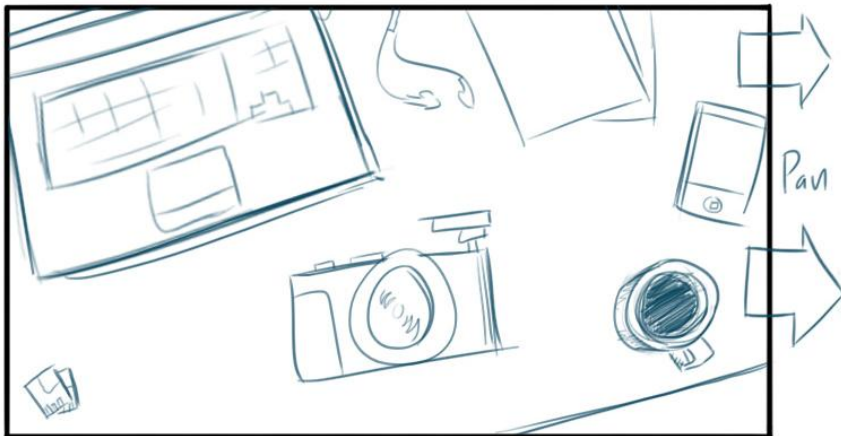


Sony Camera

“Make Believe”

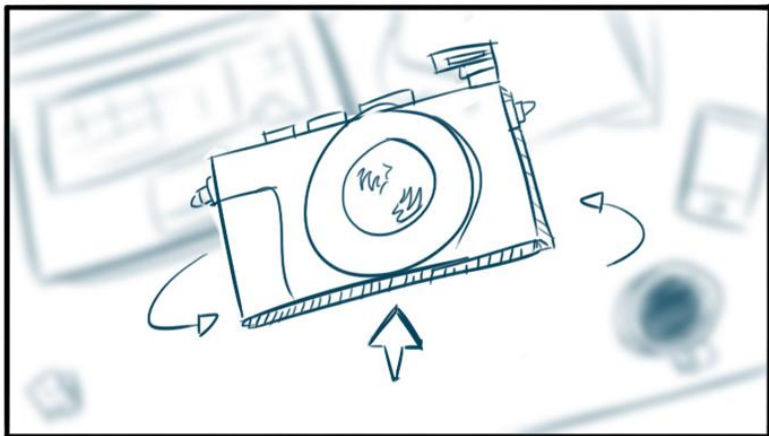
Storyboards



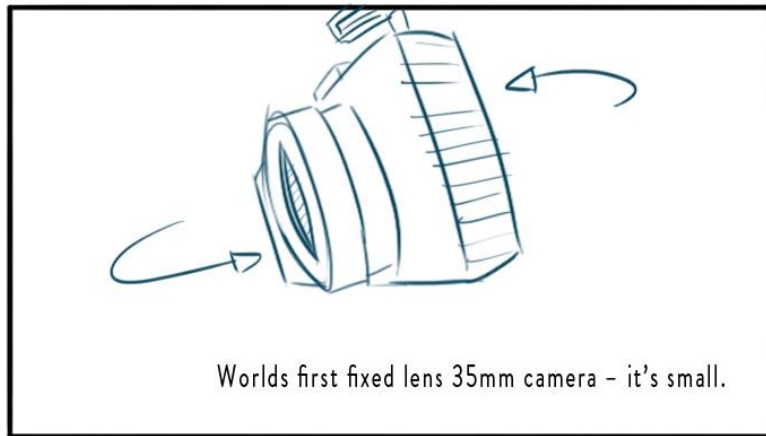
slow pan over desk.



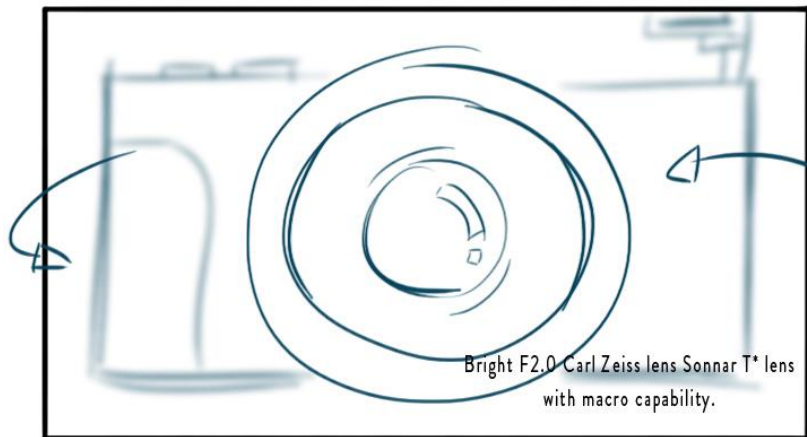
bb



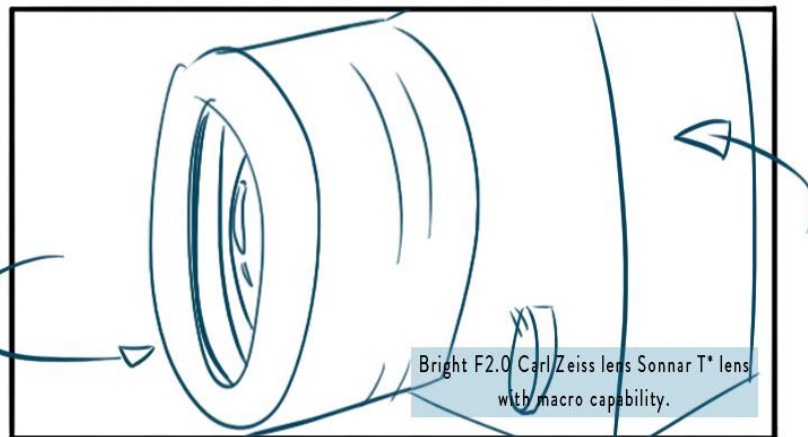
Text fades out as camera is lifted off table, rotating and coming into focus as the background fades to white.



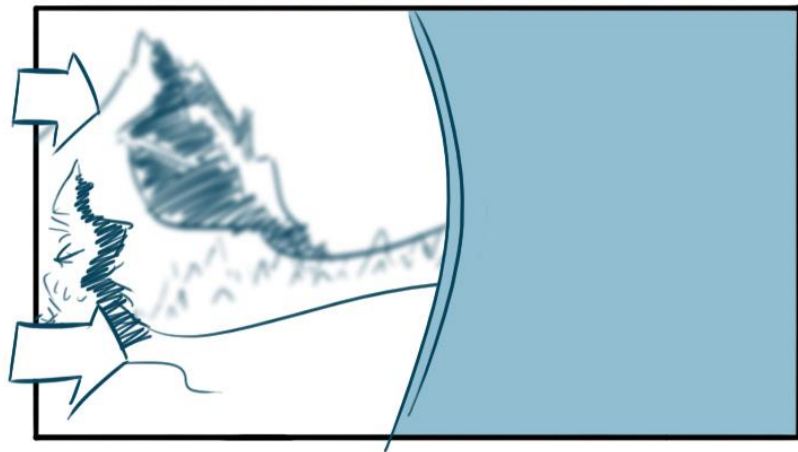
Camera rotates as text comes into focus.



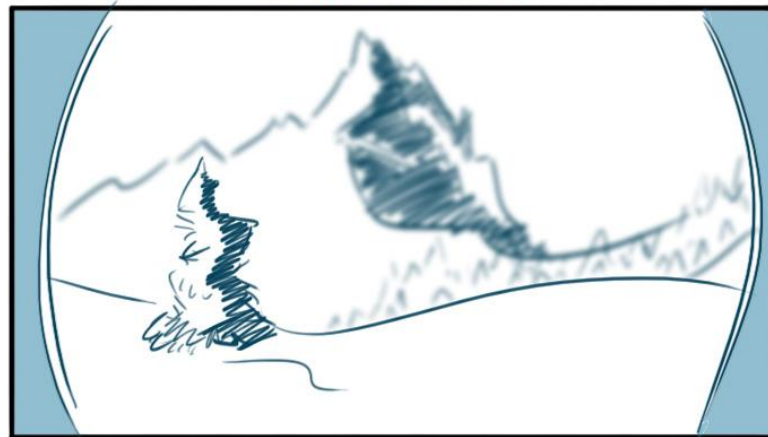
Camera rotates forward for slow macro shot of lens.
We see slight glimmer off lens as text fades in.



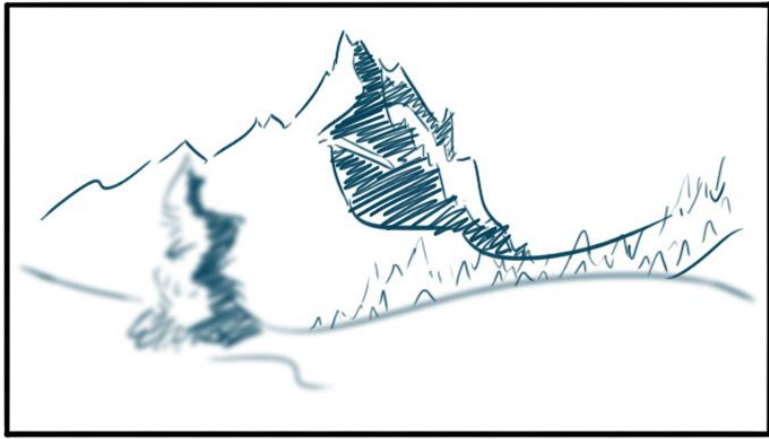
Type comes into focus as we zoom and rotate
through side of lens.



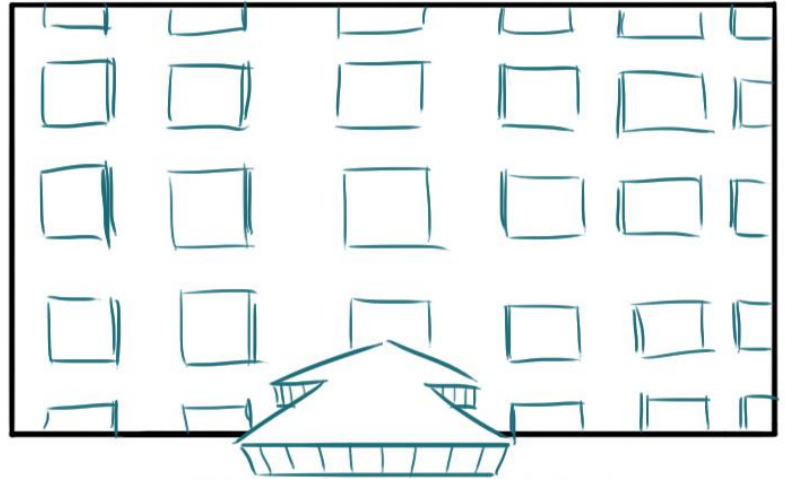
Pull into lens...



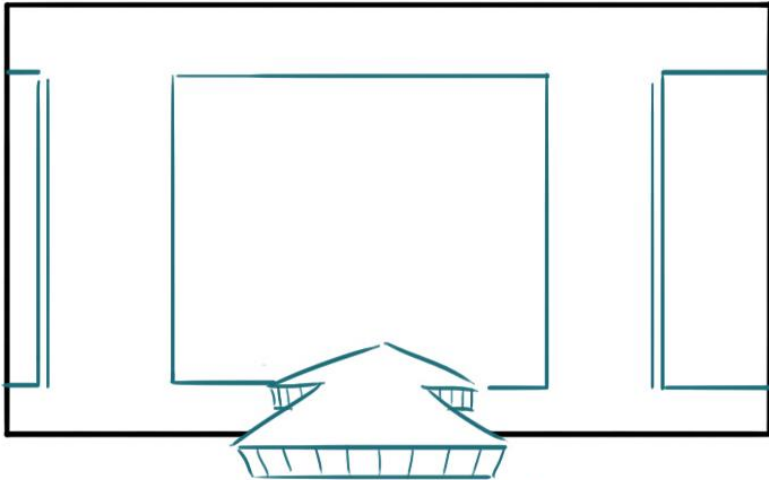
Revealing an image as if it were being shot.



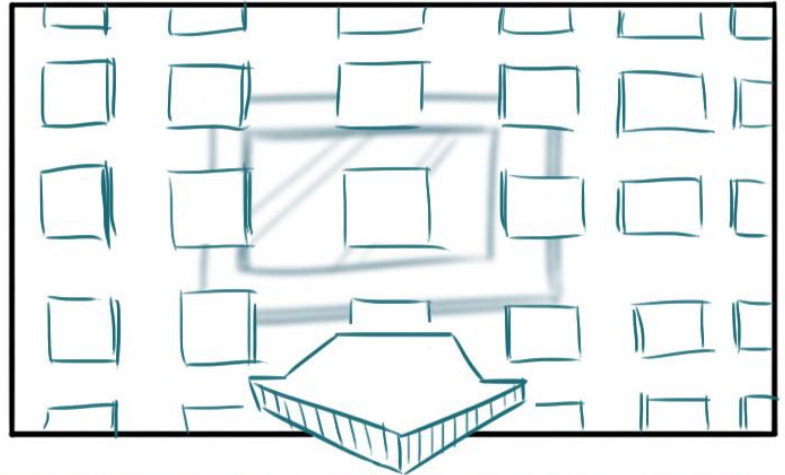
We give a focus pull of macro photography.



We pull into image as it becomes pixilated...



Zoom until hitting wall of pixels-



180 degree flip and pull out from reversed image with chip in background.

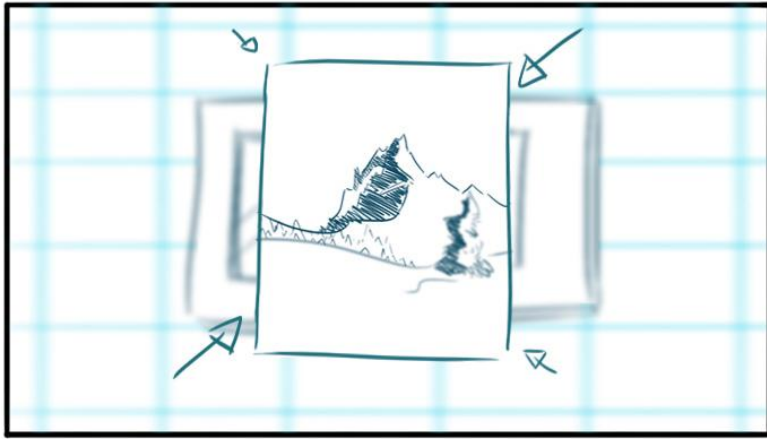
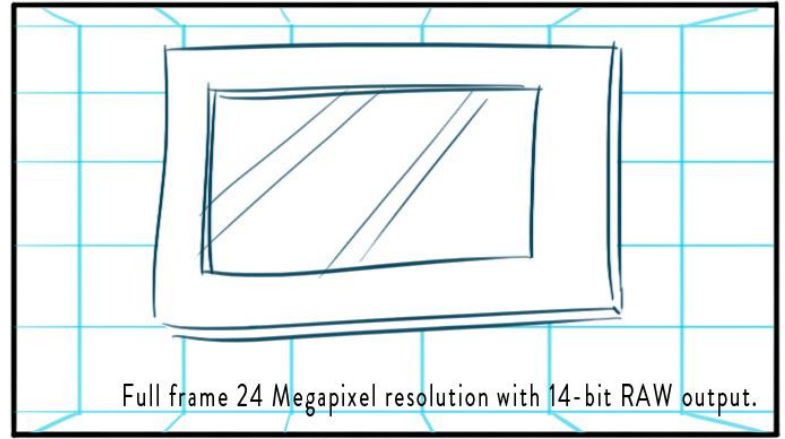
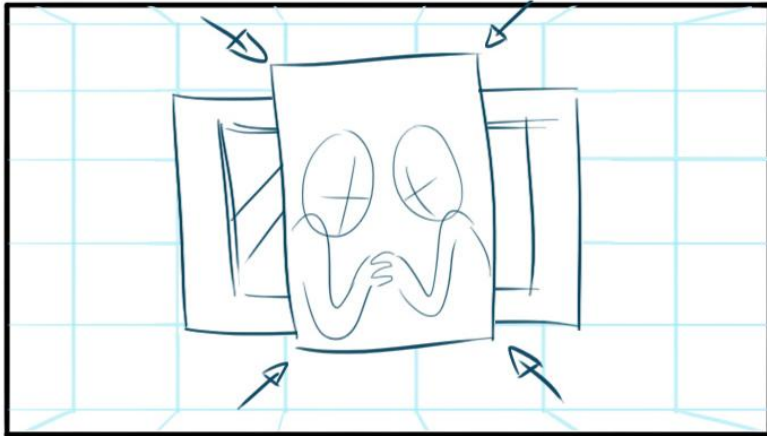


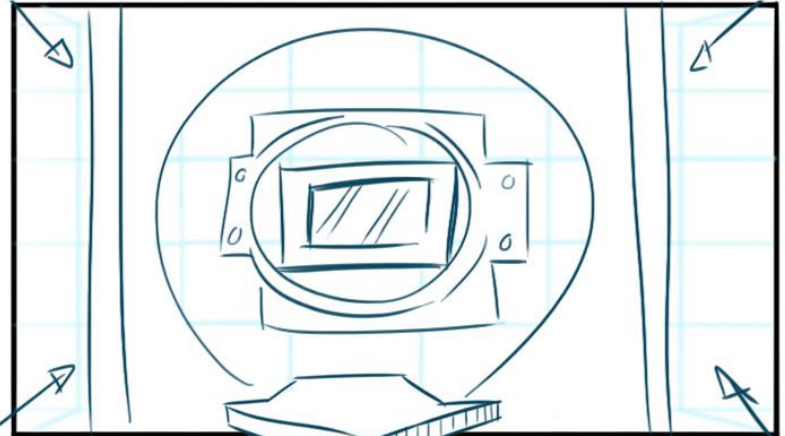
Photo comes together and moves into chip as it pulls into focus. Wireframe can be seen in background.



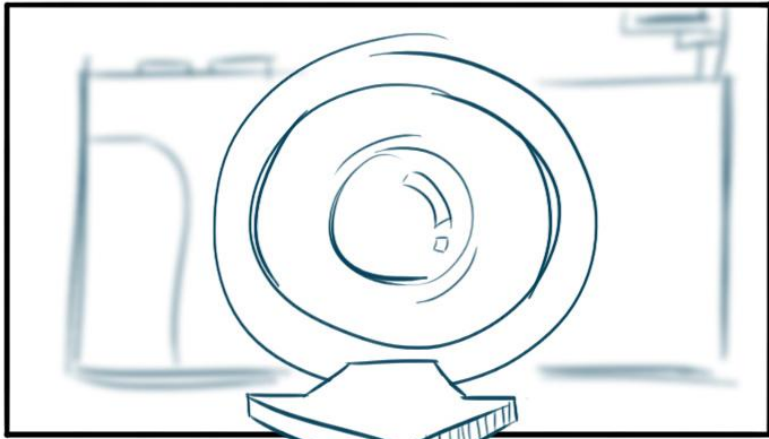
Full frame 24 Megapixel resolution with 14-bit RAW output.



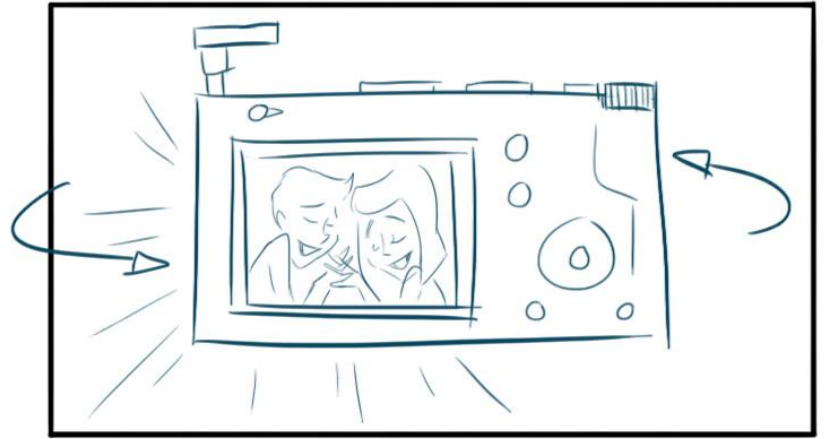
Series of photos fade in and shrink into chip.



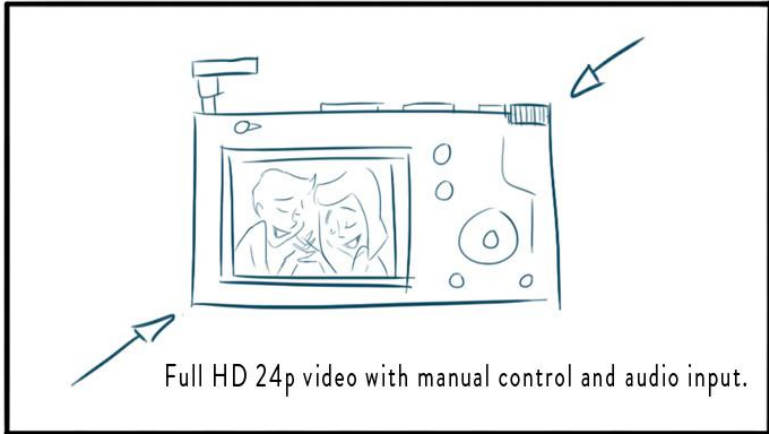
Pull back through parts as camera builds.



As camera pulls out-

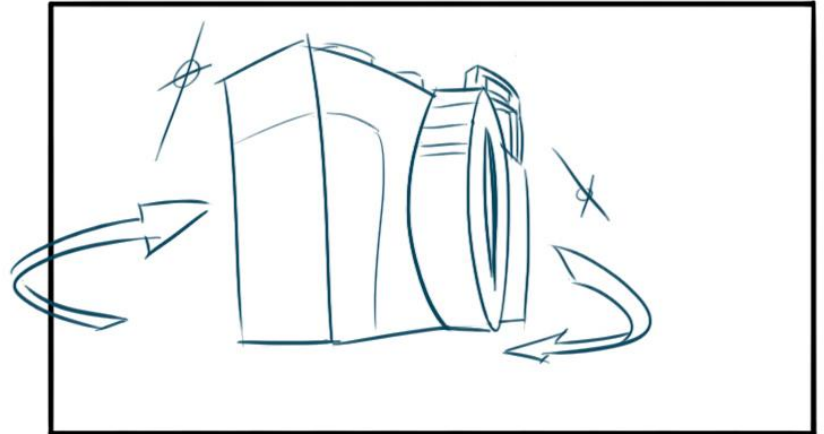


Camera rotates to back LCD screen as video begins to play.
And intimate scene of a couple.

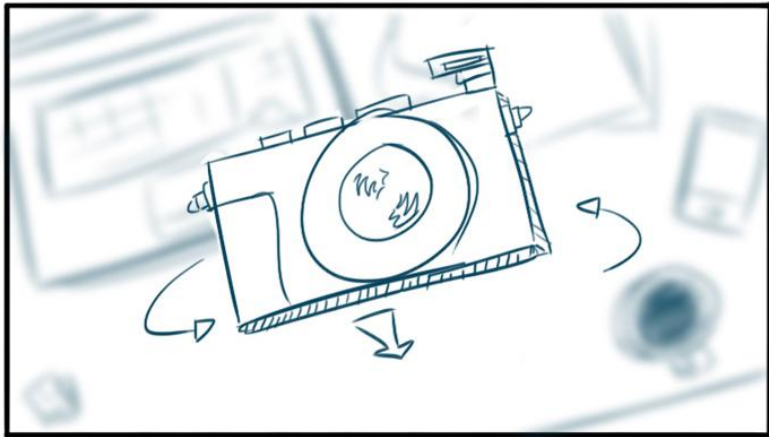


Full HD 24p video with manual control and audio input.

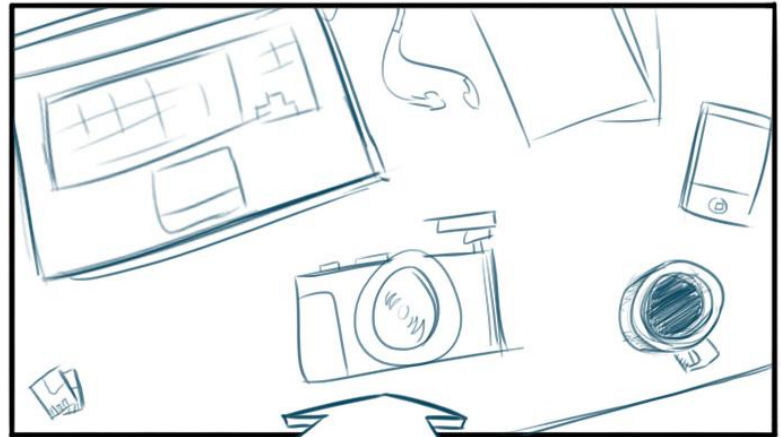
slow pull away from camera as text fades on.



Type fades out as camera rotates to 3/4 beauty shot.



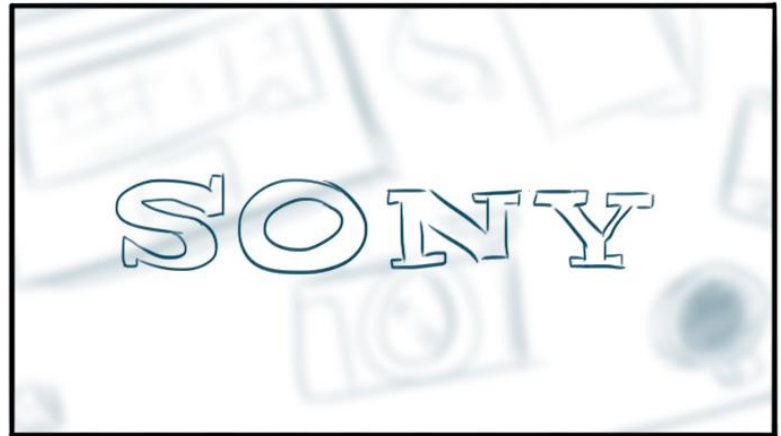
original environment begins to fade back into place
as camera lowers onto table.



Camera slowly pushes toward table.



Pull focus from desk to text as it fades in.



Text fades out as SONY logo fades in.



Fade to black.

