

[HPB]

Briefing

Nasdaq billboard (15 sec.)

On the following pages you will find an animation storyboard. Please give the last sequence enough time so that you also have the chance to scan a QR code.

Phase 01



The lines of text run from the edge into the motif.

1st and 3rd line move from left to right.
2nd and 4th line move from right to left.
(see example 1)

Phase 02



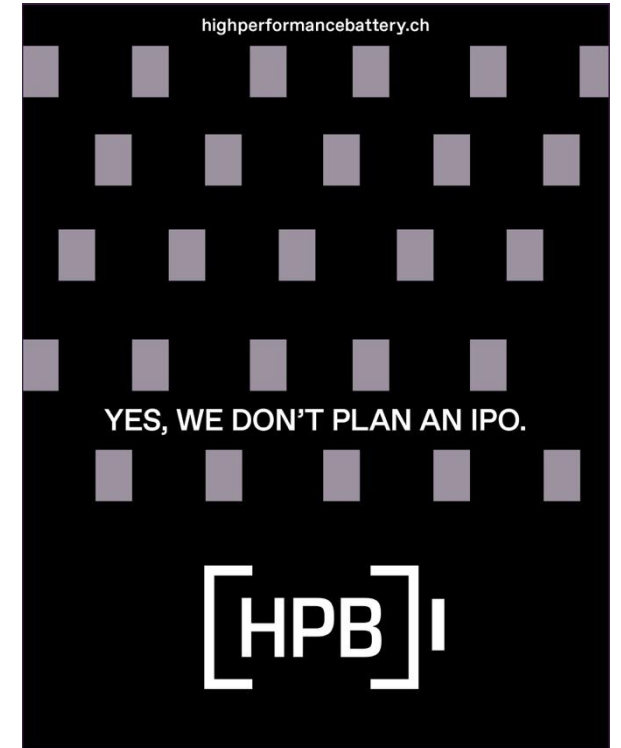
As soon as the sentences are centered one below the other, the animation stops.

Phase 03



The texts on the right and left disappear.

Phase 04

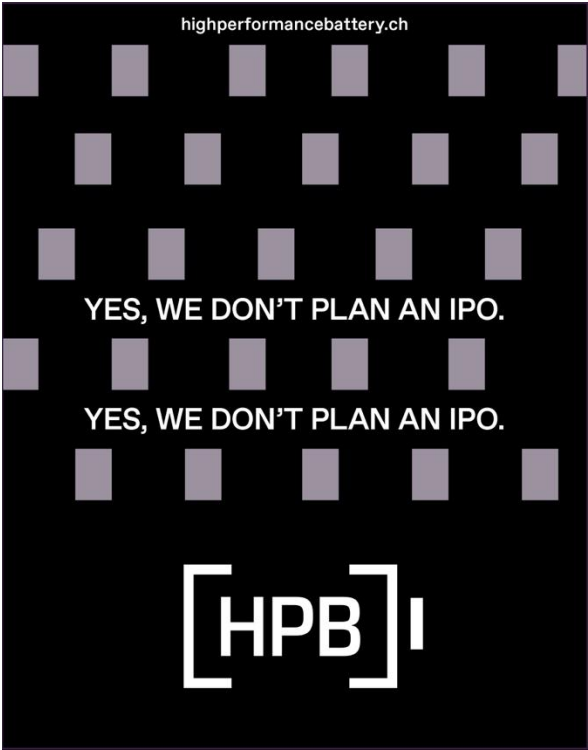


The three upper lines fade out.

Example 01



Phase 05



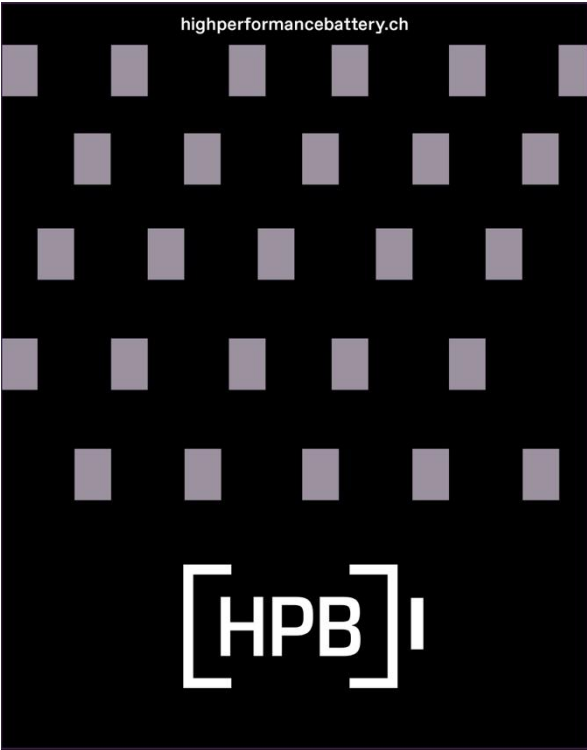
Phase 06



Phase 07



Phase 08

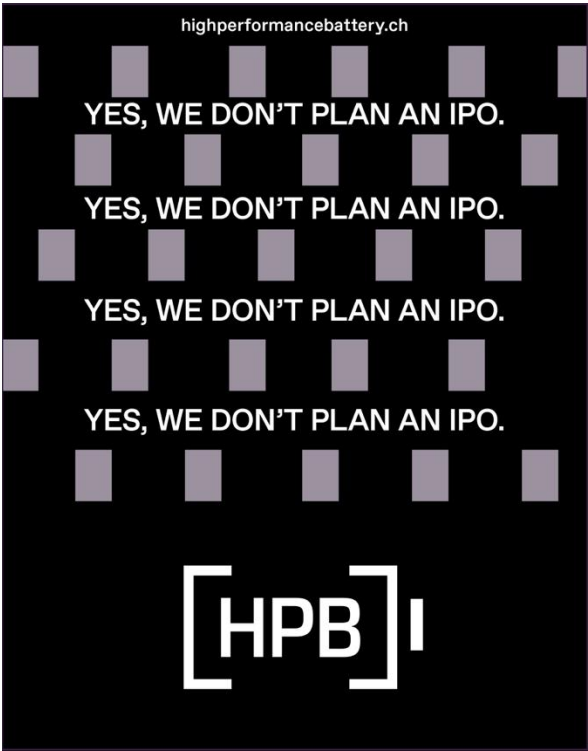


The lines build up on top of each other again
and flash at the end
(Phase 05-09 – see example 2)

Example 02



Phase 09



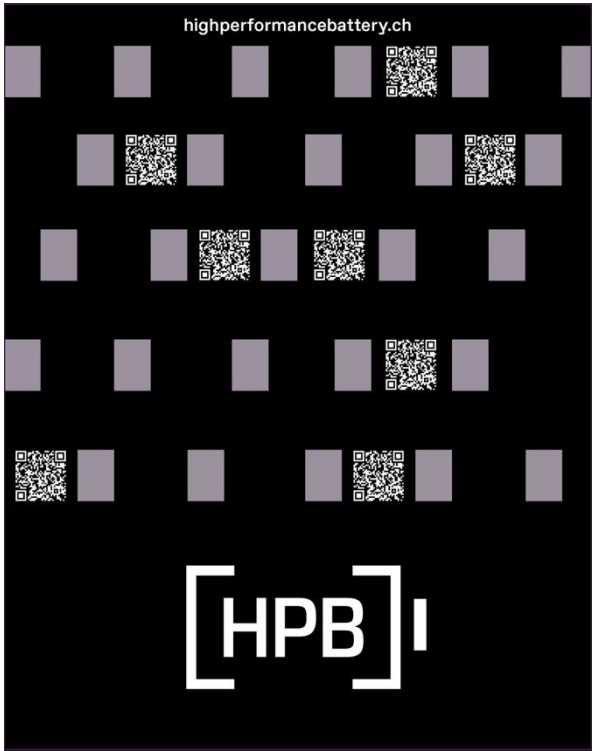
Phase 10



Phase 11



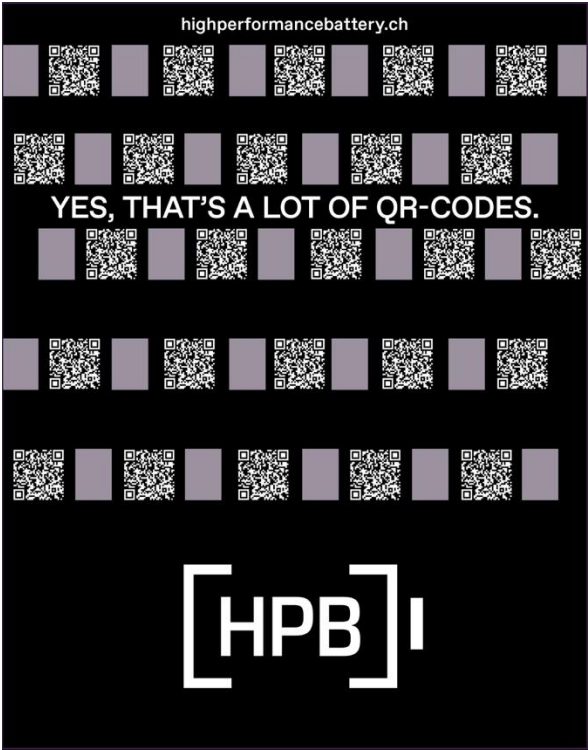
Phase 12



Lines fade out. Only the second one remains. QR codes appear.

Line fades out while further QR codes appear.

Phase 13



New line appears while the billboard is filled with QR codes.

Phase 14



second line fades in.

Thank you