

“Seize the Day”

Overview

Concept

Six common information tasks of business Road Warriors are handled by Pacific.

Presentation Synopsis

Introduction

In a short sequence we’re told what a Pacific is: a powerful PDA plus a global mobile phone with wireless data services. However you need to communicate, this device can handle it. Right away we understand what a Pacific handheld is, and why we should care.

In this section we state the key features:

- Palm-powered PDA with high-resolution color screen, dual expansion, LED and vibrating alarms
- global phone, 10 hours of talk time, conference calling, speed dialing, SMS messaging
- wireless web browsing, web clipping, instant messaging, up to 8 email accounts

The section ends with a tagline: “COMMUNICATION = ACHIEVED”

“Problem = Solved” vignettes

Next, we see a Road Warrior using Pacific handhelds to turn everyday challenges into everyday accomplishments. Each vignette starts in a real-world context—an airport, a taxi, a trade conference, a factory floor, a business meeting at a restaurant. We’re told what someone might do with a Pacific in that context; for example, make a conference call and take notes while in a taxi. Next we see static screen shots of those results; for example, the conference call in progress, the notes taken. The vignette closes with a Tungsten-style headline; for example, DEAL = MADE.

Closing

The presentation ends with product “hero” shots and a tag line. Cut to the Palm-powered logo and legalese.

Visual Tone

Direct and uncluttered. Situations are presented with real pictures of real people, using existing images or stock photography as much as practical. Limited use of icons for concepts such as email, wireless instant messaging, or the Internet.

The overall design stays within the Tungsten brand guidelines for fonts, colors, layouts, photography, logos, and other graphic elements.

Verbal Tone

Conversational and urbane—short phrases that speak directly to the viewer.

Introduction

Powerful PDA

Cut to face-on shot of Pacific with Launcher on-screen with text “Tungsten/W is ...”

Super-impose text “a powerful PDA...” and surround with labels: “Hi-res color screen” “SD card slot” “Universal connector” “LED and vibrating alarms”

Global mobile phone

Cut to face-on shot of Pacific with Phone Dialer on-screen and ear-bud attached.

Super-impose text “plus a global mobile phone...” and surround with labels: “10 hours of talk time” “SMS” “Conference calling” “Speed Dialing”

Wireless data services

Cut to face-on shot of Pacific with WebPro Browser on –screen.

Super-impose text “... with wireless data services.” and surround with labels: “Web browsing” “Web clipping” “Instant Messaging” “Up to 8 email accounts” (Include legal disclaimer.)

Tagline

Cut to animation of Pacific sliding into Palm Portable Keyboard.

Super-impose text “Finally. Your mobile office is here.”

Cut to “COMMUNICATION = ACHIEVED” using white font on burgundy background.

Cut to Tungsten logo on brushed metal background.

Fade to black.

“Problem = Solved” vignettes

Classic PIM + Alarm Clock

Stock photo: A suburban house at dawn (perhaps with newspaper being thrown onto the front lawn).

Super-impose text “Seize the day.”

Cut to Alarm Clock while “Reveille” alarm plays.

Stock photo: Person eating breakfast while reading something on the table that we presume is a newspaper. (Alternate: Pacific on table with morning paper, juice and coffee.)

Cut to Date Book in Agenda View showing a few meetings and key to-do’s.

Cut to “DAY = STARTED” using burgundy font on white background.

Wireless Email

Stock photo: Commuter train with people boarding.

Super-impose text “Stay in touch...”

Cut to close-up of Mail button with text “...with one button.”

Cut to list of emails. Transitional animation to indicate an email opening.

Cut to an email announcing a hot opportunity to meet with a new client.

Cut to “OPPORTUNITY = SEIZED” using burgundy font on white background.

Wireless Web

Stock photo: People on a commuter train.

Super-impose text “Stay informed...”

Cut to close-up of Internet button with text “... with one button.”

Cut to a web-based news service.

Cut to “NEWS = READ” using burgundy font on white background.

SMS Messaging

Stock photo: Taxi rushing down a city street.

Animated SMS message arrives. (Alternate: Instant Message arrives.)

Super-impose text “Respond instantly.”

Cut to SMS reply and dialog box announcing send.

Cut to “REPLY = SENT” using burgundy font on white background.

Editing Office Documents

Stock photo: Crowd of people waiting at an airport gate.

Super-impose text “Use every moment.”

Cut to animation of SD card sliding into Pacific.

Cut to short sequence of Word, Excel, and PowerPoint documents.

Cut to “MEETING = PREPARED” using burgundy font on white background.

Mobile Phone & Memo Pad

Palm photo: Person using Pacific phone earbud.

Super-impose text “Take notes.”

Cut to close-up of thumb keyboard.

Cut to driving directions written into a note for a contact.

Cut to “DIRECTIONS = FOUND” using burgundy font on white background.

SD Card Expansion & Office Documents

Stock photo: Two business people at dinner (or at a counter, or a bar).

Super-impose text “Make your point.”

Cut to a few slides from the presentation.

Cut to “DEAL = MADE” using burgundy font on white background.

Closing

Cut to first hero shot with text “Palm Tungsten/W”

Dissolve to second hero shot with text “Versatile communication.”

Dissolve to third hero shot with text “Powerful connectivity.”

Cut to “COMMUNICATION = ACHIEVED” using white font on burgundy background.

Cut to Tungsten logo on brushed metal background.

Cut to Palm-powered logo.

Cut to legalese.