


Brand: Rogers

Product – SmartStream

Type of Video – How-to

Feature – How to discover content with your voice - Ignite SmartStream – FINAL

		ENGLISH	ENGLISH
Shot Name	Video Description	English supers	Employee Voice Over
Opening	<p>Open on our opening slate. We'll have VO play over this now when video title comes up. Leave supers up on screen until VO says ' Let's Go.</p> 	<p>Let's Master</p> <p>Discover Ignite SmartStream™ content with your voice</p>	<p>MUSIC: Make More Possible</p> <p>Welcome. Today, we're showing you how to discover content using your voice with Ignite SmartStream from Rogers.</p> <p>Let's go.</p>
	<p>Cut to screen capture of apps section of SmartStream with available streaming apps loaded in. We'll need to leave room along bottom for supers.</p>	<ul style="list-style-type: none">• Bring all your streaming apps together in one place	<p>With Ignite SmartStream you can:</p> <p>Bring all your favourite streaming apps together in one place,</p>

	This will continue throughout any screen captures.		
	Cut to hand holding SmartStream Voice Remote as a finger comes in and presses blue mic button.	<ul style="list-style-type: none"> Easily find what you're looking for with voice search 	Easily find what you're looking for with voice search.
	Cut back to capture showing our main Free to me section of SmartStream. If possible, scroll down to show breadth.	<ul style="list-style-type: none"> Discover and access thousands of free movies and shows 	And discover and access thousands of free shows and movies right at your fingertips
3	Show UI homescreen of SmartStream through screen capture.	Using your Ignite SmartStream Voice Remote	It's easy to search with your voice.

4	Stay on UI homescreen	Search from genre, title, actor, popularity & more	You can search by genre, title, actor, and more. Here's how to do it.
5	Cut to hand holding SmartStream Voice Remote. Then have finger press the blue mic button.	Press and hold blue <u>microphone button</u>	Simply press and hold the blue microphone button on your Voice Remote. Then, say what you'd like to search for.
8	Cut to Drama titles showing up in UI.	Genre: <u>Drama</u>	Want to search by genre? Easy. Hold down the mic button and say a genre such as, "Drama"
9	Cut to Stranger Things popping up in our UI after performing the voice search.	Title: <u>Stranger Things</u>	If you want to search by title, simply hold down the mic button again and say a title such as, "Stranger Things."

10	Cut back to hand pressing mic button on remote.	Actor: <u>John Krasinski</u>	Or let's say you want to search by actor or actress such as "John Krasinski."
11	Cut to John Krasinski content being populated in our UI.		
12	Cut back to main UI homescreen with content up on screen.		No matter your search, your voice remote is here to help.
13	Cut to super on white that mimics the look and feel of the opening super.	Use the power of your voice with Ignite SmartStream	That's it! Start using the power of your voice to find something to watch today with Ignite SmartStream from Rogers.
End slate	Cut to end mnemonic. 	Rogers Make more possible	MUSIC: Music comes up to play us out.

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Make more possible