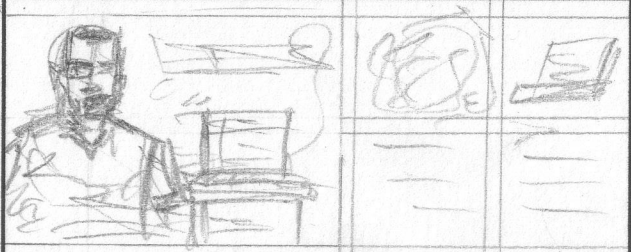
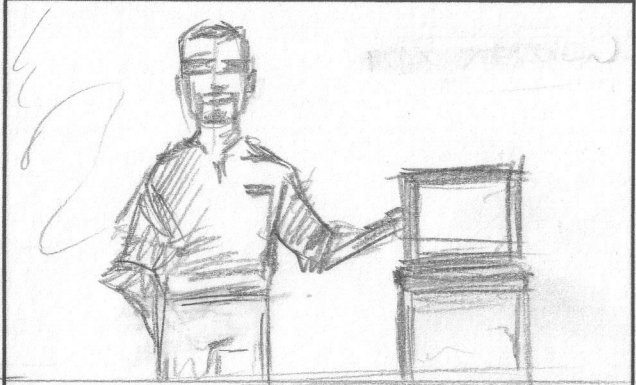
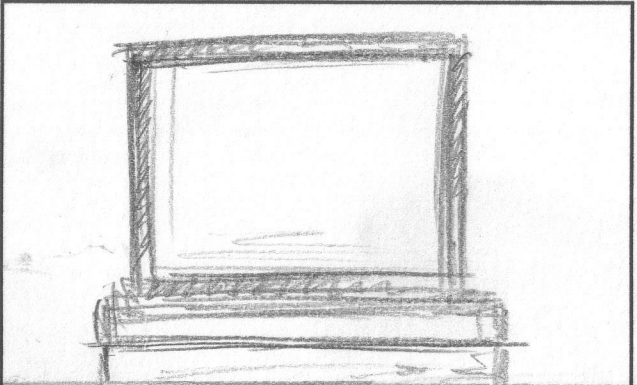


PRODUCTION: Microsoft Demo Experience Video	SEGMENT / EPISODE:	SHEET NO. 1
	SEQUENCE:	

SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD	SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD	SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD
																	
MICROSOFT Demo Experience						MDX- Overview											

VIDEO	VIDEO	VIDEO
Blocks of color ("Grid/Mosaic" style, a la Holiday ABL campaign) MAIN TITLE: Microsoft Demo Experience	Fade-in with Title 'MDX-Overview' on lower content bar. RSP, dressed in khakis and a Microsoft-branded shirt, stands next to a PC LOADED with MDX.	CLOSE UP of MDX PC
AUDIO	AUDIO	AUDIO
	Hi there. Welcome to the Microsoft Demo Experience, or MDX for short. The MDX has been preloaded on the PC with files, programs and other resources that will help you perform compelling demos for your customers. In the next few minutes I'll give you a brief walkthrough of the four impressive customer demonstrations on the MDX-loaded PC.	In order for your customers to take full advantage of these benefits at home, they will need a Windows Live ID. If they have an Xbox Gamertag, an email ending in Hotmail.com or Live.com, they already have a Windows Live ID. If not, it's easy and free to sign up – just go to signup.live.com . (URL appears onscreen: signup.live.com)

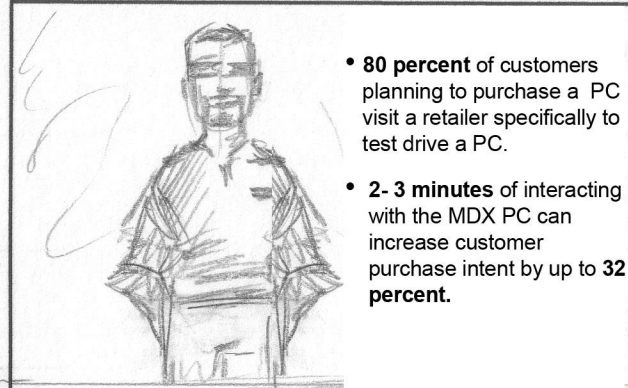
PRODUCTION:	SEGMENT / EPISODE:	SHEET NO. 2
Microsoft Demo Experience Video	SEQUENCE:	

SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



Increasing Purchase Intent by Using MDX

SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



- **80 percent** of customers planning to purchase a PC visit a retailer specifically to test drive a PC.
- **2- 3 minutes** of interacting with the MDX PC can increase customer purchase intent by up to **32 percent**.

SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD

- When the customer approaches the MDX PC, they spend **7 seconds** looking at the PC and information tag on the shelf.
- Next, the customer interrupts the screensaver and plays with the PC for **8 seconds**.
- Once they break the Attract Loop, **52%** of customers interact with the demo
- On average, customers watch **2-3 videos** for an average of **80 seconds**.

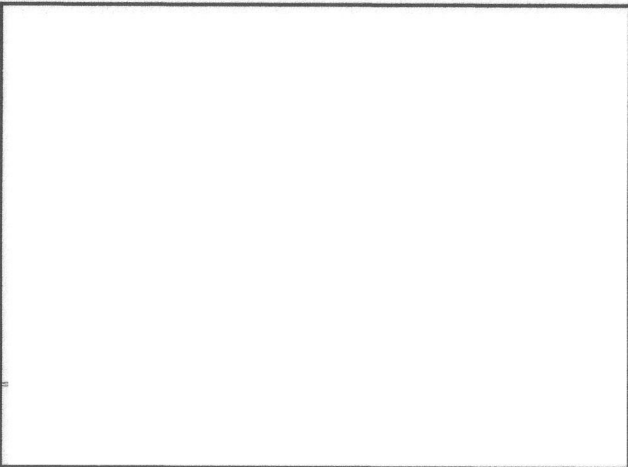
VIDEO	VIDEO	VIDEO
Fade-in with Title 'Increasing Purchase Intent by Using MDX' on lower content bar.	Bulleted words appear on screen next to RSP as he speaks	Bulleted words appear on screen with RSP V.O.
AUDIO	AUDIO	AUDIO
By using the Microsoft Demo Experience, you can sell more PCs. I'll be explaining how an MDX-loaded PC helps attract and engage customers – ultimately leading to more sales.	A statistic I find really interesting is that 80 percent of customers planning to purchase a PC visit a retailer specifically to test drive a PC. That group of customers planning a PC test drive may be very receptive to demos that will show them the value of a Windows PC. We developed MDX in response to feedback from the way customers interact. The bottom line is that 2-3 minutes of interacting with the MDX PC can increase customer purchase intent by up to 32 percent.	Here's what we've found: • When the customer approaches the MDX PC, they spend 7 seconds looking at the PC and information tag on the shelf. • Next, the customer interrupts the screensaver and plays with the PC for 8 seconds. • Once they break the Attract Loop, 52% of customers interact with the demo – that's a pretty good rate of customer engagement! • On average, customers watch 2-3 videos for an average of 80 seconds.

PRODUCTION: Microsoft Demo Experience Video	SEGMENT / EPISODE:	SHEET NO. 2b
	SEQUENCE:	

SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



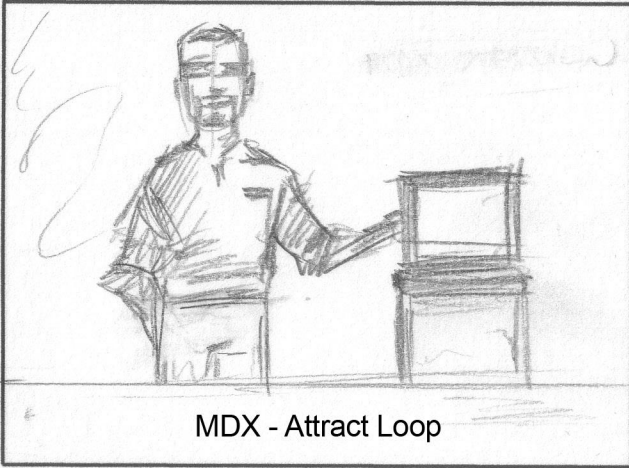
SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



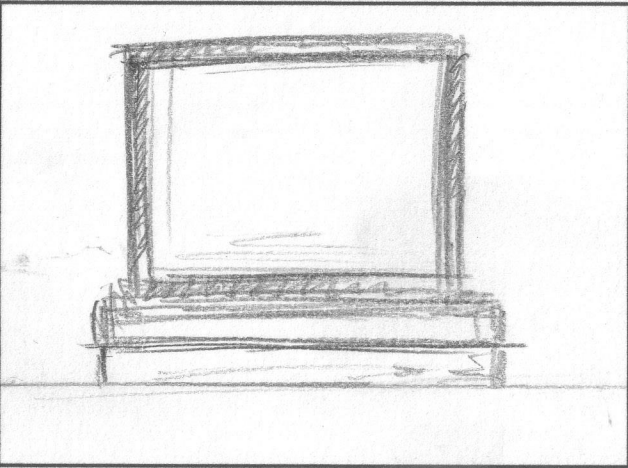
VIDEO	VIDEO	VIDEO
Close-up of RSP		
AUDIO	AUDIO	AUDIO
That should give you an idea of how customers interact individually with an MDX PC. However, early research shows that once YOU begin to assist the customer with the MDX demo, they are more likely to purchase.		

PRODUCTION: Microsoft Demo Experience Video	SEGMENT / EPISODE:	SHEET NO. 3
	SEQUENCE:	

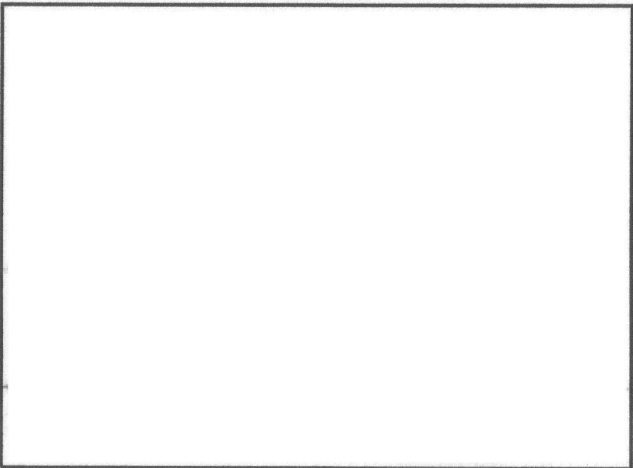
SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



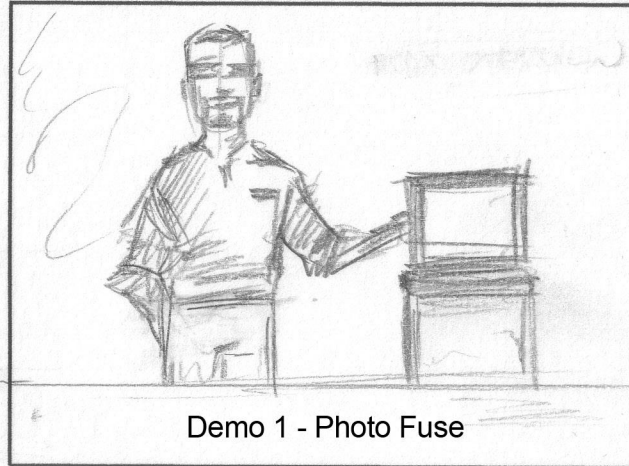
SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



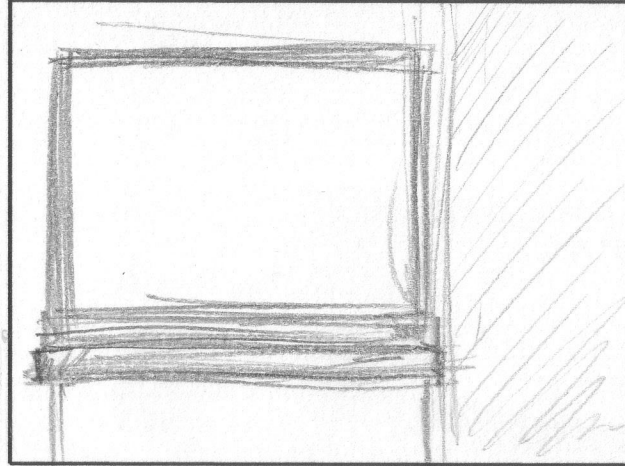
VIDEO	VIDEO	VIDEO
Fade-in with Title 'MDX- Attract Loop' on lower content bar.	CLOSE-UP of screen as Attract Loop is interrupted.	
AUDIO	AUDIO	AUDIO
The MDX-loaded PC will show a looped video so that customers can easily become engaged in the content. This continuous presentation is known as the "Attract Loop" and should be left playing continuously.	To perform a demo, all you have to do is interrupt the Attract Loop. Once you're finished with your demo, the Attract Loop will automatically begin to re-play after 2 minutes of idle time.	

PRODUCTION: Microsoft Demo Experience Video	SEGMENT / EPISODE:	SHEET NO. 4
	SEQUENCE:	

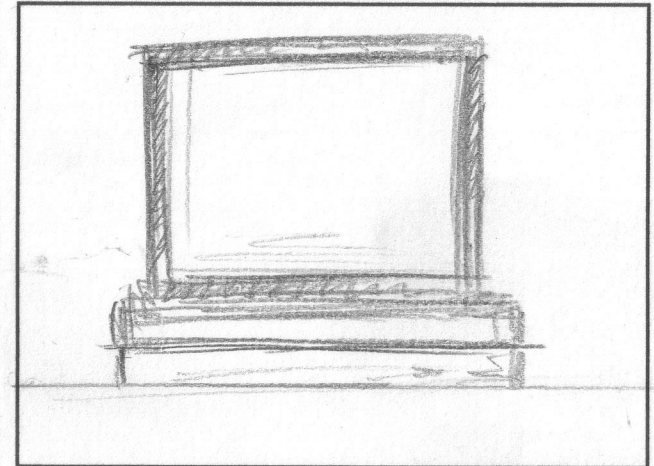
SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



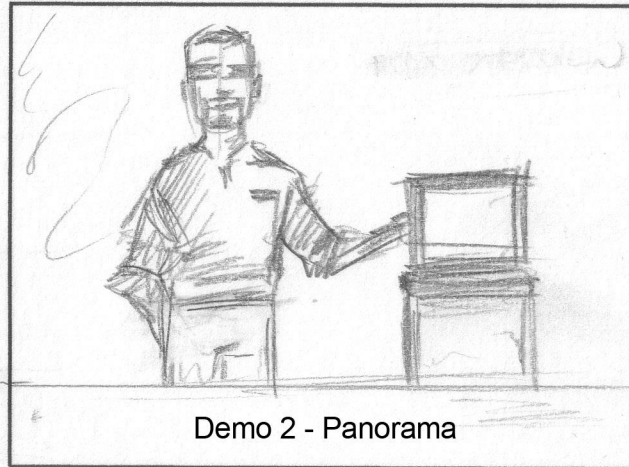
SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



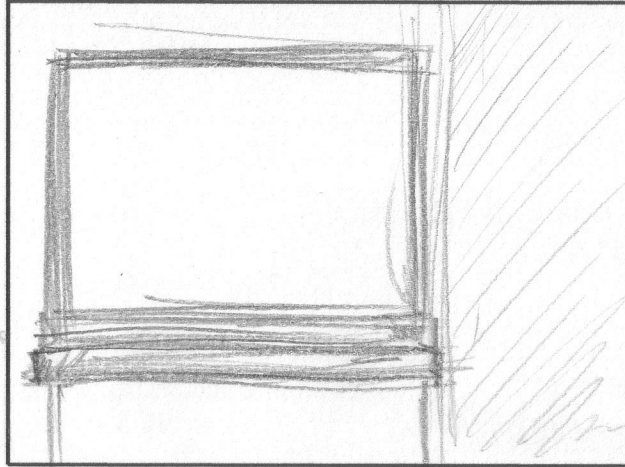
VIDEO	VIDEO	VIDEO
Fade-in with Title 'Demo 1 - Photo Fuse'	CLOSE UP on the PC screen. Action on the PC screen SYNCs with RSP's description - Demo steps overlaid on right 1/3 of screen	CLOSE UP on the PC screen. Action on the PC screen SYNCs with RSP's description
AUDIO	AUDIO	AUDIO
The Photo Fuse demonstration is great for WOWing customers because it creates a perfect, new photo using the best parts of other, similar photos. Ask your customer if they have ever taken the perfect photo only to realize that one of the photo's elements didn't come out quite right – maybe someone's eyes are closed, someone is sneezing, or someone is looking away from the camera. When they say yes, demonstrate the capabilities of Photo Fuse.	DEMO STEPS EXPLAINED	Let the customer know that this is now a new photo, in addition to the ones they took, and that Photo Fuse can help perfect and preserve their memories - best of all, it's absolutely free. To share the newly-created photo, you're going to show your customers the SkyDrive button. (CURSOR POINTS to SkyDrive button) Explain to your customer that SkyDrive offers free online storage and is included with their Windows Live ID.

PRODUCTION: Microsoft Demo Experience Video	SEGMENT / EPISODE:	SHEET NO. 5
	SEQUENCE:	

SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



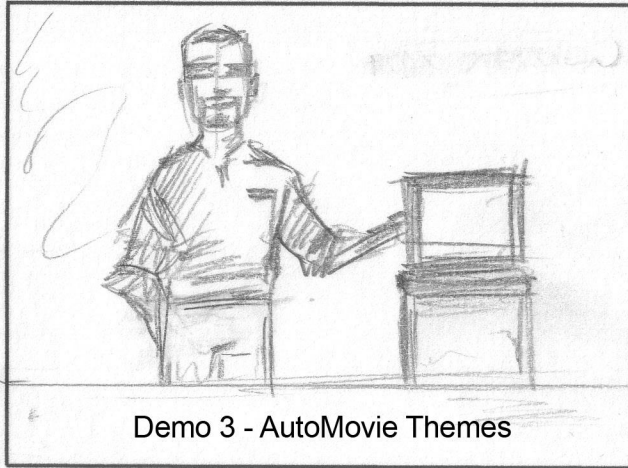
SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



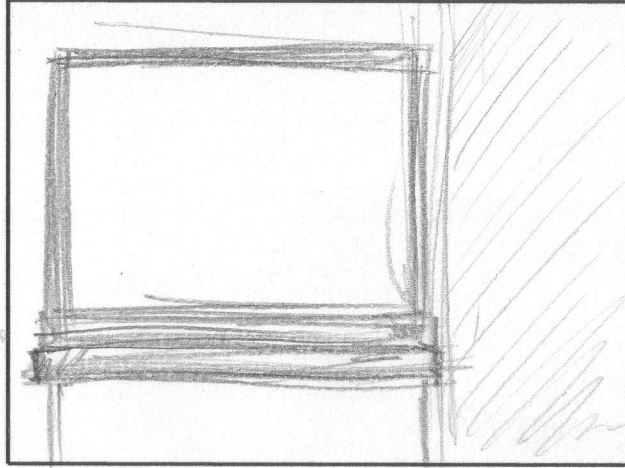
VIDEO	VIDEO	VIDEO
Fade-in with Title 'Demo 2 - Panorama'	CLOSE UP on the PC screen. Action on the PC screen SYNCs with RSP's description - Demo steps overlaid on right 1/3 of screen	(WIDE SHOT of the RSP, gesturing to the PC screen)
AUDIO	AUDIO	AUDIO
The Panorama feature is another demonstration that can be shown using the Windows Live Photo Gallery. Customers can see how easy it is to create stunning panoramic shots in seconds by stitching together overlapping photos.	DEMO STEPS EXPLAINED	Take the next step and show customers how to share their new stitched photo by showing them the SkyDrive button. Make sure to remind your customers that SkyDrive offers free online storage, and is included with their Windows Live account.

PRODUCTION: Microsoft Demo Experience Video	SEGMENT / EPISODE:	SHEET NO. 6
	SEQUENCE:	

SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



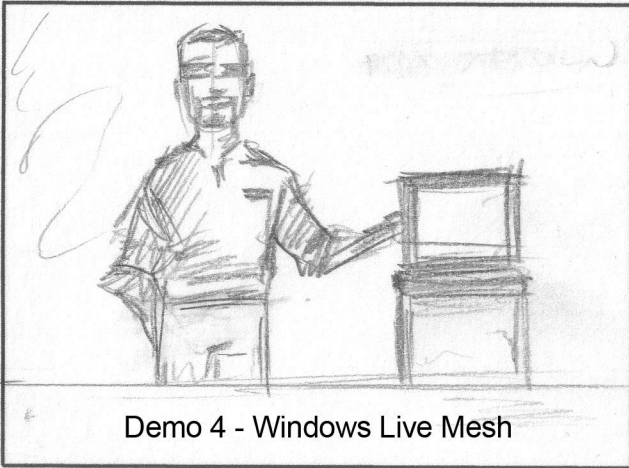
SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



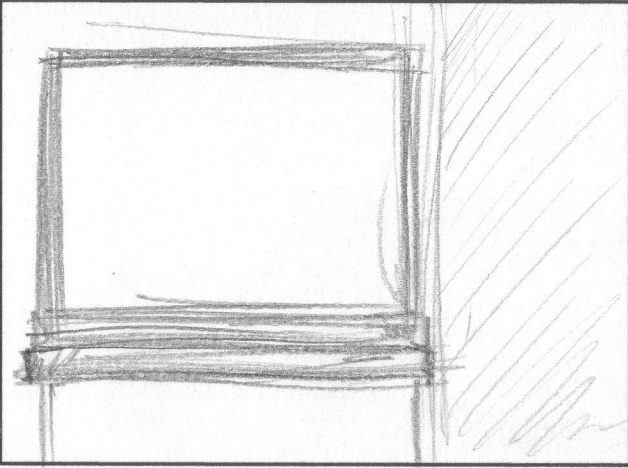
VIDEO	VIDEO	VIDEO
Fade-in with Title 'Demo 3 - AutoMovie Themes'	CLOSE UP on the PC screen. Action on the PC screen SYNCs with RSP's description - Demo steps overlaid on right 1/3 of screen	(WIDE SHOT of the RSP, gesturing to the PC screen)
AUDIO	AUDIO	AUDIO
The AutoMovie Themes demo shows your customers how to create and share polished movies in minutes, using personal photos and videos. Ask your customers if they've ever wanted to create a home movie but felt like it would require too much technical knowledge. Explain that by using Windows Live Movie Maker, they can quickly and easily make their home movies look more professional.	DEMO STEPS EXPLAINED	Your customers will love being able to create polished movies that they'll be proud of in minutes with AutoMovie Themes in Windows Live Movie Maker!

PRODUCTION: Microsoft Demo Experience Video					SEGMENT / EPISODE: 					SHEET NO. 7	
										SEQUENCE: 	

SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



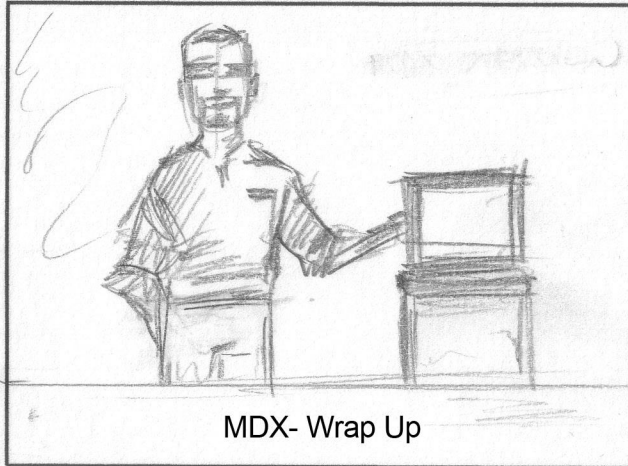
SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



VIDEO	VIDEO	VIDEO
Fade-in with Title 'Demo 4 - Windows Live Mesh'	CLOSE UP on the PC screen. Action on the PC screen SYNCs with RSP's description - Demo steps overlaid on right 1/3 of screen	(WIDE SHOT of the RSP, gesturing to the PC screen)
AUDIO	AUDIO	AUDIO
Windows Live Mesh demo is perfect for customers who want to sync their files across multiple PCs. Ask your customer if they've ever brought home the wrong version of a file they wanted to work on. With so many versions of so many files, just about everyone has opened a file just to discover it was the wrong one. With Windows Live Mesh, customers can access the stuff on their computers from almost anywhere. No need for them to email files to themselves or to carry files around on a USB drive - or wonder whether their version is the latest.	DEMO STEPS EXPLAINED	Now show your customer that the files in the original folder now appear in the new location. Explain that changes made to a file in one location will be mirrored to the other locations.

PRODUCTION: Microsoft Demo Experience Video	SEGMENT / EPISODE:	SHEET NO. 8
	SEQUENCE:	

SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



SCENE	TIME	REFERENCE	B/G	FIELD	RACCORD



VIDEO	VIDEO	VIDEO
Fade-in with Title MDX - Wrap Up	CLOSE UP ON RSP Bullets of Content appear on Right 1/3 as he lists them	(WIDE SHOT of the RSP, gesturing to the PC screen)
AUDIO	AUDIO	AUDIO
The four demonstrations I've shown you in this video are just a few of the demos you can do for customers using your MDX-enabled PC.	A PC loaded with the Microsoft Demo Experience offers a great opportunity to interact with customers and show them some engaging demonstrations. Remember... (BULLET POINTS FOLLOW)	By keeping your demos memorable, quick and effective, you'll be able to show customers some of the ways that Windows helps them simplify everyday tasks, work the way they want, and discover new things. Remember, by showing customers these quick and easy demos, you can help increase your sales and your store's sales!