. Promises All Things Optimistic with the BBMS

Contrary to popular belief, top executives from Orwell Inc. (founded in 1984) believe the manufacturing community has taken the paranoia and dystopian despair one step too far.

“Sure, we’ve had drones, color-coded terror alerts, waterboarding, CCTV cameras, global positioning software, Edward Snowden, metadata, social media and the NSA, but at the end of the day, there’s no cautionary tale or government takeover to worry the minds of an entire generation of robots (err, I mean skilled workers),” says an ominous vice president of something or other lurking in the shadows of his energy-efficient managing office.

Today, Orwell Inc. boasts the blueprint for absolute power with its Big Brother Monitoring System (BBMS). This state-of-the-art sensor technology is simply implanted in the wrist and head of each employee, giving Human Resources an unparalleled advantage when it comes to productivity and quality control.

“Studies show that the human brain is responsible for 95.5 percent of the average bottleneck on any given shop floor,” says O’Brien, product specialist at Orwell. “The BBMS eliminates free thought with the push of a button, allowing your workforce the luxury to concentrate on the task at hand.”

Monitoring your production team has never been easier, as the BBMS decodes brain activity to determine when an employee might be making unproductive choices.

“Maybe he or she is about to turn a 15 minute break into 16,” O’Brien says. “Perhaps they’re thinking about taking the afternoon off to catch a baseball game. Some troublemakers will just stand around the office attempting to solve world peace! The BBMS has the analytics in place to keep humans from—well, frankly—being human,” O’Brien adds.

The Winston Smith Case Study

Winston Smith, a young engineer with a major gear manufacturing conglomerate, was recently fitted with his own BBMS. Orwell Inc. is happy to report that his productivity has increased 400 percent. “I was in the gear industry, but I really wasn’t IN the gear industry, you know what I mean?” Smith says. “I used to space out a little bit at the desk, think about history, literature, romance even those cooking shows on the Food Network. Now, I think about helical and bevel gears, 24 hours, seven days a week.”

Recently Smith was also fitted with Orwell’s Executive Chain, a power transmission component that binds the eager worker with an overzealous young executive from the boardroom. This takes micromanagement to the next level, giving leadership an opportunity to find the true value in Smith’s work *and* home life. This chain keeps Smith linked 24/7 to a productivity professional that will offer direct criticism on a variety of topics. “It’s nice to have someone always available to ask questions,” Smith says. “It’s a little awkward when I want to take a shower...”

“The gear company is able to break down exactly what Smith brings to the table with the latest generation of these Orwell products,” O’Brien says. “If you want a picture of the future, imagine a boot stamping on a human face—forever!” To order Orwell Inc.’s BBMS or Executive Chain, contact your local Orwell representative via tele-screen today while supplies last.

(Ed’s Note: The Addendum team thought it fitting to celebrate George Orwell’s 1984 with the 30th Anniversary of Gear Technology. We do not condone the extreme tactics discussed in this fictional press release unless instructed by the proper authorities.)