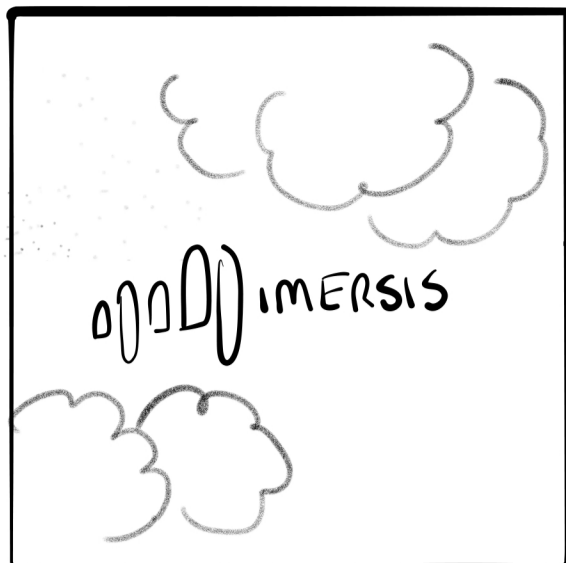


Proposed Imerisis Video Storyboard



1

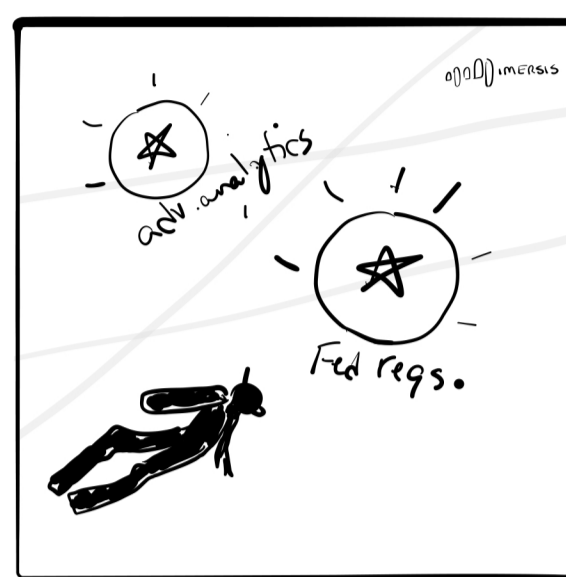


2 screen slides in from left; logo slides up & smaller

bubbles

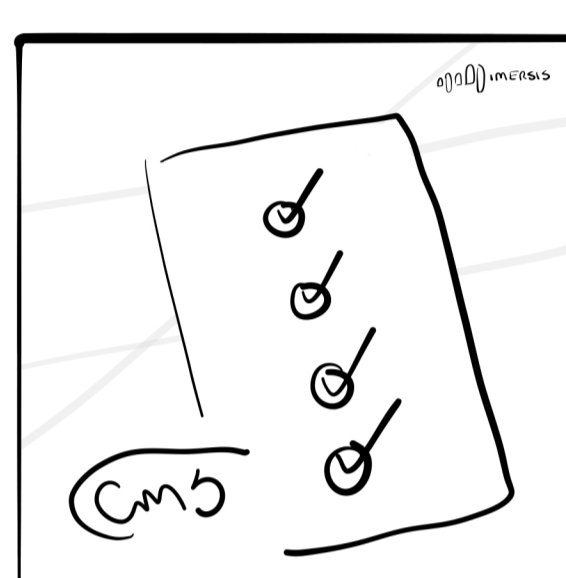


3 - diver enters background - Bubbles floating

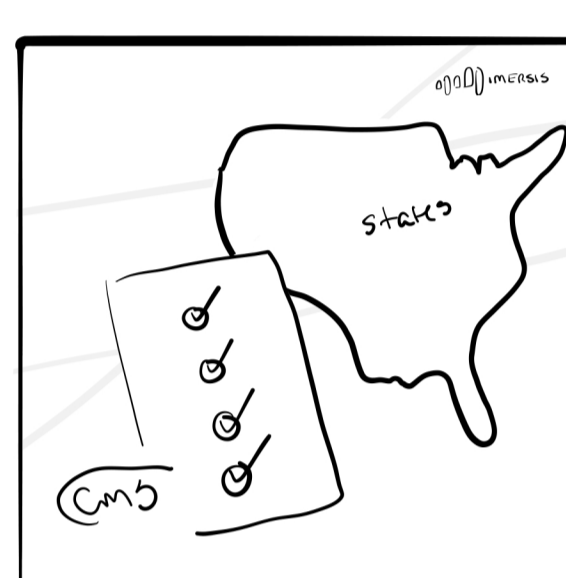


4 - swims off frame

- monitor zooms out off screen
- diver moves in
- bubbles pop
- diver swims away

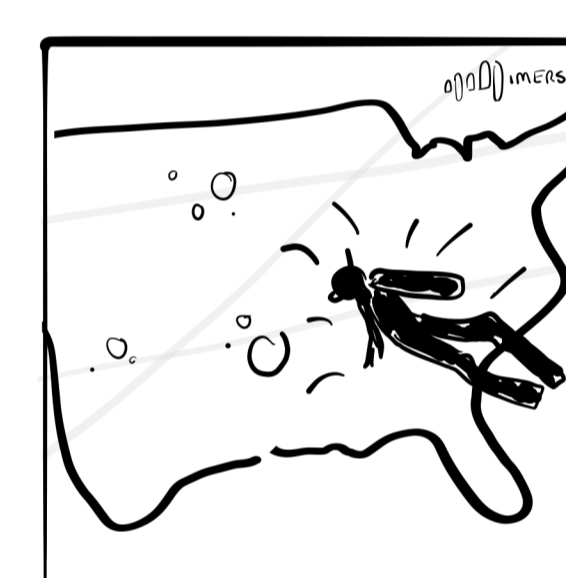


5 - score card - slow movement

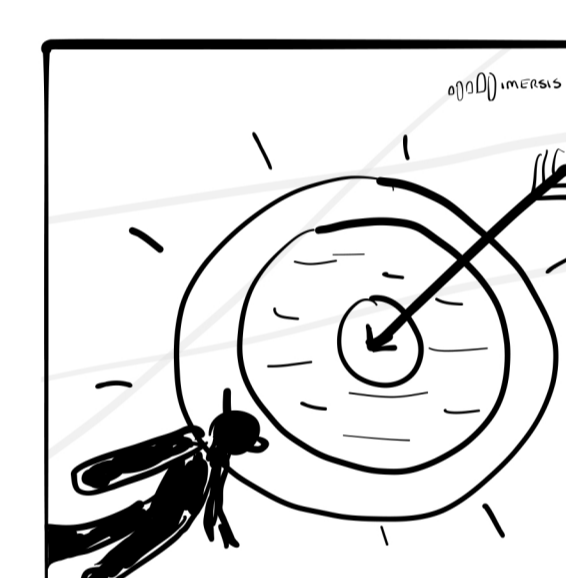


6 - report/logo smaller - states move in & indicate speed

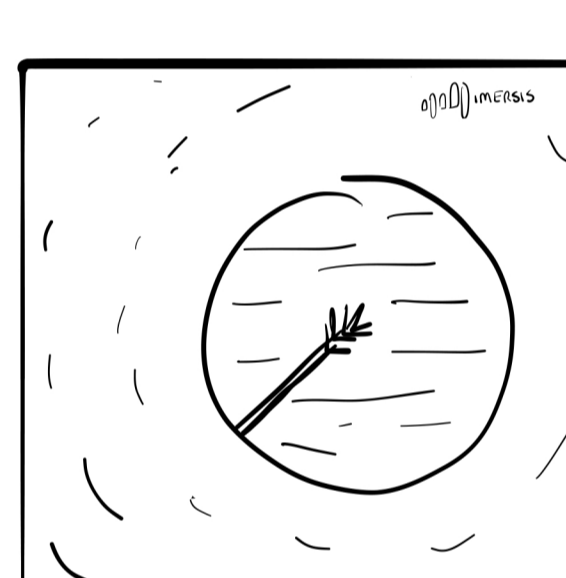
- card/logo slides off
- states increase & zoom in on sea of data



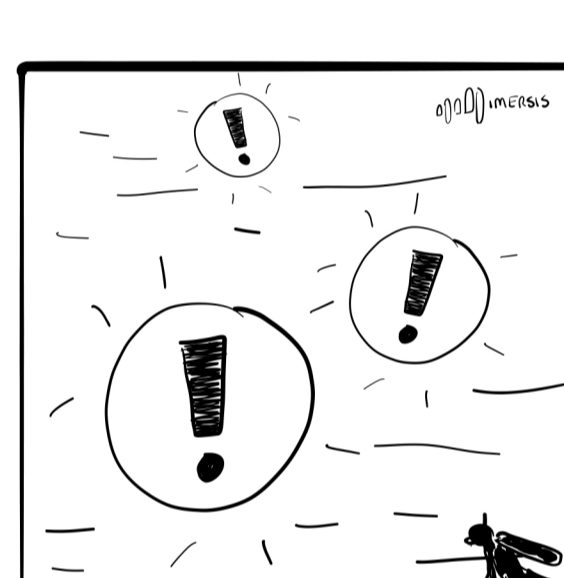
7 - states grow until off screen - sea of data - diver plays into sea



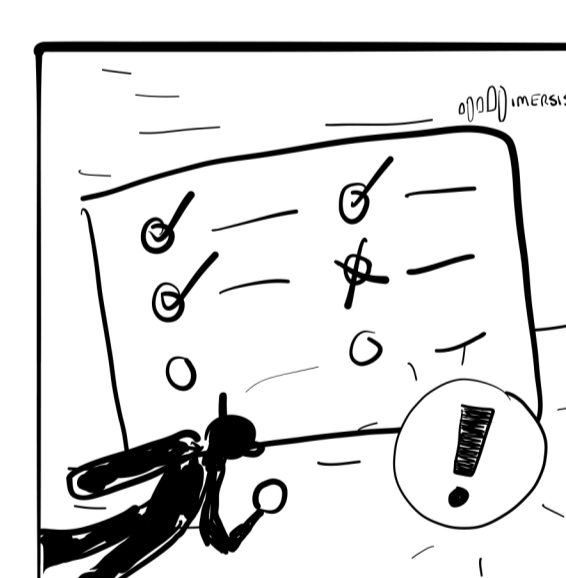
8 outer bubble pops



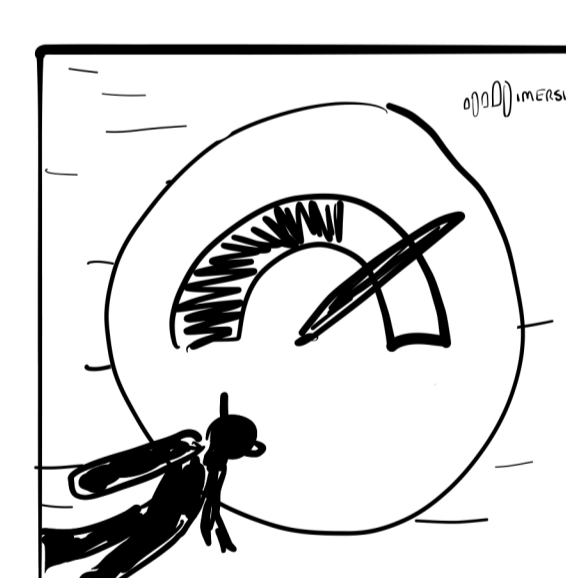
9 - arrow goes thru inner circle zooms out



10 zoomed into data bubbles pop



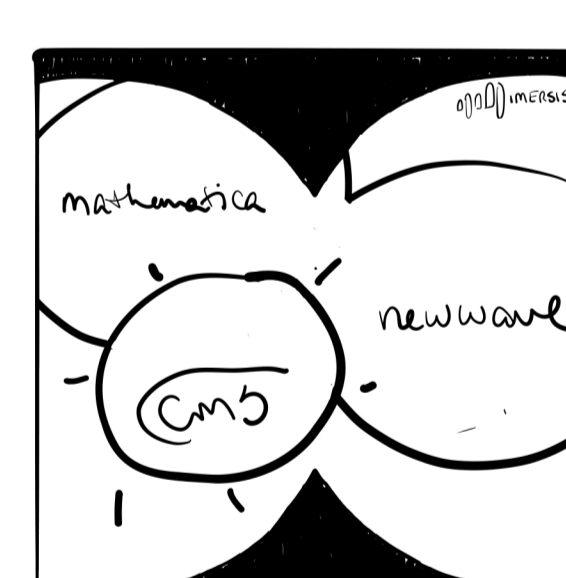
11 - card moves in from left - bubble floats in then pops - magnifying glass



12 - more gauge from bad to good score - bubble enlarges to zoom out to sea



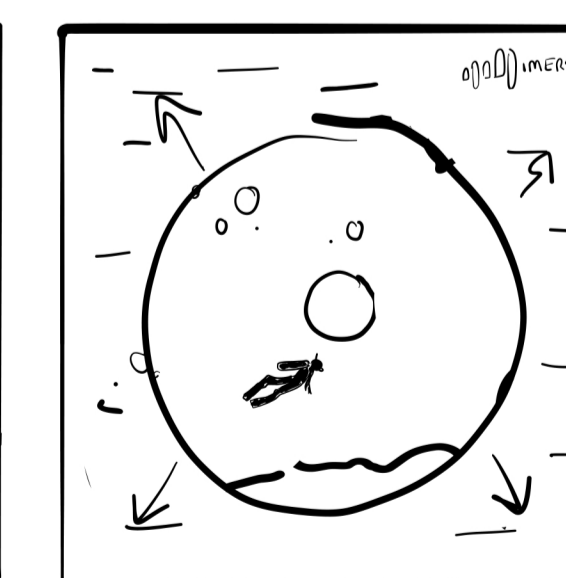
13 - zoom in thru divers' goggles - highlight columns to aggregate



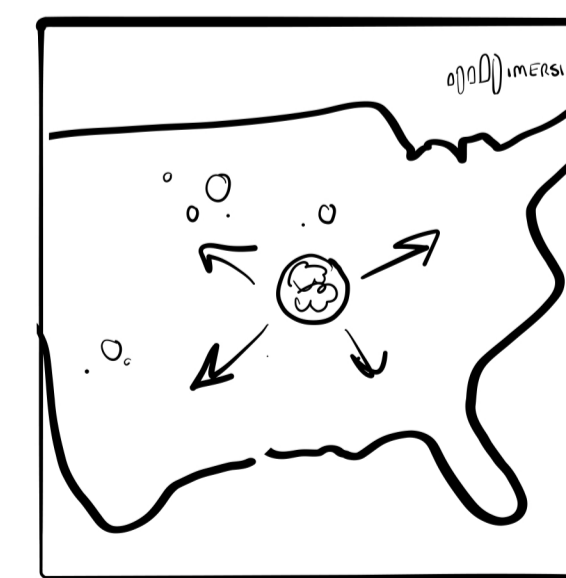
14-15 - join bubbles or rotate pap like view CMS of all under



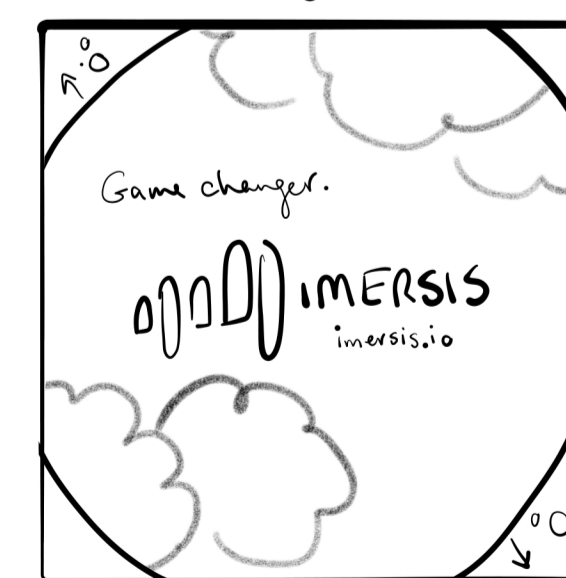
16 - loops fade zoom back at:
- Goggles
- Deep dive data
- sea of state data
- cloud



17 - circle enlarges to reveal US state data



18 - expand circle to return to clouds
- clouds separate to reveal logos as small logos covered up



19 - enlarge & centered logo