



## Interactive Health HT-140 demo video

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Client: ICV Digital Media for Interactive Health, Inc.

<i>VIDEO</i>	<i>AUDIO</i>
<p>FADE IN:</p> <p>1. Crane shot of model enjoying HT 270. Establish and pan into set limbo background and dissolve to:</p>	<p>(1) <u>FADE UP:</u></p> <p><u>Background music theme, in and under</u></p> <p>(1) <u>NARRATOR</u> (VO): Imagine the perfect <b>escape from stress . . . for total relaxation</b> in the privacy of your own home.</p> <p style="text-align: center;"><b>It's not just a fantasy anymore . .</b></p>
<p>2. Crane beauty shot of empty HT-140 in classic limbo set.</p> <p>Animate title over shot: <i>HT-140 from Interactive Health.</i></p>	<p>(2) Meet your personal masseuse, the <b>HT-140 robotic massage chair</b>, from <b>Interactive Health</b>, the world leader in massage technology.</p>
<p>3. MCU back of chair. Key animated <i>HTT logo</i>. Key insert roller assembly in motion.</p>	<p>(3) The HT-140 is built upon patented <b>Human Touch Technology</b> that closely replicates therapeutic techniques used by chiropractors and massage professionals.</p>
<p>4. Montage: Top view looking</p>	<p>(4) This advanced technology employs a</p>

<p>down on massage motor mechanism in motion.</p> <p>Montage showing soothing motion. Key: <i>Performs like an expert masseuse.</i></p>	<p><b>three-motor mechanism</b> that follows the spine's natural curve.</p> <p>To this soothing motion we've added a unique <b>quad roller assembly</b> that performs like an expert masseuse.</p>
<p>5. Montage: MS and MCU of model enjoying massage in HT-140. Motion shot.</p>	<p>(5) The result is a <b>multi-dimensional</b> robotic massage that feels remarkably effective, relaxing, and <b>human!</b></p>
<p>6. MS: another model in chair. Key: <i>All Major Massage Modes</i></p> <p>CU rolling motion, Key: • <i>Rolling</i></p> <p>Split screen showing hands-on rolling massage. Cut to:</p> <p>Split screen: hands-on kneading and roller kneading with title: • <i>kneading</i>, cut to: front angle CU of kneading rollers. Cut to:</p> <p>Split screen: hands-on percussion and roller percussion with title: • <i>percussion</i>, cut to: front angle</p>	<p>(6) Only chairs with Human Touch Technology, like the HT-140, can replicate <b>all</b> major massage modes. These include:</p> <ul style="list-style-type: none"> <li>-<b>Rolling</b>, which gently relieves tension and loosens muscles along the spine,</li> <li>-<b>Kneading</b>, a circular, pressing motion that goes deeper to lift and stretch muscles for improved circulation,</li> <li>-<b>Percussion</b>, a rapidly tapping motion that flexes spinal joints, relieves pressure, and invigorates the entire back, and . . .</li> <li>-<b>Compression</b>, a mode exclusive to Human Touch Technology, that firmly pushes muscles on each side of the spine, for improved mobility and posture.</li> </ul>

<p>CONT. 6 CU of percussion rollers. Cut to: Split screen: hands-on compression and roller compression with title: • <i>compression</i>, cut to: front angle CU of compression rollers.</p>	
<p>7. MS model in chair. Move to MCU. Key: <i>Kneading and Percussion</i></p>	<p>(7) The HT-140 can even <b>combine kneading and percussion</b> for the most intense, deep-tissue massage you've ever experienced in a robotic chair.</p>
<p>8. MCU: foot and calf massager in use. Key: <i>Foot &amp; Calf Massager</i></p>	<p>(8) The HT-140 also comes with this <b>multi-speed foot and calf massager</b> that delivers reflexology-style benefits to the entire body.</p>
<p>9. CU: neck massager in action, model lays back into chair, fast zoom out to MWS.</p>	<p>(9) A penetrating <b>neck massager</b> completes the HT-140's <b>head-to-toe</b> massage system.</p>
<p>10. CU, controller in person's hand.</p>	<p>(10) This <b>hand-held controller</b> is your HT-140 command center.</p>

<p>11. ECU side buttons. Highlight as mentioned.</p>	<p>(11) With these buttons on the controller's side, you can <b>adjust shoulder height</b>, and select one of three <b>fifteen-minute auto massages</b> for full, upper, or lower back.</p>
<p>12. Composited shot: MS model in chair, ECU width adjust button, with title: <i>Customizable Width</i></p>	<p>(12) The <b>width</b> button adjusts the massage roller width for customizable comfort.</p>
<p>13. Composited shot: MWS person receiving stretch massage. ECU stretch button, with title: <i>Stretch Mode</i></p>	<p>(13) The <b>stretch</b> button activates our unique stretch mode, which emulates traction by gently stretching and uncompressing the spine.</p>
<p>14. Composited shot: MWS person in chair. ECU restore button, with title: <i>Restore</i>. Lose title and show restore mode in action.</p>	<p>(14) When you're through massaging, the <b>restore</b> button brings the chair to a full upright position and stows the footrest.</p>

<p>15. ECU stop button. Key: <i>Stop</i></p>	<p>(15) To disengage any chair function at any time, simply press the <b>stop</b> button.</p>
<p>16. MS Chair on set, with model reading a book or listening to iPod.</p>	<p>(16) Even when not massaging, the HT-140 provides remarkable comfort and relaxation.</p>
<p>17. WS Chair reclining to 170 degrees, insert box showing remote controller.  Key text: <i>170 Degree Recline</i></p>	<p>(17) Through the controller, the HT-140 can be reclined 170 degrees.</p>
<p>18. Split screen: CU removable softening pad, head/neck pillow</p>	<p>(18) For added comfort, there's a removable softening pad for the back and an extra thick head and neck rest pillow.</p>
<p>19. Montage: Build of HT-140 stock photos in home environment.</p>	<p>(19) More than just a great massage chair, the HT-140 is beautiful furniture you'll be proud to own.  Its exquisite design is quality crafted with sumptuous leather and faux leather in popular <b>black and cashew</b> colors.</p>
<p>20. Montage: CUs oak armrests and base.</p>	<p>(20) Rich oak wood base and armrests complete this elegant fit and finish.</p>

<p>21. Model sitting in chair. Crane shot. Key: <i>Sitting is Believing</i></p>	<p>(21) At Interactive Health, we firmly believe that <b>“sitting is believing.”</b> Spend just a few minutes in the HT-140 and you’ll be convinced: robotic massaging at long last has <b>“the human touch.”</b></p>
<p>21. Beauty shot of chair with model, go to silhouette lighting.</p> <p>FADE TO BLACK</p> <p>END</p>	<p>(21) The HT-140 from <b>Interactive Health</b>, another quality product from the world leader in massage technology.</p> <p><u>Music up and Fade Out</u></p>