

Protonis Defense – Product Promotional Video Script

Written by Eric Lee Productions

Shot	Video	Audio
1.	Full-screen graphic sequence: each word comes on screen as spoken - “See” “Your” “Advantage”	MUSIC: (tense, dramatic / in & under) VO: See ... your ... advantage ...
2.	Cut to MCU of Expert holding Vyper	EXPERT (on-camera): ... wherever and whenever the situation demands ...
3.	Cut to ECU of Expert holding Vyper	... with precision, military-grade, night-vision optics ...
4.	Photonis Defense logo animation (infinity to full screen)	... from Photonis Defense ...
5.	Cut to MCU of Expert holding Vyper	Head-worn or hand-held ...
6.	Quick dissolve to PRO-Vyper rotating 360-degrees (left side of screen); graphic build of bullet list as item mentioned (right side of screen) <ul style="list-style-type: none"> • Smallest & lightest on market 	VO: ... the PD-PRO-Vyper night-vision binocular system is the smallest and lightest on the market.
7.	<ul style="list-style-type: none"> • High-strength resin housing • Submersible design • Withstands harsh conditions 	Its rugged, high-strength resin housing withstands harsh conditions ...
8.	<ul style="list-style-type: none"> • Superior impact resistance 	... and offers superior impact resistance.
9.	PRO-Vyper animates to center of screen; bullet points build clockwise around PRO-Vyper <ul style="list-style-type: none"> • Maximum visibility in darkest conditions 	Vyper gives you maximum visibility in the darkest conditions ...
10.	<ul style="list-style-type: none"> • Battery life up to 25 hours 	... extensive battery life ...
11.	<ul style="list-style-type: none"> • Precision optics 	... and precision optics that capture every photon ...
12.	<ul style="list-style-type: none"> • Worldwide use 	... in any and EVERY situation.
13.	Cut to MCU of Expert holding Vyper	EXPERT (on-camera): SEE your advantage ...
14.	Cut to ECU of Expert holding Vyper	... and ACCOMPLISH your objective.
15.	Beauty shot of PRO-Vyper at top center of screen	VO: The PD-PRO-Vyper night-vision binocular system ... available NOW for immediate delivery.
16.	Graphic title (supered beneath PRO-Vyper still): “Learn more at photonisdefense.com or local dealer.”	Contact your local night-vision dealer or go to photonisdefense.com .
17.	Photonis Defense logo	Photonis Defense. MUSIC: (fade out)
18.	Fade to black	