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FIRE SAFETY PSA

RADIO :30 seconds

OLD RASPY VOICE: (COUGHING NOISES) IT'S ME YOUR FURNACE,
CONGESTED FROM ALL THIS GUNK. YOU HEAR PHIL DOWN THE STREET
PASSED? HIS OWNERS KEPT TRYING TO START HIM AND FINALLY HE GAVE
IN. POOR GUY WENT UP IN FLAMES IN MINUTES. OH AND THE MURPHY'S
ALMOST PERISHED TOO. THEY DIDN'T REALIZE ALL THAT CARBON
MONOXIDE COULDN'T ESCAPE 'CAUSE THE FURNACE WAS CLOGGED. IT'S
BEEN A FEW MONTHS SINCE I WAS USED, GET ME SOME MAINTENANCE
BEFORE TRYING TO LIGHT ME. FOR YOUR SAFETY AND MINE.

THE GREEN BAY FIRE DEPARTMENT REMINDS YOU TO BE SAFE. CALL
920.555.1507 FOR A FURNACE CHECK, AGAIN CALL 920.555.1507

Product Video: Scout

Length: 75 Seconds

<p>00:00 FADE IN</p> <p>00:01 CUT TO: PRESENTER (M.S. with image of Scout on screen in background)</p> <p>00:19 CUT TO: ENTIRE ROOM</p> <p>00:21 CUT TO: PRESENTER (M.S. with image of N.L. on screen in background)</p> <p>00:37 CUT TO: PRESENTER (C.U.)</p> <p>00:39 CUT TO: BOSS (M.S.)</p> <p>00:47 CUT TO: grocery store isle from the perspective of the scout.</p> <p>Cut To:</p>	<p>TWO MEN AND ONE WOMAN SITTING AT CONFERENCE TABLE IN AN OFFICE SETTING, BOSS AT THE END AND TWO OTHERS ON SIDE OF TABLE (EMPLOYEE A & B). ONE MAN STANDING AT OTHER END PRESENTING Scout X400.</p> <p>PRESENTER: The Scout X400 is a vigilant sentry that will stand guard over aisles and check stands when personnel can't. Protected by a multitude of tamper alert alarms, the unit's bright, eye-level high resolution monitor discourages potential thieves by alerting them that they are being watched and recorded.</p> <p>PEOPLE AT THE CONFERENCE TABLE SHAKING HEADS IN A YES MOTION</p> <p>The Scout X400 includes a host of features such as a built-in wide dynamic range camera, DVR, motion sensor trigger and digital signage capability to let you display messages to customers for marketing and other uses. The Ninja Label could be used in endless situations.</p> <p>Putting it simply the Scout will be able to see everything that happens in front of it, with virtually no way to incapacitate it.</p> <p>BOSS: Hmmm....</p> <p>BOSS INTRIGUED FACE; DRIFTING OFF INTO DREAM OR THOUGHT SEQUENCE.</p> <p>INTRO: Background music Average looking person picking up item from opposite shelf.</p> <p>Punk Couple kissing</p> <p>(Kids 1) Young Kids Dancing</p>
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00:50

CUT TO:
BOSS AND SON AT THEME PARK (M.S.)

Thief stealing away from camera

Early 20s woman doing make up in camera

00:52

CUT TO:
THEME PARK SCENE (M.S.)

(kid 2) Young boy being dragged behind a shopping cart

Awkward looking man looking back and forth with bread in his hand then smells bread before putting into the cart

Thief stealing from woman doing make up's purse

(kid 2) making faces into the camera

00:58

CUT TO:
BOSS AND SON AT THEME PARK (M.S.)

Beatles type of walk by (abbey road album cover)

Thief walks up to camera pulls gum out of mouth and puts over camera

Black screen

Alarm sounds

Cut alarm

Man picking his nose while walking buy

01:04

Cut TO:
SON (C.U.)

Drop music

Slow Grandma like person in a very slow electric shopping cart moves across shot.

Music picks back up thief being chased by Security across screen right

01:07

CUT TO:
BOSS

01:08

Multiple of characters chasing thief across screen left (no kids/ grandma/ nose picker/ bread smeller)

Thief in handcuffs being escorted across screen right followed by security and most characters. A second behind every very slow grandma crosses screen following... (no kids)

Fade out music

Fade to Black

Picture of Scout

Tag line: Not Just Catching thieves.

01:12

FADE OUT

01:13

FADE IN

Fade up to film; natural like background sounds

(Kids 1) standing facing camera giggling, boy sneaks a kiss on little girl's cheek girl puts her face in her hands embarrassed like

01:15

Audio clapping and cheering and laughing from production crew as if this was not planned b-roll

Fade out

Product Video: Ninja Label Demo

Length: 75 Seconds

<p>00:00 FADE IN</p> <p>00:01 CUT TO: PRESENTER (M.S. with image of N.L. on screen in background)</p> <p>00:19 CUT TO: ENTIRE ROOM</p> <p>00:21 CUT TO: PRESENTER (M.S. with image of N.L. on screen in background)</p> <p>00:37 CUT TO: PRESENTER (C.U.)</p> <p>00:39 CUT TO: BOSS (M.S.)</p> <p>00:47 CUT TO: ENTIRE ROOM</p> <p>00:49 CUT TO: BOSS (C.U.)</p>	<p>TWO MEN AND ONE WOMAN SITTING AT CONFERENCE TABLE IN AN OFFICE SETTING, BOSS AT THE END AND TWO OTHERS ON SIDE OF TABLE (EMPLOYEE A & B). ONE MAN STANDING AT OTHER END PRESENTING NINJA LABEL.</p> <p>PRESENTER: As you can see, the Ninja Label has great potential. The unique Ninja Label not only provides very visible, extremely effective EAS protection, but, when removed, it also leaves behind a company's color logo as a major theft deterrent and a method to identify merchandise that came from a particular store.</p> <p>PEOPLE AT THE CONFERENCE TABLE SHAKING HEADS IN A YES MOTION</p> <p>Compatible with all 8.2 MHz RF systems, the Ninja Label quickly attaches via its strong adhesive backing and is easily deactivated for operational efficiency. And its rugged construction assures a high pick rate.</p> <p>The Ninja Label could be used in endless situations.</p> <p>BOSS: Thank for that presentation. Alright lets pick this up tomorrow it is my son's birthday today and I told him I would take him <i>to Fun Town USA.</i></p> <p>EMPLOYEE A SMIRKING</p> <p>EMPLOYEE A: GOOD LUCK AND HAVE FUN.</p> <p>EMPLOYEE B AND PRESENTER SMIRKING AND CHUCKLE.</p> <p>BOSS WITH CONFUSED AND CONCERNED LOOK</p>
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BOSS LOOKING BACK AND FORTH AT LOUD CROWD, CHAOTIC THEME PARK.

KIDS YELLING AND RUNNING.

BOSS HOLDING SON HAND ON SHOULDER.

KID RUNS BY WITH AN ADULT CHASING ACROSS SCREEN.

KID DRAGGING/PULLING AN ADULT BY THE HAND/ARM ACROSS SCREEN.

KID RUNNING DOWN SCREEN WITH A LEASH JUST TRIALING BEHIND HIM WITH NO ADULT IN SIGHT.

**BACKGROUND NOISE GRADUAL FADE
BOSS LOOKS DOWN AT SON AND HEARS IN HIS HEAD.**

FADE IN Voice AUDIO
"THE NINJA LABEL COULD BE USED IN ENDLESS SITUATIONS."

BOSS REACHES INTO POCKET PULLS OUT A NINJA LABEL AND SLAPS IT ON SONS HEAD.

SON WITH SHOCKED FACE JUST BLANK STARE AT CAMERA.

**LOGO AREA OF NINJA LABEL SAYS
IF FOUND PLEASE CALL:
555-0787**

BOSS LETS GO A HAPPY/GENIUS LIKE SMIRK.

BACKGROUND NOISE JUMPS BACK UP TO THE ORIGINAL LEVEL.

BOSS SHAKES HEAD FROM SNAPPING OUT OF DAY DREAM.

SON RUNNING DOWN SCREEN.

BOSS START CHASES AFTER SON.

BLACK SCREEN.

NINJA LABEL TITLE, IMAGE, AND CONTACT INFO.

END.