

VIDEO

AUDIO

Shot Code: ECU=Extreme Close-up; CU=Close-Up; MS=Medium Shot;
LS=Long Shot; GPHX=Graphic; BG=Background

Manufacturer's Script

MUSIC: DREAMY, ARPEGIATED,
SYNTHESIZED CHIMES

ECU: Old fashioned hypodermic needle on black
BG

MALE NARRATOR: Consider the hypodermic
syringe:

Archive Photo: Alexander Woods

FEMALE NARRATOR: Inventor: Alexander
Woods. Scotland. 1853.

ECU: Old vial with old label, showing rubber
stopper

MALE NARRATOR: Consider the concept:
Sterile pharmaceutical product vial with penetrable
rubber stopper.

Archive Photo: Whomever invented the vial

FEMALE NARRATOR: Inventor: E. R. Squibb.
U.S. 1856 (hypothetical data)

CU: Rubber gloved hands, sucking product from
vial with syringe

MALE NARRATOR: A two-part delivery system,
still in use, unchanged for over a hundred years.

ECU: TriWest syringes, several sizes, moving in
front of camera

FEMALE NARRATOR: Now consider this: You
can offer the newest concept in injectable delivery
systems.

LOGOS of major pharmaceutical companies flash
on screen

MALE: They've been waiting a hundred years.

CU: Labeled vials of three or four well known
pharmaceutical products

FEMALE: Now you can take any injectable
product.

ECU: Quickly cut shots of several labeled barrels

RAPID-FIRE MACHINE SOUND

CU: Typical TriWest syringe

FEMALE: And prepackage it with the syringe...

MALE: ...as one unit.

Exterior shot: Factory with blank sign in front

FEMALE: Sold by...

Special Effect: Blank Sign changes to sign that
says: YOUR COMPANY

MALE: You.

FEMALE: Manufactured in...

Special Effect: Factory ZOOMS BACK
to a spout on TURNING EARTH ANIMATION

MALE: Anyplace you want.

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	MUSIC TRANSITION
LS: Puerto Rico TriWest assembly line: Super Title: \$1,200,000 US	MALE: Imagine a micro-factory that you can own for as little as 1.2 million U.S. dollars.
Shot showing three workers, TITLE: 3 workers.	FEMALE: Completely operated by only three laborers, requiring a minimum of skill and training.
Shot of entire factory, SUPER dimensions with ARROWS	MALE: Requiring only 225 square feet of floor space and only 5 kilowatts per hour consumption.
TITLE: 5 Kilowatts TITLE: 500 units per minute	FEMALE: And yet, producing up to 500 units per minute.
TITLE: Unit Cost: \$.25 plus content cost	MALE: Units with a manufacturing cost of only 25 cents each, U.S. not including content cost.
ADD TITLE ABOVE: Wholesale Value: \$.75 plus content value	FEMALE: And a wholesale value of over 75 cents.
ADD TITLE BELOW: \$.50 profit or 300%	MALE: For a potential unit profit of 300 percent.
NEW TITLE: 35% ROI	FEMALE: A net return on investment of over 35% percent.
COMPUTER GRAPHIC: Three units	MALE: The TriWest micro-factory is delivered to your location in modular units and assembled by TriWest technicians on a turnkey, date-certain basis. TriWest is responsible for deliver, assembly, testing and training of your workers.
TITLE: Turnkey, Date-Certain	
SHOT: Installation of units in Puerto Rico	
SHOT: Tri West executive handing keys to new owner, follow new owner into facility.	FEMALE: Once operationally viable, the factory is yours. TriWest remains contractually as your engineering service provider and supplier for the raw stock parts, thereby guaranteeing you continuous, trouble-free operation.
Shot of Groninger factory DISSOLVE into Interior, showing banks of engineers working and testing machinery	MALE: The factory is designed by the German engineering firm Groninger according to specifications that allow for flexible implementation in any country and in a wide range of environments.
COMPUTER ANIMATION: Two halves of factory	FEMALE: In order to maintain product integrity, the factory is segmented into two parts: Sterile and Non-Sterile.

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