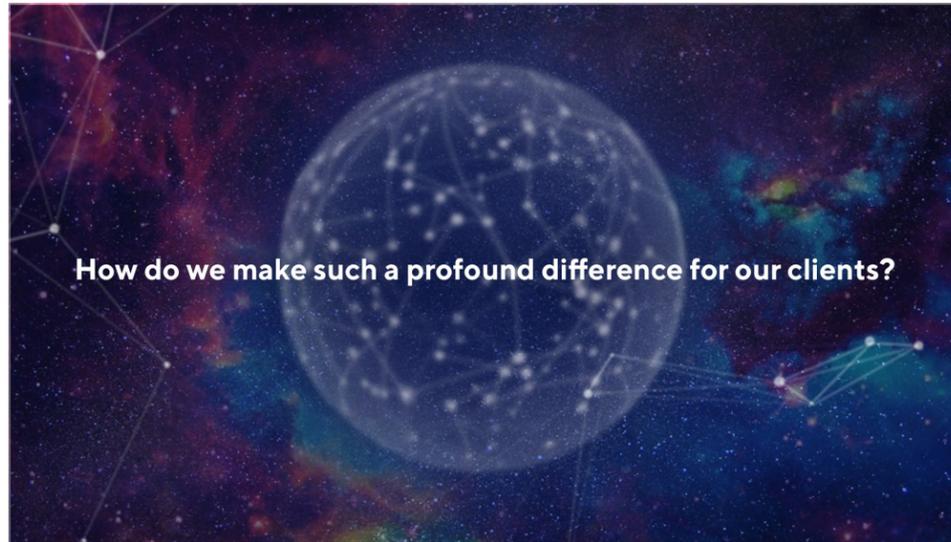


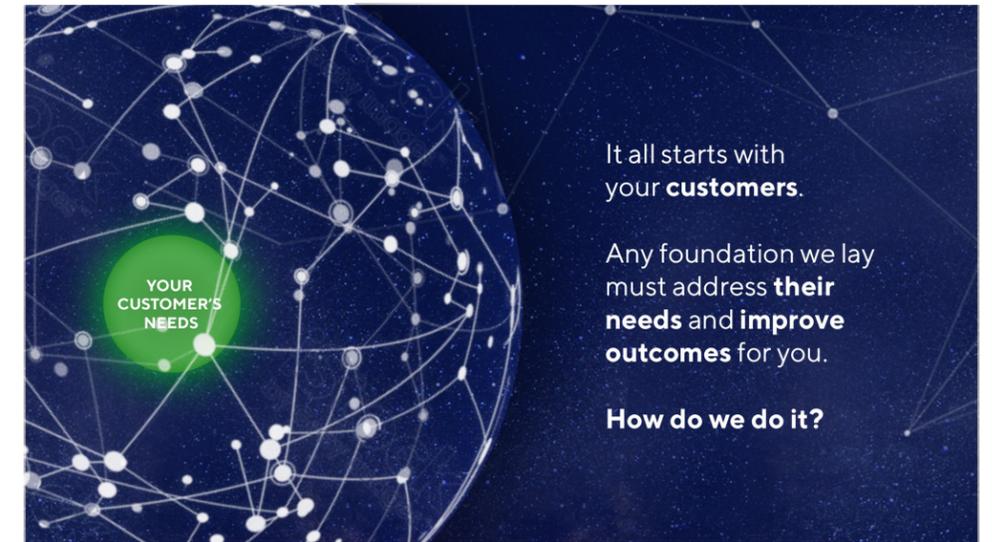
# Video Treatment



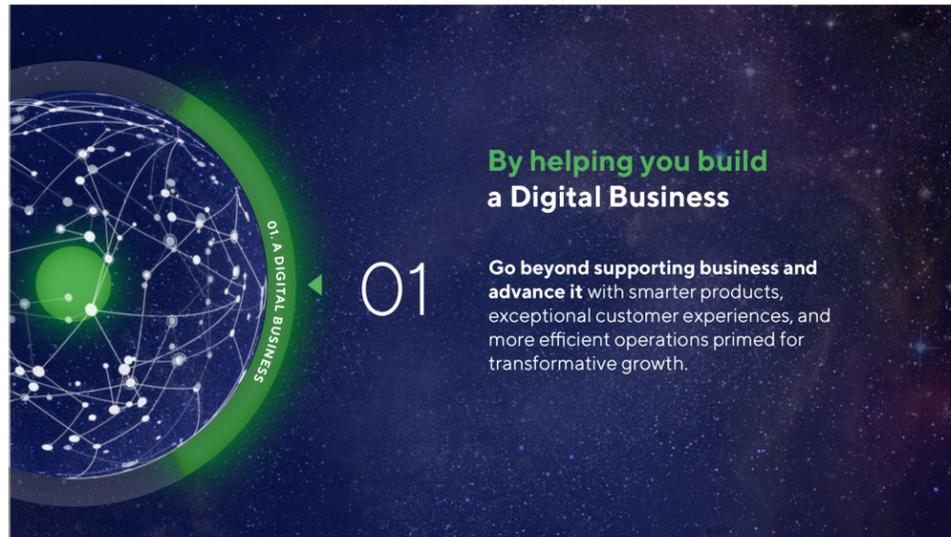
Scene opens with digital sphere out of focus...simple question appears center screen. Ambient animation in background of colored clouds and plexus line art. Sphere appears to be rotating slowly, indicating that it's the focus of the story.



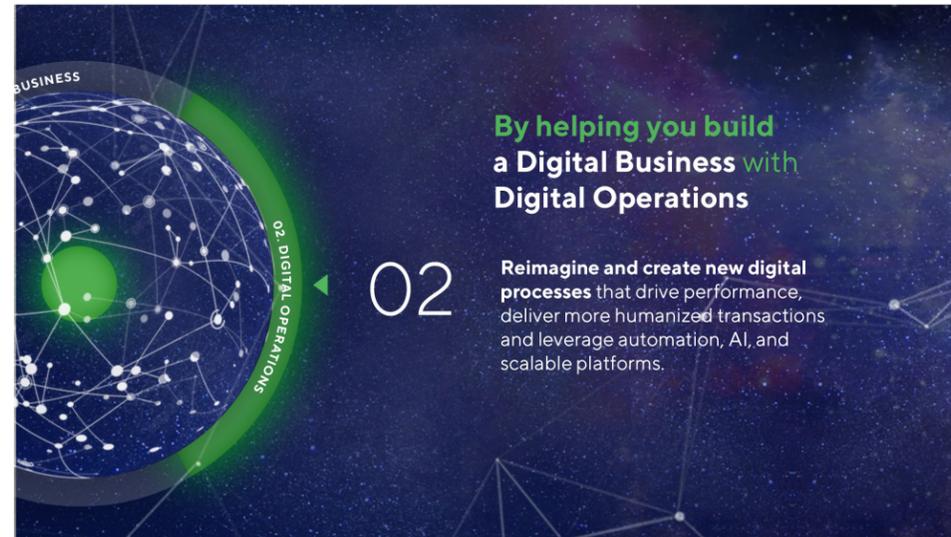
The sphere comes into focus. Ambient animation continues. The nucleus glows green. Suddenly the sphere moves rapidly—zooming and turning in a matter of seconds.



We can now read the text in the nucleus. Copy to the right fades in—one section at a time...punctuating the sequence with another question. Ambient animation continues as the sphere continues to rotate again.



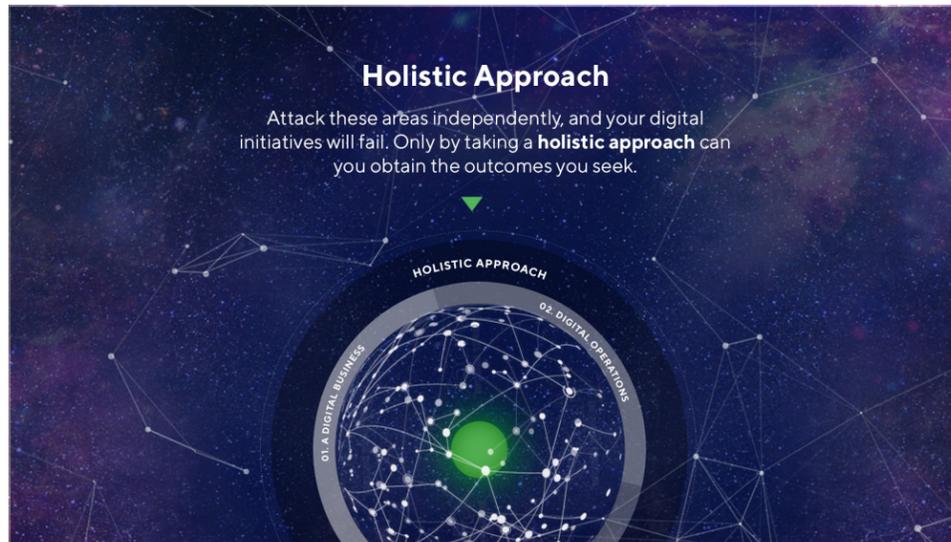
The sphere zooms back as the camera crops it to the left of the frame. Allowing additional animation of a new ring with text to appear. Simultaneously, a section changes color to green and begins to glow as an arrow and number appear to the right. Dramatic pause and new lines of copy fade in. We hold long enough to read, as the ambient animation continues.



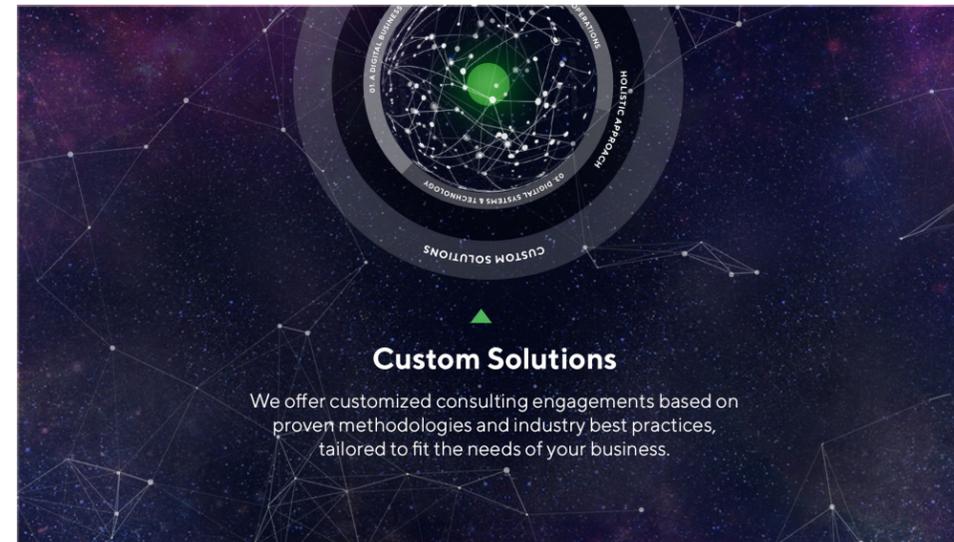
Sphere turns counter-clockwise as the copy stays on the right and new copy appears. Same sequence occurs of the number and copy...we hold.



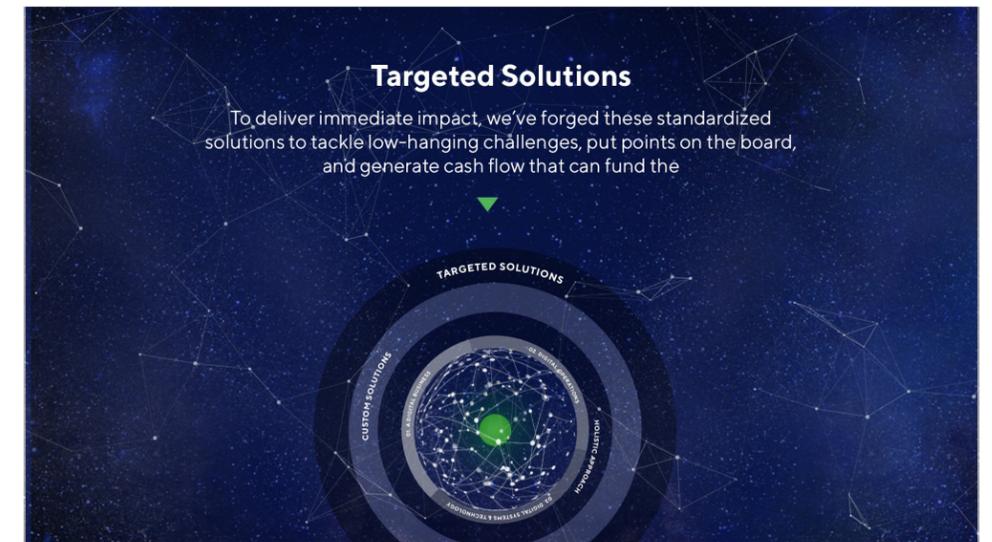
Sphere rotates one more time to reveal last section.



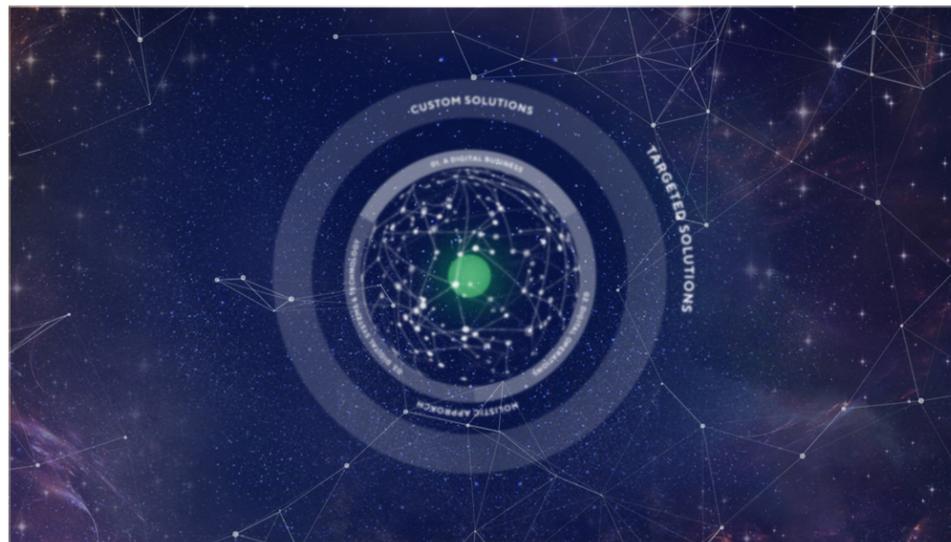
The sphere scales down and centers quickly on the screen. Another ring grows out of it with a new label. Copy begins to fade and ease into place (headline, subhead and green arrow). Ambient animation continues and we begin to see more of the particle animation. Background colors keep shifting continuously.



The sphere shifts to the top of the frame and scales down once more as a new ring and label grow out of it. Copy fades in and eases in to place (same sequence as previous frame).



Sphere moves once more and scales down to reveal the last sequence.



The entire sphere centers the frame as we see the holistic approach at a glance before going out of focus. Fade to black.

