

Ally ActivCard Script for VO

Goal: 2 min. total run-time built from unique design/background and animation assets:

Duration	Voice over	Screen Element	Comments/Direction
20 sec.	Hi. I do not know if we have had an opportunity to meet yet. My name is Ally ActivCard and I'm your host. While you are here be sure to take the opportunity to learn, to plan ... and to win! [succeed!]	Ally moving across "stage" to center of backdrop	Slow-walk/move in-place onto background imagery [transition to:]
10 sec.	Check out our world-class partners and see some dynamic solutions. I am here to show you the promise of strong authentication and trusted digital identities.	Ally standing and pointing down right and down left	Thrilled, pleased, [transition to:]
15 sec.	Have you ever tried these noise-canceling headphones from Bose? They work great with my new iPod. If you haven't done so already... remember to register to win...you too might be the happy owner of a brand new iPod or your own Bose headphones.	Ally behind desk, points to headphones	Amazed regarding the cool prizes/technology and "motherly – don't forget to register", [transition to:]
10 sec.	Tokens should not expire. Look at me...I'm animated...I'll live forever, and so should your one-time-password tokens...I don't know about you...but for me <i>budget matters (innuendo?)</i>	Ally sitting behind the desk, points at ActivCard products	Laughing, smirking, taunting RSA booth/buyers, [transition to:]
10 sec.	Did you know that ActivCard has a number of great products and has deployed more multi-application smart cards than any other company in the world?	Ally, behind desk, inserts smart card and launches consul, and pushes a button to bring up the screen	Imploring for understanding, [transition to:]
5 sec.	Aren't smart cards the best? And now, with ActivReader Solo, you can even use your smart card to generate a one-time-passcode.	Ally, behind desk, inserts smart card and launches consul, and enters her "pin" to bring up the screen	Smug, but encouraging, [transition to:]
10 sec.	You can accomplish all your strong authentication trusted digital identity goals here. Let ActivCard show you how we can really save you money, because you know what they say...Budget Matters	Ally pointing down and then palms up	Welcoming, inviting, [transition to:]
15 sec.	Don't delay...don't waste your time, check out an ActivCard partner solution and while you're at it, check out ActivCard's Secure Remote Access, Single Sign-On, and Enterprise Access Card solutions. I know that you will be impressed when you consider the breadth of identity and access management solutions we can show you.	Ally standing palms up against backdrop	Beseeching, challenging, motivating

15 sec.	Remember when fishing was a “past-time” for “old-guys?” Now we have a whole new kind of phishing with the intention of stealing your identity and committing fraud... “ it’s nothing at all like a relaxing day on a lake.” At ActivCard we have solutions to address this very issue and our wide array of tokens are being deployed worldwide to protect online banking consumers from phishing attacks and other online fraud and when you are ready we have a straight forward migration path that can take your company from tokens to USB Keys and even smart cards. ActivCard has a platform for today and a plan for the future.	Ally sitting behind the desk, points at ActivCard products, USB key, etc.	Confused to concerned to relieved, ActivCard is the answer
15 sec.	Have you seen that new animated super-hero movie? In the movie the super-mom says, “Protecting your identity is the most important thing” and she is right. Our complete integrated security solutions can protect your identity and more, with intricate passwords for Windows logon, secure remote access to VPNs, enterprise single sign-on and more.	Ally sitting behind the desk, points at ActivCard products	Fond remembrance, challenging, inspired – ActivCard is the answer
15 sec.	You know I have never really talked to Rivest, Shamir or Adleman, but I am sure that they would agree...when it comes to IT spending, or even life in general... BUDGET MATTERS!	Ally standing palms up	Beseeching, challenging, motivating