

= Dunder Mifflin Infinity =

" Dunder Mifflin Infinity " is the third and fourth episode of the fourth season of the American comedy television series The Office , and the show 's fifty @-@ sixth and fifty @-@ seventh episode overall . The episode was written by Michael Schur , who also acts in the show , and directed by Craig Zisk . It first aired in the United States on October 4 , 2007 on NBC .

In this episode , Ryan returns to his old office and reveals his plan to bring technology to Dunder Mifflin . Michael and Dwight try to prove that the personal touch is better than technology . Meanwhile , Jim and Pam reveal their relationship to the rest of the office , Kelly attempts to reunite with Ryan , and Dwight and Angela 's relationship continues to plummet .

= = Plot = =

Ryan Howard (B. J. Novak) returns to the Scranton , Pennsylvania branch of Dunder Mifflin for the first time since his promotion to the corporate headquarters . Although he sports a much more urbane look and attitude , he garners little respect from his former peers . Ryan introduces " Dunder Mifflin Infinity , " his initiative to revitalize the company with new technology . Michael Scott (Steve Carell) is initially excited about the prospect of getting a BlackBerry , but is warned by Creed Bratton (Creed Bratton) that the program is a ploy to get rid of older workers . Creed dyes his hair black with printer ink in an attempt to convince everyone that he is much younger . Michael holds a conference room meeting on the subject of ageism . To show that personal interaction is more effective than new technology , Michael and Dwight Schrute (Rainn Wilson) decide to go out and win back the clients they lost in the past year with gift baskets . Each manager they encounter refuses to consider returning to Dunder Mifflin unless the company improves its technology , such as Dunder Mifflin 's website . While driving back to the office , Michael misinterprets his rental car 's GPS map system 's directions and drives into Lake Scranton . He takes this as further proof that new technology is useless because it tried to kill him . After the lake incident , he and Dwight walk back to one of the former clients to awkwardly get back their gift basket , causing a scene .

Meanwhile , Pam Beesly (Jenna Fischer) and Jim Halpert (John Krasinski) are exposed as a couple when Toby Flenderson (Paul Lieberstein) circulates a memo about public displays of affection . Jim secretly informs Pam that Dwight and Angela Martin (Angela Kinsey) are dating , only to discover that she already knew . Meanwhile , Dwight attempts to make amends for the death of Angela 's cat Sprinkles by giving her a stray cat he found in his barn , named Garbage . Angela rejects the gift . Kelly Kapoor (Mindy Kaling) tries to restart her relationship with Ryan , an effort he ignores until she tells him she is pregnant . After going out to dinner , Ryan learns that Kelly 's pregnancy claim was a lie that Kelly used in attempt to get them back together . Back at the office , Ryan asks Pam to create a logo for Dunder Mifflin Infinity . Pam is excited about the opportunity to use her art background , but Ryan uses the logo as an excuse to ask her out , which he does in front of Jim . Pam responds that she is dating Jim , which leaves the new boss thoroughly embarrassed .

= = Production = =

The episode was the first episode of the series directed by Craig Zisk . Zisk had previously directed episodes of Nip / Tuck , Weeds , Scrubs , Smallville , and The Single Guy . " Dunder Mifflin Infinity " was written by Michael Schur , who plays Dwight 's Amish cousin Mose .

For Ryan 's new appearance this season , the writers originally had B. J. Novak grow a goatee . Show runner and executive producer Greg Daniels decided to have Novak lose the goatee , because according to Novak " a goatee would make Ryan a flat @-@ out chump . And we wanted it to be more subtle . " In addition to his five o 'clock shadow , Ryan was also seen wearing black clothes . Novak explained that " We wanted him to dress as obnoxious as possible . As much black as possible . " " Dunder Mifflin Infinity " went along with a website that had been created with the same name . The website was part of a game in which fans of The Office would sign up , and

become " employees " of different " branches " . Members of the site would perform tasks such as design a logo for the company or make Creed look young again .

= = Reception = =

" Dunder Mifflin Infinity " received 4 @. @ 5 / 11 in the ages 18 ? 49 demographic in the Nielsen ratings . This means that 4 @. @ 5 percent of all households with an 18- to 49 @- @ year @- @ old living in it watched the episode , and eleven percent had their televisions tuned to the channel at any point . The episode was watched by 8 @. @ 49 million viewers .

" Dunder Mifflin Infinity " received mixed reviews from critics , with Michael driving his car into the lake being particularly panned by critics and viewers . Entertainment Weekly 's Christine Fenno commented that she thought " Michael seemed a bit more focused than usual , even competent at moments . And then he drove into a lake . " Jack Rodgers , from TV Guide said that his " favorite thing about this episode was the sly parallel that connects the three love stories " and " Michael ? s obsession with sticking to his old methods rather than learning to change and embrace technology " . Will Leitch of New York Magazine criticized the episode , saying that Michael driving into the lake felt more like the actions of a " cartoon character " , than " based in reality " . Leitch did say that if " we can get Michael out of that lake and back in a conference room with Ryan , we 'll have something . "