





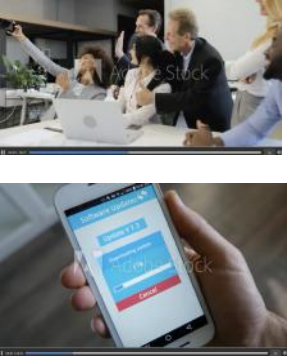







PERCEPTION 1 “MOUTH”

Reader text	Scene	Additional information
<p>5/7 SECONDS: SUBTITLE OR VOICEOVER TEXT: THE CHARACTER SAYS TO HIMSELF:</p> <p>"IMPROPER DIET IS THE CAUSE OF MOST DISEASES. MY WELL-BEING AND MY PHYSICAL APPEARANCE DEPEND ON MY DIET."</p>	<p>I STAGE -. APPEARS INSCRIPTION “ LUNCH”</p> <p>ACTORS PLACE AN ORDER. VERY IMPORTANT FOR THE CHARACTERS ARE THE INGREDIENTS THAT GO INTO THE MEAL. THE SCENE IS SUPPOSED TO SHOW THAT ONE OF THE CHARACTERS ASKS THE WAITER THE QUESTION "IS THE BREAD GLUTEN FREE?"</p> <p>IN ADDITION, THE CHARACTER ASKS THE WAITER/WAITRESS TO GO TO THE CHEF AND VERIFY THAT THE SAUCE DOES NOT CONTAIN A LITTLE WINE, OR BUTTER?</p> <p>BEFORE, DURING, OR IMMEDIATELY AFTER THESE SCENES, THE ACTOR (VOICEOVER) SAYS TO HIMSELF/HERSELF.</p>	
<p>5/7 SECONDS: CAPTION OR VOICEOVER TEXT: THE CHARACTER SAYS TO HIMSELF:</p> <p>"NOTHING IS MORE SATISFYING THAN FEELING I AM HEALTHY, AND THAT FOR OTHERS I AM AN INSPIRATION".</p>	<p>(SITUATIONS/PERCEPTIONS/WHAT THE ACTOR SAYS IN I STAGE, THE ACTOR ASSOCIATES WITH ANOTHER IMAGE, (VIDEO FRAME) WHICH IS IMMEDIATELY STIMULATED IN THE MIND OF THE ACTOR. (CONSCIOUSNESS).</p> <p>THE ACTOR'S FLASHBACK (STAGE II IMAGE) COULD BE OBTAINED, E.G. THROUGH COLORS/STROBE LIGHT, FLICKERING, TWINKLING.</p> <p>ONCE THE ACTIVITIES OF I STAGE ARE COMPLETED, BUT STILL IN I STAGE, A SMALL CLOUD APPEARS ON THE SIDE OF THE ACTRES (VIDEO-FRAME / FLASHBACK) AND IN IT APPEARS THE INSCRIPTION II. STAGE - “ROLE MODEL”.</p> <p>THE CLOUD GRADUALLY ENLARGES UNTIL IT BECOMES THE MAIN IMAGE. AT THIS TIME AS THE CLOUD GROWS THE ACTOR (VOICEOVER) SPEAKS TO HIMSELF/HERSELF.</p> <p>CLOUD II STAGE SHOWS HOW THE ACTRES EXERCISES, STRETCHES, WORKS ON THE FIGURE. IT SHOWS THAT THE ACTOR FEELS HEALTHY AND SATISFIED WITH HIS APPEARANCE</p>	



<p>5/7 SECONDS: SUBTITLE OR VOICEOVER TEXT: THE CHARACTER SAYS TO HIMSELF:</p> <p>"I HAVE A NEWS THAT WILL SHAKE THEM UP".</p> <p>"MARTA CALLED ME TODAY, CRYING SHE SAID THAT SHE WOULDN'T BE ABLE COME TODAY BECAUSE SHE FOUND OUT THAT HER HUSBAND IS CHEATING ON HER.</p>	<p>II STAGE ACTIVATES ACTOR'S DESIRE(S) AFTER COMPLETED ACTIVITIES IN II STAGE, BUT STILL, IN II STAGE, TWO SMALL CLOUDS APPEAR ON THE SIDE OF THE ACTOR (VIDEO FRAMES / DESIRES) AND IN THEM THE APPEARS THE INSCRIPTION III. STAGE - "NEWS". (IN BOTH THE SAME INSCRIPTION)</p> <p>CLOUDS GRADUALLY ENLARGE, BUT DO NOT BECOME THE MAIN IMAGE. HOWEVER, THEY SHOULD BE LARGE ENOUGH FOR THE USER TO KNOW EXACTLY WHAT IS CONTAINED IN THEM. AS THE CLOUDS GROW, THE ACTOR, (VOICEOVER) SPEAKS TO HIMSELF/HERSELF.</p> <p>CLOUD 1 DEPICTS - THE CHARCTER SHARING THE NEWS WITH FRIENDS.</p> <p>CLOUD 2 DEPICTS - THE ACTOR AND THE GIRL TALKING ON THE PHONE. THE GIRL IS CRYING, COMPLAINING, AND EXPLAINING THE SITUATION.</p>	 
<p>5/7 SECONDS: SUBTITLE OR VOICEOVER TEXT: THE CHARACTER SAYS TO HIMSELF:</p> <p>"I PAY SPECIAL ATTENTION TO WHAT I CONSUME, AND WHAT ENTERS ME".</p> <p>"BUT I DON'T PAY ATTENTION AND COMPLETELY IGNORE WHAT COMES OUT OF ME".</p>	<p>AFTER THE ACTIVITIES OF III STAGE ARE COMPLETED, BUT STILL III STAGE, TWO CLOUDS DISAPPEAR, AND IN THEIR PLACE APPEAR TWO NEW SMALL CLOUDS. (VIDEO FRAMES / ANTI-DESIRES) AND IN THEM APPEARS THE INSCRIPTION. IV. STAGE - "QUANTUM PERCEPTION".</p> <p>THE CLOUDS GRADUALLY INCREASE IN SIZE AND BECOME THE MAIN IMAGE. AS THE CLOUDS GROW, THE ACTOR (VOICEOVER) SPEAKS TO HIMSELF/HERSELF.</p> <p>CLOUD 1 DEPICTS THE ACTOR AS HE PAYS ATTENTION TO WHAT HE EATS, DRINKS, ORDERS ETC.</p> <p>CLOUD 2 SHOWS THE ACTOR SHARING THE NEWS WITH FRIENDS.</p> <p>THE VIDEO ENDS THAT THESE LAST TWO CLOUDS ARE DISSOLVING AND BLANK WHITE LIGHT STAYS.</p>	 



PERCEPTION 2 “RECEIVER”

Reader text	Scene	Additional Information
<p>5/7 SECONDS: CAPTION OR VOICEOVER TEXT: THE PROTAGONIST SPEAKS TO HIMSELF:</p> <p>"THE USABILITY OF OUR APPLICATION WILL REVOLUTIONIZE SOCIAL MEDIA".</p> <p>"SERVICE, QUALITY, AND MARKETING ARE TOP ONE."</p>	<p>I STAGE -. APPEARS INSCRIPTION “PRODUCT”</p> <p>THE ACTOR AND HIS TEAM HAVE COMPLETED WORK ON A PHONE APPLICATION. THEY CELEBRATE THE COMPLETION OF THE WORK. THEN ZOOM IN ON THE INTERPHASE OF THE APPLICATION.</p> <p>BEFORE, DURING, OR IMMEDIATELY AFTER THESE SCENES, THE ACTOR (VOICEOVER) SPEAKS TO HIMSELF/HERSELF.</p>	
<p>5/7 SECONDS: SUBTITLE OR VOICEOVER TEXT: THE PROTAGONIST SAYS TO HIMSELF:</p> <p>" THERE IS NOTHING MORE SATISFYING THAN SEEING CONTENT CUSTOMERS".</p>	<p>(SITUATIONS/PERCEPTIONS/WHAT THE ACTOR SAYS IN I STAGE, THE ACTOR ASSOCIATES WITH ANOTHER IMAGE, (VIDEO FRAME) WHICH IS IMMEDIATELY STIMULATED IN THE MIND OF THE ACTOR. (CONSCIOUSNESS).</p> <p>THE ACTOR'S FLASHBACK (STAGE II IMAGE) COULD BE OBTAINED, E.G. THROUGH COLORS/STROBE LIGHT, FLICKERING, TWINKLING.</p> <p>ONCE THE ACTIVITIES OF I STAGE ARE COMPLETED , BUT STILL IN I STAGE, ON THE SIDE OF THE INTERPHASE APPLICATION APPEARS A SMALL CLOUD (VIDEO-FRAME / FLASHBACK) AND IN IT APPEARS THE INSCRIPTION II. STAGE - “CLIENTS”.</p> <p>THE CLOUD GRADUALLY ENLARGES UNTIL IT BECOMES THE MAIN IMAGE. AS THE CLOUD GROWS THE CHARACTER (VOICEOVER) IS TALKING TO HIMSELF/HERSELF.</p> <p>CLOUD II STAGE DEPICTS SATISFIED CUSTOMERS WHO USE THE APPLICATION, ENJOY , RECOMMEND IT TO OTHER PEOPLE, ETC.</p>	

<p>5/7 SECONDS: SUBTITLE OR VOICEOVER TEXT: THE CHARACTER SAYS TO HIMSELF:</p> <p>"THE PRICE WE EXPECT FOR THE SALE OF THE LICENSE IS NOT LOW, BUT IT WILL BE ACCEPTED, NO DOUBT.</p> <p>"THE SALE OF THE LICENSE WILL ALLOW ONE OF MY DREAMS TO COME TRUE ".</p>	<p>II STAGE ACTIVATES ACTOR'S DESIRE(S) AFTER COMPLETED ACTIVITIES IN II STAGE, BUT STILL IN II STAGE, ON THE SIDE OF SATISFIED CUSTOMERS TWO SMALL CLOUDS APPEAR (VIDEO FRAMES / DESIRES) AND IN THEM THE INSCRIPTION III. STAGE - "SALE" (FIRST IMAGE) "DREAM" (SECOND IMAGE)</p> <p>CLOUDS GRADUALLY ENLARGE, BUT DO NOT BECOME THE MAIN IMAGE. HOWEVER, THEY SHOULD BE LARGE ENOUGH FOR THE USER TO SEE EXACTLY WHAT IS CONTAINED AS THE CLOUDS GROW, THE ACTOR, (VOICEOVER) SPEAKS TO HIMSELF/HERSELF..</p> <p>CLOUD 1 DEPICTS - THE ACTOR IS SELLING APP LICENSE.</p> <p>CLOUD 2 DEPICTS - THE HOUSE THAT THE ACTOR INTENDS TO PURCHASE WHEN HE SELLS THE LICENSE.</p>	 
<p>5/7 SECONDS: SUBTITLE OR VOICEOVER TEXT: THE CHARACTER SAYS TO HIMSELF:</p> <p>"EVERY TIME I QUOTE A PRICE, I AM NO LONGER A GIVER, BUT THE RECEIVER".</p> <p>"SO WHAT CAN I DO TO BE A GIVER WHILE SELLING?</p>	<p>AFTER THE ACTIVITIES OF III STAGE ARE COMPLETED, BUT STILL III STAGE, TWO CLOUDS DISAPPEAR, AND IN THEIR PLACE APPEAR TWO NEW SMALL CLOUDS. (VIDEO FRAMES / ANTI-DESIRES) AND IN THEM APPEARS THE INSCRIPTION. IV. STAGE - "QUANTUM PERCEPTION".</p> <p>THE CLOUDS GRADUALLY INCREASE IN SIZE AND BECOME THE MAIN IMAGE. AS THE CLOUDS GROW, THE ACTOR (VOICEOVER) SPEAKS TO HIMSELF/HERSELF..</p> <p>CLOUD 1 DEPICTS THE ACTOR MAKING QUOTE , SELLING THE LICENSE.</p> <p>CLOUD 2 DEPICTS THE ACTOR THINKING.</p> <p>THE VIDEO ENDS THAT THESE LAST TWO CLOUDS ARE DISSOLVING AND BLANK WHITE LIGHT STAYS.</p>	 

PERCEPTION 3 “I DISAGREE”

Reader text	Scene	Additional Information
<p>5/7 SECONDS: SUBTITLE OR VOICEOVER TEXT: IN THE LAST 2 /3 SECONDS, THE CHARACTER SAYS TO HIMSELF:</p> <p>"I REALLY DON'T UNDERSTAND WHY NO ONE IS INTERESTED IN MY PROJECT. - AFTER ALL, IT'S A GREAT IDEA AND INVESTMENT."</p>	<p>I STAGE -. APPEARS INSCRIPTION “PITCH”</p> <p>THE ACTOR PRESENTS STARTUP PITCH, SEARCHING FOR FUNDING. UNFORTUNATELY, THE INVESTORS ARE NOT INTERESTED IN.</p> <p>BEFORE, DURING, OR IMMEDIATELY AFTER THESE SCENES, THE ACTOR (VOICEOVER) SAYS TO HIMSELF/HERSELF.</p>	
<p>5/7 SECONDS: SUBTITLE OR VOICEOVER TEXT: IN THE LAST 2 /3 SECONDS, THE CHARACTER SAYS TO HIMSELF:</p> <p>"WHY OTHER PROJECTS, ARE ACCEPTED?"</p> <p>"WHY DOES IT COME SO EASILY TO OTHERS?"</p>	<p>(SITUATIONS/PERCEPTIONS/WHAT THE ACTOR SAYS IN I STAGE, THE ACTOR ASSOCIATES WITH ANOTHER IMAGE, (VIDEO FRAME) WHICH IS IMMEDIATELY STIMULATED IN THE MIND OF THE ACTOR. (CONSCIOUSNESS). THE ACTOR'S FLASHBACK (STAGE II IMAGE) COULD BE OBTAINED, E.G. THROUGH COLORS/STROBE LIGHT, FLICKERING, TWINKLING.</p> <p>ONCE THE ACTIVITIES OF I STAGE ARE COMPLETED , BUT STILL IN I STAGE , A SMALL CLOUD APPEARS ON THE SIDE OF THE ACTOR (VIDEO FRAME / FLASHBACK) AND IN IT APPEARS THE INSCRIPTION II. STAGE - “WHY”? .</p> <p>THE CLOUD GRADUALLY ENLARGES UNTIL IT BECOMES THE MAIN IMAGE. AS THE CLOUD GROWS THE CHARACTER (VOICEOVER) IS TALKING TO HIMSELF/HERSELF..</p> <p>CLOUD II STAGE SHOWS HOW THE OFFER OF ANOTHER STARUP IS ACCEPTED.</p>	

<p>5/7 SECONDS: SUBTITLE OR VOICEOVER TEXT: IN THE LAST 2 /3 SECONDS, THE CHARACTER SAYS TO HIMSELF:</p> <p>"I'M STARTING TO RUN OUT OF FUNDS. I HAVEN'T EARNED ANYTHING FOR A LONG TIME".</p> <p>"I NEED TO SCHEDULE ANOTHER MEETING AS SOON AS POSSIBLE".</p>	<p>II STAGE ACTIVATES ACTOR'S DESIRE(S) AFTER COMPLETED ACTIVITIES IN II STAGE, BUT STILL IN II STAGE, ON THE SIDE OF SATISFIED CUSTOMERS TWO SMALL CLOUDS APPEAR (VIDEO FRAMES / DESIRES) AND IN THEM APPEAR THE INSCRIPTION III. STAGE -" SO HARD" (IN BOTH THE SAME INSCRIPTION)</p> <p>CLOUDS GRADUALLY ENLARGE, BUT DO NOT BECOME THE MAIN IMAGE. HOWEVER, THEY SHOULD BE LARGE ENOUGH FOR THE USER TO SEE EXACTLY WHAT IS CONTAINED IN THEM. AS THE CLOUDS GROW, THE ACTOR, (VOICEOVER) SPEAKS TO HIMSELF/HERSELF..</p> <p>CLOUD 1 DEPICTS - THE ACTOR WHO CHECKS THE BANK BALANCE, AND IS NOT CONTENT WITH THE LOW AMOUNT.</p> <p>CLOUD 2 DEPICTS - THE ACTOR SEARCHES THE INTERNET FOR ANOTHER COMPANY, NEXT CALL TO SCHEDULE A MEETING.</p>	 
<p>5/7 SECONDS: SUBTITLE OR VOICEOVER TEXT: IN THE LAST 2 /3 SECONDS THE CHARACTER SAYS TO HIMSELF:</p> <p>"EVERY TIME MY PITCH IS REJECTED AND I DO NOT AGREE WITH WHAT HAS JUST HAPPENED, UNCERTAINTY TAKES OVER.</p>	<p>AFTER THE ACTIVITIES OF III STAGE ARE COMPLETED, BUT STILL III STAGE, TWO CLOUDS DISAPPEAR, AND IN THEIR PLACE APPEAR TWO NEW SMALL CLOUDS. (VIDEO FRAMES / ANTI-DESIRES) AND IN THEM APPEARS THE INSCRIPTION. IV. STAGE - "QUANTUM PERCEPTION".</p> <p>THE CLOUDS GRADUALLY INCREASE IN SIZE AND BECOME THE MAIN IMAGE. AS THE CLOUDS GROW, THE ACTOR (VOICEOVER) SPEAKS TO HIMSELF/HERSELF.</p> <p>CLOUD 1 DEPICTS HOW THE COMPANY IS NOT INTERESTED IN THE OFFER.</p> <p>CLOUD 2 DEPICTS THE ACTOR IS FRUSTRATED BECAUSE DISAGREE THAT HIS PRESENTATION WAS REJECTED.</p> <p>THE VIDEO ENDS THAT THESE LAST TWO CLOUDS ARE DISSOLVING AND BLANK WHITE LIGHT STAYS.</p>	