

This was the first script we did for a fun series of animated short industrials we did for The Bergquist Company. The script here is in a speed format, good for fast turnarounds on small, in house teams. I enjoy crafting the visual and intellectual rhetoric of industrials: it's a fun challenge to impart the message quickly and accurately, yet keep them energetic and entertaining.

— Lane Raichert

THE PROFESSOR (pronounced "Za Professor") stands in front of a chalk board in a lab coat, hand behind his back. Two chalk drawings are on the board of TOUCHSCREEN FACES, one 4 wire, one 5 wire. They both smile calmly.

THE PROFESSOR

(loud)

Okay, people! Wake up! Pay attention!

(friendly)

About the touch screens... Something to consider, maybe you didn't know...

(bossy again)

There are very big differences between the four wire and the five wire touch screens. Observe!

WACK! His hand comes out from behind his back, revealing a POINTER, SMACKING it to the chalkboard ON OUR LEFT.

THE FOUR WIRE TOUCHSCREEN FACE - ON THE CHALKBOARD winces as the pointer has smacked just inches from his face. He opens his eyes cautiously --

THE PROFESSOR (OS)

The four wire is good, ya?

-- then smiles proudly.

THE PROFESSOR (OS)

But it can be damaged too easily.

-- then looks surprised/hurt at the comment.

BLUR PAN RIGHT as the pointer WACKS INTO SCENE causing THE FIVE WIRE TOUCHSCREEN FACE to wince as well.

THE PROFESSOR (OS)

But the five wire is much tougher.

The five wire smiles modestly.

QUICK CUTS OF REAL LIFE STILL PHOTOS OF APPLICATIONS ON SITE, IN USE, OVER EACH LINE OF DIALOGUE. HANDWRITTEN CHALK is written over each photo, pointing at each redundantly, saying, "THE MILITARY," "THE HOSPITALS," "THE WAREHOUSES," and "ETC."

THE PROFESSOR (OS)

That is why the five wire touchscreen is used by the military, the hospitals, in the warehouses, and on industrial computers and data loggers!

ON THE CHALKBOARD, the four wire face looks slightly annoyed over at the modestly proud five wire face.

THE PROFESSOR shrugs, looking around in mock confusion.

THE PROFESSOR

(higher pitched voice)

"But Professor --"

(normal voice)

-- you might ask like a little cartoon squirrel --

(higher pitched voice)

"-- why is this so?"

(normal voice, bossy)

Well, let me tell you already!

(ALT: -- you might ask--)

ON THE CHALKBOARD a stylus lowers onto a touchscreen. Two lined arrows point from the sides to the stylus point.

THE PROFESSOR (OS)

In order to read where the stylus is pointing, a touchscreen needs both the x and y coordinates, ya?

ON THE CHALKBOARD TWO LAYERS with bus bars hover above each other. ("4 WIRE" notates all shots with 4 wire technical graphics.)

THE PROFESSOR (OS)

With a four wire touch screen the x signal is created by one layer --

A line with an arrow passes over the bottom layer.

THE PROFESSOR (OS)
-- and the y, the other.

A line with an arrow passes over the top layer.

THE PROFESSOR (OS)
The chip knows where the stylus is on the screen because each row has its own unique voltage signature.

Lines run down the layers with numbers attached to them.

AT THE CHALKBOARD The Professor looks impressed at the four wire face, which smiles back cockily.

THE PROFESSOR
(friendly)
Pretty fancy, I'll give you that.

The Professor suddenly looks back AT CAMERA, WACKING the chalkboard again with his pointer, causing the four wire face to jump and wince.

THE PROFESSOR
(suddenly loud)
But, sadly, fanciness with a fatal flaw!

ON THE CHALKBOARD we see NORMAL BALL POINT PEN approach the 4 wire touchscreen face, which grimaces in worry. HANDWRITTEN CHALK LETTERING pops on, with an arrow pointing at the pen, reading "INAPPROPRIATE STYLUS."

THE PROFESSOR (OS)
Should the user press too hard, or use an inappropriate stylus
--

The ball point pen changes momentarily to a CAR KEY, A CARTOON DAGGER, CHAINSAW, the back to a PEN.

THE PROFESSOR (OS)
-- the top layer is permanently damaged!

The ball point pen SCRAPES across the side of 4 Wire Face's surface. It grimaces.

4 WIRE (sped up chipmunk voice)
Ow!

THE PROFESSOR looks concerned AT CAMERA.

THE PROFESSOR

The top layer, unable to conduct electricity anymore, has made the touchscreen --

ON THE CHALKBOARD the 4 Wire Face has a "scar" running down it's side, X eyes, and a tongue hanging out of its still mouth.

THE PROFESSOR (OS)

-- kaput!

ON THE CHALKBOARD

THE PROFESSOR

(higher pitched voice)

"But not every user will use inappropriate styluses --"

(normal voice)

-- you might say again, annoyingly --

(higher pitched voice)

"-- so what's the problem?"

The Professor puts his hands on his hips.

THE PROFESSOR

(like you even had to ask)

What's the problem...

ON THE CHALKBOARD we see a stylus repeatedly banging the same area of the touchscreen.

THE PROFESSOR (VO)

Even with normal use, the top layer can be damaged by repeated use. Maybe it still conducts electricity, ya, but at a changed rate.

THE VOLTAGE NUMBERS seen earlier, show up now, and start to change erratically as the stylus continues to bang away.

THE PROFESSOR speaks AT CAMERA.

THE PROFESSOR

This kind of damage makes small area accuracy and location fidelity on the four wire touchscreen --

ANGLE ON DEAD FOUR WIRE FACE still unmoving.

THE PROFESSOR (OS)
-- kaput!

AT THE CHALKBOARD The Professor steps away from the dead four wire face toward the five wire face.

THE PROFESSOR
Luckily for us, the five wire touchscreen is much tougher.

ON THE CHALKBOARD a graphic of the two five wire layers hover over each other. ("5 WIRE" notates all shots with 5 wire technical graphics.) Arrows first show the x and y, then the top layer blinks a dot at the same location.

THE PROFESSOR (OS)
Because the bottom layer finds both x and y coordinates, and the top layer only reads that connection --

THE FIVE WIRE FACE (in cartoon bandages, scrapes and scratches) is hit with a variety of INAPPROPRIATE STYLUSES, including a ROCK and a SHOE. Then it looks up, smiling.

5 WIRE FACE (sped up chipmunk voice)
Ready when you are!

THE PROFESSOR (OS)
-- the five wire touchscreen can take much more damage and still keep on working wunderbar!

THE PROFESSOR now suddenly wears a SWEATSHIRT over his labcoat. On it is written "It Stays Linear." He points at his own chest with the pointer, accentuating each word for effect.

THE PROFESSOR
Five wire touchscreen. Simply put: It. Stays. Linear.

He suddenly waves the pointer AT CAMERA bossily.

THE PROFESSOR
(suddenly loud)
Okay, now don't forget!
(then, just as suddenly friendly, nonchalant)
That is all. Thank you.

CUT TO BLACK: