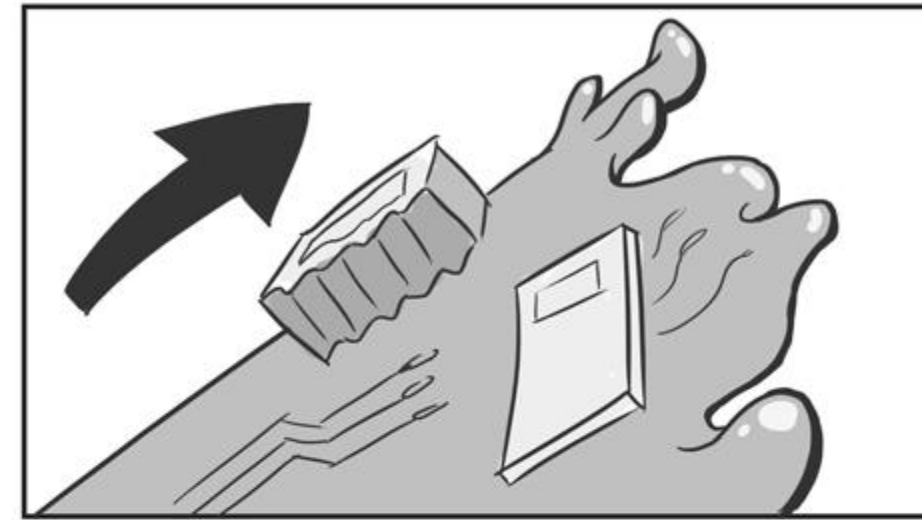
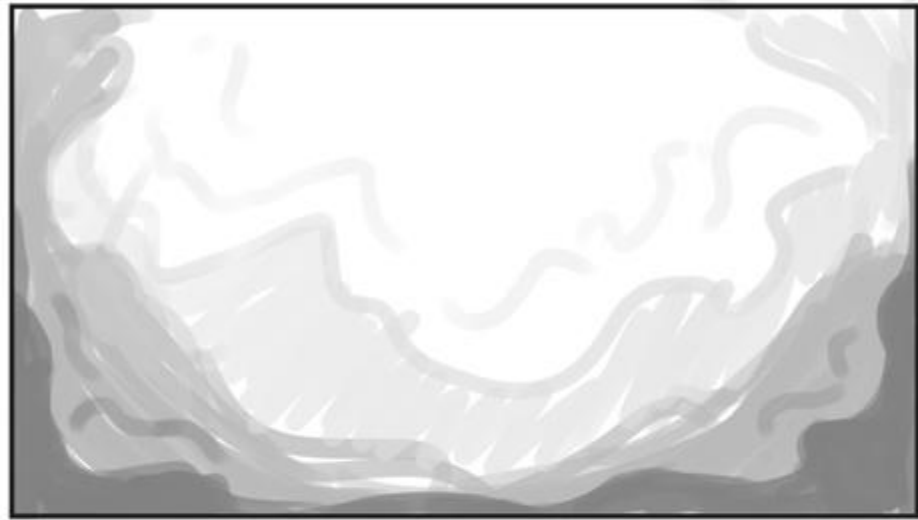


# Acer

# “F20 Dial it Back”

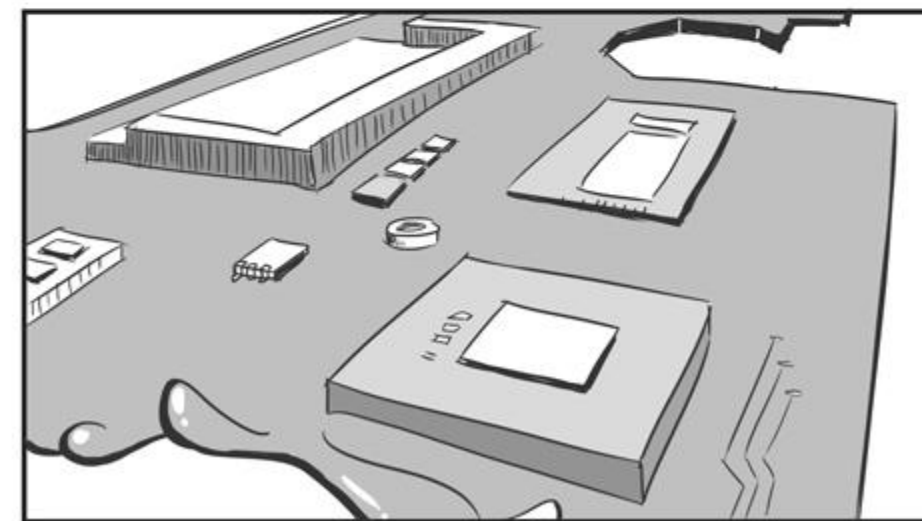
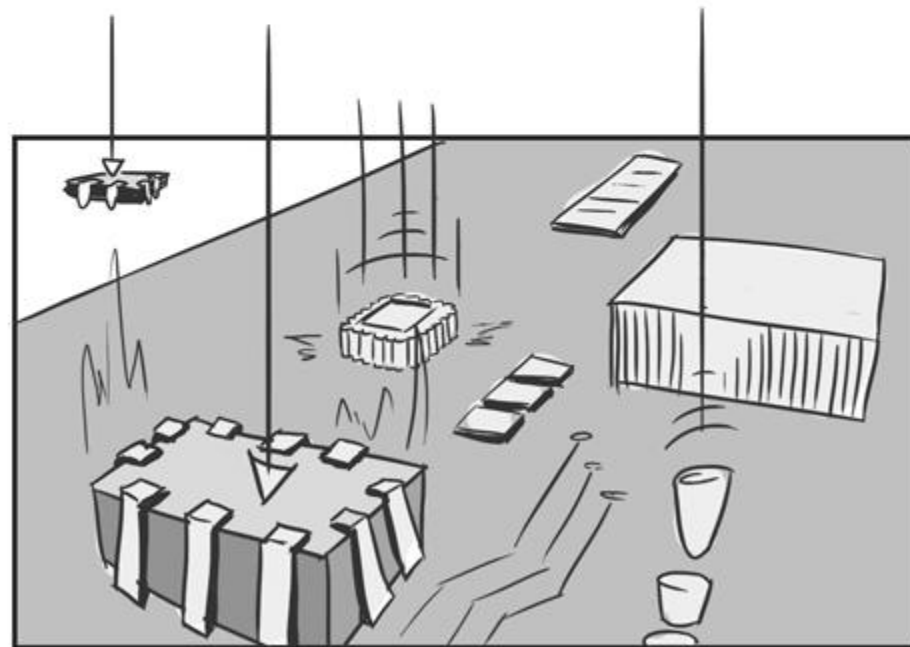
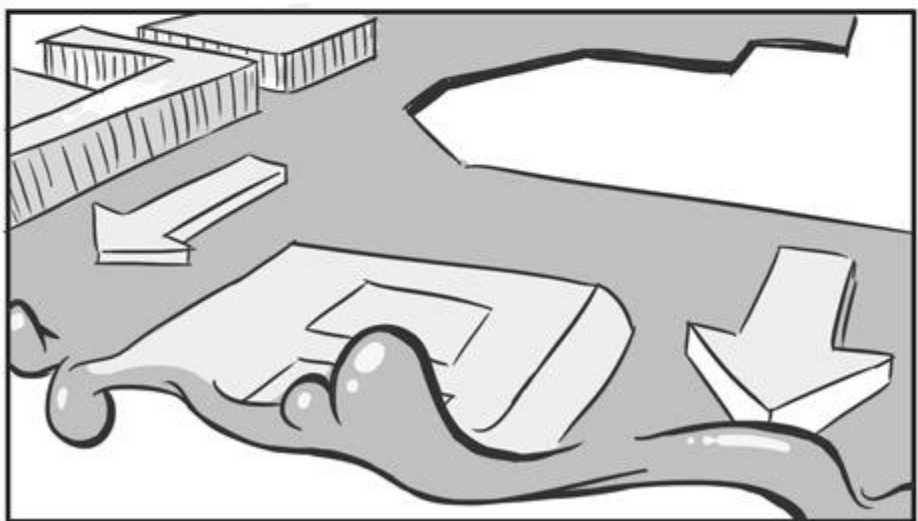
Storyboards



OPEN ON STYLIZED FOGGY FEELING ENVIRONMENT.

THE ENVIRONMENT COLOR SHIFTS AND CHANGES AS THE ACTION SHIFTS IN AND OUT.

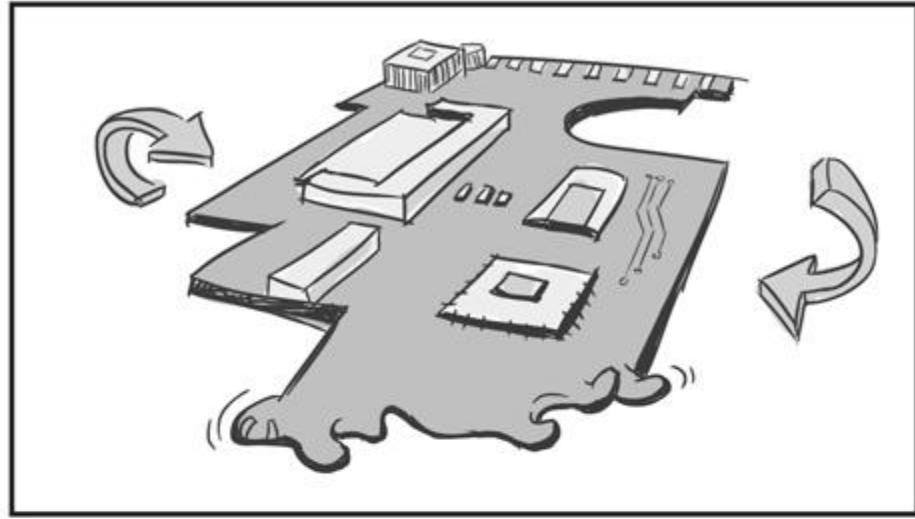
HARD CUT TO A CLOSE UP (NARROW FOCUS) OF THE MOTHERBOARD BUILDING WITH A MOLTEN LIQUID.



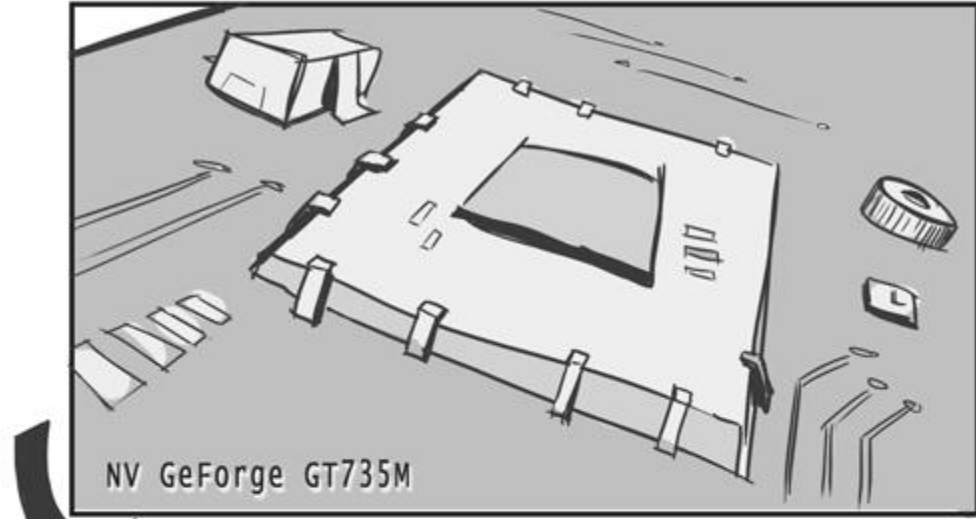
AND THEN INSTANTLY HARDENING AS CAMERA RAKES ACROSS MOTHERBOARD

FOCUS WIDENS AS PIECES AND PARTS FLY IN AS WELL AS BUILD ONTO THE BOARD.

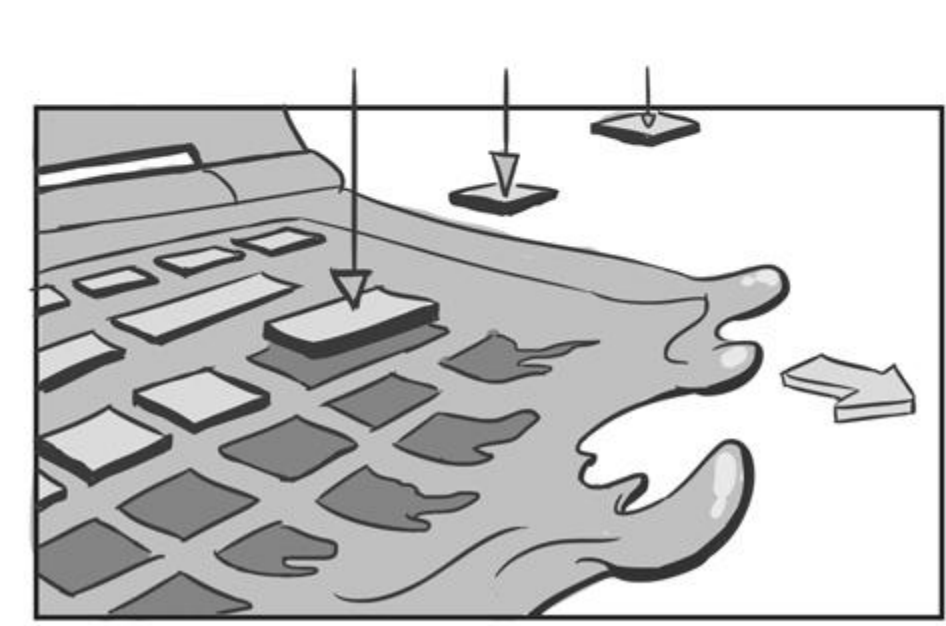
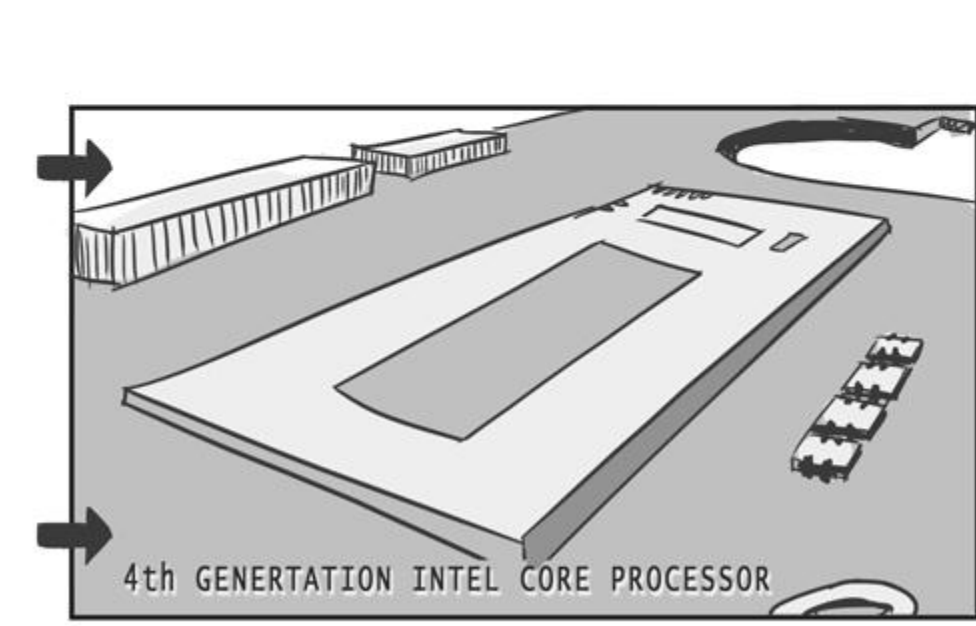
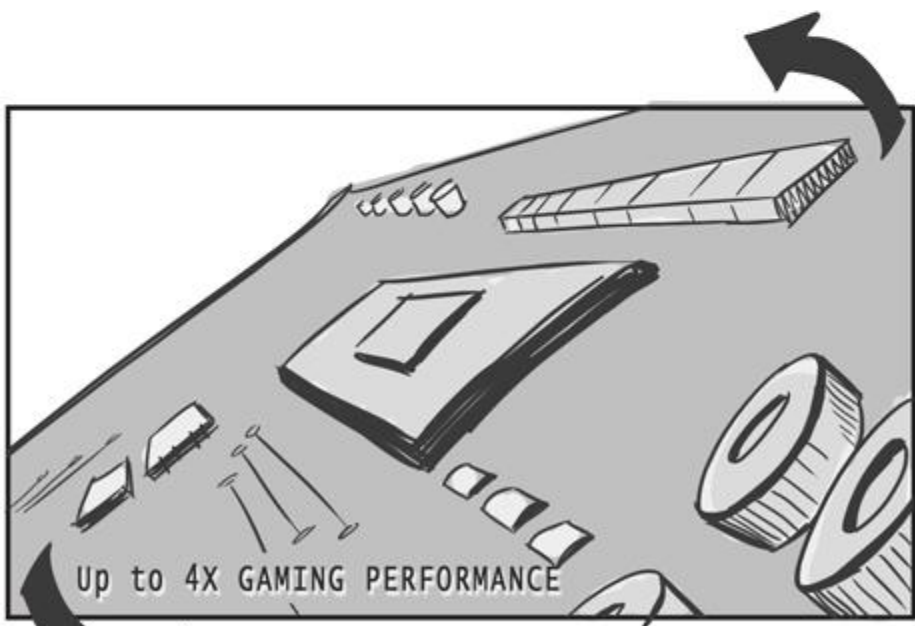
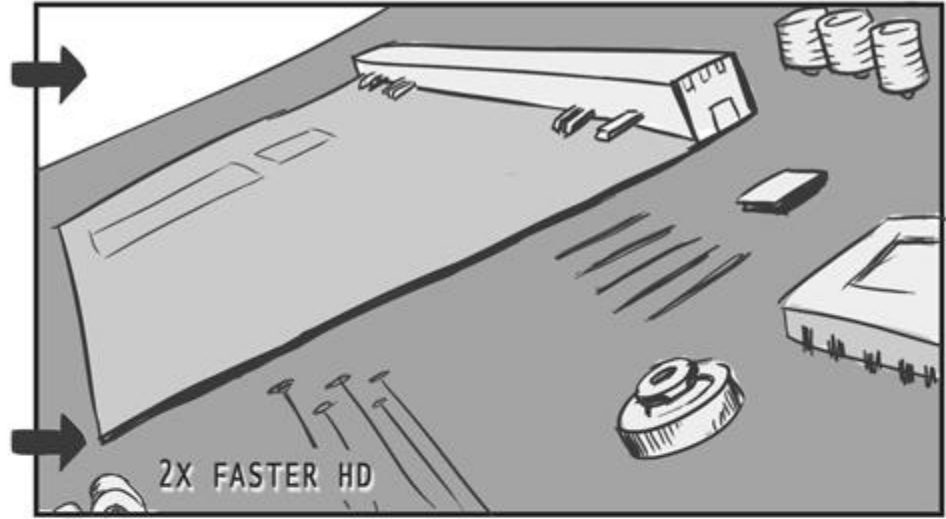
CAMERA CUTS BETWEEN MACRO SHOTS TO MID SHOTS TO SHOW THE BUILD BOTH CLOSE UP TO AND TO ESTABLISH THE BOARD AS A SOLID, WHOLE PIECE.



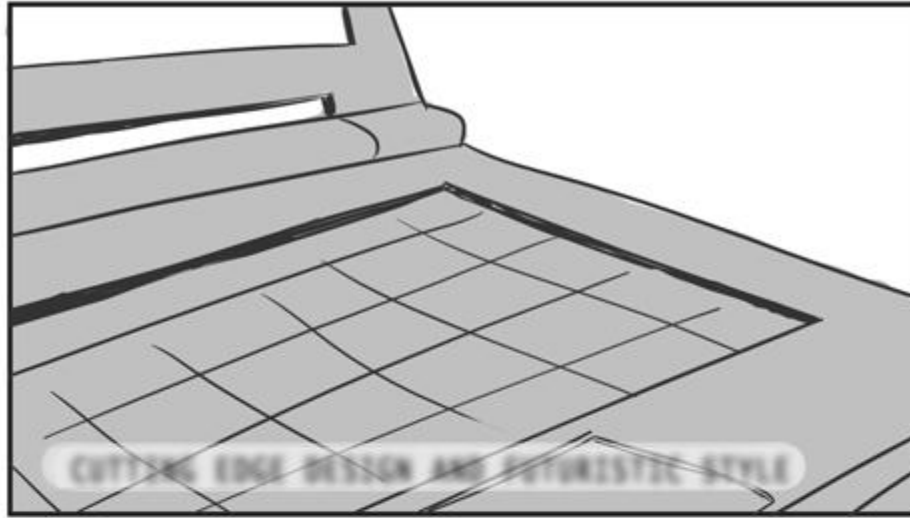
HARD CUT TO A SHOT OF THE WHOLE MOTHERBOARD AS IT ROTATES, ZOOMS OUT, AND FINISHES BUILDING



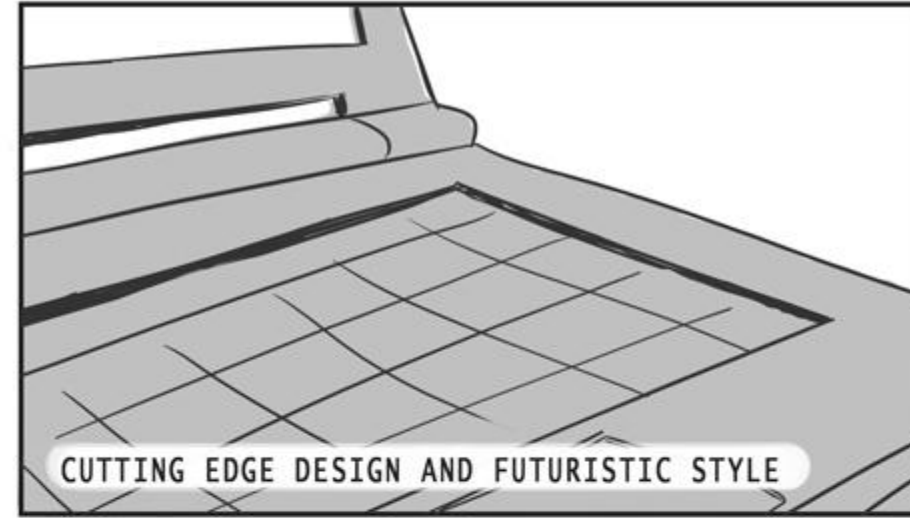
QUICK HARD CROSS CUTS ON EACH SPECIFIC PART



HARD CUT TO CLOSE UP OF THE KEYBOARD AND BASE OF LAPTOP BUILDING ON AS MOLTEN MATERIAL HARDENING AS SOON AS IT FORMS ITS SHAPE.



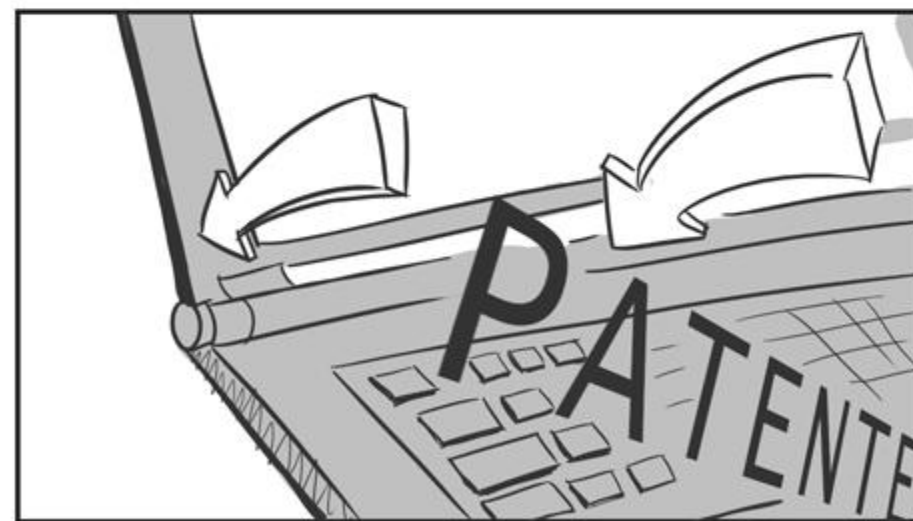
TYPE IS OUT OF FOCUS WHEN HARD CUT HAPPENS,



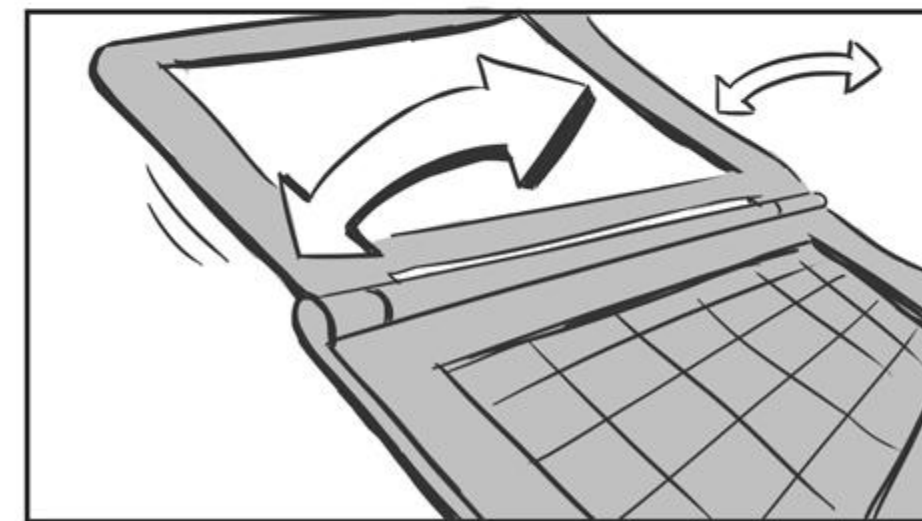
THEN COMES INTO FOCUS AS IT MOVES TOWARD CAMERA



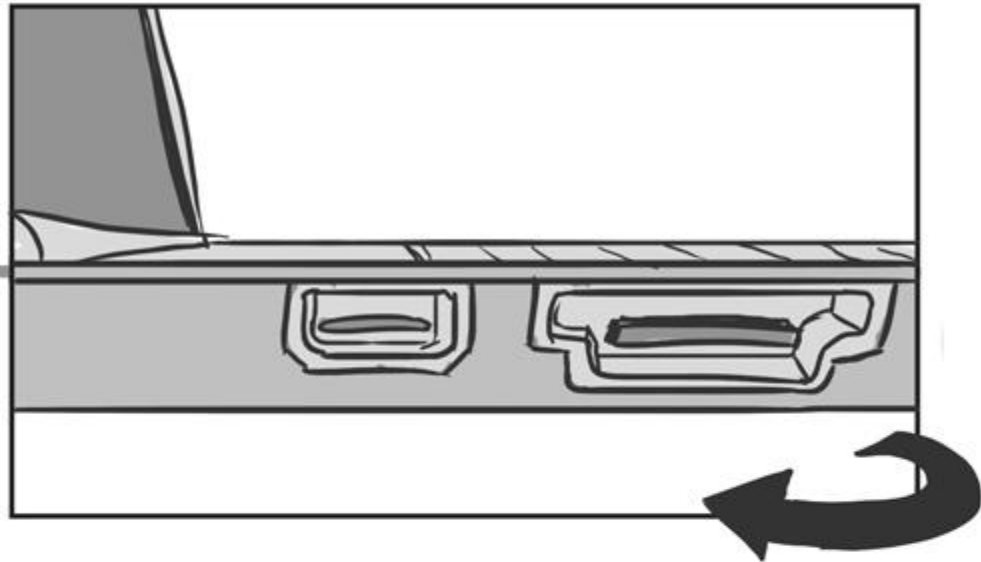
HARD CROSS CUT, TO SIDE VIEW OF DETAILS (PORTS)



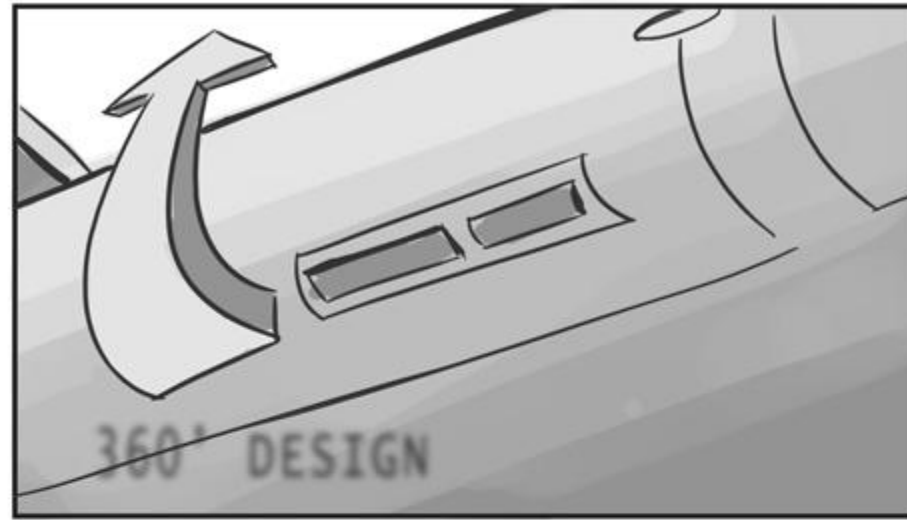
AS OUT OF FOCUS TYPE ROTATES WITH PRODUCT AND COMES INTO FOCUS ON ROTATION. METAL PIECES BUILD ON-



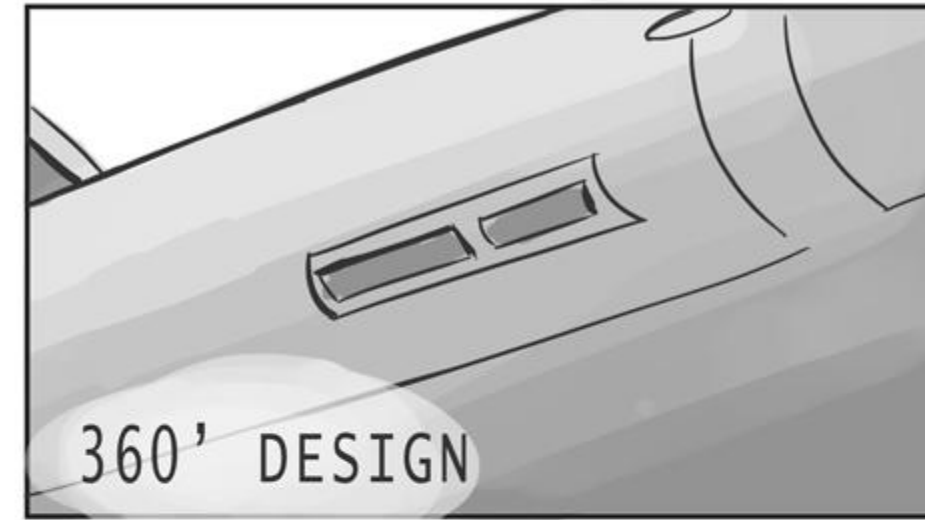
TYPE COMES INTO FOCUS AS WE SEE THE HINGE WORK



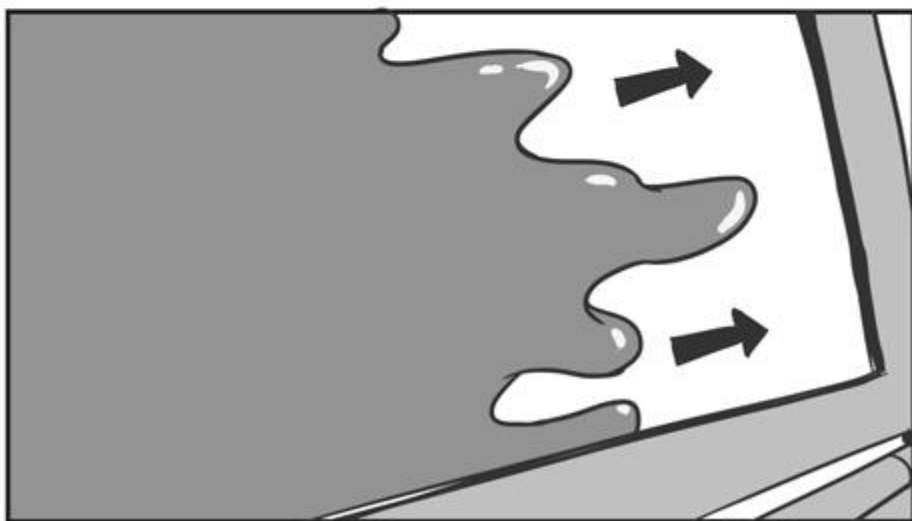
HARD CROSS CUT, TO SIDE VIEW OF DETAILS (PORTS)



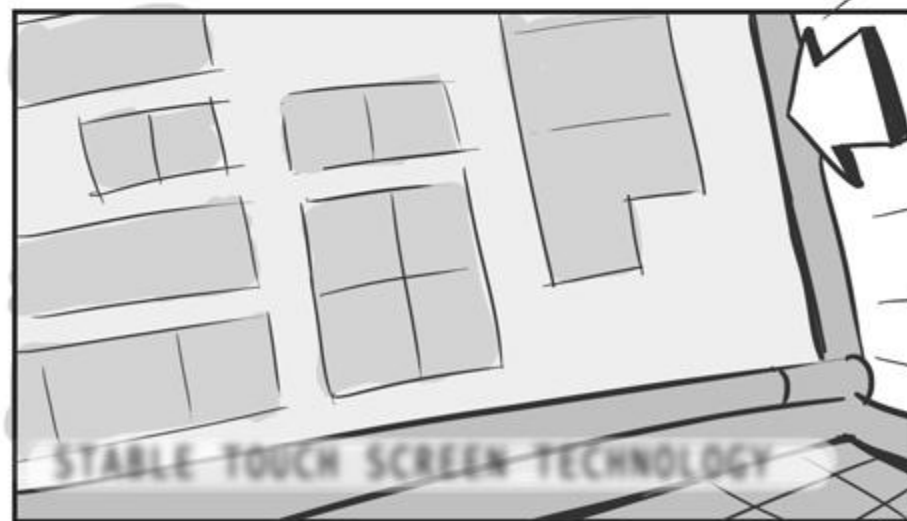
HARD CUT (rotate?) TO CLOSE UP OF BOTTOM FEET DETAIL...



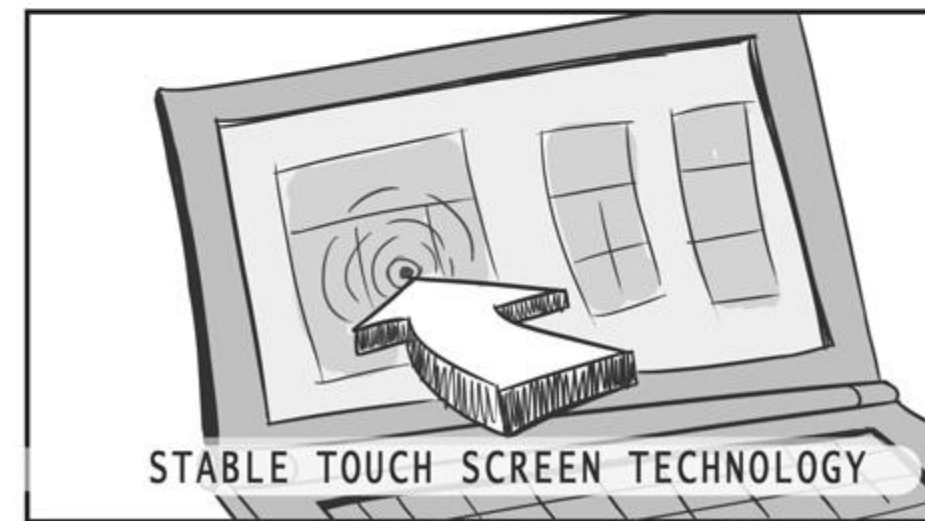
TYPE COMES INTO FOCUS



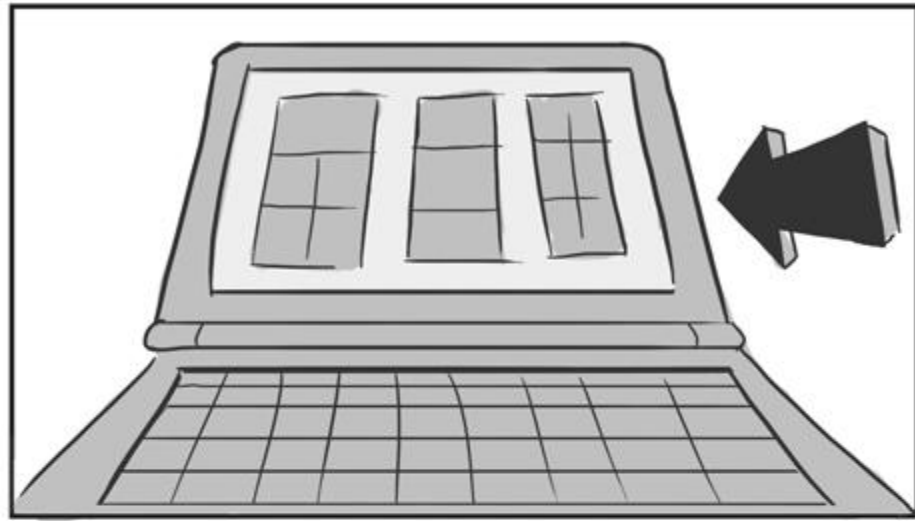
CROSS CUT, TO MID CLOSE OF SCREEN LIQUEFYING ON



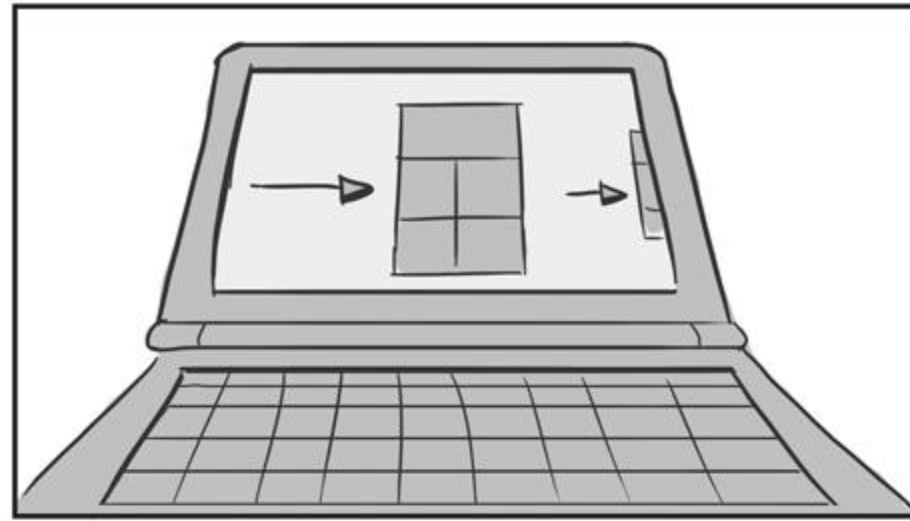
CAMERA JUMPS BACK AS THE SCREEN SPARKS TO LIFE WITH WINDOWS 8.



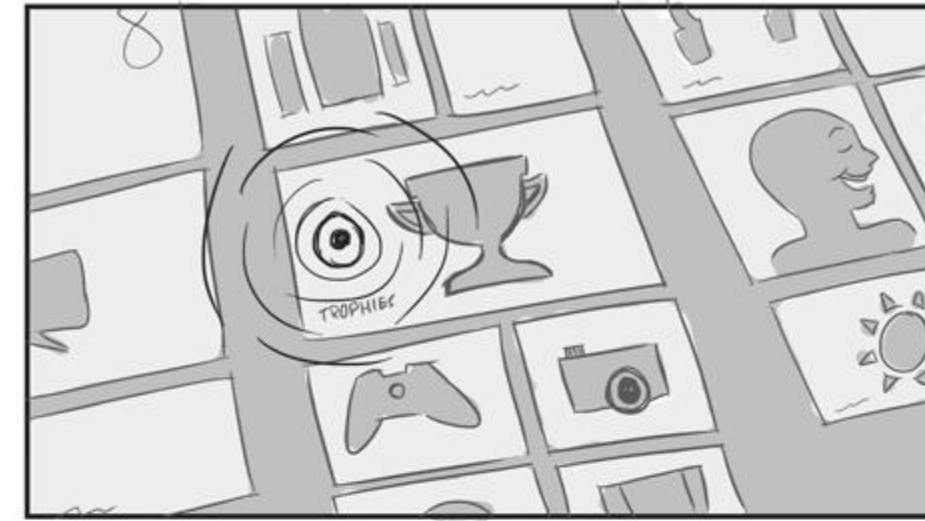
CROSS CUT, AS CAMERA SCALES BACK SO WE SEE THE SCREEN ALMOST FULL,



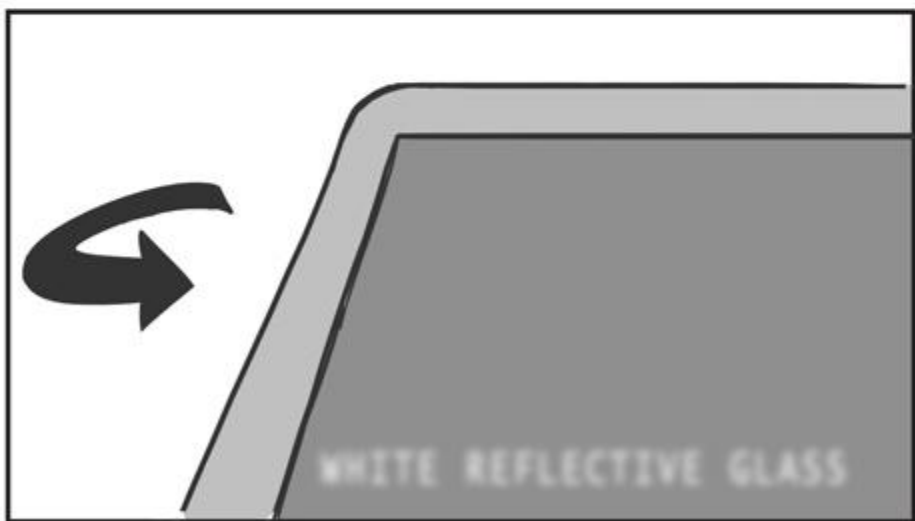
OUT OF FOCUS TYPE COMES INTO FOCUS



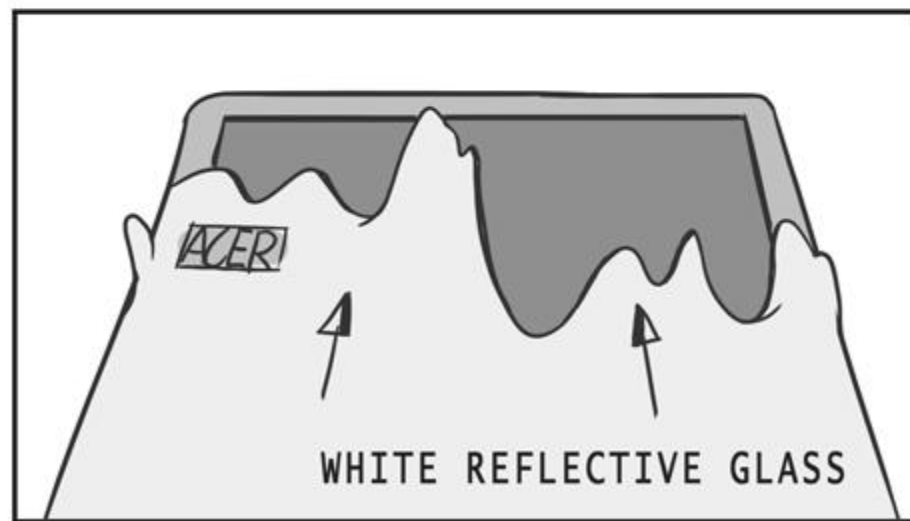
...WINDOWS 8 BEGINS TO MOVE AS WE SEE  
A GRAPHIC PULSE ON SCREEN,



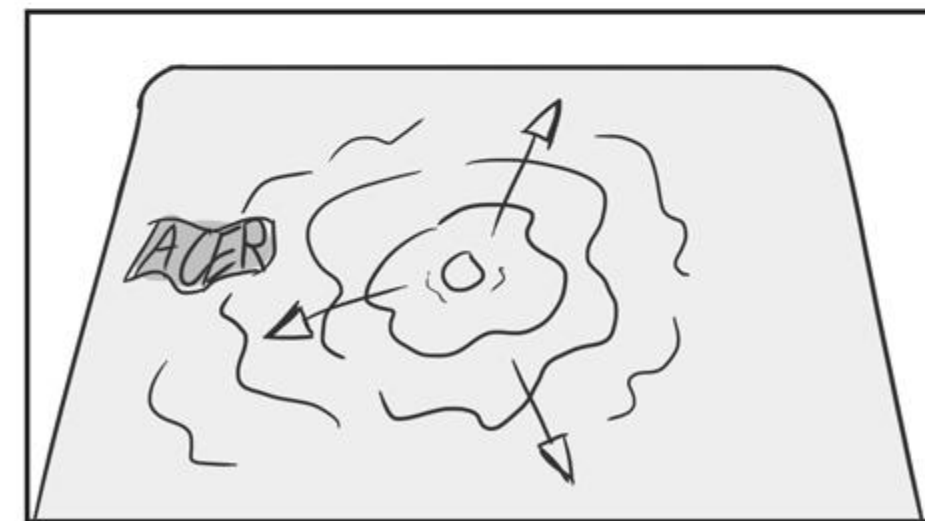
HARD CROSS CUT PUSH TO CLOSE UP OF SCREEN  
WITH FINGER PULSE TOUCHING IT.



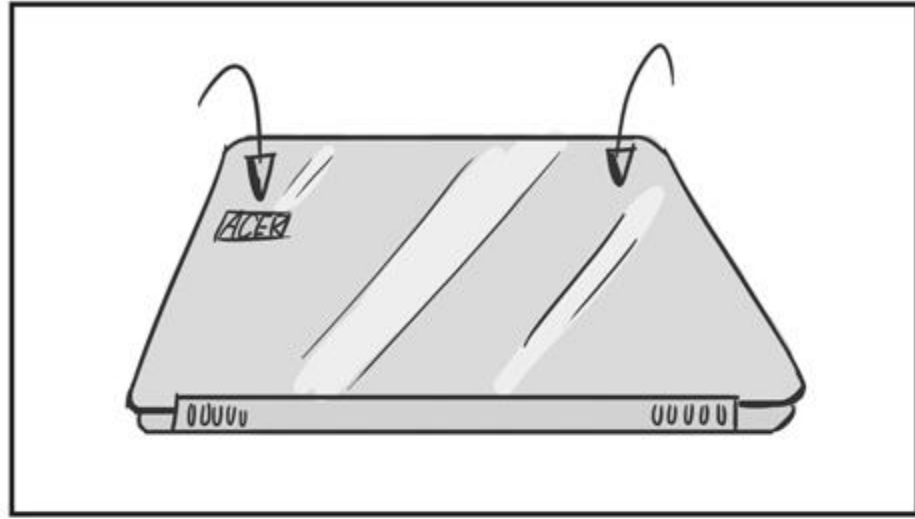
HARD CUT TO MID SHOT OF LAPTOP AS IT SPINS TO THE BACK,



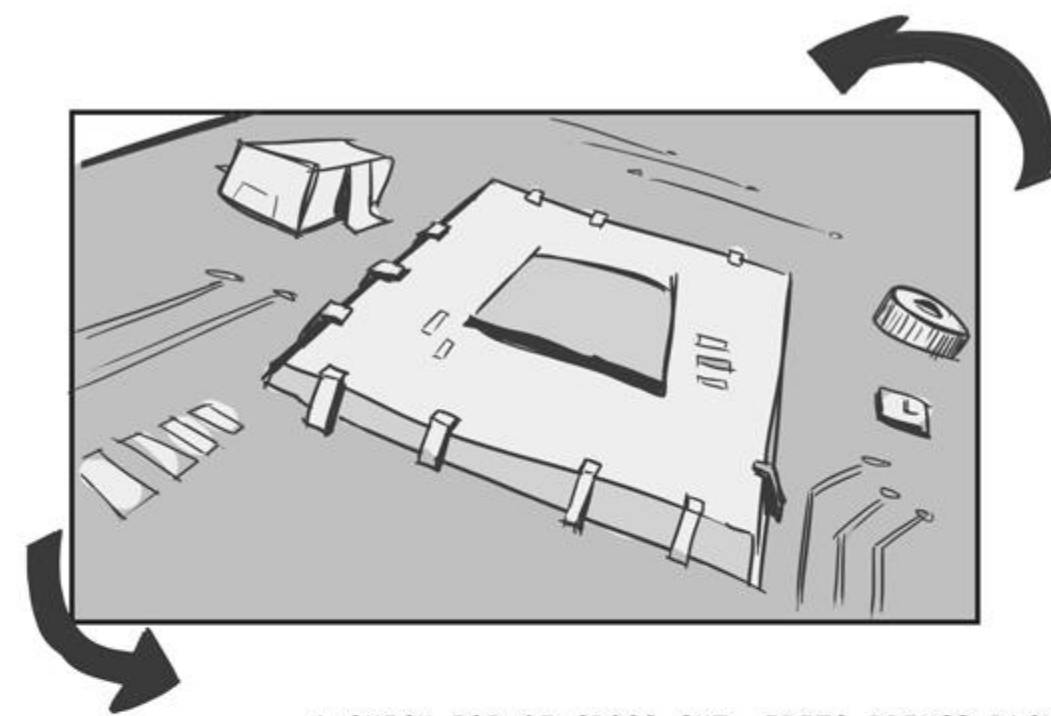
AS WE SNAP IN CLOSE... OUT OF FOCUS TYPE COMES INTO FOCUS, AS  
WE SEE MILKY GLASS BEGIN TO FILL IN OVER THE BACK OF THE SCREEN.



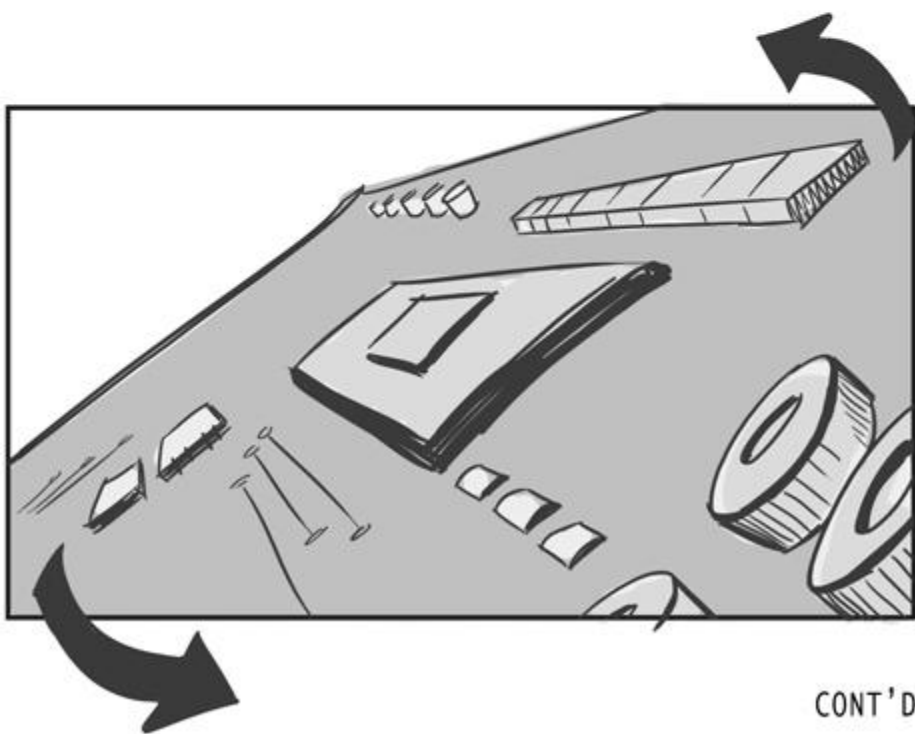
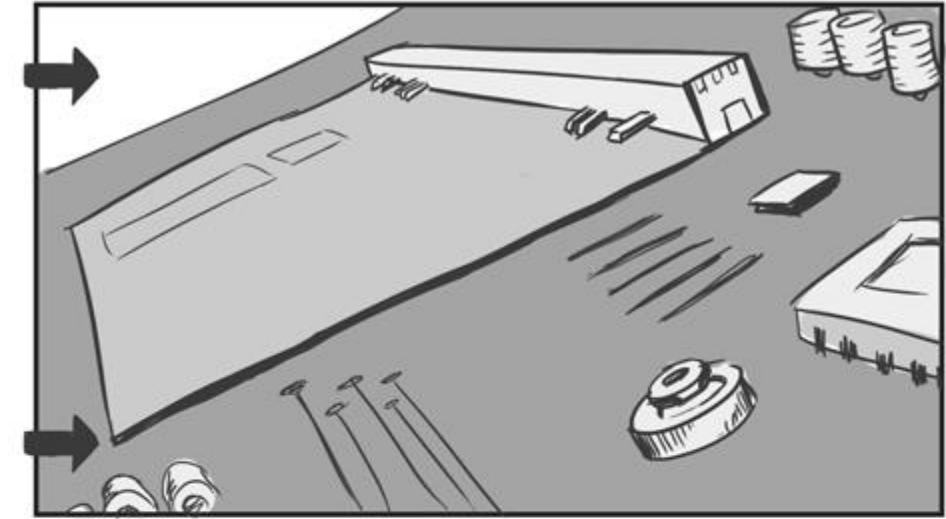
IT SPREADS OUT OF FRAME AND THEN A SONIC  
RIPPLE HITS THE CENTER AND RADIATES OUT...



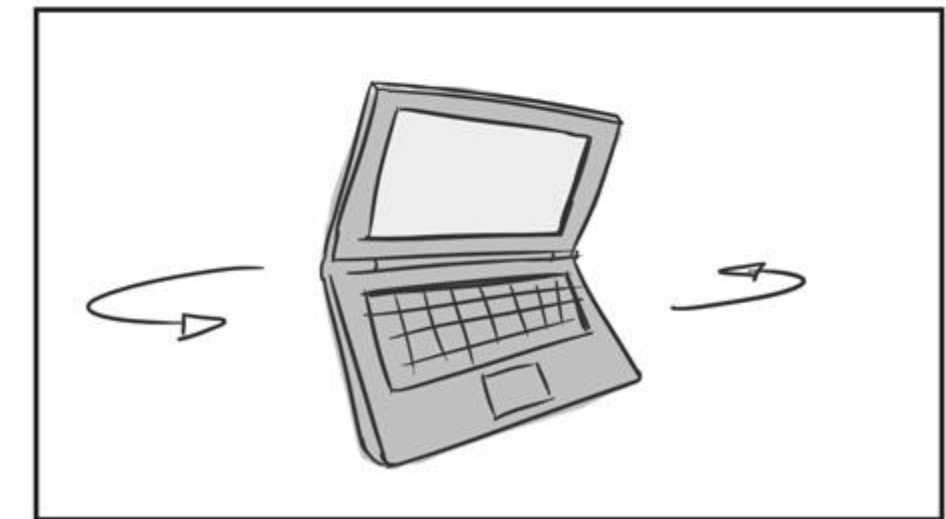
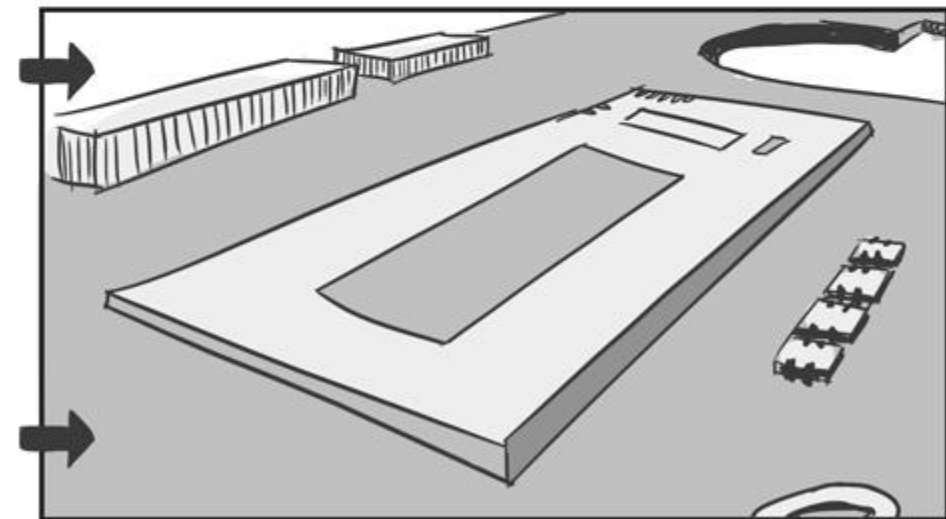
THE MILKY GLASS BECOMES HARD AND SOLID AS WE POP OUT TO SEE THE MILKY GLASS REFLECTING THE ENVIRONMENT.



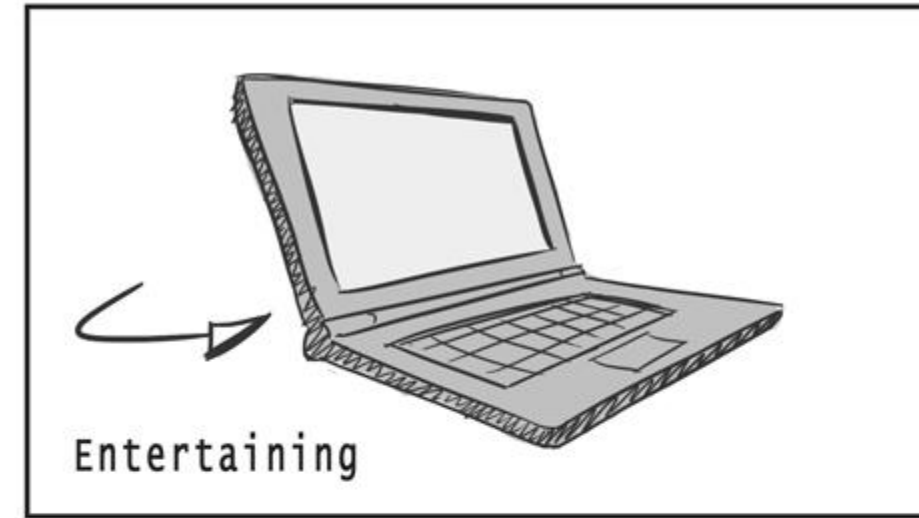
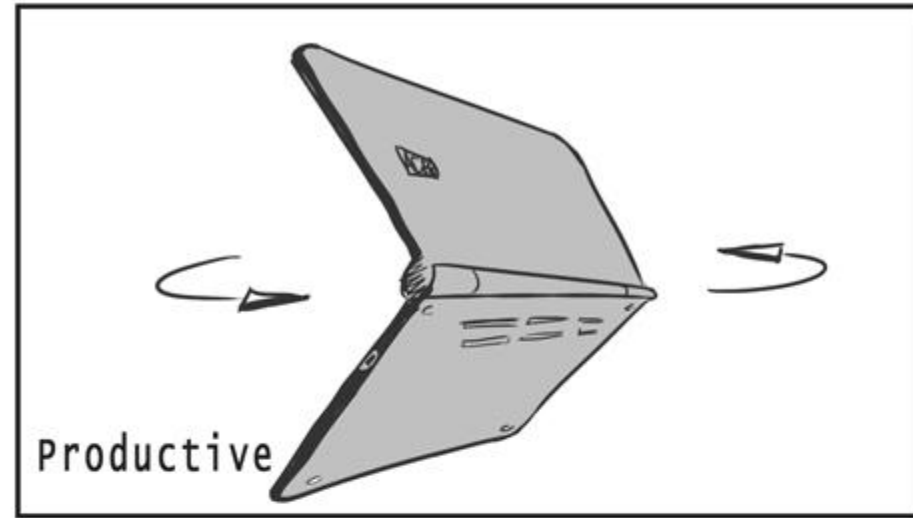
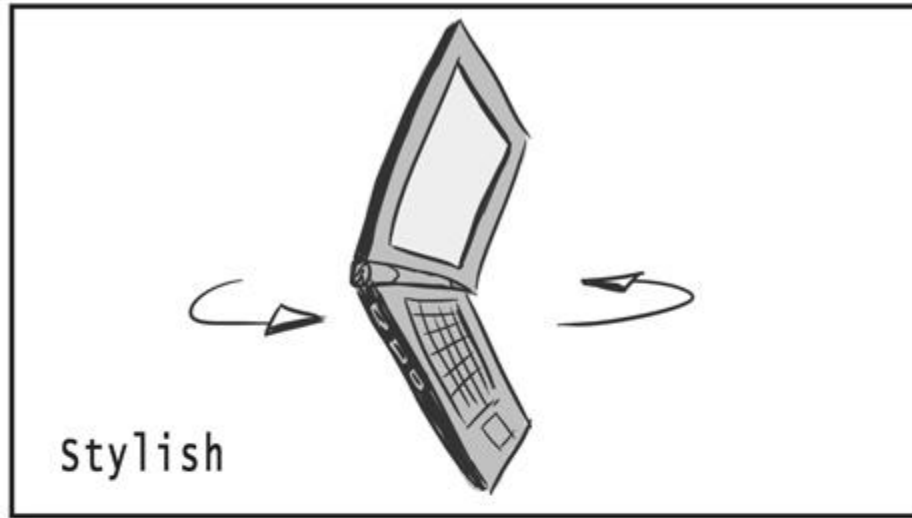
A QUICK POP OF CROSS CUT, EDITS BRINGS BACK EACH OF THE MAIN IMAGES WE JUST SAW...  
(RECYCLE ALL PREVIOUS SHOTS WITHIN 1-2 SECONDS)



CONT'D RAPID EDIT



HARD CROSS CUT WITH FRAME JUMP. WE FINALLY SEE THE ENTIRE LAPTOP FULL FRAME SLOWLY FLOATING AND ROTATING.



TYPE FADES IN AND COMES INTO FOCUS AROUND  
LAPTOP AT VARIOUS DISTANCES FROM CAMERA.

TYPE GOES OUT OF FOCUS AND FADES OUT.



LOGO FADES UP AND COMES INTO FOCUS AS LARGE TYPE OVER LAPTOP ALONG WITH TAG