

Client        A3D Automotive  
Project       Backup Sensor  
Writer        Marla Fields  
Date          July 19, 2007  
Script        Final

VIDEO	SCENE	AUDIO
Ext of driveway: Cut to extreme close up of a car's manicured front panel - driver's side.	1	Natural sounds only
Cut to ecu of male driver from waist down, juggling his briefcase, paper, coffee mug, keys and opening door and starting to enter vehicle.	2	Nat sounds cont'd – keys jingle, papers ruffle, door unlocks...
Int of car: cut to ecu of strapping seatbelt and locking in place – once again seeing only neck down.	3	Click of belt
Cut to over the shoulder and ecu of piercing yet friendly eyes looking into rear view mirror as driver adjusts mirror.	4	
Cut to ecu of keys in ignition and starting engine.	5	Car starts
Cut to ecu of hand shifting gear.	6	Backup sensor alarm sounds
Cut to medium shot revealing driver completely perplexed, shifting gear back into park while double-checking rearview and side mirrors.	7	
Driver gets out of vehicle and we follow him to discover a child playing behind his car.	8	It only takes a few seconds...
Driver is relieved and sees family member running up.	9	But the consequence can be life altering.

<p>Scene plays out, headlines could appear on screen.</p> <p>(This could be cut if we are sounding too PSA-like but makes good property point.)</p>	10	<p>Motor-vehicle accidents that happen while in reverse are on the rise. The number of injuries reported is difficult to even estimate because many are not recorded in state and federal crash databases because they primarily occur on private property.</p>
<p>The family member thanks the driver again and carries the child home. We follow them with the child over the shoulder waving and smiling to the driver, oblivious.</p>	11	<p>The most painful statistic is that more than 1,200 child related fatalities reported as backup accidents in the US since 2000; with almost half of these deaths involving preschoolers. And in 70 percent of these cases, it is a direct relative behind the wheel.</p>
<p>Driver relaxes and eases into car. He starts the engine and listens for the alarm. When he doesn't hear it, he sighs with satisfaction. He backs up in confidence and drives away.</p>	12	<p>Let's <u>not</u> imagine the worst-case scenario; just imagine the number of near misses we experience in a single outing...</p>
<p>Show scenarios this driver missing a woman with a shopping cart, bumping into garbage cans or pole in alleyway, parallel parking...</p>	13	<p>From maneuvering crowded alleyways, backing out of busy parking lots, and squeezing in and out of tight parking spaces.</p>
<p>Large car images, drivers on the road.</p>	14	<p>In some of today's larger vehicles, the backup blind spot can reach as much as 50 feet in length. And while backup sensors were initially designed and targeted towards larger vehicle owners, they are no longer exclusive.</p>

Show small and medium cars on the road, or missing objects etc...	15	Small and medium sized car owners are finding the alarm and added security a welcomed sound when it comes to protecting their car from hidden inanimate objects that cause scratches, dings and dents,,,
May want show a car in the repair shop or getting estimate with frustrated driver waiting.	16	... which saves in insurance costs and invaluable repair time.
Show product in a box and the places it can be mounted.	17	A backup sensor is a smart, affordable and inconspicuous device that easily mounts within the rear bumper of your vehicle or hooks directly into the tailgate of your car.
We see the driver in another scenario parallel parking with ease and as he gets out of the car we and he sees two drivers in the background in an accident and exchanging insurance papers. He smiles again and nods in confidence.	18	They conveniently transmit ultrasonic waves that bounce back from most stationary and moving objects. As the vehicle carefully backs up, it will alert you to objects behind you and can even help gauge the distance between you and what could be a painful incident.