

**Client:** Tyco  
**Project:** B2B Sales Video  
**Audience:** Companies who need security systems for their facilities  
**Shown below:** Excerpts from original video. (Please call or email to see full script.)

Video	Audio
All three characters in process of leaving work for the day; gathering up their car keys, laptop bag, setting alarm (if applicable), locking door for the night.	More than 500,000 customers rely on Tyco Integrated Security to be there for them 24 hours a day, seven days a week...
Nighttime shot - physical security system, glowing keypad?	Helping them safeguard their businesses with comprehensive protection.
1 <sup>st</sup> character (restaurant) getting into their car  2 <sup>nd</sup> character (warehouse) holding restaurant door open for his wife  3 <sup>rd</sup> character at airport, ready to board flight	Now imagine the flexibility to manage that protection from <u>anywhere...</u>  Down the street....  Or even halfway around the world
MSM logo with cool graphics...coupled with stock footage – people on their smart phone, tablet, in their car, serving customers, at outdoor café – business meeting...anything but standard office/warehouse facility shots.	Welcome to Mobile Security Management. Protection designed for the way you work today. Always connected. Always on the go.
Close-up on MSM's dashboard	With Mobile Security Management, you control your company's security in flexible new ways you never thought possible.
Super on screen <b>REAL-TIME ALERTS WITH VIDEO.</b>	Imagine using your phone or tablet to manage one location while working at another.
Restaurant manager in kitchen training new employee. (Time stamp at bottom 6:30am.)  Mgr glances at phone and sees the Boca store alert. Wrinkles his brow, a bit concerned.  We then see the live video feed showing Bob in the storeroom  Mgr calls Bob.	Restaurant manager: "Great job, Sandra. thanks for coming in early."  (We hear alert coming from smart phone) Manager: "Someone just entered our Boca store. But the prep staff doesn't get in until 9. I better check this out."  VO: Real-time alerts notify you when a location is disarmed. Live video feed shows you exactly what's going on.  Manager: Hey Bob: you're in early. Everything okay? Bob: Yup: just need extra time to set up for that Whitmore lunch today Manager: Great! Let me know if we need more hands on that.
We then see Restaurant Mgr toggle back to location menu showing multiple stores: Boca, Ft. Laud, Pompano, Coral Springs, Palm Beach, Pembroke Pines, Plantation, etc. He selects "Pompano Beach"; sees all is quiet and secured.	VO: Now you really can be in two – or even 10 places – at once!  <b>(NOTE original script takes viewers through two more scenarios to highlight other features, before the below wrap-up.)</b>
Graphic/animated treatment as visual break from footage? Both words "Needs" and "Budget" coming together somehow at center of screen?	Our team can help you review all the options available to decide which best fit your business needs and budget.
Continuous, on-the go protection that: (timed to VO) <ul style="list-style-type: none"> <li>• Boosts your productivity</li> <li>• Improves your time management</li> </ul> Helps achieve work-life balance	Protect your business with the continuous, on-the-go protection of Mobile Security Management. It helps you boost day-to-day productivity. Improve time management. And achieve the work-life balance you deserve.
Supers: <b>CALL 1.888.289.2647</b> <b>VISIT:</b> ( <i>specific MSM page</i> )	For a free demonstration of the new Mobile Security Management developed by the Tyco Integrated Security team, call 1.888.289.2647 now. Or visit us at ( <i>specific MSM page</i> )