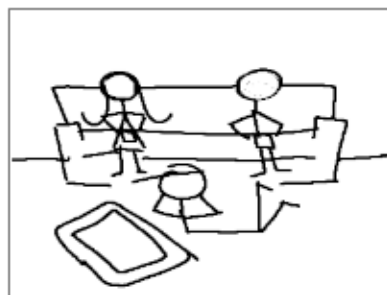


Over the shoulder shot:
A person reading on
their phone and
scrolling.

Cut to:



Wide shot:
A family all watching
videos from their phones
or the child's tablet.

Cut to.



Medium shot:
Two teens listening to
music from their phones
and texting.

Cut to.



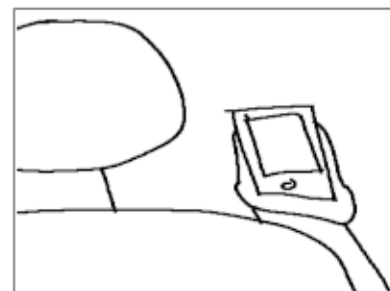
WS:
of Barnes N Nobles, it's
a clear, sunny day.

Text transition:



WS:
the same shot of BnN,
but a SALE sign grows
from small to large
while spinning on
screen.

Cut to.



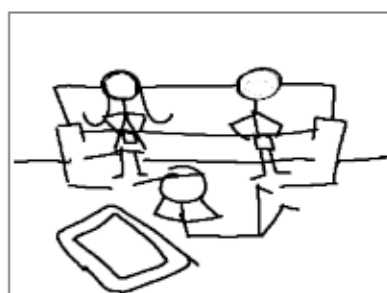
Over Shoulder shot:
the same opening shot
of the person on their
phone.

Wipe transition:



WS while panning
around the table of
people:
the person attends a
book club and talks
animately about the
book they're reading.
A -50% sign in the
corner.

Cut to.



WS:
the same family from
shot 2, on their
electronics.

Wipe transito



Low Angle WS:
of the family watching a
movie together instead
of separately.

Cut to.