Whiteboard Animation Script

Simplicity™ Digital Menu Boards

FADE IN:

On-Screen: Simplicity™ logo.

CROSS FADE:
EXT. SIDE OF A MOUNTAIN IN THE MIDDLE OF NOWHERE – DAY

Draw arrow pointing to a small cave-like opening – text should
read "Menu Board Experts secret headquarters"

CROSS FADE:
INT. CONTROL ROOM – DAY
Large United States map in background – beneath it sit several
"call center" reps wearing white t-shirts with "MBE" logo on the
front. Phones are ringing off the hook. Red distress lights
"flashing" all across the nation. Draw text: "Main Control
Room".

                         V.O.
              They're called into action around the
              clock to solve complicated, cumbersome
              menu board issues.

Animator's fingers "swipe" from the left and right to "close"
the screen – large "MBE" logo. Standing to one side is a large,
muscular military figure – bald; arms crossed; slight smile.
Wears a white t-shirt with the "MBE" logo in the upper left
corner.

                         V.O.
              They're the Menu Board Experts – and
              they're always ready for deployment.

CROSS FADE:
INT. RESTAURANTS – DAY

Split screen. Dan and Dave – 30 something twin brothers;
different t-shirts distinguish them. Dan's says "Burger Barn" –
Dave's says "Chicken Lickin'".

V.O.
                This is Dan and his twin brother Dave.
                They share a lot in common. They both
                manage successful fast-food chains AND
                they both struggle with their current
                menu board systems.

CROSS FADE:
INT. RESTAURANTS – DAY

Split screen. Dan sits in front of an enormous computer system
with dozens of cords and wires. Stacks of owner's manuals sit
beside him. He's incredibly frustrated. LCD menu board sits
behind him with static.

Dave stands on an A-frame ladder in front of a traditional menu
board. He wobbles back and forth swapping out pricing and
promotions he pulls from a cardboard box - trying to get
everything just right.

                              V.O.
                Dan's digital menu board system is
                bulky, costly and extremely
                complicated.

                Dave's static menu boards are like
                putting together a jigsaw puzzle –
                climbing up and down a rickety ladder
                whenever changes are needed.

Dan and Dave juggle between each other a series of images… a
house, baby carriage, money bag, time clock.

                              V.O.
                They don't have time for this, but
                what choice do they have? (tossing
                items aside)

CROSS FADE:
INT. RESTAURANTS – DAY
Split Screen: series of dream bubbles appear above their heads.

                              V.O.
                Handheld technologies have
                revolutionized the way in which Dan
                pays his bills (dream bubble:
                smartphone reading "Invoice PAID")…

And how Dave places orders for his
                    chains all across the country (dream
                    bubble: tablet with images of napkins
                    and straws).

Bubbles "pop" and disappear. Dan and Dave think.

                         V.O.
                    (one shared dream bubble: question
                    mark) What if there was a way to use
                    the same technology to easily keep
                    their menu boards up-to-date – saving
                    both time and money?

Draw: red button with the letters "MBE" on it in the middle of
the screen – the two notice.

                         V.O.
                    Now there is.

Draw: arrow with text "Push Now!" Dan and Dave push the button
together and sirens go off.

CROSS FADE:
EXT. SIDE OF MOUNTAIN – DAY

"MBE" logo appears like a beacon in the sky. One of the Menu
Board Experts man inside headquarters looks at a device on his
wrist and "beams" himself (disappears) off the screen.

CROSS FADE:
INT. RESTAURANTS – DAY

MBE appears between Dan and Dave (full screen) – handing them
both a small box with the Simplicity™ logo – zoom in on it.

                         V.O.
                    Introducing Simplicity™ Mobile – a
                    state-of-the-art digital menu board
                    solution perfect for both Dan and
                    Dave's unique menu board challenges!

CROSS FADE:
INT. RESTAURANTS – DAY
MBE pulls a smartphone from his belt – showing Dan and Dave how
easy it is to download the Simplicity™ App (logo appears on his

screen in color). Activating with his finger, a bubble appears taking you to the Simplicity™ Mobile home page (color).

                    V.O.
          A quick download of our Simplicity™
          App connects to an advanced marketing
          tool - easily controlled by smartphone
          or tablet! (draw bursts with text:
          "SMARTPHONE" and "TABLET")

CROSS FADE:
INT. RESTAURANT – DAY
Return to MBE, Dan and Dave looking at smartphone – LCD menu boards are visible without cords or wires hanging around. Board reads "Chicken Sandwich - $5.99" with a green background and white type.

                    V.O.
          This innovative program easily allows
          you to create content…(Draw: burst
          "CREATE CONTENT"; MBE begins punching
          information on his phone)

          Upload the changes through the
          Simplicity™ Mobile player…(Draw: burst
          "UPLOAD CHANGES"; MBE hits the
          "upload" button on phone – arrow
          points to it)

          And view the final creation on your
          menu board. (Draw: burst "VIEW ON
          SCREEN IN REAL TIME") It's that
          simple!

Board now changes to read "Barbeque Burger - $6.99" with an orange background, yellow type and a picture of a burger. The brothers are amazed.

                    V.O.
          Now all of your menu board updates can
          be done from the palm of your hand.

CROSS FADE:
Dan holds a painters pallet trying to "paint" a stick figure on a pad. Looks to Dave for approval – Dave shakes his head disapprovingly.

V.O.
              Not an artist? No problem.

CROSS FADE:
MBE points to features on the tablet – Draw text: TEMPLATES,
PHOTOS, BACKGROUNDS, AND MUCH MORE!

                              V.O.
              Simplicity™ Mobile provides you with a
              package of editable templates,
              backgrounds, a library of stock photos
              and brand-specific content…so you
              don't need to be an artist to create,
              edit and publish your content.

MBE shakes hands with both brothers before beaming himself out
of the frame.

                              V.O.
              Now the pair has enough time to grow
              their business (each holds an ROI
              chart – the arrow starts on Dan's and
              extends to Dave's.)

              And even a little time for each other.
              (The pair sits eating popcorn in a
              movie theater).

CROSS FADE:
Large clock – hands moving quickly forward. Draw text: "In the
not so distant future."

CROSS FADE:
INT. MBE CONTROL ROOM – DAY
All is calm. Large United States map in background – beneath it
sit several "call center" reps wearing white t-shirts with "MBE"
logo. Phones are quiet. Only a few red distress lights "flash"
across the nation. Some of the reps are knitting, playing
solitaire.

                              V.O.
              While their mission continues to rid
              the world of complicated, cumbersome
              menu board systems, Simplicity™ Mobile
              has helped make that mission even
              easier.

Animator's fingers "swipe" from the left and right to "close" the screen – MBE stands to the left; Simplicity^{TM} logo to the right.

                         V.O.
            Ask the Menu Board Experts at VGS
            about our Simplicity™ family of easy-
            to-use, cost effective digital
            solutions!

            (On-screen text)
            1. Simplicity^{TM} Mobile
            2. Simplicity^{TM} Pro
            3. Simplicity^{TM} Enterprise

CROSS FADE:
VGS logo; on-screen text:

            Call us at 800-203-0301 or visit us at
            digitalmenuboardexperts.com to
            schedule a demo.