

Synthetic Pictures

Client	SkyCaddie	Title	"Enabler Pops Out 2"
Agency:	NYCA	Job #	08-024



Shot 1: OPEN ON SHOT OF SPRINKLER HEAD THAT READS 200. GOLFER IN FAIRWAY HOLDING FAIRWAY WOOD. LOOKING HESITANT.



Shot 2: Cut to show golfer's face. Rack focus to reveal MAPPER/CADDIE, reading from his SkyCaddie.



Shot 3: Device cutaway



Shot 4: CADDIE: It's 213 to the back edge. 188 to clear the creek on the left. 110 yard shot to the right that will leave you 75 to the middle.



Shot 5: Cutaway to creek
GOLFER OPTIONS (said softer but confident): yeah (options: hmmm.../ I see it)

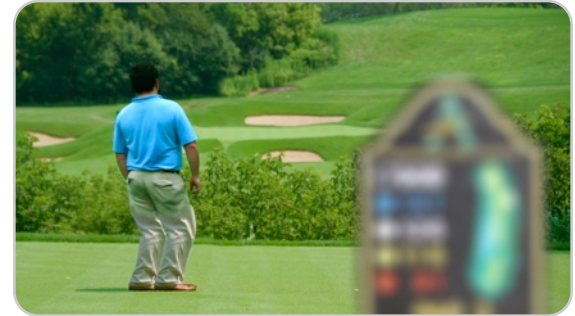
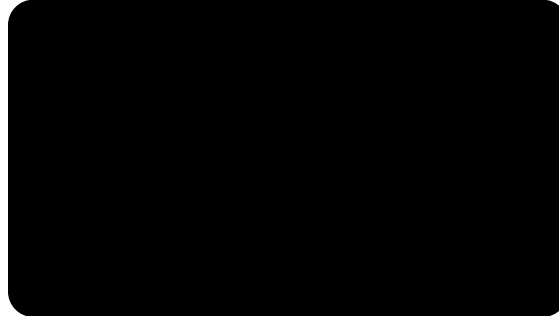


Shot 6: CUT TO GOLFER PULLING IRON FROM BAG.

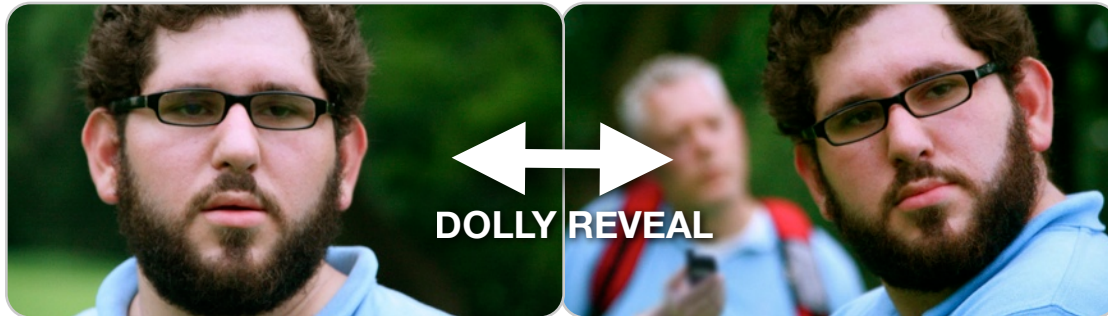
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Shot 7: Quick shot of swing accompanied by SFX of ball being struck/ whoosh of club



Shot 8: GOLFER ON PAR THREE TEE-BOX WITH YARDAGE PLATE THAT READS: HOLE 12 PAR 3 (BLUE) 190 (WHITE) 176 (RED) 118



Shot 9: Dolly reveal of caddy behind golfer/CADDIE steps into frame
CADDIE: It's 179 to the middle of the green but 186 to the safe part.



Shot 10: Device cutaway

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Shot 11: Cutaway of pin near a bunker



Shot 12: CADDIE (cont'd):And it's 164 to carry the front bunker where the pin is.

GOLFER OPTIONS (said softer but with confident hope): Got it (options: yes/ alright/ ok)



Shot 13: Device cutaway



Shot 14: CUT TO WIDE SHOT MAPPER/CADDIE GONE, SHOWING GOLFER NOW HOLDING THE SKY-CADDIE.



Shot 15: GOLFER CHANGES CLUBS



Shot 16: Golfer swings confidently

VO: Only SkyCaddie walks every yard of the course to provide distances you can trust, just like a tour caddie does for their pro.

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