

Video Story Board | direction

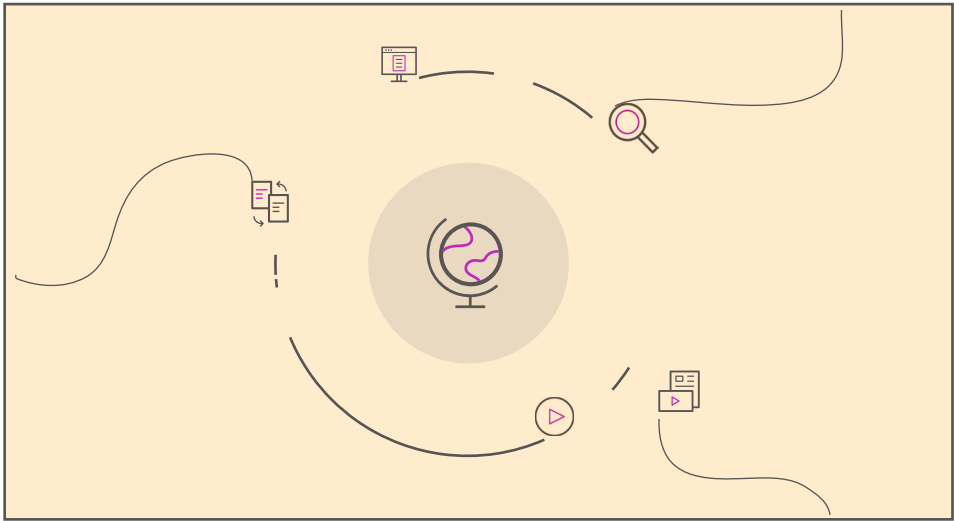
1 Logo intro



Action:
Logo appears and grows to fill center. The logo bounces. Line is drawn on and circles the logo. The line changes from white to dark gray. As the line changes to gray, the logo reduces to fade in center.

Audio:
Light introduction music track

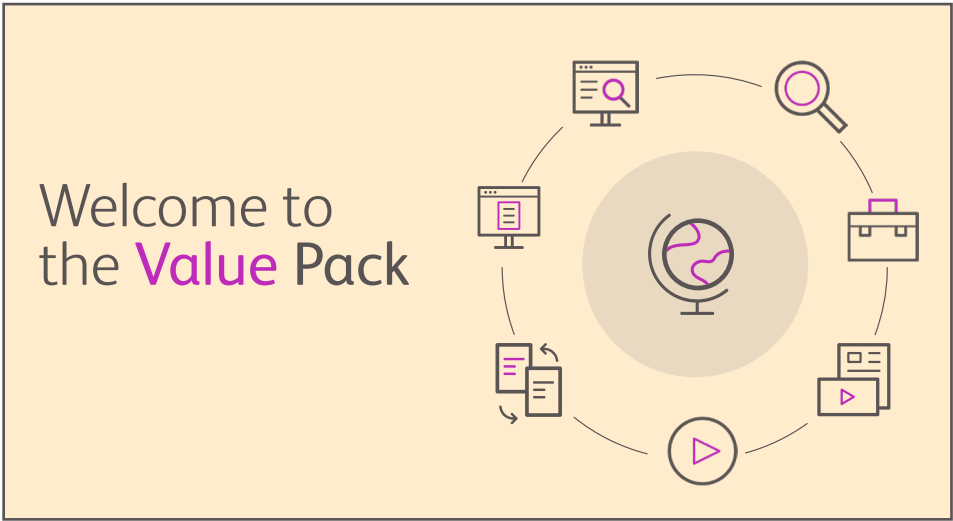
2 World graphic reveal



Action:
As logo fades out, world graphic fades up growing. The gray line around the globe spins around. Icons are drawn on screen by lines and start to rotate around the globe.

Audio:
Light introduction music track

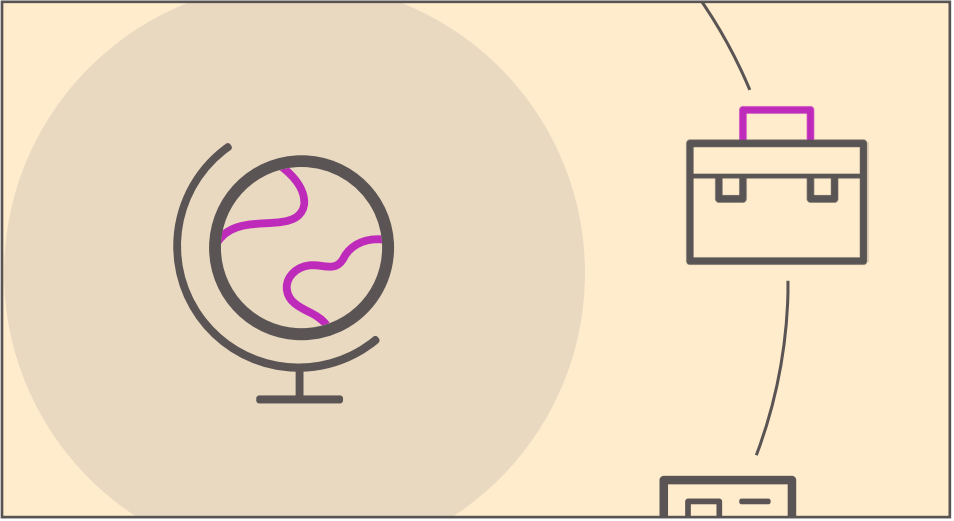
3 World graphic and copy



Action:
World graphic is complete with all icons in place. Then the world graphic slides over to right and welcome copy slides in from left.

Audio:
Light introduction music track

4 Globe introduction



Action:
Globe with icons push over the the left and enlarge. The icons fade and disappear. The globe get larger and the gray circle becomes the inside of the globe.

Audio:
Light introduction music track

5 Globe with copy



Action:
The globe fills the left of screen, copy slides on from the right, then fades when a new line of copy slides onto the screen

Audio:
Light introduction music track

6 Globe with copy continued



Action:
Globe bounces slightly and new copy slides onto the screen

Audio:
Light introduction music track

Video Story Board | direction - continued

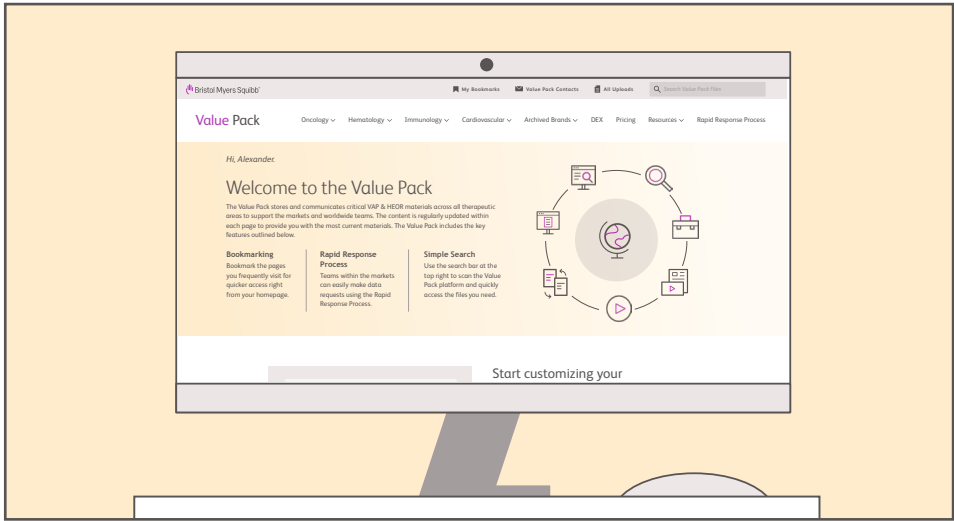
7 Introduce website on computer



Action:
Computer is drawn on with lines. Globe shrinks down and becomes part of graphic on computer screen. Copy slides off to right

Audio:
Light introduction music track

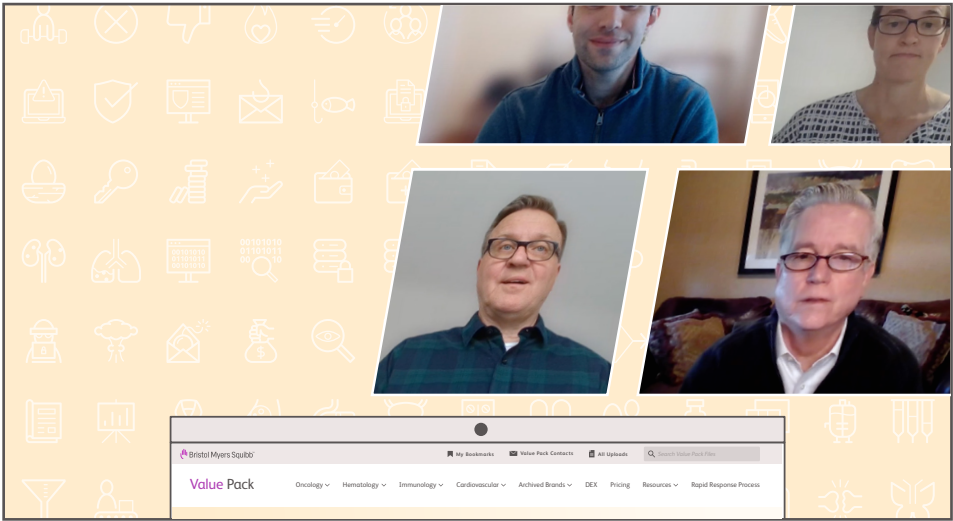
8 Computer and homepage



Action:
Computer screen and home page grows on the page

Audio:
Light introduction music track

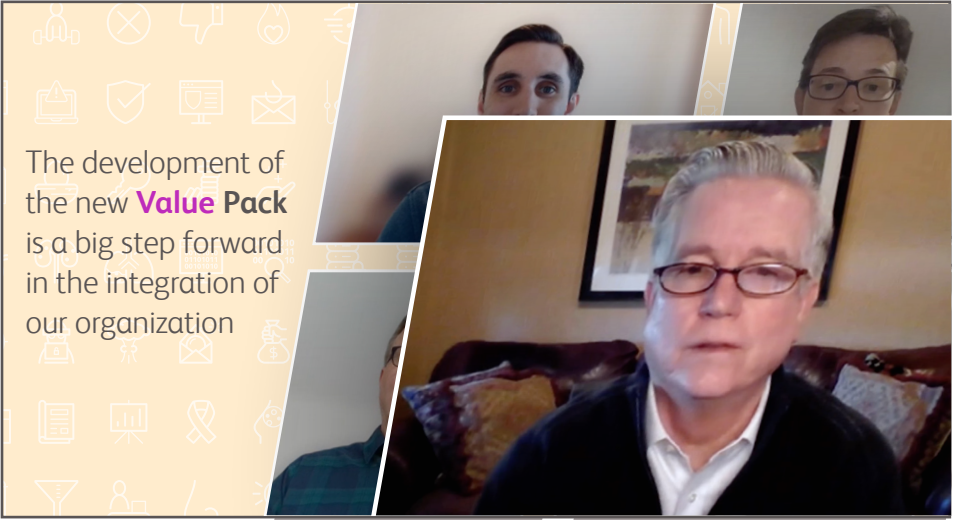
9 Introduce key speakers



Action:
Icons move onto the background moving slightly. Computer screen slides down as key speaker stills fly on the screen forming skewed sliding grid

Audio:
Light introduction music track

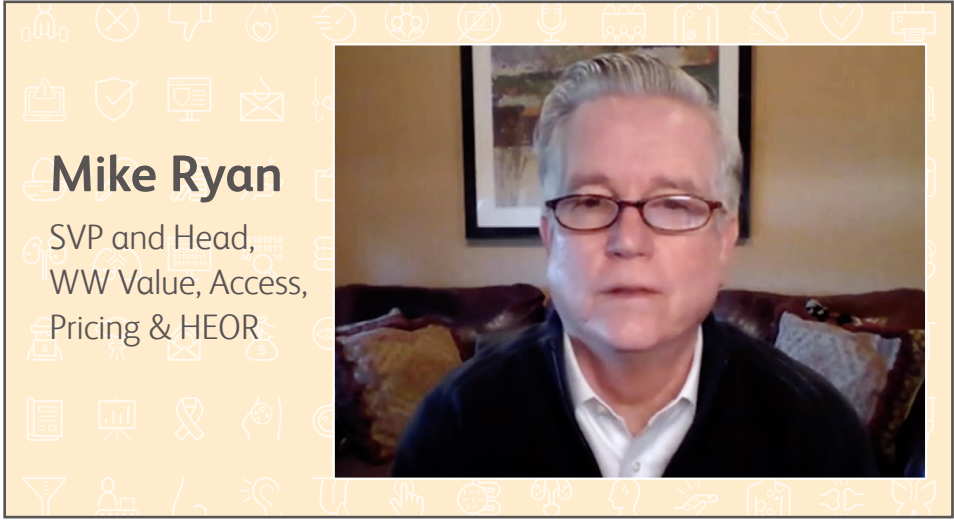
10 Key speaker 1



Action:
Individual still enlarges and plays on screen. Statement slides on from left. Then down

Audio:
Light introduction music track- gets softer when speaker audio starts

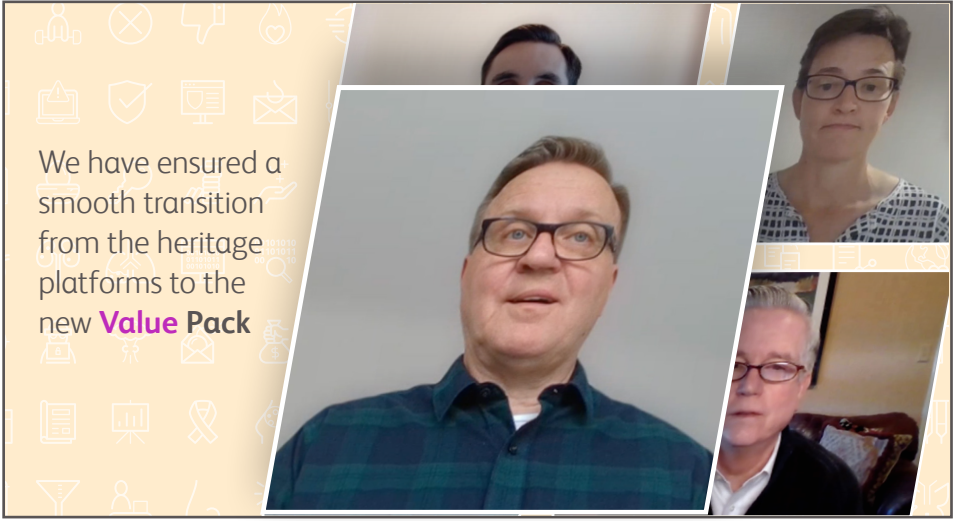
11 Key speaker 1 full screen



Action:
Mike Ryan: Introduction. His name and title slides on from the left. As he speaks screened icons in background slide on from bottom moving to the top

Audio:
Speaker audio starts

12 Key speaker 2



Action:
As speaker 1 reduces size, skews, and slides into the grid, speaker 2 enlarges and plays on screen. Statement slides on from left. Then down

Audio:
Light music track plays in background for transitions until next speaker starts

Video Story Board | direction - continued

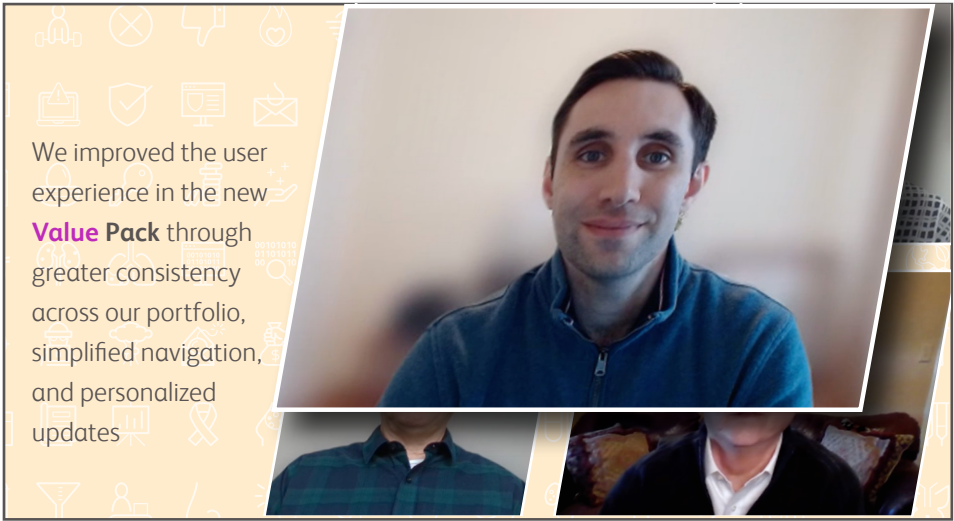
13 Key speaker 2 full screen



Action:
Asmo Pasanen: Transition from Previous Platforms. As he speaks screened icons in background slide on from bottom moving to the top

Audio:
Speaker audio starts

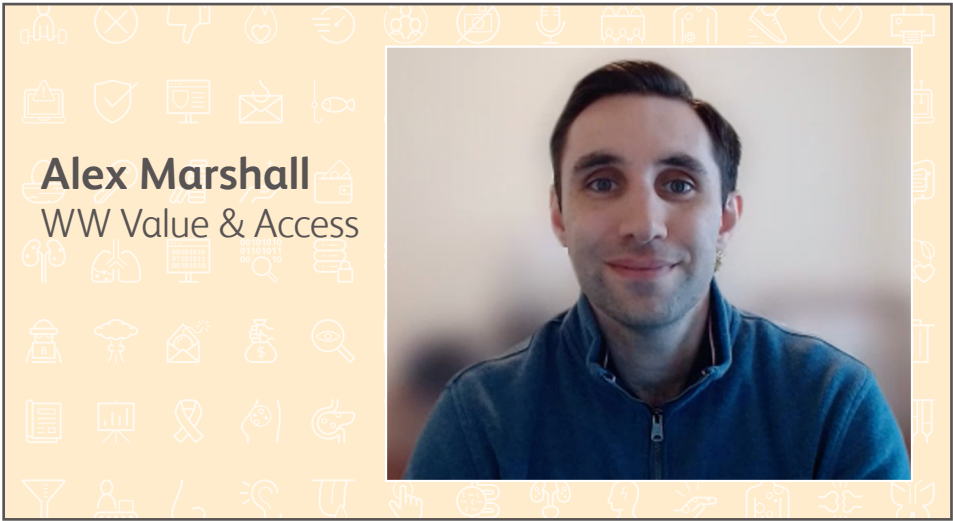
14 Key speaker 3



Action:
As speaker 2 reduces size, skews, and slides into the grid, speaker 3 enlarges and plays on screen

Audio:
Light music track plays in background for transitions until next speaker starts

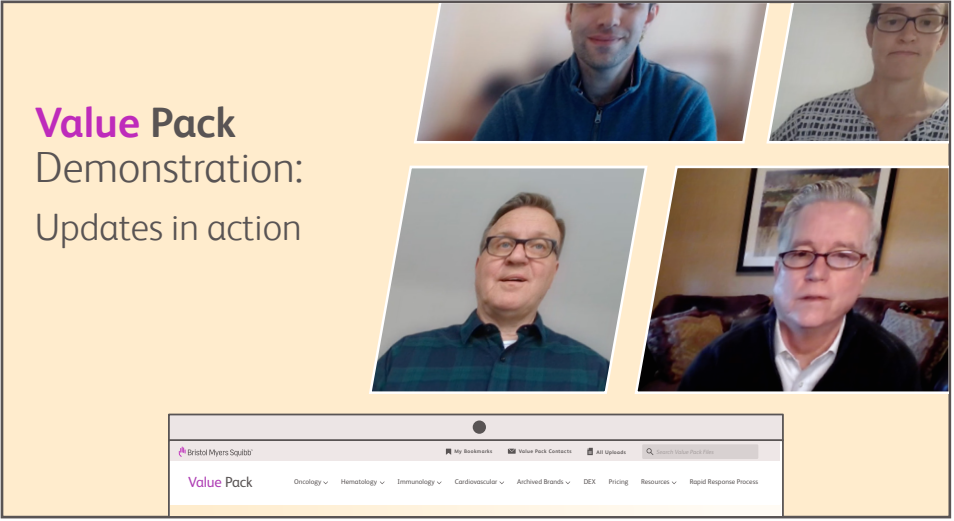
15 Key speaker 3 full screen



Action:
Alex Marshall: Value Pack Functionality. As he speaks screened icons in background slide on from bottom moving to the top

Audio:
Speaker audio starts

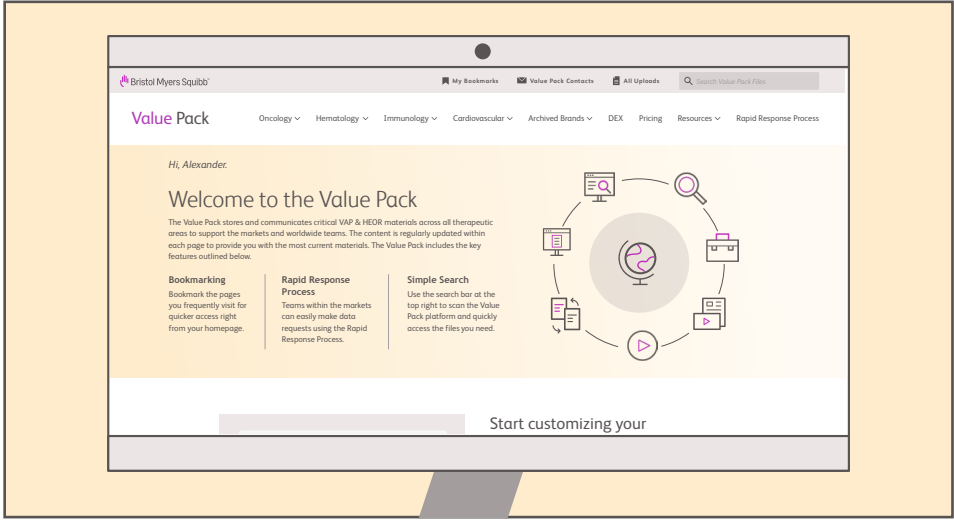
16 Introduction to demo



Action:
When speaker 3 finishes, fades back to skewed grid. Computer screen slides up and pushes speakers off the screen. Copy slides on from the left

Audio:
Light music track plays in background for transitions until demo video starts

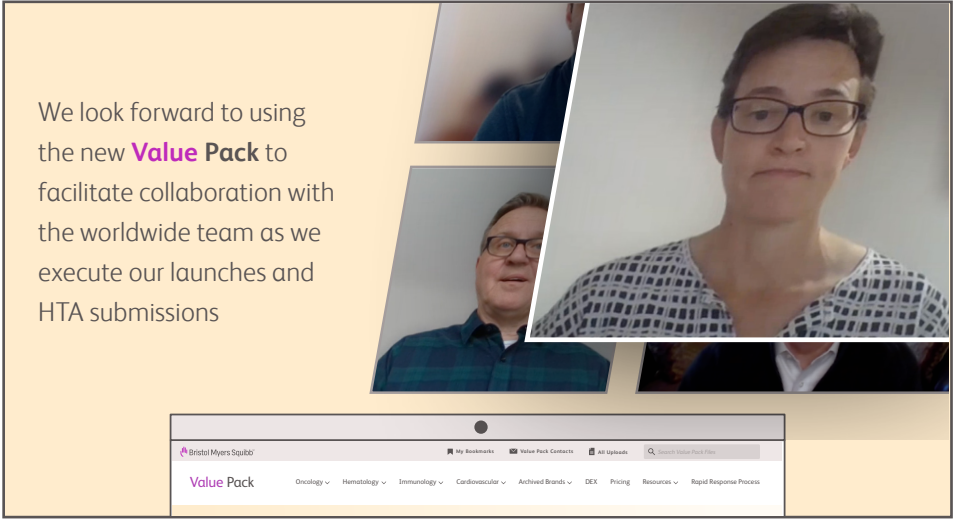
17 Value Pack Demonstration: Alex Marshall



Action:
Computer screen enlarges and becomes large. Alex speaks and demo begins

Audio:
Demo audio starts

18 Key speaker 4



Action:
When demo concludes, the skewed speakers slide down pushing the computer screen down. Speaker 4 enlarges and fills screen. Copy slides on screen from left

Audio:
When demo ends, transition audio plays until next speaker starts

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19 Key speaker 4 full screen



Action:
Nicole Patten: Market Perspective. As she speaks screened icons in background slide on from bottom moving to the top

Audio:
Speaker audio starts

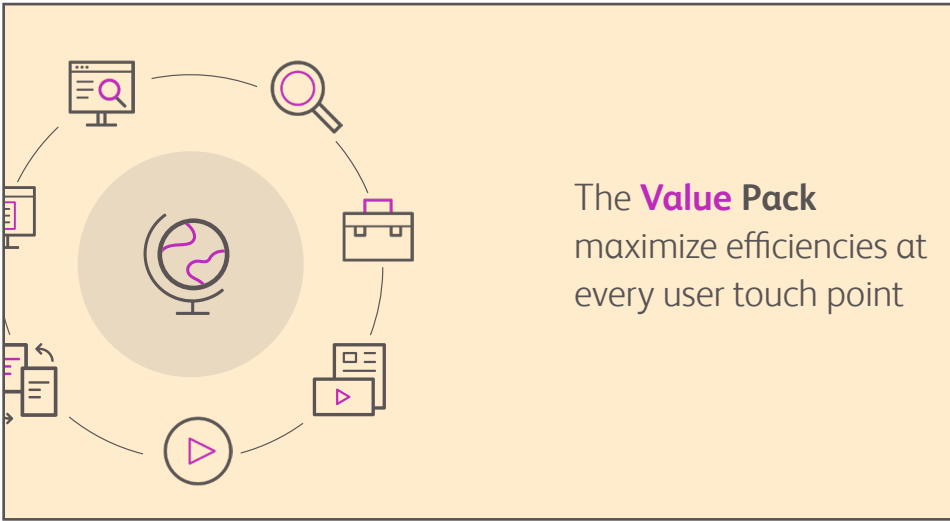
20 Closing: Alex Marshall



Action:
Speaker 4 slides back to grid and Alex Marshall is highlighted and speaks to stills of all speakers. Icons slide in background

Audio:
Light music track plays in background for transitions

21 Globe exit



Action:
Globe and icons slide on from left pushing off speakers. Closing copy slides on from top

Audio:
Light music track plays in background for transitions

22 Logo outro



Action:
Copy gets larger, pushes off the globe. Then all fades except the Value Pack type

Audio:
Light exit music track plays in background for transitions of logo

23 Logo outro final



Action:
Logo grows, stays on for 10 seconds, screen fades - THE END

Audio:
Light exit music fades when screen fades