

**Cemex Booth Projection Mapping Script**

Fifth Draft

**05/21/2014**

AUDIO	VIDEO
<p><b>MUSIC:</b> Low, trembling anticipation.</p> <p><b>SFX:</b> Wooshing, sweeping sounds, sand trickles.</p> <p><b>MUSIC:</b> A sudden burst, followed by a descending melody ramping up.</p> <p><b>VO:</b> Expertise.</p> <p>It starts with the smallest grain.</p> <p>Each and every one a potential start for something.</p> <p>The start of an idea.</p> <p>An idea that can change <i>everything</i>.</p> <p><b>SFX:</b> Low bass tremor.</p> <p><b>SFX:</b> Heavy swoosh, sand trickles.</p> <p><b>MUSIC:</b> Crescendo.</p> <p><b>VO:</b> An idea based on experience.</p> <p>Experience gathered over years of work.</p> <p><b>SFX:</b> Heavy clock ticking.</p> <p><b>VO:</b> Experience that grows.</p> <p>Experience giving you high-quality products.</p>	<p>Darkness.</p> <p>Bursts of sand cross the screen quickly. Left to right, right to left. Shorter and shorter intervals until... (0:10)</p> <p>Sand starts pouring in from below slowly, forming...</p> <p>A SUPER over the central sphere:</p> <p>EXPERTISE (0:15)</p> <p>Zoom in on a single grain of sand filling the sphere, rough rocky edges. It rotates like a globe.</p> <p>Zoom back out as the single grain becomes part of a wide sea of sand filling the screen. (0:20)</p> <p>Stillness. Suddenly, a tremor. The sand grains jump and jitter. (0:30)</p> <p>Suddenly, the sand surrounding the sphere drops out, fading out in the distance.</p> <p>Within the circle, sand sinks to form – the CEMEX LOGO.</p> <p>The central circle of sand forms a three dimensional sphere, rotating around to reveal –</p> <p>Two hard ridges forming in the back of the sphere – the hands of a clock. (0:40)</p> <p>The sand branches out to fill the satellite spheres, one by one, going clockwise from the bottom left.</p> <p>On the lower-most left satellite, tiny barrels, boxes</p>

<p><b>MUSIC:</b> Ticking transitions to synth-driven beat.</p> <p><b>VO:</b> Thoroughly researched and developed by R&amp;D specialists.</p> <p>So that you can be assured that inside every product, there is the mark of experience.</p> <p><b>SFX:</b> Pencil checkmark.</p> <p><b>CEMENT</b></p> <p>The building blocks of every home.</p> <p><b>SFX:</b> Rumble.</p> <p><b>VO: AGGREGATES</b></p> <p>Key component of a strong foundation.</p>	<p>and bags of Cemex products emerge out of the sand.</p> <p>Out of the top left satellite, researchers grow out of the sand.</p> <p>Out of the top right satellite, a checkmark is made. The other satellites revert back to sand.</p> <p>The central sphere rotates back to the CEMEX logo. (1:00)</p> <p>Out of the bottom right satellite, bags of Apo and Rizal cement emerge.</p> <p>The satellite spins to reveal a house on the other side. A Filipino family – happy with their house.</p> <p>The satellite spins again to reveal –</p> <p><b>SUPER: CEMENT</b></p> <p>Suddenly, the satellites spin around the central sphere, shifting the super to the next satellite counter-clockwise. (1:10)</p> <p>In the bottom-right satellite, now blank, the sand rumbles as suddenly a bridge pushes through the elements of the connecting arm onto the satellite. With it, a construction worker emerges from the sand.</p> <p>The satellite turns revealing –</p> <p><b>SUPER: AGGREGATES</b></p> <p>Again, the satellites spin around the central sphere, shifting the supers to the next satellite counter-clockwise. (1:20)</p> <p>On the lower-right satellite again, as a truck comes out from behind the satellite, driving across it. Large office buildings grow out in its wake.</p> <p>As the truck passes, the satellite turns to reveal –</p>
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<p><b>VO: READY-MIX CONCRETE</b></p> <p>Engineered to suit your diverse building needs</p> <p><b>VO: ADMIXTURES</b></p> <p>produce concrete that performs optimally in different environments</p> <p><b>MUSIC: Rises continuously...</b></p> <p><b>VO: PAVEMENTS</b></p> <p>For building roads and highways all across the globe</p> <p><b>SILENCE</b></p> <p><b>VO: These are our products. Our ideas.</b></p> <p><b>SFX: Heartbeat monitor beep.</b></p> <p>Tested by years of our experience.</p> <p><b>SFX: Another beep.</b></p> <p><b>MUSIC: Low, rising note.</b></p> <p><b>VO: From the smallest grain to the greater whole.</b></p>	<p><b>SUPER: READY-MIX CONCRETE</b></p> <p>Again, the satellites spin around the central sphere, shifting the supers to the next satellite counter-clockwise. (1:30)</p> <p>On the lower-right satellite, an admixtures barrel emerges from the sand with a mall and condo complex growing around it.</p> <p>The satellite turns to –</p> <p><b>SUPER: ADMIXTURES</b></p> <p>Once more, the satellites spin around the central sphere, shifting the supers to the next satellite counter-clockwise. (1:40)</p> <p>On the lower-right satellite, lines form diagonally over it. The sand texture solidifies to form a road. Lightposts grow out around it as a car blazes across the satellite.</p> <p>The satellite turns to reveal –</p> <p><b>SUPER: PAVEMENTS (1:50)</b></p> <p>The supers fade as the sand runs back down the arms to the central sphere. The Cemex logo disappears as the sand shrinks to a single, glowing point.</p> <p>The glow swells momentarily.</p> <p>The glow swells again and at once, similar points are lit at the centre of each satellite as well.</p> <p>The points glow continuously, a glowing grid pattern forming over the sphere and satellites, like</p>
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<p>Our mission to continuously raise the bar for customer satisfaction.</p> <p>To bring the best building solutions worldwide.</p> <p>To never stop improving ourselves, our products and services.</p> <p>To always keep on the road to progress and excellence.</p> <p><b>MUSIC:</b> Climax</p> <p>Because we are CEMEX.</p> <p>World leaders in building solutions.</p> <p>We are experts.</p>	<p>the DNA patterns of the booth design.</p> <p>In the central sphere, the family with the house appear. They zoom out and take their place on the bottom left satellite.</p> <p>The construction worker and the bridge appear on the sphere. They zoom out and take their place on the mid-left satellite.</p> <p>The truck and office buildings appears, zooms out and takes its place on the top left satellite.</p> <p>The admixtures barrel and mall appears on the center sphere, shrinking into place on the top right satellite.</p> <p>The pavement and car appears on the sphere, shrinking down and transferring to the bottom right satellite.</p> <p>The grid materializes into sand, solidifying into cement.</p> <p>The CEMEX LOGO fades in on the sphere. Everything else fades to white.</p> <p>Web link appears below the logo.</p>
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