

## ACT 1 — THE NOISE

F-01 2.5s



ELS

AERIAL DRONE DESC.

Predawn aerial descent into dense, hazy metropolis. No focal point — overwhelming scale. Low-frequency urban hum building. No music.

F-04 MATCH → F.0s



ECU / INSERT

STATIC

MATCH  
→  
F-14

Tense hand grips coffee cup. Tremor visible. Steam rises. Steam hiss blends into white noise buildup.

F-07 0.8s



CU

WHIP PAN L→R

Whip pan lands on ringing desk phone. Micro-vibration on glass surface. Sharp phone ring cuts through soundscape.

F-02 1.5s



LS

HANDHELD

Rush hour headlight river. Protagonist silhouette at crosswalk, back to camera. Layered city noise — horns, brakes, distant sirens.

F-05 2.0s



MS

TRACKING

Tracking through subway corridor. Commuters blur past as foreground wipes. Echoing footsteps. Garbled PA. Shuffling crowd.

F-08 2.0s



OTS

DOLLY IN

OTS boardroom. Blurred figures gesturing. Camera creeps in. Restless finger tapping. Overlapping indistinct voices. Corporate murmur crescendo.

F-03 1.5s



MCU

STATIC

Profile lit by red/green traffic reflections. Tired composure. Smear bokeh BG. Sharp taxi horn blast cuts through ambience.

F-06 1.0s



POV

HANDHELD

POV through subway window. Buildings flash between tunnel columns. Strobe flicker. Rhythmic clatter of train wheels. Harsh. Mechanical.

F-09 MATCH → F-24



ECU

★ KEY TRANSITION — ALL SOUND STOPS ★ STATIC

Eyes close. HARD CUT TO SILENCE. 0.5s black. Eyes reopen — grade shifts warm. SILENCE at eye close. Hold. Single low cello note as eyes reopen.

Dissolve  
to next  
slide

## ACT 2 — THE SHIFT

F-10 2.5s



ELS CRANE UP

Coastal highway. V1 alone on cliffside road. Crane rises to show immense scale. Solo cello sustained. Wind. Distant waves. No engine noise.

F-13 1.5s



MCU (INT) STATIC / DASH MOUNT

Interior. Protagonist's face transformed — calm, present. Golden light from window. Strings swell gently. Faint calm breathing audible.

F-16 2.0s



LS AERIAL FOLLOW

Aerial follow. Ocean right, forest left. Long shadow. Birds lift off from treeline ahead. Full string quartet. Melody emerges — simple, memorable.

F-11 2.0s



LS TRACKING

Low-angle pursuit vehicle V1 glides. Wet asphalt reflects sky. Minimal chrome. Second string joins cello. Soft harmony. Conspicuous absence of engine sound.

F-14 1.0s



ECU / INSERT STATIC

Relaxed hand on wheel. MATCH with F-04 tense coffee grip. Stitching texture visible. Strings continue. Single piano note enters.

F-17 2.5s



CU HERO PRODUCT SHOT ORBIT 180°

180° orbit at overlook. HERO SHOT — full design language revealed in golden light. Music at warmest point. A breath before the climax.

F-12 1.5s



CU DOLLY ALONGSIDE

Front wheel and lower body in motion. Floating ride — no vibration. Paint depth visible. Subtle tire-on-road whisper. Near-ASMR detail.

F-15 2.0s



MS (INT) PAN R→L

Interior pan reveals minimalist cabin. Single floating display. Anamorphic flare. Piano joins strings. Building warmth, still restrained.

F-18 1.5s



ECU BRAND REVEAL STATIC

Volterra badge ECU. Machined aluminum catching light. Ocean horizon soft behind. Single resonant chord. Strings sustain and begin to fade.

MATCH  
← F-04

## SLIDE 3 of 4

### ACT 3 — THE ARRIVAL

F-19 2.0s



ELS STATIC  
Blue hue. V1 approaches modernist home. Warm interior glow. Headlights sweep driveway.  
Audio: Solo piano. Intimate. A few sustained notes.

F-22 2.0s



MLS LOW ANGLE / STATIC  
Low angle — protagonist exits. Silhouette against blue sky. Unhurried, present.  
Audio: Lullists. Gentle evening atmosphere. Piano holds.

F-25 1.5s



OTS STATIC  
Over child's shoulder. V1 in driveway — no longer the hero, now the enabler.  
Audio: Laugh fades. Piano returns with closing phrase.

F-20 1.5s



MS DOLLY IN  
V1 stops in driveway. Headlights dim. Ambient light strips activate — welcome gesture.  
Audio: Piano sustains. Motor whine fades to zero. Peaceful silence.

F-23 1.5s



MS TRACKING REFRIND  
Following toward house. V1 tail lights fade. Child's silhouette appears in doorway — running to him.  
Audio: Piano reaches climax, meet emotional phrase.

F-26 2.0s



LS DOLLY OUT  
Wide exterior. Father and child visible through glass. V1 quiet in drive. Dolly back — peace and space.  
Audio: Piano resolves to final chord. Strings return for last sustained harmony.

F-21 1.0s



CU STATIC  
Flush handle presents itself. Mechanical precision. Interior light spills from gap.  
Audio: Soft mechanical click. Satisfying. Engineered.

F-24 1.5s



CU HANDHELD  
Father-child embrace. Eyes close in contentment — MIRROR of F-09 exhaustion.  
Audio: Music pauses. CTAZ's laugh — FIRST HUMAN VOICE in the ad.

F-27 1.5s



INSERT STATIC  
Charge port with teal LED pulse. Breathing. Alive at rest. Energy without noise.  
Audio: All music stops. Ambient night — wind, distant ocean.

# SLIDE 4 of 4

## ACT 4 — THE STATEMENT

### SLIDE 4 of 4

#### ACT 4 — THE STATEMENT

Gradient-fade from baseline



Ascending aerial. House, car, coast shrink below. Stars appear. Car at golden ratio point. Silence. Wind only. Then a deep bass note — foundational.



Studio black. Lateral dolly reveals full profile. Single hard key light — shoulder line strips. Bass chord sustains. Clean. Monolithic.



Pull three-point lit hero angle. Straight-on, below eye level. The print ad frame. Music swells final time. Pull chord: bass, strings, piano.



Black screen. "SILENCES" fades in — centered, wide-tracked geometric sans-serif. While on black. Bass note sustains beneath the silence.



Front three-quarter orbit. LED light bar illuminates — the car's face. Floor reflection creates symmetry. Shimmering high-frequency synth layer enters above bass.



Brand lockup. Logo, tagline, legal — sequential fade on center axis. Generous space. Final chord resolves. Natural 2-second decay.

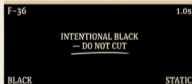


Full tagline revealed. "SILENCE IS THE NEW POWER." Same typeface, lighter weight. Second bass note, a fifth above the first. Resonant.



Center console from above. Display reads "Range: 520 mi." Brushed aluminum. Teal UI accents. Synth r bass sustains.

Teal UI accent color



Pure black. Is silence. Intentional negative space — emotional residue lingers before broadcast cut. True silence. Nothing.