

voiceover

SCHOOL OF

Y
-
M
-
M

05-19-11

IT PRIVACY/SECURITY VIDEO 2



FADE IN ON HIRAM.

VO: When Hiram heard the Explanation of Benefits for his hospital stay ...



CUT TO HIGH-RISE APARTMENT BUILDING.

VO: ... had gone to a high-rise in the city ...



CUT TO SCENE COUNTRY HOME.

VO: ... instead of where he lives, in the country,



CUT TO CLOSE-UP ON HIRAM.

VO: ... he was sick with worry.



CUT TO LETTERS.

VO: So double-check each and every address.



CUT TO RURAL MAILBOX.
FADE UP SUPER.

VO: Then Hiram can rest easy. Because our job's not finished until it's secure.

SUPER: It's not finished until it's secure.



CUT TO LOGO.

voiceover

SCHOOL OF

Y
-
M
-
M

05-19-11

IT PRIVACY/SECURITY VIDEO 1



FADE IN ON 40-YEAR-OLD WOMAN'S FACE.

VO: When the report from Jen's fertility test got faxed ...



CUT TO SCENE OF GYNECOLOGIST OFFICE.

VO: ... not to her gynecologist, but rather ...



CUT TO SCENE OF BUSY OFFICE-PLACE.

VO: ... to her big, busy office-place ...



CUT TO SCENE OF BUSY OFFICE-PLACE (CONT.)

VO: ... the number of people who found out she's concerned...



CUT TO SCENE OF NEWBORN.

VO: ... about having a baby multiplied rapidly. So, make sure you ...



CUT TO SCENE OF FAX MACHINE.

VO: ... hit the right fax number. Then verify that it got to the right people.



CUT TO IMAGE OF JEN.
FADE UP SUPER.

VO: Because, as Jen will tell you ...

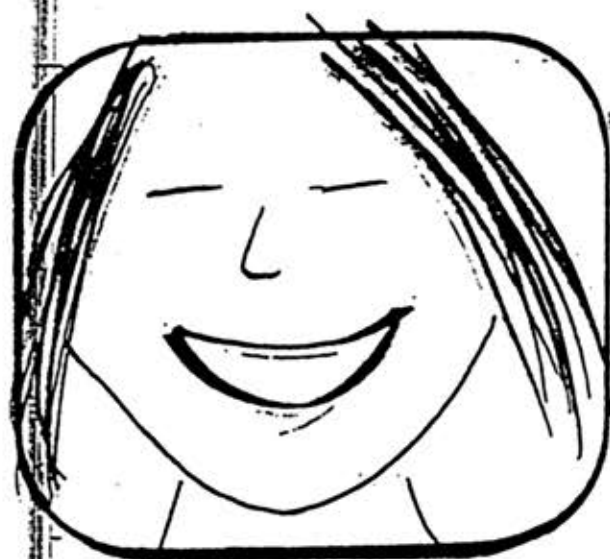
SUPER: It's not finished until it's secure.



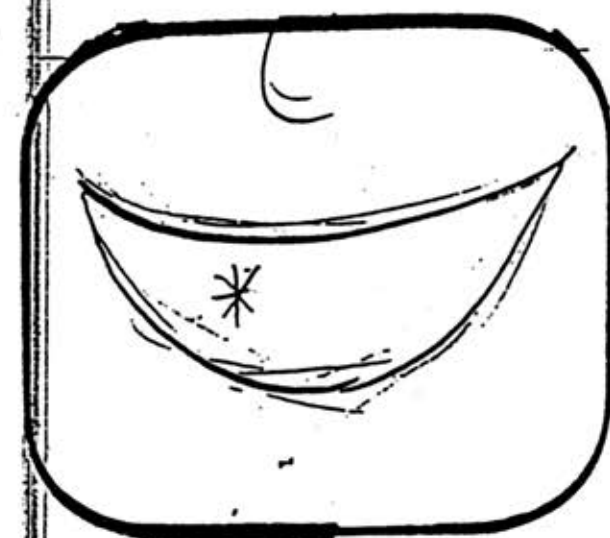
CUT TO LOGO.

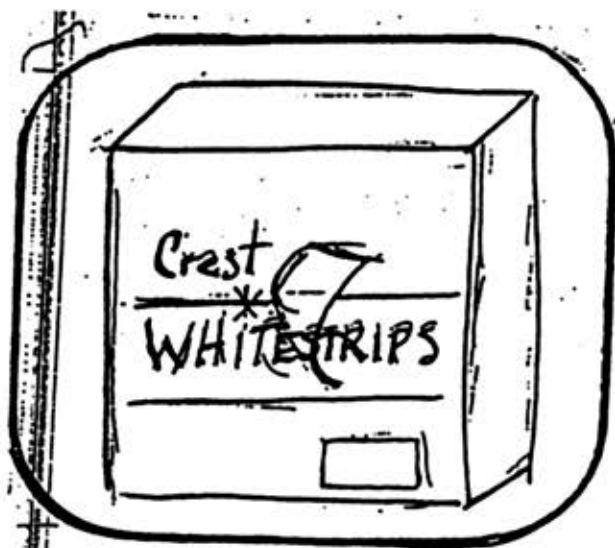


INTRO TO PRODUCT
LIVE ACTION



NARRATOR (VO throughout)
Having whiter teeth makes you look
and feel great, and there's an
easy way to whiten teeth on your
own...Crest Whitestrips.

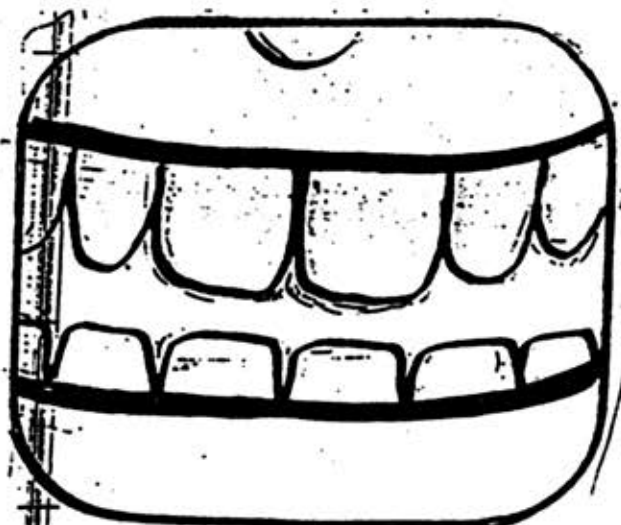




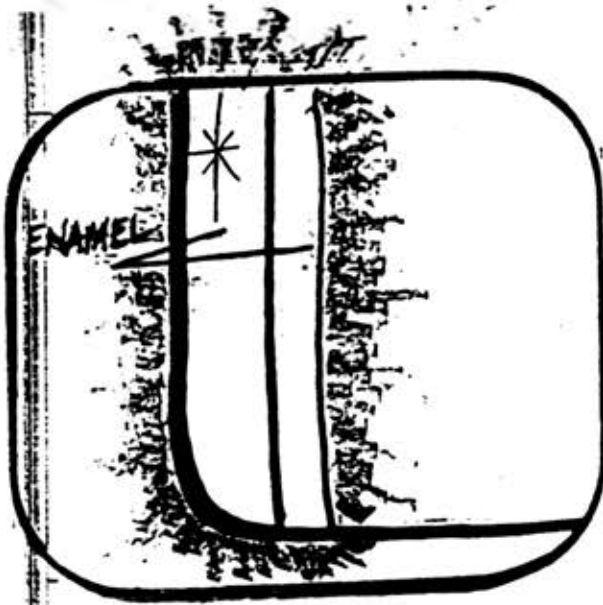
DISSOLVE TO ANIMATED BOX



LIVE ACTION, ZOOM IN TO TEETH



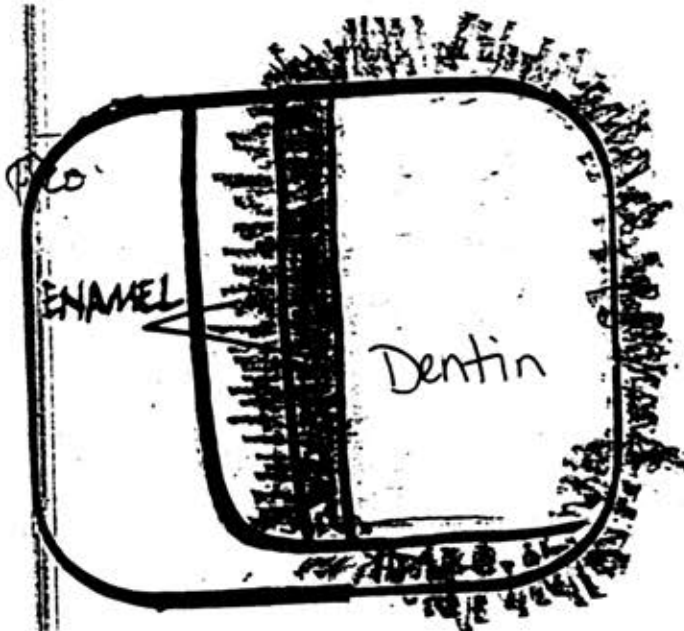
DISSOLVE TO ANIMATION



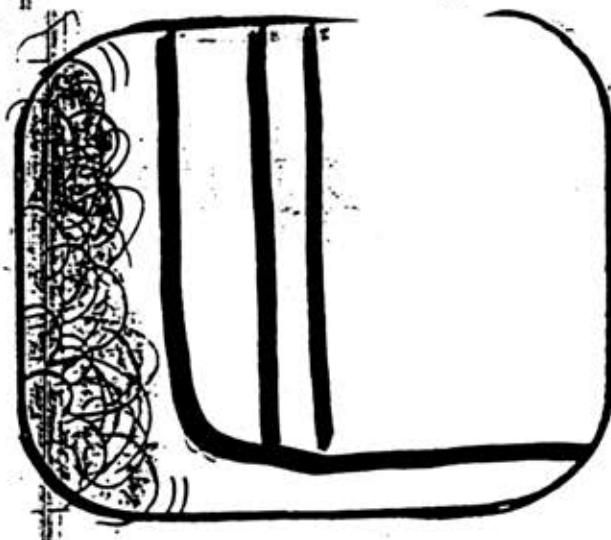
When you look at your teeth, the color you see is more than the color of what's on the surface. That's because the enamel layer that covers your teeth is translucent. So when you look at your teeth, you also see the color of the substance beneath the enamel, called the dentin.

SUPER: ENAMEL

3/4 PROFILE OF TOOTH SHOWING
DEPTH OF ENAMEL
POST ARROWS AND GLOW ADDED

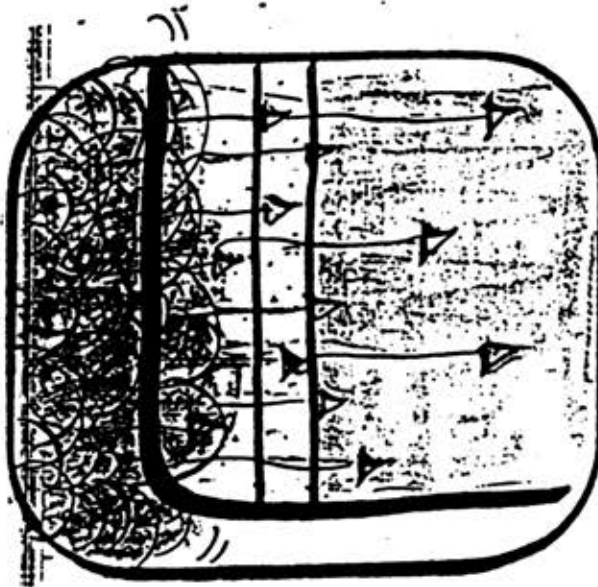


SUPER: DENTIN



VERSION A: STAIN BUILD UP

The things we eat and drink, like juice and coffee, contain coloring agents that actually soak into teeth.

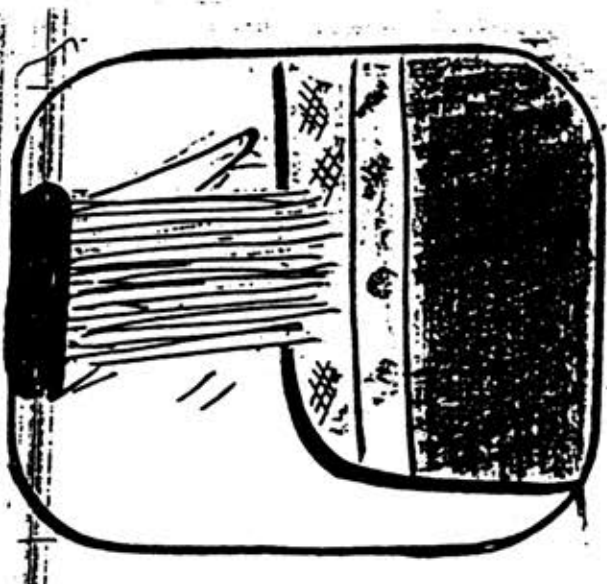


The things we eat and drink, like juice and coffee, contain coloring agents that actually soak into teeth.
SEE PENETRATION INTO DENTIN

When we eat, not only does the surface of the teeth get dirty, but the coloring agents actually pass through the translucent enamel and stain the dentin below.



Over time, the stains darken, causing your teeth to appear yellow.



When you brush your teeth, you remove food particles, stains and plaque which brighten the surface of the enamel.

*Whitening toothpaste
only cleans and polishes the
surface and doesn't have any
way to actually whiten the
stains in the dentin below*

September 10, 2019

	Visual Storyboard	Audio & Narration	On-screen text	Frame Length	Cumulative Time
1	Introduce the Carillon Mitral Contour System with a glamour shot and the tagline 'Reshaping the course of heart failure'	The Carillon Mitral Contour System, your first-line interventional therapy for functional mitral regurgitation.	Reshaping the course of heart failure™	0:07	0:07
2	Fade away the Carillon glamour shot and transition to show the head/ torso. This part of the animation will focus on the procedure and how the implant is placed. Begin with venous access in the right internal jugular, navigate through the venous/right side of the heart into the coronary sinus. Show top of valve showing lack of coaptation and MR with blood.	Using familiar catheter techniques, the procedure begins with access from the right internal jugular vein. The Carillon System is then advanced through the venous anatomy and into the coronary sinus.	<ul style="list-style-type: none"> • Simple right-heart procedure • No transseptal puncture • 10 Fr venous access 	0:13	0:20
3	Show the implant being deployed in the coronary sinus (similar to the current animation). Add the bullets as they are being narrated.	Distal and proximal anchors, connected by a shaping ribbon, utilize the heart's venous anatomy to cinch the mitral apparatus. The Carillon system is designed to have no direct interaction with leaflets and therefore does not disrupt the natural leaflet motion.	<ul style="list-style-type: none"> • Utilizes venous anatomy • Cinches the mitral apparatus • Designed to maintain physiologic motion of the leaflets 	0:12	0:32
5	Keep view showing implant in place. Then, image fades and is replaced by a break with text to indicate a new scene. Show the catheter interaction with the implant to recapture the proximal anchor, shaping ribbon, and distal anchor. Once the implant is inside the guide catheter the system is removed	If necessary, the Carillon device can be recaptured and removed in a simple process prior to release, and another implant attempt may be made with a new Carillon device.	<ul style="list-style-type: none"> • The Carillon device can be recaptured and removed prior to release. 	0:16	0:58
4	Once the implant is placed, show the approximation of the mitral annulus and immediate improvement in valve coaptation with trace MR. Then, show the LV returning to a more normal size (getting smaller) over time; fast forward time progression to 6- and 12-months post procedure to show how the LV progressively improves. Show footnote "Results may vary by patient."	Once placed, the Carillon device improves leaflet coaptation, reduces regurgitant volume and induces favorable left ventricular remodeling.	<ul style="list-style-type: none"> • Improves leaflet coaptation¹ • Significantly reduces regurgitant volume² • Induces favorable LV remodeling² <p>(Footnote) Results may vary by patient.</p>	0:10	0:42

Audio & Narration	
1	<i>The Carillon Mitral Contour System, your first-line interventional therapy for functional mitral regurgitation.</i>
2	<i>Using familiar catheter techniques, the procedure begins with access from the right internal jugular vein. The Carillon System is then advanced through the venous anatomy and into the coronary sinus.</i>
3	<i>Distal and proximal anchors, connected by a shaping ribbon, utilize the heart's venous anatomy to cinch the mitral apparatus. (The Carillon system is designed to have no direct interaction with leaflets and therefore does not disrupt the natural leaflet motion.</i>
5	<i>If necessary, the Carillon device can be recaptured and removed in a simple process prior to release, and another implant attempt may be made with a new Carillon device.</i>
4	<i>Once placed, the Carillon device improves leaflet coaptation, reduces regurgitant volume and induces favorable left ventricular remodeling.</i>

Brain

Jeff



list

Medtronic TAVI Video
Final - 2/28/19

Notes: "TAVI" pronunciation tips:

- Rikki Tikki "Tavi"
- rhymes with "tabby"
- rhymes with "have" + "E"

FEMALE VO:

When it comes to TAVI, every detail counts.

For physicians, procedural outcomes are critically important. But for patients, it's only the beginning.

That's why at Medtronic, we're building on the industry's leading procedural performance to take patient outcomes further than ever before – starting with a unique ~~type of valve~~ *value design* that's truly...

Above and beyond.

The Evolut TAVI platform.

Built with a purposeful valve design like no other.

A valve that improves both procedural outcomes

And patients' quality of life.

The Evolut Pro supra-annular design goes *above*  intra-annular procedural outcomes,

Achieving exceptionally low mortality and disabling stroke rates,

And the industry's lowest rates of severe and moderate PVL.

The Evolut platform features the lowest delivery profile system to provide safe vascular access...

And a repositionable delivery system that's predictable and easy-to-use for a more accurate valve placement.

Additionally, the Evolut frame cell geometry ensures physicians access to the coronaries.

- 1. Scenes of a dentist greeting a patient. They are discussing the patient's restoration – the doctor is explaining the process, etc.*

Dr. Windmiller general scene, some pick up from existing footage, and an after "beauty" shot:

**AS A DENTIST, THE STRENGTH, LONGEVITY
AND ESTHETICS OF YOUR PATIENT'S
RESTORATIONS are very important to you . YOU
WANT TO PROVIDE THE HIGHEST
STANDARD OF CARE available.**

**Technological advances in all-ceramic materials
using computer-aided design/computer-aided
manufacturing (CAD/CAM) have brought dentists a
new restorative option that is easy to integrate into
your practice from a company you can trust.**

**LAVA™ ZIRCONIA CROWNS AND BRIDGES
from 3M ESPE now allow you to obtain excellent
esthetic results without altering your current crown
and bridge techniques.**

OPEN FOR MUSIC UP

BRING IN TITLE:

**3M ESPE LAVA™
CROWNS AND BRIDGES**

- 2. A three unit anterior framework and the same bridge in the mouth (they are using these two pictures in attached pdf.file. Message is strength (bridge)and aesthetics (anterior)*

Show finished Lava bridge and in the mouth (from 2nd shoot)

**LAVA™ ZIRCONIA COMBINES SUPERIOR
STRENGTH AND LONGEVITY COUPLED**

Department 56
 "Dickens' 20th Anniversary Video"
 04/28/04
 Version 3

Media 6/1
 Eric
 Olsen
 612-375-1086
 LM 6/1

VIDEO	AUDIO
Dickens Village stills and video; 20 th anniversary logo	<p>[pleasant needle-drop music throughout]</p> <p>NARRATOR (female, warm)</p> <p>DEPARTMENT 56 IS PROUD TO CELEBRATE A TRUE MILESTONE: THE DICKENS' VILLAGE SERIES 20TH YEAR OF CAPTURING THE SPIRIT OF TRADITIONS PAST AND PRESENT.</p>
Stills/video of first seven buildings	<p>NARRATOR</p> <p>WHEN THE FIRST SEVEN BUILDINGS OF THE DICKENS' VILLAGE SERIES WERE INTRODUCED IN 1984, NO ONE COULD HAVE PREDICTED HOW ENTHUSIASTICALLY COLLECTORS WOULD EMBRACE THE NEW LINE. [CALLED "THE ORIGINAL SHOPS OF DICKENS' VILLAGE," THE CHARMING 19TH CENTURY VILLAGE FEATURED HAND-PAINTED PORCELAIN BUILDINGS AND ACCESSORIES INSPIRED BY VICTORIAN ENGLAND AND THE NOVELS OF CHARLES DICKENS.] THE WARM AND FAMILIAR</p>

(correct
 Eric
 Olsen?)

Introduction

Text	Animation/Graphic
Targeted Therapies—Overview	
<p>Targeted therapies are transforming the way people treat cancer. These carefully-designed drugs have already begun to make personalized medicine a reality and will continue to help doctors tailor cancer treatment based on the characteristics of each individual's cancer. It is important that health care professionals become familiar with the concept of targeted therapies so they can communicate with their patients about these new approaches and help patients make better-informed treatment decisions.</p>	<p>Pictures of doctors and patients</p>
Lymphoma Tutorial—Objectives	
<p>This tutorial focuses on the variety of targeted therapies that have been and are being developed to treat lymphoma. By completing this tutorial, you will learn the answers to the following questions</p> <p>What are some of the molecules and pathways that are being targeted in lymphoma cells?</p> <p>What agents are being developed to target these molecules and pathways?</p> <p>Which targeted therapies are currently approved by the FDA for treatment of lymphoma?</p> <p>How can I find clinical trials of targeted therapies for lymphoma?</p>	<p>Screen text listing questions</p>
Lymphoma Background	
<p>Lymphoma is a cancer that begins in cells of the immune system called lymphocytes. Lymphoma occurs when B or T cells acquire changes that allow them to grow uncontrollably. The abnormal cells accumulate in the lymph nodes or other parts of the lymphatic system.</p>	<p>Show body with lymphatic system (including lymph highlighted. Callout with pictures of normal immune cell" and "T cell." Show arrows from each to lymph nodes. Flash lymph nodes and lymph system during</p>
<p>There are two types of lymphoma: Hodgkin and non-Hodgkin lymphoma. The majority of Hodgkin lymphomas are classical Hodgkin lymphomas, which consist of characteristic cells called Reed-Sternberg cells. Another much more rare type of Hodgkin lymphoma is nodular lymphocyte-predominant Hodgkin lymphoma.</p>	<p>Body in center of screen.</p> <p>Screen text on left of body – label "Hodgkin Lymphoma" and "Non-Hodgkin Lymphoma"</p>

**Understanding Targeted Therapies – Breast Cancer
Glossary (Pronunciation)**

Adjuvant (ăj'ə-vənt)
Akt (spell out)
Anastrozole (an AS troe zole) <http://www.umm.edu/graphics/sounds/en/20116.wav>
Angiogenesis (anj-ee-oh-GEN-ə-sis)
Apoptosis (aye-pop-TOE-sis)
Aromatase (ah-ROE-mə-tase)
Avastin (ah-VAS-tin)
BRCA1 (bee are cee aye one)
Cancer.gov (cancer dot gov)
CIS (see eye ess)
Dimerization (die-mer-ə-ZAY-shun)
Dysregulation (dis-reg-YOU-lay-shun)
EGFR (spell out)
Epidemiologic (ep-ə-dee-MEE-ol-oh-jick)
Epithelial (ep-ə-thee-lee-al)
ER (Spell out)
Herceptin (her-SEP-tin)
HER1 (her one)
HER2/neu (her two new)
HER3 (her three)
HER4 (her four)
IGF1R (eye gee eff one ar)
IMC-A12 (eye em see aye twelve)
Immunohistochemical (im-you-no-hist-oh-kem-ə-cal)
Lapatinib (la-PA-ti-nib)
Ligands (lī'gənd)
Monoclonal (mon-oh-CLO-nal)
mTOR (EM-tor)
PARP1 (parp-one)
PDQ (spell out)
PI3-kinase (pee-eye three Kī-nase)
poly(ADP ribose) polymerase 1 (polly aye-dee-pee RYE bose poe-LIM-er-ase one)
Proliferation (PRO-lif-er-a-tion)
PTEN (PEE-ten)
Raloxifene (rah-LOX-ə-fene)
Rapamycin (rap-ah-MY-sin)
SERMs (surms)
Tamoxifen (tah-MOX-ə-fin)
Temsirolimus (tem→→ sir oh→ lə mus)

Prompt Script # 02-A-DEMO1

CHICAGO METRA

Msg #	File Name	English Text
1.		This train is being taken out of service.
2.		Willow Springs.
3.		The next station is... [Evanston / Davis Street.]
4.		Would all passengers leave the train at... [Evanston/Davis Street.]
5.		[The next station is...] Randolph / South Water Street.
6.		[The next station is...] Prairie Crossing / Libertyville.
7.		[The next station is...] Evanston / Davis Street. [ĕv'ən-stən]
8.		Based on the information we are receiving at this time, we may incur a delay of up to... [5 minutes.]
9.		Your attention please: We are experiencing technical difficulties which may result in delays system wide. Please stand by for further information. We apologize for any inconvenience and are working to restore normal operation as soon as possible.
10.		This is a fare zone boundary. We remind all passengers that a valid multi-zone fare is required beyond this point. [mŭl'tē-zōn' mŭl'tī-zōn']
11.		[this train will be delayed for up to...] ...5... [minutes.]
12.		October... [5 th]
13.		[this train will be delayed for up to...] ...10... [minutes.]
14.		[5] ...minutes.
15.		[this train will be delayed for up to...] ...15... [minutes.]
16.		[Your attention please] Due to... [emergency track repairs,]
17.		Your attention please: [Due to...]