

**Draft #4.2**

**"Tools for the Second Century" (DVP CD-ROM)  
Cell content information**

(Numbers indicate boxes on flow chart, numbered top to bottom and left to right.)

**VIDEO**

**AUDIO**

- 1) Doug Lennick -  
*Video and sync audio*  
TC - 1:32:00 - 1:54:00 (22 seconds)

*Content synopsis:*  
(Hi! I'm everywhere - even on your computer!....This incredible multimedia technology will allow us to do things in different ways. Lead the parade. Good luck! I'm on your screen!)

- 1A) "Introduction" -  
*Graphics*  
InfoServ with Windows logo  
  
Depiction of the computer system being used by the user.

*Narration:*  
**WELCOME TO IDS' "TOOLS FOR THE SECOND CENTURY:" INFO-SERV WITH WINDOWS! YOU ARE NOW USING IDS' NEW INTERACTIVE MULTI-MEDIA TRAINING SYSTEM. WITH IT, IDS ENTERS THE HIGH-TECH WORLD OF INTERACTIVE MULTI-MEDIA. STUDIES SHOW THAT, IN TRAINING APPLICATIONS SUITED TO A MULTI-MEDIA TREATMENT, CONTENT RETENTION IS 25 TO 50 PERCENT BETTER THAN LIVE INSTRUCTION. INDIVIDUALS MOVE UP THE LEARNING CURVE 60 PERCENT FASTER. AND THEY LEARN THE MATERIALS FROM 38 TO 70 PERCENT QUICKER!**

Bullets over plain background:

Interactive Multimedia vs. Live Instruction

- Retention 25 to 50% better
- Up learning curve 60% faster
- Learn 38 to 70% quicker

Depiction of computer, CD-ROM, etc. to represent the "technology"

**WE THINK YOU WILL BE IMPRESSED BY THIS NEW TECHNOLOGY. IT'S EFFECTIVE, AND IT'S EASY TO USE! JOIN US FOR A BRIEF EXAMPLE OF THE POWER OF INTERACTIVE MULTI-MEDIA.**

**VIDEO**

Picture of mouse, (maybe) with button being depressed.

- 2) Main menu -  
*Graphics*  
Menu with 4 buttons representing:  
    InfoServ with Windows:  
        Features and Benefits  
        Leading From the Front  
        Technology Introduction  
        Process  
    Exit
- 3) Intro to "Features and Benefits" -  
*Graphics (animated?)*  
InfoServ with Windows logo;  
button moves as if mouse has been clicked.
- 4) Intro to "Leading From the Front" -  
*Graphics (animated?)*  
Depiction of a parade or a marching band with a clear leading figure.
- 5) Intro to "Technology Introduction Process" -  
*Graphics (animated?)*  
Depiction of hardware, software, training, manuals all travelling across the screen.

**AUDIO**

**MAKE YOUR SELECTION NOW BY POINTING WITH THE MOUSE AND CLICKING THE LEFT MOUSE BUTTON.**

*Music Sting*

*Narration:*

**INFOSERV WITH WINDOWS IS LOADED WITH FEATURES THAT WILL IMPROVE PRODUCTIVITY AND CLIENT SATISFACTION.**

*Narration:*

**IT'S ESSENTIAL THAT DIVISION VICE PRESIDENTS GET BEHIND THE ROLLOUT OF THIS EXCITING NEW TECHNOLOGY. HERE ARE SOME WAYS YOU CAN LEAD FROM THE FRONT.**

*Narration:*

**INFOSERV WITH WINDOWS AND SUPPORTING TRAINING ARE BEING ROLLED OUT IN A SYSTEMATIC FASHION. IDS IS ABOUT TO MAKE GREAT STRIDES IN TECHNOLOGY.**

VIDEO

AUDIO

- 6) Branch A menu -  
*Graphics*  
Menu with 4 buttons representing:  
    The Tools  
    Testimonials  
    Return to Main Menu  
    Exit  
*Music Sting*
- 7) Branch B menu -  
*Graphics*  
Menu with 5 buttons representing:  
    Keeping Planners Productive  
    While Learning  
    Establishing a Learning  
    Environment  
    Dealing With Fear  
    Return to Main Menu  
    Exit  
*Music Sting*
- 8) Branch C menu -  
*Graphics*  
Menu with 5 buttons representing:  
    Training  
    Support  
    What Next?  
    Return to Main Menu  
    Exit  
*Music Sting*
- 9) Introduction to "The Tools" -  
*Graphics*  
  
Logos (Windows icons?) for  
Windows, Word, Excel and ACT!  
(Possibly animated)  
*Narration:*  
**LET'S TAKE A LOOK AT THE NEW  
TOOLS THAT ARE INCLUDED IN  
INFOSERV WITH WINDOWS AND  
ACT!.**

VIDEO

AUDIO

- 10) Introduction to "Testimonials" -  
*Graphics*  
Map of the United States with Clearwater, Florida and Roanoke, Virginia highlighted.  
  
Bring on video still of DVP, DM, planner and OM.
- 11) Menu -  
*Graphics*  
Logos end up in position (Left to right - Windows, ACT!, Word, Excel), and then buttons appear for selection. Three additional buttons also appear for "Return to Previous Menu," "Return to Main Menu," and "Exit."
- 12) Menu -  
*Graphics*  
Buttons appear below or next to the still video windows for selection. Three additional buttons also appear for "Return to Previous Menu," "Return to Main Menu," and "Exit."
- 13) Excerpt from "Windows to Success" video - Windows  
*Video and sync audio*  
TC - 2:05:15 - 2:27:15 (22 seconds)

*Narration:*

**THE NEW TECHNOLOGY HAS BEEN SUCCESSFULLY PILOTED IN DIVISIONS IN CLEARWATER, FLORIDA, AND ROANOKE, VIRGINIA. LET'S HEAR WHAT A DVP, A DISTRICT MANAGER, A PLANNER, AND AN OFFICE MANAGER HAVE TO SAY ABOUT THE TOOLS.**

*Music Sting*

*Music Sting*

*Content synopsis:*

(Work faster, graphical environment; easy-to-use windows and pull-down menus; easily find and organize files)

**VIDEO**

**AUDIO**

- 14) Excerpt from "Intro to ACT!"  
video -ACT!  
*Video and sync audio*  
TC - 2:38:00 - 3:12:20 (34 seconds)
- Content synopsis:*  
(Focuses on people you deal with; all info in front of you, phone calls, meetings, to do; schedule an unlimited number of activities; one-finger typing)
- 15) Excerpt from "Windows to Success"  
video -Word for Windows  
*Video and sync audio*  
TC - 3:53:00 - 4:50:00 (57 seconds}
- Content synopsis:*  
(Flexible; uses mouse; table feature; spell check; form letters; insert things from other applications using Windows)
- 16) Excerpt from "Windows to Success"  
video -Excel  
*Video and sync audio*  
TC - 5:08:00 - 5:24:00 (16 seconds)
- Content synopsis:*  
(Professional-looking spreadsheets; hi-impact charts; time-saving tools and shortcuts)
- 17) Excerpt from "Windows to Success"  
video -Gary Bernard sound bite  
*Video and sync audio*  
TC - 5:38:00 - 5:50:15 (12 seconds)
- 18) Excerpt from "Windows to Success"  
video -Craig Brimhall sound bite  
*Video and sync audio*  
TC - 6:07:10 - 6:14:10 (7 seconds)
- 19) Excerpt from "Windows to Success"  
video -Bill Whiteman sound bite  
*Video and sync audio*  
TC - 6:26:00 - 6:34:25 (9 seconds)
- 20) Excerpt from "Windows to Success"  
video -Marilyn Brimhall sound bite  
*Video and sync audio*  
TC - 6:45:10 - 6:58:10 (13 seconds)

VIDEO

AUDIO

- 21) Introduction to "Keeping Planners Productive..." -  
*Graphics*  
TBD

*Narration:*  
**IT'S POSSIBLE FOR YOUR PLANNERS TO STAY PRODUCTIVE WHILE THEY BECOME FAMILIAR WITH THE NEW TOOLS.**

- 22) Introduction to "Establishing a Learning Environment" -  
*Graphics*  
TBD

*Narration:*  
**YOU CAN ESTABLISH AN ENVIRONMENT WHERE EVERYONE WANTS TO LEARN ABOUT THE NEW TECHNOLOGY IN ORDER TO DO A BETTER JOB. AND THEY CAN DO THIS WHILE YOU INCREASE OR MAINTAIN YOUR DIVISION'S PRODUCTION.**

- 23) Introduction to "Dealing With Fear"  
*Graphics*  
TBD

*Narration:*  
**WHEN LEARNING SOMETHING NEW - AND SOMETHING AS IMPORTANT TO THE JOB AS THESE TOOLS - A CERTAIN AMOUNT OF FEAR OF THE UNKNOWN IS NORMAL.**