

## Panasonic Corporate Video – Overview

*This script is for an approximate 1-1/2 minute video or DVD. We watch travelers go through the harried experience of traveling and see how much better—elevated—their experience is with an airline that offers its passengers the pleasures of a Panasonic Avionics system.*

*The video delivers the following key messages:*

- *Panasonic Avionics is the practical, innovative leader in IFE systems.*
- *Panasonic knows what consumers (passengers) long for.*
- *Panasonic Avionics fully supports its customers with superior products, a full range of services, and custom solutions.*

*Notes:*

*This script is for the overview module. Three additional modules will be scripted and incorporated into this script to give more detail on Products, Services, and Solutions.*

*The story is communicated mainly in pictures and sounds, using a minimum of voice-over narration. This will allow for it to be viewed and understood, even in circumstances where sound is not desirable or available.*

*The narrator's voice is calm and reassuring—a caring, omniscient observer of humanity's follies. Imagine Donald Sutherland reading this.*

**Scene 1: The opening sequence connects us to the reality of traveling and shows the harried, unpleasant life of travelers, from the time they awaken to the moment they collapse in exhaustion into their plane seats. It's a hard race to a dead end.**

<b>Voice Over</b>	<b>On-Screen Graphics (and sound)</b>
They'd rather not.	<p><i>We quickly move through a variety of images of people unhappily awakening to alarms. They are at home and in hotel rooms.</i></p> <p><i>The images are overlaid with a blinking digital readout flight departure/arrival times.</i></p> <p><i>(We hear various sounds of waking, none of them soothing: a wrist watch alarm, a clock radio news report, an alarm clock, another type of alarm clock...All these sounds overlay, blend, and end with the final image of a man turning off his clock.)</i></p> <p><i>Silence.</i></p>



<p>Surrender to circumstance.</p> <p>Your customers would rather not.</p> <p>They'd prefer to stay engaged.</p> <p>Get something done.</p> <p>Many would rather be alone.</p> <p>Able to relax,</p> <p>Take advantage of the time.</p> <p>Catch the game they're missing.</p> <p>Talk to their own kids.</p>	<p><i>Passengers' emotions go from relief to an uncomfortable awareness of being trapped. (Music shifts).</i></p> <p><i>Pace of imagery slows.</i></p> <p><i>People are strapped into Limbo. Powerless. Faces show irritation, boredom, quite desperation, repressed anger.</i></p> <p><i>(While we see these frustrated trapped bodies, the narrator tells us where the passengers long to be doing. Sounds can include seat beat clicks, ding of fasten seatbelt sign, and maybe no music, but instead just the drone in the airplane.)</i></p> <p><i>Again, we end with a little humor, this time by showing the face of a brat looking over the back of her seat.</i></p>
<p><b>Scene 3: The first touch (the attendant's touch) demonstrates the ease and reliability of Panasonic's systems.</b></p>	
<p>You can change everything.</p> <p>As easy as this.</p>	<p><i>(Sound brightens, new music begins.) Flight attendants are smiling, at ease, conversing.</i></p> <p><i>We see an attendant's hand activating the Panasonic Avionics front end system. (Bright sound)</i></p>

<b>Scene 4: The second touch (the passenger's) demonstrates the delightful in-flight experience.</b>	
<p>Elevate your customers' experience.</p> <p>Put them where they long to be . . .</p> <p>In control.</p>	<p><i>Screens glow on passenger faces.</i></p> <p><i>Expressions change to pleasant surprise, curiosity, soft delight.</i></p> <p><i>From the point of view of the backseat screen, we see a passenger's face . . .</i></p> <p><i>. . .and a close up of his finger, touching the screen. Bing</i></p>
<b>Scene 5: This scene is a transition from the passenger's point of view to the airline customers' point of view, in which we deliver the high-level corporate message.</b>	
<p>Panasonic understands what consumers want.</p> <p>And nobody makes it better.</p> <p>Or smaller.</p> <p>Or lighter.</p> <p>Or more powerful.</p> <p>Or serves more airlines every day.</p> <p>From over 70 locations around the globe, for support that's ready and near.</p>	<p><i>We focus in on the customer's fingertip and fly inside the screen.</i></p> <p><i>(New music) Swirling animation takes us into Panasonic magic land . . .</i></p> <p><i>Perhaps we also could swirl past logos of all the airlines Panasonic serves or include them in some way in the animation, or somehow indicate points on the globe (service locations).</i></p>

**Scene 6: We continue to position Panasonic as the industry's innovative leader.**

Panasonic, the recognized leader in digital entertainment,

understands what consumers want—and what airlines need—to delight them both.

From the most advanced and innovative In-Flight-Entertainment products in the world,

To full service implementation and complete life cycle support,

To customized solutions designed entirely around unique passenger and airline needs.

You're in control.

*The animation sequence concludes slowly forming into three graphic images. Although they only appear for a moment in this overview video, they will serve as gateways to future, additional modules on Panasonic Avionics' products, services, and solutions.*

*The Innovative Products graphic is highlighted. On-screen text may also appear, such as Quality, Reliability...*

*The Full Service Support graphic is highlighted. On-screen text may also appear: Implementation, Installation, Complete Life Cycle Support....*

*The Customized Solutions graphic is highlighted. On-screen text may also appear indicating unique solutions for unique customers, multilingual capabilities, a variety of airline types, from commercial to private.*

*All three graphics have equal stage.*

*On-screen text appears: ELEVATE THE EXPERIENCE.*

**Scene 7: This scene demonstrates the innovative features and benefits of the latest Panasonic Avionics offering. The passengers can now do everything they wanted, but couldn't, at the beginning of the script. Entertainment, communication, productivity, etc.**

You can transform your passenger's time aboard.

*(Happy, humming music.) Throughout this scene, we use the same visual technique that we used in the opening sequence, where text was overlaid onto the photos. But now we show happy passengers instead of harried ones, and the overlaid text is from the GUI. This keeps the focus on the customer experience, while still showing off the front end system that enables the elevated experience.*

Whether they want to get something done,

*The first shot is of the same passenger we saw in an earlier scene, who touched the screen. We see the "Welcome Aboard" text, with his name. Now we understand just why he was so pleased and curious.*

Or communicated.

*We see passengers "coming to life," pulling down trays, getting out computers, etc.. We see someone touching the screen. Overlay text shows: Service Menu: Order drink*

Whether they'd like some information

*We see a passenger using his computer (with an ear mike). The overlay shows the Communication menu selection: Email, Internet, Internet phone call.*

Or just want to play.

*Passengers faces are reflected in maps, photos, etc. The overlaid text shows Interactive Information menu:*

*Explore: (we see maps of where they are headed)*

*Destination Guide (we see images of destinations)*

*Connecting Gate (we see gate info at airport)*

Or catch the news, or the game – on live TV

*Kids are playing interactive games. (Background sound of gaming.)*

*Can we indicate real-time broadcast options? (Background sound of game.) Drink arrives for the passenger who ordered it earlier.*

Some would just love a little solitude.

*Relaxed parent putting on headset. (We briefly hear the classic rock music she/he has selected)*

Panasonic In-Flight-Entertainment systems takes your passengers' lives off Hold to keep them engaged in life—even while they're flying high above it.

*Overlay text shows movie and music selection options. A smiling, eyes closed passenger. Fade to black.*

**Scene 8: Until we meet again... Passengers debark, return home, transformed by the delightful experience into loyal customers.**

When it's time for your customers to travel.

Even if they'd rather not. They'd rather travel with you.

*(Music changes) Fade up to just a few images (and sounds) of debarking, such as an unfasten seatbelt sign ("ding"), someone looking at a watch in surprise, compliant children, waving goodbye to the pilot and staff.*

*People in terminal, continuing their relationship with Panasonic by using Panasonic PDA products.*

*We see suitcases back in the closet,*

*Our passenger is now back home, in bed.*

*He's smiling. Eyes are closed. We're not sure if he is on the plane or in bed.*

*Lights out. (Lulling sound of airplane drone.)*