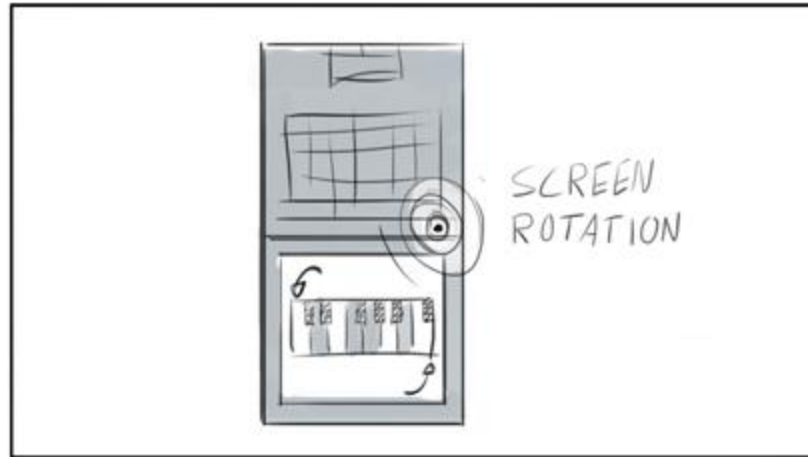
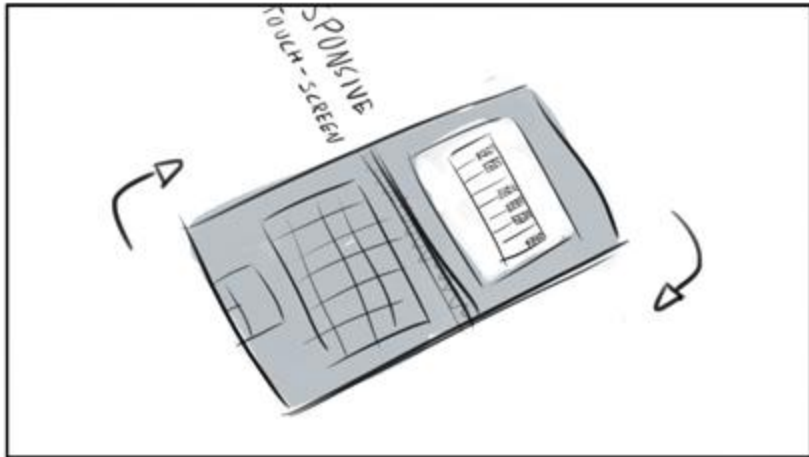
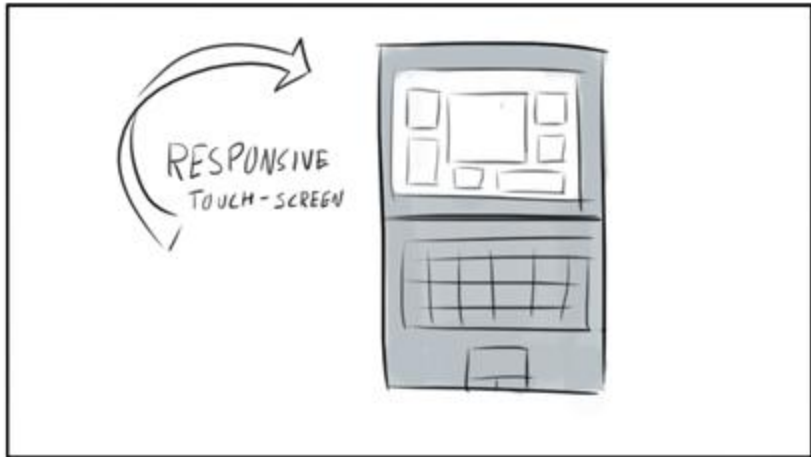
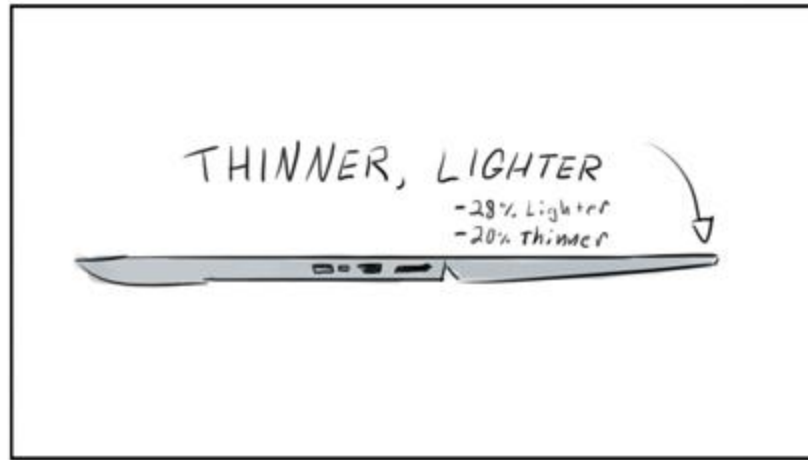
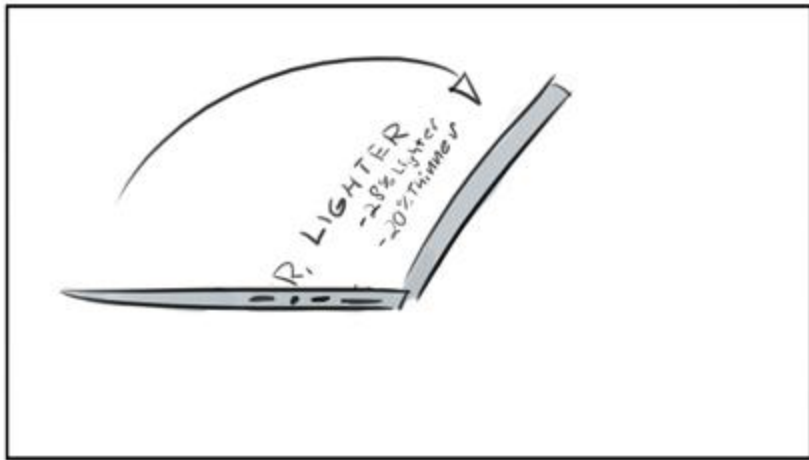
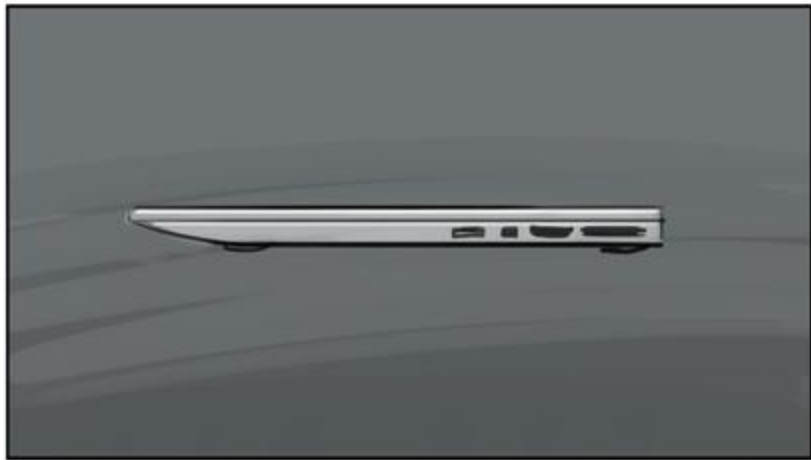


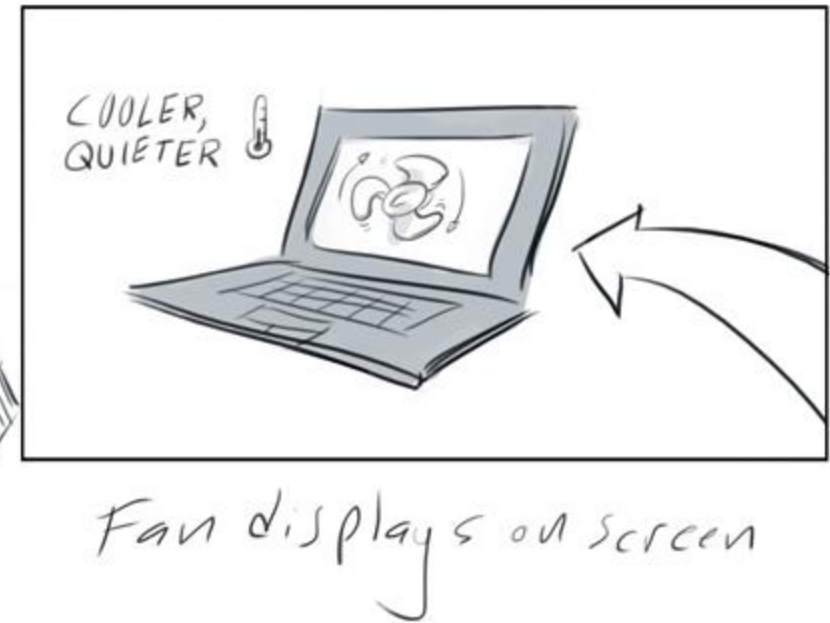
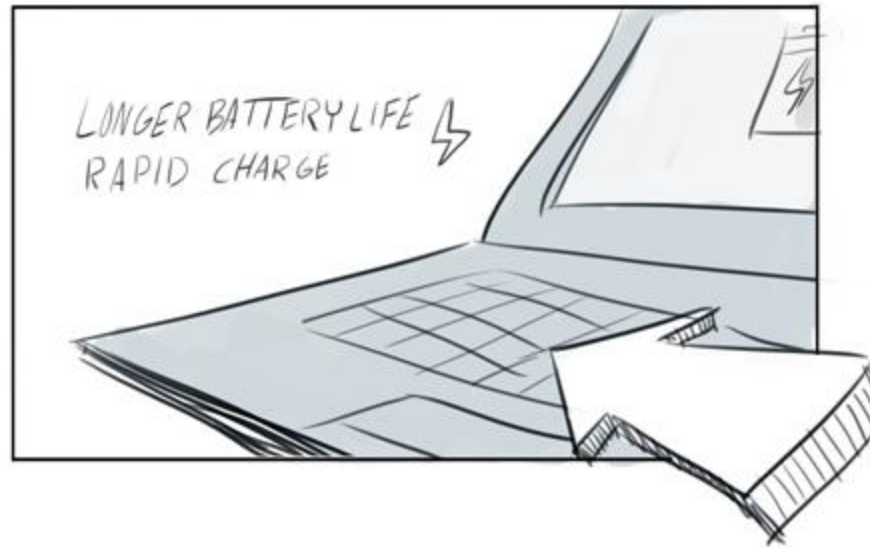
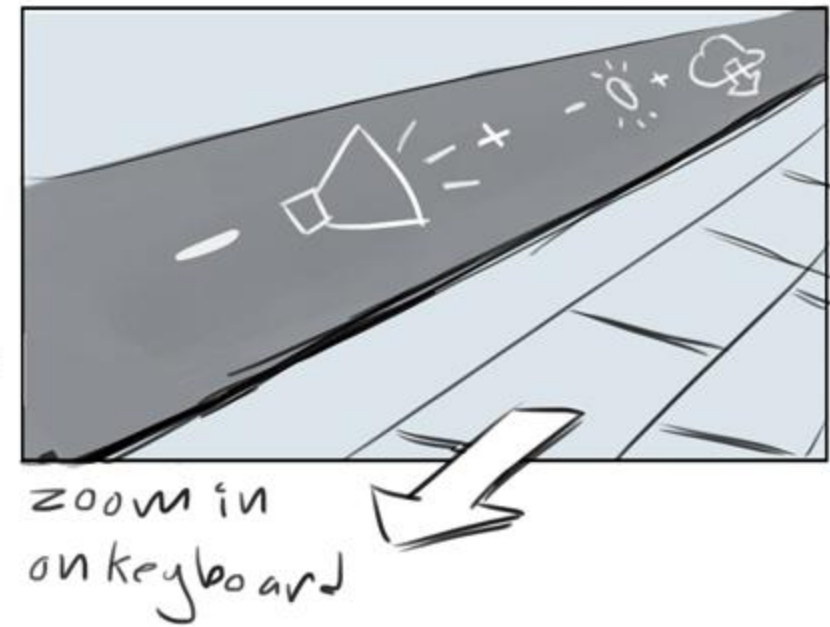
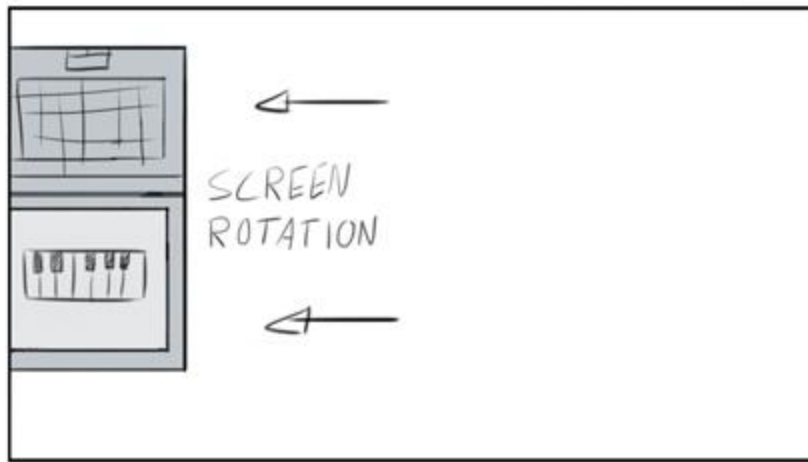
Lenovo Laptop/Tablet

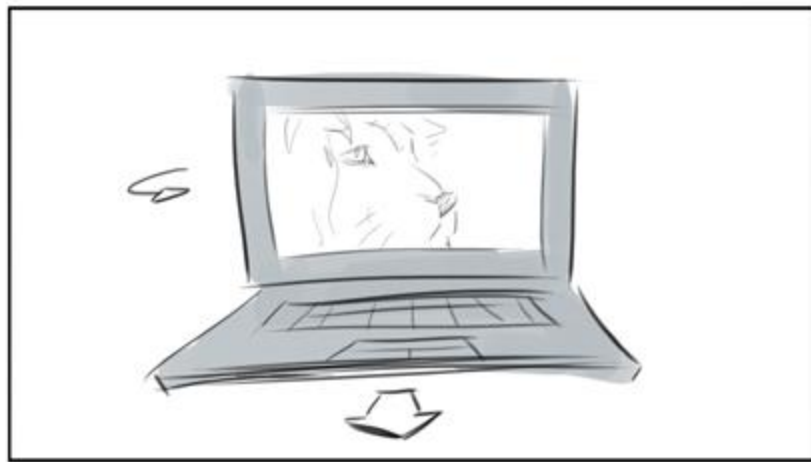
Storyboards



Previous text fades out during rotation, New text fades in

Radial blip to indicate touch





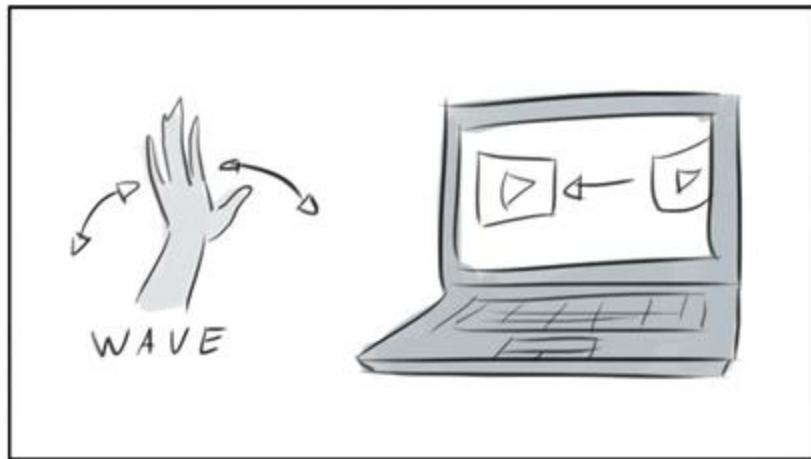
Slight + rotate; Slow zoom
"BIGGER, SHARPER" VO



ZOOM TO SHOW HD IMAGE



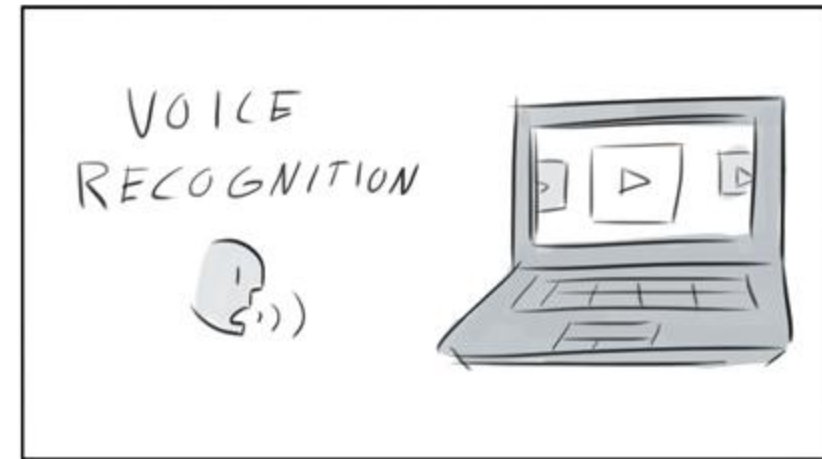
ZOOM OUT as Video list
Shows on screen



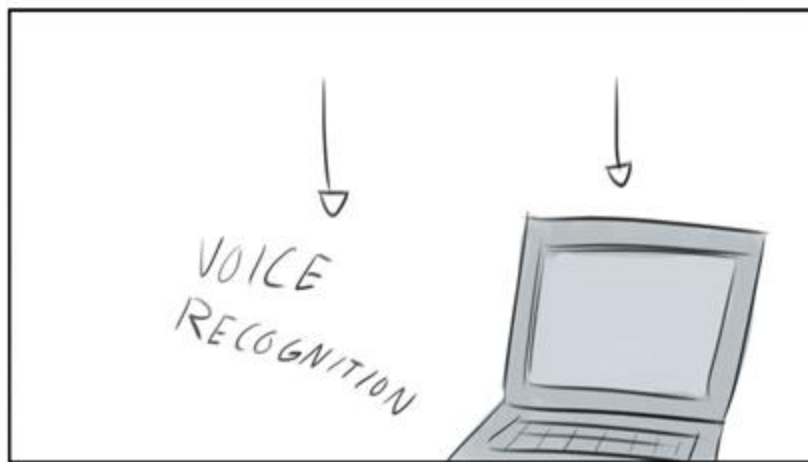
hand icon gestures as
Videos move on screen



Hand icon taps and
Video plays



VO - "Video, pause"
Video stops



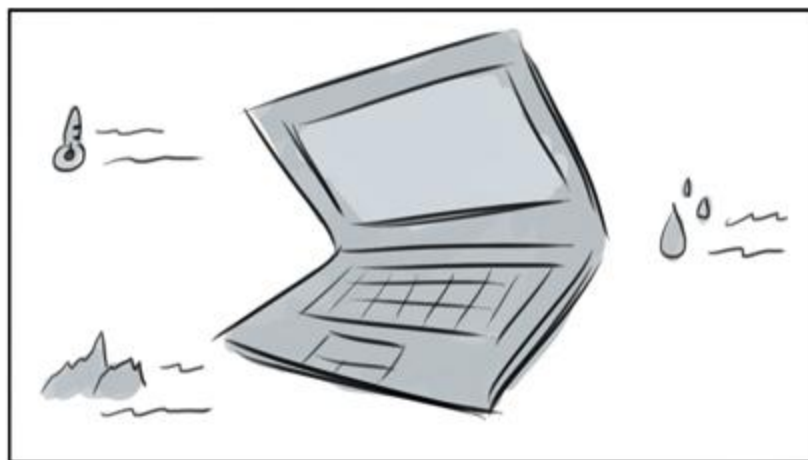
VO - "Drop it." Laptop and text fall off screen



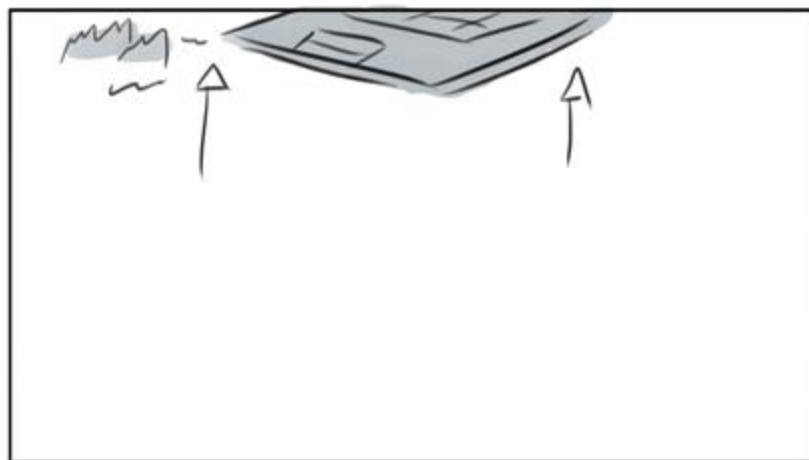
Half second of empty screen



we catch up to laptop as it teters mid-fall.



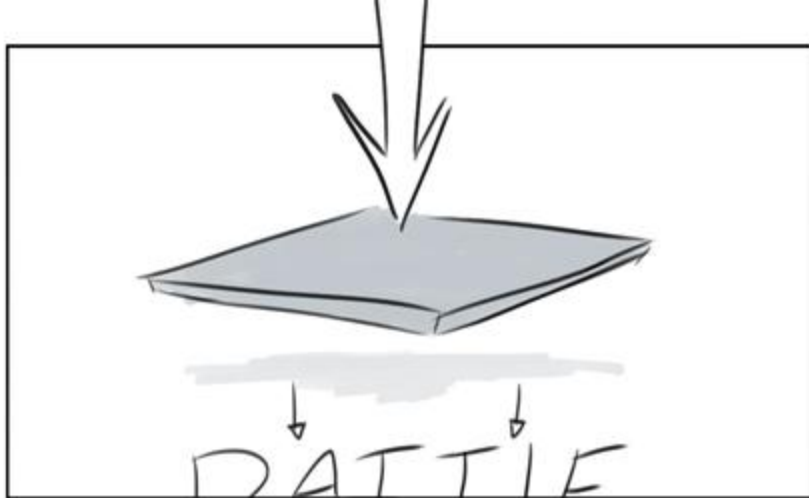
Slow-mo as icons pop on with durability facts (temp, water-resistance, Altitude)



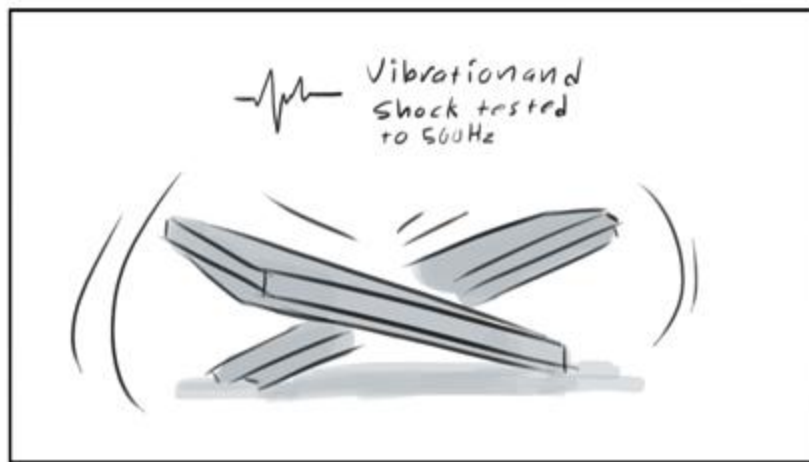
Camera moves past laptop



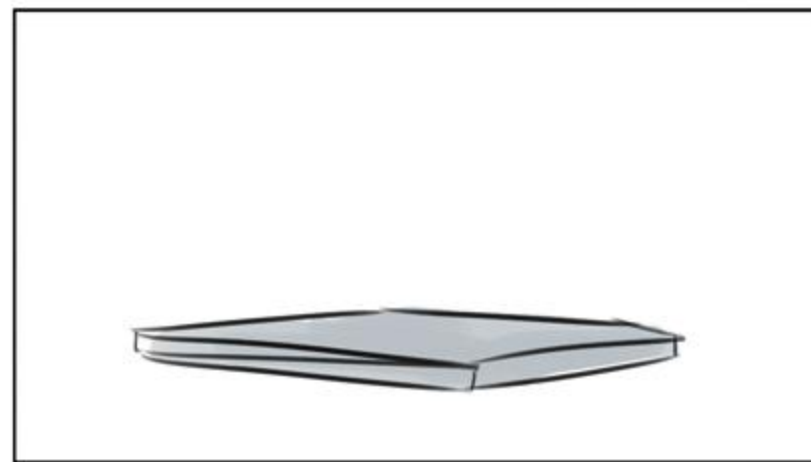
"Battle Tested" text rests on ground. we pause as laptop shadow gets larger



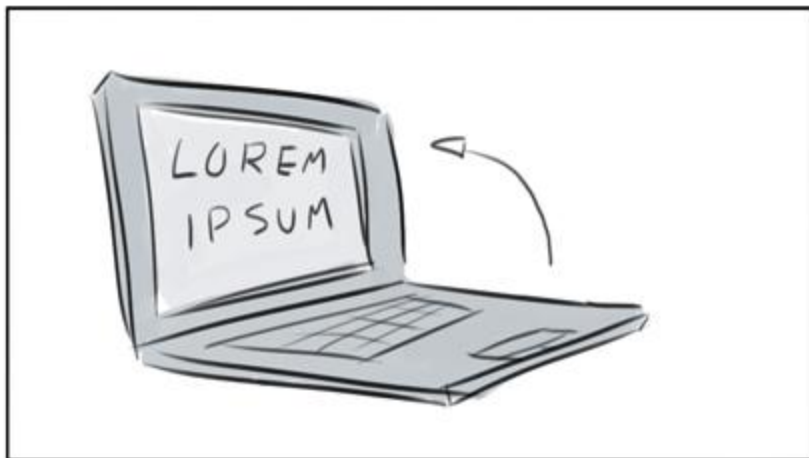
Text lowers off screen as laptop lands



Wobble/bounce from impact



Rest



Laptop gently opens with tag on screen

