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Client	Thomas & Betts	Project	Transportation Video
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	<u>VIDEO</u>	<u>VIDEO</u>
1	Iconic shot of a traffic/transportation scene at night taken with a long exposure that yields a blurred streak emphasizing motion (i.e. something like this: http://www.flickr.com/photos/anabanana/4668162257/).	VO: TODAY'S GLOBAL ECONOMY DEPENDS ON SAFE AND RELIABLE TRANSPORTATION TO KEEP PEOPLE AND VEHICLES IN MOTION.
2	Mother wheeling a stroller onto a train or plane. Children on a roller coaster, hands raised as the car descends the track.	CONTINUITY IS KEY .. COMPANIES STAKE THEIR REPUTATION ON IT .. AND THEY TURN TO THOMAS & BETTS TO ENSURE THE SAFE OPERATION OF THEIR PLANES, TRAINS, BOATS, AND EVEN ROLLER COASTERS.
3	Montage of transportation systems: Cars on a highway Train moving through the countryside Boat pulling into the harbor.	OUR ELECTRICAL PRODUCTS PLAY AN INTEGRAL ROLE IN MASS TRANSIT INFRASTRUCTURE, WITH THE HIGHEST QUALITY COMPONENTS AND SYSTEMS THAT KEEP TRAFFIC MOVING AND FERRIES AND BUSES RUNNING ON TIME, ALL SAFELY AND EFFICIENTLY.
4	Traffic jam in an urban center during a rainstorm (traffic lights visible).	THOMAS AND BETTS PRODUCTS MEET STRINGENT PERFORMANCE REQUIREMENTS, WITHSTANDING THE MOST CORROSIVE ELEMENTS IN THE HARSHTEST ENVIRONMENTS.
5	Factory setting, a supervisor checking the production line (QC check).	OUR PRODUCTS INCORPORATE THE EXACTING SPECIFICATIONS OF OUR CLIENTS AND THEIR APPLICATIONS ... HIGH TENSILE AND COMPRESSION STRENGTHS, VIBRATION PROOF, AND FIRE RESISTANT ...
6	Airplane flying in the sky, focusing on the cockpit and the pilot at the controls. Ship at sea, focusing on the captain at the controls.	THE RESULT IS UNINTERRUPTED SYSTEMS OPERATIONS, A PERFORMANCE ACHIEVEMENT THAT HAS MADE US A SUPPLIER OF CHOICE FOR MAJOR INTERNATIONAL TRANSPORTATION FIRMS INCLUDING DUETSCHKE BAHN, SNCF AND BOMBARDIER.
7	A European train station.	AND WITH OUR 2010 ACQUISITION OF PMA, A LEADING SWISS MANUFACTURER OF ADVANCED CABLE PROTECTION SYSTEMS, WE'RE WELL POSITIONED TO EXPAND OUR INTERNATIONAL INFLUENCE, ESPECIALLY IN EUROPE.
8	Dissolving shots of transportation systems (highway, rail, marine, aviation).	SAFETY. RELIABILITY. DURABILITY. ... THAT'S WHAT THOMAS & BETTS DELIVERS.

9	Dissolving shots: People boarding a plane. Airplane descending for a landing.	ELECTRICAL SOLUTIONS THAT HELP MOVE PEOPLE AND SYSTEMS FROM HERE ... TO THERE.
10	Airplane in the sky.	AND EVERYWHERE IN BETWEEN.