SCRIPT—Government Infomercial

IPv6 (Internet Protocol)
Creative Director & Scriptwriter: Anne Schwab
Producer: Liliane Blom
Client: Steve Pirzchalski
U.S. Veterans Affairs

VIDEO	AUDIO
Open: **FADE UP FROM BLACK:** Bump in (on beat of music) on world from outer space **Visuals:** TEXT ON SCREEN: "IPv6, the Next Generation, Department of Veterans Affairs"	*[CUE MUSIC]* **Narrator: Alex Suarez**
Visuals: DISSOLVE TO layered images of a computer, ones and zeros, hand and stylized mouse, circuit board satellites	**Narrator VO:** Over the past dozen years the Internet has completely revolutionized the computer and global communications.
Visuals: DISSOLVE TO layered images of satellites, split screen with computer users, universities, kids studying	**Narrator VO:** First developed by DoD, the project evolved into an interaction tool for DoD, universities and other governmental research departments.
Visuals: CUT TO slivers of images—worlds, eyes composited with computer chips, computer user— flying in to form one rectangular image ending with group of young computer users.	**Narrator VO:** Now the Internet delivers a world of ideas and information to computer users everywhere.
Visuals: High angles of narrator in bustling traffic walking toward camera	**Narrator:** Today individuals and organizations like the Department of Veterans Affairs have the "marketplace of ideas" at their fingertips...
Visuals: Low angles of narrator, snap focus	**Narrator (cont'd):** ...and seemingly endless access to wide-interest information, online distance learning, data cubes, and electronic commerce… as well as pod casting, web services and governmental information. **Sounds:** street, police whistle

Visuals: Hi angles of narrator, rack focus from people to narrator	**Narrator:** Most importantly, the VA has online access to critical medical research and cutting-edge treatment. **Sounds:** street sounds
Visuals: CU of narrator walking	**Narrator:** But how does all this text, voice and video data actually transmit? **Sounds:** street sounds
FADE TO BLACK	
FADE UP	
Visuals: copper wires, electricity, micro transmitting stations, satellites, fiber optics	**Narrator VO:** Copper wires, microwave transmitting stations satellite connections, fiber optics and other wireless networks carry coded information over the Internet.
Visuals: narrator holding hands together, spread hands apart to reveal an animation of the VA Internet Protocol number, 10.108.48.20 **Visuals:** narrator's right hand pushing the number off the screen	**Narrator (waist to chest):** Internet protocol or IP is the Internet standard or number code that translates into a web address.
Visuals: CUT TO screen of billions of numbers disappearing until there are none	**Narrator VO:** Today's IP standard, IPv4, supports more than 4 billion interconnected addresses. But with inefficient storage of addresses, increased global demand, and expanding commercialization of the Internet, these addresses, believe it or not, are running out.
Visuals: CUT TO black sky filled with stars **Visuals:** explosion born from the center of the sky to reveal TEXT ON SCREEN: "IPv4" **Visuals:** larger explosion born from the center of the sky to reveal TEXT ON SCREEN: "IPv6"	**Narrator VO:** And the explosion of new, worldwide Internet services and new software applications bring a serious demand for…tah-dah! Next Generation IPv6.
Visuals: camera running bottom to bottom over an animated stack of books **Visuals:** top book on cover "IPv4"	**Narrator VO:** After a decade of testing worldwide, IPv6 appears to be a stable, well-balanced platform for government and business alike.

Visuals: final book drops on top of pile **Visuals:** dust **Visuals:** final book on cover "IPv6"	**Narrator:** And is designed to run *stacked* with IPv4 for a long, gradual transition.
Interview: Steve Pirzchalski **Visuals:** TEXT ON SCREEN: "Steve Pirzchalski**,** IPv6 Agency Lead, Department of Veterans Affairs"	**Interview: Steve Pirzchalski.** We came late to IPv6 and the urgency is there because we started a little bit behind the rest of the world.
Visuals: Steve Pirzchalski **Visuals:** CUT TO animated footage of the world with destination streaks jumping from country to country **Visuals:** TEXT ON SCREEN: "Japan, Korea, China" TEXT ON SCREEN: "at 10% resolution IPv6 runs across screen"	**Narrator VO:** Japan, Korea and China have all implemented new Internet systems built entirely on IPv6.
Visuals: footage of the White House **Visuals:** footage of narrator walking in front of White House toward the camera	**Narrator:** The President and the Office of Management and Budget, therefore, set a date *all* agency infrastructures must be employing IPv6.
transition using cars **Interview:** David Cheplick TEXT ON SCREEN: **"**Deputy Executive Director Telecommunications, Department of Veterans Affairs"	**Interview: David Cheplik.** All new IT procurement must be IPv6 compliant. So if your present system is not compliant, you will not be able to run the new IT. It may benefit you to upgrade to IPv6 as early as possible.
Visuals: David Cheplick **Visuals:** DISSOLVE TO layered animation of Department of Veterans Affairs signage, keyboard, computer wires **Visuals:** medical devices like PET Scan	**Narrator VO:** By upgrading to IPv6 early, the VA will be able to purchase and implement all new IT technologies, including medical devices.
Visuals: Wipe transition to CU narrator outside, and directly to camera	**Narrator:** The most obvious and important reason for the transition to IPv6 is the addition of 50 octillion addresses. I repeat 50 octillion.
Visuals: CUT TO tall building with IPv6 and 50 octillion scrolling across the roofline digital banner. **Visuals:** Low angle 2 Shot of building/banner and narrator	**Narrator VO:** That's 50 followed by 27 zeros.
Visuals: narrator walking in front of historic government building. **Visuals:** narrator looking directly into camera lens raising his hands and shaking them	**Narrator:** IPv6 offers seamless, secure delivery of combined data. And at greater speeds which eliminates "jitter."
Visuals: 2-Shot over-the-shoulder driver and car radio **Visuals:** CU of car radio and driver's finger **Visuals:** CU and ECU of radio face with TEXT ON	**Narrator VO:** Soon it will be routine to receive text messages on your television or your car radio

SCREEN of radio face: "Did you walk the dog?" **Visuals:** On the radio screen, dog shaking his head "no"	
Visuals: in front of a row of newspaper vending box **Visuals:** narrator walks over to vending box **Visuals:** CU of special newspaper in box, headline reads: "VA Times, IPv6 Under Construction" **Visuals:** ECU of narrator's hand opening the box **Visuals:** MS narrator removing newspaper	**Narrator VO:** (puts paper under his arm) In the near future, IPv6 will be making headlines. Soon inventory restocking will be completely automated.
Visuals: MS of consumer's fridge with consumer walking over and pressing an order on the animated digital screen **Visuals:** CU of digital ordering device on the consumer's fridge, TEXT ON ANIMATED SCREEN: "Place Order, Scan Item, Send Item"	**Narrator VO:** Soon you can place an order to your local supermarket online, right from your refrigerator.
Visuals: CU of consumer's waist to counter **Visuals:** CU of jar of mayo on counter **Visuals:** Jar of mayo being scanned	**Narrator VO:** Just put an empty jar of mayo on the counter, and bingo, the order's placed.
Visuals: 2-Shot of narrator and traffic light	**Narrator:** IPv6 cars tell you when, for example, your brakes need replacing.
Visuals: swish transition **Visuals:** a Mini Cooper speeding to the camera	**Narrator VO:** Car speaking: I need a brake.
Visuals: CUT TO footage of stylized world and outer space and computer parts. **Visuals:** Overlaid with TEXT ON SCREEN: "FISMA. HIPAA"	**Narrator VO:** All transition plans must conform to all FISMA and HIPPA security directives so IPv6 will offer high security compliance.
Interview: Robert Howard **Visuals:** TEXT ON SCREEN: "Assistant Secretary for Information & Technology, Department of Veterans Affairs" **Visuals:** stacks of medical records with TEXT ON SCREEN: "Patient Medical Records" **Visuals:** Robert Howard	**Interview onscreen and VO: Robert Howard.** The accidental release of a patient's medical information could result in lawsuits and billions of dollars in damages to the government. IPv6 with a built-in security systems and encryption platform like IPsec help limit the government's liability.
Visuals: DISSOLVE TO extreme low angle, narrator checks his watch. **Visuals:** photo of narrator's wife and a flashing message TEXT ON PHONE: "voice message" **Visuals:** narrator's reaches up and grabs a bouquet of flowers from a florist **Visuals:** narrator with a big smile on his face with	**Narrator (on camera and VO):** Check this out. Devices like this watch will be able to connect wirelessly to PCs and cell phones. **Sounds:** cell phone speaking (wife): Don't forget, today is your mother's birthday. Did you buy her something?

the flowers, he is proud of himself **Visuals:** narrator with a scowl on his face, he had forgotten his mother's was allergic to flowers	**Sounds:** cell phone speaking (wife): Don't forget she's allergic to flowers.
FADE TO WHITE	
FADE UP	
Visuals: WS of outdoor café **Visuals:** narrator puts his newspaper and flowers on a table and takes a seat **Visuals:** narrator motions to waitress	**Narrator VO:** Cappuccino, please.
Visuals: narrator sits at table and is served with plates and utensils.	**Narrator:** But what are we doing today to learn more about the transition to IPv6?
Visuals: CU 2-Shot of narrator and server	**Narrator:** VA IPv6 workgroups are responding to the IPv6 steering committee's recommendations.
Visuals: CU 2-Shot of narrator and server **Visuals:** W 2-Shot of narrator and server	**Narrator:** These workgroups are also researching and responding to all the information released by the VA as well as the combined governmental chief information officers' committees.
Visuals: CUT TO layered media with high-tech look with TEXT ON SCREEN: "New Technology" **Visuals:** CU of VA signage "Department of Veterans Affairs"	**Narrator VO:** To implement the world of new technologies available to the VA, your infrastructure must be IPv6 compliant.
Visuals: footage of police tape with "IPv6 Under Construction"	**Narrator VO:** IPv6 training forums will be available soon.
Visuals: CU of narrator jumping up in front of police tape.	**Narrator Two:** So the time to get onboard with IPv6 is NOW!
FADE TO BLACK	