

DEMO Script Examples

SCRIPT SAMPLE 1:
A well organized, solid script
Blue Lava Technologies
[See their demo](#)

COMPANY NAME: BLUE LAVA TECHNOLOGIES
Presentation Time: 5:30 Minutes
Script Version #: 2.0

AV CUE: CAMERA ON CEO (~30 SECONDS)

Good morning!!

My name is Lorenz, and with me up on stage is Cory, our User Experience Director. I'm the co-Founder and CEO of Blue Lava Technologies. We make a brand new free photo-sharing product called iLovePhotos, which makes it effortless to organize, share and enjoy your photos.

Our desktop application does TWO things really well.

(VERBAL CUE)

AV CUE: SWITCH TO PC 1

[CORY: Screen in logo view]

First, it examines your photos and then automatically sends your pictures to the people in each photo.

Second, iLovePhotos automatically creates compelling slideshows. It instantly builds the kind of slideshow that might take you 30 minutes to put together for your mother's digital picture frame, automatically!

Let's have a look at how this works.

[CORY: Screen in photo thumbnail view]

[:50]

Over the last day I've taken a lot of photos with many of you here at DEMO. In the process I got your business cards and added your contact information to my address book.

These pictures have all been imported into iLovePhotos and your faces have been detected automatically.

[CORY: Screen in tagger view, Cory starts tagging]

[1:10]

Right now, Cory is identifying - or "tagging" - people in this photo collection. What you'll notice is that as he tags a person for the first time, it automatically pops up a prompt for that person's contact information.

[CORY: Slows down tagging]

As he begins typing, it pulls the rest of the name and email from the address book.

Here's the really cool part, once that information has been entered, the picture is automatically uploaded to iLovePhotos.com and those of you who have been tagged will be getting an email with a link back to that photo shortly.

Many of you in the audience have thousands of digital photos on your hard drive, but you probably only share only a small fraction of those. Worldwide less than 11% of the 500 billion images captured each year are actually uploaded and shared. iLovePhotos brings those images back into your life.

Most photo sharing services focus on basic organization. But that's not the point. If you have the Encyclopedia Britannica on your bookshelf, that represents perfectly organized information that doesn't make you any smarter. You need an intelligent way of consuming that data. Our philosophy is that it's not about organization, it's about enjoyment. We make organization as fun and easy as possible so that our software can use that data to automatically create amazing slideshows and deliver them to you on any platform.

How? By analyzing key aspects of your images such as ratings, event groupings, and the social relationships inherent in your personal photo collection.

[CORY: start slide show in preview mode]

[2:50]

[CORY: start slide show in FULL screen]

For example, in this photo set, the most common theme between each image is that I appear in every photo with many of you. iLovePhotos has figured this out and now it's showing you a slideshow based on that criteria without any work from me.

I can send this slideshow online or to any iTunes compatible media device such as iPhone or iPod and even your TV.

[3:30]

Now that Cory is done tagging, many of you should have received an email with a link to your photo online.

[CORY: Go to website to show photos that Cory tagged on my account – show website tagging]

On screen, Cory just switched to our website, iLovePhotos.com. Once you receive your email you'll be taken to an online gallery that looks like this where you can see all the photos anyone has tagged of you. Again, all automatically done.

Our free desktop software uses facial detection to help you easily organize and share your photos at the same time.

[CORY: Switch to logo view]

My co-founder and I started iLovePhotos with the goal of bringing your personal photo collection back into your life. (VERBAL CUE)

AV CUE: CAMERA ON CEO (~60 SECONDS)

We are the only service that actually makes use of the effort you spend organizing your pictures to automatically create personalized entertainment in the form of slideshows.

Right now, we're on Mac OS with a Windows version coming out within the next year. You don't need a Mac to receive photos and slideshows from iLovePhotos. Our software distributes to a wide variety of platforms and formats. Additionally, the iLovePhotos Mac software can seamlessly synchronize with iPhoto or act as a standalone photo manager.

iLovePhotos truly makes it as effortless to enjoy your photos as it is to take them.

Thank you to all the great people at DEMO for having us here. This wouldn't have been possible without 24/7 effort from our team for the last two years.

Please check us out and download your Mac beta software at iLovePhotos.com. Come by booth 11 for a personalized demo.

Thank you!
[5:30]

SCRIPT SAMPLE 2:
A complex product delivered well
AWIND
[See their demo](#)

DEMOfall08 SCRIPT TEMPLATE – AWIND (complex script will be memorized)
COMPANY NAME: AWIND
Presentation Time: 5' 30"
Script Version #: 09

AV Cue: Cam 1 of KL opening Remarks

KL: "Hello, ladies and gentlemen. We are AWIND from Taiwan. My name is KL Chang, CEO of Awind. I believe you all have something that is made in Taiwan or designed in Taiwan. But today, I am going to show you something you've never seen before."

KL: "Richard is a typical sales person who visits customers every day. He brought us his "SURVIVAL KIT" for work. Richard?"

AV Cue: Cam1 on both KL and Richard

Richard: "Yes. Wherever I go, I need these gears with me." (Richard opens the suitcase and takes out a cell phone.)

Richard: "First I have a cell phone..." (Richard puts the laptop back and takes out a projector)

Richard: "...a small projector," (Richard puts the projector back and takes out a laptop.)

Richard: "...a laptop," (Richard takes out messy cables and power cables.)

Richard: "And THESE cables to connect these gears."

Richard: "How about you, KL?." (Richard puts cables back.)

KL: "Let me show you mine." (KL takes out a mobile phone and MobiShow box.)

KL: I have my phone and the MobiShow box. That's all I need! With MobiShow, I can do presentation on any display from my phone. There is a MobiShow on the table, and I have connected my phone to the box with WiFi. Let's see how it works."

AV Cue: Switch to ELMO

KL: "I have opened the MobiShow application, and when I click the "Connect" button, it will bring me to the main UI".

KL: "Next, I select the "Screen Projection" function from the main UI". (KL selects Projection mode.)

AV Cue: Switch to MobiShow box (Mobile phone screen displays on screen.)

KL: "See? That's the screen of my phone!" (KL operates his phone to let the audience see the changes!)

KL: "Whatever shown on my screen will be projected out! So I can just open the PowerPoint from my phone, and do the presentation!"

Richard: "Umm, it's good!"

KL: "Well...not good enough! That's because the resolution of my phone is too low so that the projected image is small and distorted!"

AV Cue: Cam 1 on both KL and Richard

Richard: "Yes, but what can you do?"

KL: "Richard, do you like full-screen, non-distortion, high-quality presentation?"

Richard: "Of course!"

KL: "Then you need PtG – Presentation to Go. Watch my phone again."

AV Cue: Switch to ELMO (KL selects Wireless PtG mode on the phone.)

KL: "Let me select the PtG function from the main UI. Then choose a pre-converted presentation file..." (KL selects a PTG file.)

AV Cue: Switch to MobiShow box (PTG File displays on screen.)

KL: "You see ... it is in full screen with the original quality."

KL: "I can press the "Enter" button from the UI to show the next bulletin, "Enter" again for the next item ... and "Enter" again to show the next page"!

KL: "You can still see the transition effect between pages. And even if there are animation objects in the same page ... the wiping effect, the blinder effect, the diamond wiping ... and the fly-in effect, it's identical to the original PowerPoint!"

KL: "I can even click the "JUMP" button to jump to any page!" (KL jumps to the "Thank You" page.)

AV Cue: Cam 1 on both KL and Richard

Richard: "Wow! This is terrific! Can I do this with my iPhone?"

KL: "Of course"! Richard: "Then I don't need my PC!" (Richard puts the laptop to a trash bag.)

KL: "It is excellent for work, but that's not all."

KL: "Richard, what do you do when you go home?" (Richard takes out a home media box from the suitcase.)

Richard: "I use this media player to watch videos from my PC." KL: "I can do it with my phone." Richard: "No way!"

KL: "Seeing is believing, Richard ... Watch this ..."

AV Cue: Switch to ELMO (KL selects Media Sender mode on the phone.)

KL: "Let me switch back to the main UI, and select the Media Sender. Then I choose a media file that I want to watch." (KL selects a video file.)

KL: "..., and now the phone is acting like a "Pocket Media Server". It is sending the video file piece by piece to the box, and decoding the stream using hardware decoder."

AV Cue: Switch to MobiShow box (Video playing.)

KL: "and... it's Taipei 101 in HD quality!" (Video playing, Richard starts to call KL's number.)

KL: "So what happened was: my friend gave me this Taipei 101 video. I copied that file to the small memory card of my phone. And when I got home, I just use my phone to show this wonderful video to my wife and kid on TV!"

AV Cue: PIP –Keep MobiShow screen, and small ELMO showing incoming call from Richard (Telephone rings heard from ELMO mic.)

KL: "Oh, I've got a call!" (KL answers the call.)

KL: "Hello! I'm in the middle of a demo! Can I call you back later?"

Richard: "Hi, it's me, Richard."

KL: "Hey! Why do you call me?"

Richard: "Ha, just checking if it is a real phone. Okay, it IS a phone."

KL: "Of course it is a phone, and, did you see? The video is still playing!" (KL stops video playback from the phone.)

AV Cue: Cam 1 on both KL and Richard

Richard: "Now THAT is really COOL! I didn't know a phone can do that."

KL: "Not the phone, it's MobiShow. MobiShow is a product built on top of our mTVic platform. With the platform, we can bring anything to any display."

Richard: "So we can make SmartPhones even smarter!"

KL: "Indeed. AWIND has integrated many web services to TV, and the good news is: we are going to open it to developers around the world. So, you can focus on write your own application or web pages, and mTVic will beam it to TV for you!"

Richard: "I'm sure the audience would love to know more about it. Please tell us more, KL."

AV Cue: Cam 1 on KL closing remarks

KL: "OK. AWIND is a young company from Taiwan. We have been recognized by Microsoft as a sole development partner for wireless presentation applications. We have received funds from SoftBank VC, VIA, and other investors. We are looking for partners to distribute the MobiShow box, and develop mTVic enabled TV applications. We have more to show you in the Pavilion. Please come to stand #48 for more details. Thank you very much."