

CBA

Smart Terminals and Apps: Introduction Video

Video script

Version 1.3

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# Version control

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| --- | --- | --- | --- |
| **Version** | **Date Created** | **Purpose** | **Created/Amended by** |
| 1.0 | 2017.06.22 | Draft | Savv-e (LP) |
| 1.1 | 2017.06.27 | CBA feedback | CBA |
| 1.2 | 2017.06.28 | Updated | Savv-e (LP) |
| 2.3 | 2020.10.22 | Clean version | Savv-e (KW) |

# How to read this document

This document provides a precise specification to be used for the build of the **Smart Terminals and Apps** **Introduction Video.**

This document is the master document that will be used in the build of the video. Please return this document to Savv-e, marked up with your requested edits/changes.

It is important that your review and feedback is accurate and complete, and is consolidated from all stakeholders. Where different stakeholders have diverse opinions or questions, these need to be resolved before returning the document to Savv-e. Please do not give general comments or vague feedback, but provide the exact wording you would like to see in your module.

Savv-e will review and accept the edits and forward the final version to you with a sign-off sheet. Any changes to the final version of this document will most likely result in schedule and/or budget adjustments.

# Detailed script

|  |  |
| --- | --- |
| **Screen type: Click ‘Play’ to watch video** | |
| Video description: | *This will be a short introductory video for the Smart Terminals and Apps module. The visuals described below will be illustrated, and photographic images will also be integrated to display the terminals. To combine both illustrated and photographic images, a swiping effect will be used that moves illustrated images off screen and replaces them with the same objects on screen but in a photographic style. The animation is then reversed to return to the illustrated style. It will be narrated in a sophisticated and engaging voice and will play as full screen.* |
| **Animation** | |
| **Visuals:** | **Audio transcript:** |
| A restaurant owner moves onto the screen from the left and is shown helping customers pay their bill. | John wants to give his customers the flexibility to split their bills. |
| A fashion boutique owner moves onto the screen from the left and is shown interacting with her customers.. | Cassandra wants to be paid instantly and securely on the go. |
| A manager of an entertainment venue moves onto the screen from the left, and is shown interacting with his customers. | Vinnie needs a portable solution that can improve his customer experience. |
| All images on screen fade leaving just John. A banker moves in and shakes hands with John. | Meeting your client’s unique business needs is simple… |
| The banker hands John a terminal (Albert). | …with Smart Terminals and Apps. |
| The different apps move onto the screen (represented by their icons) and move off screen, with the Split Bill app and Cash Counter app falling into John’s terminal (to convey these are the apps suitable for his needs). | Businesses can access a range of apps and smart EFTPOS terminals by connecting to the Pi Platform. |
| The banker moves off screen and the focus zooms into John’s hand, holding the terminal. A swiping animation replaces the illustrated image with a photographic image (example below). | Discover how you can help your clients to transform their business, |
| The photographic image is replaced with another photographic image of Cassandra using Albert (example below). | …and know when to engage a Transaction Banking Specialist. |
| Through a swiping animation, the photographic image transforms into illustrated animation of Cassandra accepting a payment from a customer (using Albert) | Help new businesses kick off the smart way. And advise existing businesses of new ways to manage their transactions. |
| The scene slides off screen and Vinnie and a Banker slide on screen, shaking hands. The Banker hands Vinnie an Albert. | By asking your client the right questions… |
| The camera zooms into Albert (held by Vinnie) and through a swiping animation, transforms into a photograph of Vinnie accepting payments from the queue of people outside the event venue. | ...you can better understand the needs of your customers and help find the best solution for them. |
| Screen fades to black and text appears on screen:  Smart Terminals and Apps | Welcome to Smart Terminals and Apps. |