

Client	CommScope	Writer	Jerry Soverinsky
Project	Metro Cell video script #2	Draft	1

<u>VIDEO</u>	<u>AUDIO</u> (all V.O.)
CommScope logo animation.	FADE in music.
FADE IN on a crowd of people, an urban setting. People talking on cell phones.	SMARTPHONE USAGE CONTINUES TO GROW, ALONG WITH CUSTOMER EXPECTATIONS.
Two teenagers watching youtube on a subway train. A wife plays Angry Birds (or similar) on her tablet at night while her husband sleeps. Callback on the crowds of people. A MAN shouts into his smartphone. He shakes his head in frustration — fallout from another poor connection.	WHETHER IT'S STREAMING VIDEOS OR PLAYING ONLINE GAMES, USERS DEMAND QUALITY AND PERFORMANCE FROM THEIR NETWORK PROVIDER. ANYTHING LESS AND LOYALTY STARTS TO WAVER.
Establishing scenes of marco sites, pico small cells, perhaps illustrating their bulky installation methods. FADE OUT.	WHILE YOUR CAPACITY EXPANSION CHOICES ARE MANY – A NEW MACRO SITE OR A PICO SMALL CELL, FOR INSTANCE — THEY WON'T SATISFY USERS' IMMEDIATE NEED FOR NETWORK ACCESS AND SPEED. WE CAN HELP.
FADE IN and CU on Andrew Metro Cell.	WHEN THE DIFFERENCE BETWEEN PROFIT AND LOSS IS A REFLECTION OF BOTH PERFORMANCE AND SPEED TO MARKET, ANDREW METRO CELL CONCEALMENT SOLUTIONS DELIVER BOTTOM-LINE RESULTS.
Inside a production facility, engineers discuss the inner makings of the solution and the technology that goes into it.	WHILE ADVANCED TECHNOLOGY POSITIONS ANDREW METRO CELL AS A PROVEN NETWORK CAPACITY-BOOSTING SOLUTION, SIMPLICITY HELPS DRIVE ITS PRACTICAL APPLICATION.
A truck hauling the solitary unit to the field. Either that, or a truck parked at the facility, while workers unload the unit.	THE ENTIRE UNIT – BOTH THE UPPER AND LOWER SECTIONS -- ARE SHIPPED COMPLETE, ELIMINATING THE NEED FOR COSTLY AND TIME-CONSUMING IN-THE-FIELD ASSEMBLY.
Back to the factory and CU on the system.	THE ANDREW METRO CELL IS A MODULAR

	APPROACH THAT'S RADIO TECHNOLOGY INDEPENDENT. YOU PICK THE RADIO TECHNOLOGY, WE CREATE THE RF AND INTEGRATE THE SYSTEM.
<p>Engineers testing and evaluating various components.</p> <p>Two or more engineers discussing/consulting the production process.</p> <p>CU on the material and how it conceals the assembly, perhaps offering a split screen to compare the traditional way (that has the thermal issues).</p>	WE PRODUCE ALL OF THE METRO CELL COMPONENTS IN-HOUSE, TESTING AND CERTIFYING THEIR PERFORMANCE BEFORE THEY LEAVE OUR FACTORY. IT'S AN UNRIVALED EXPERTISE THAT MAKES EVERYTHING WORK TOGETHER SEAMLESSLY. AND IT'S CONSTRUCTED WITH A PROPRIETARY MATERIAL THAT HELPS CONCEAL THE ASSEMBLY, AVOIDING THERMAL ISSUES THAT OTHERWISE HAMPER PERFORMANCE AMONG OTHER UNITS.
<p>Maybe an animated gfx here? An image of one MC on the screen, then two, three, four ... until the entire screen is filled with identical units. Then a giant red line strikes the image, revealing the true solution and a customer discussing with a salesperson the various options/components to include in the order.</p>	BUT MAKE NO MISTAKE: THIS IS NO COOKIE-CUTTER SOLUTION. EVERYTHING ABOUT ANDREW METRO CELL CONCEALMENT SOLUTIONS IS CUSTOMIZABLE, ALLOWING YOU TO ARRANGE ANTENNAS, AMPLIFIERS, SPLITTERS AND RADIO HEADS AS YOUR NETWORK REQUIRES.
<p>A salesperson presents a solitary order sheet with one line item to the customer.</p>	ONE PURCHASE ORDER COVERS THE ENTIRE SYSTEM, A STREAMLINED ADMINISTRATIVE APPROACH THAT'LL HAVE YOU UP AND RUNNING QUICKLY, SAVING YOU TIME AND MONEY.
<p>A technician in the field repairing a metro cell.</p>	AND WE STAND BEHIND EVERY SYSTEM WE PRODUCE, WITH A COMPREHENSIVE WARRANTY THAT PROVIDES PEACE OF MIND WHILE PROTECTING YOUR INVESTMENT.
<p>Animation of Metro Cell accommodating swarms of data images/icons efficiently (contrast earlier sequence).</p> <p>Animation of the previous red balance sheet, the red changing to green and the accountant now smiling.</p> <p>CU on Metro Cell, with CommScope logo</p>	<p>EXCEPTIONAL PERFORMANCE.</p> <p>QUICKER DEPLOYMENT TIMES.</p> <p>LOWER COSTS.</p> <p>ANDREW METRO CELL CONCEALMENT SOLUTIONS. THE BETTER WAY TO HANDLE</p>

animation.

FADE OUT Metro Cell image; CommScope logo remains.

YOUR BIG CITY DATA NEEDS.