

# Cintas AED Storyboard v1



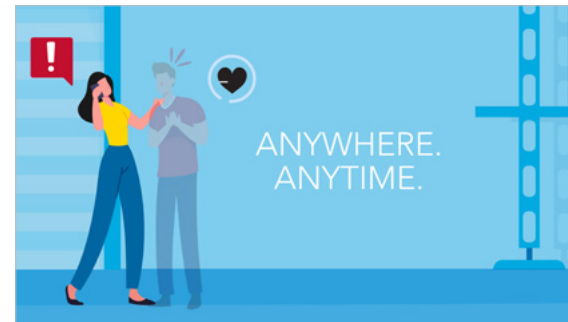
1. A cardiac emergency is probably the last thing on your mind.

Animation: A man clutches his chest. EKG line on a heart moves up and down, then slower.



2. The thing is, it's the number one cause of death in the workplace

Animation: A woman walks in while holding a phone, words appear on screen



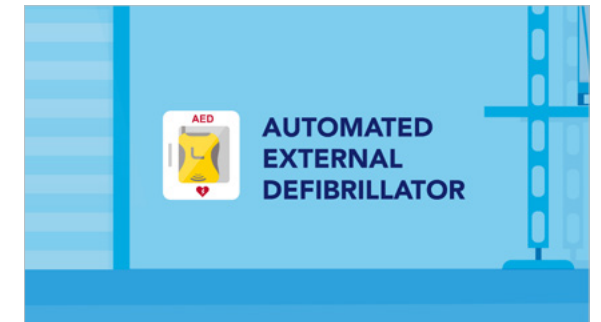
3. and can happen anywhere, anytime.

Animation: Heart beat fades to black and EKG line fades out, man fades out of view, while "Anywhere. Anytime." text appears.



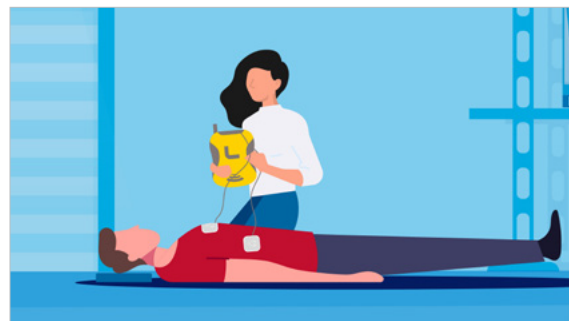
4. That's why you need an AED

Animation: AED box appears large in frame



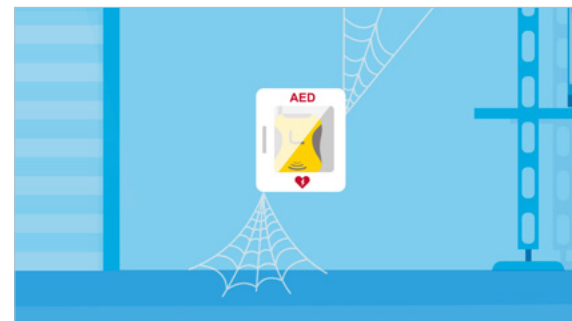
5. -an automated external defibrillator.

Animation: AED box zooms out to position on the wall, then text scrolls in left to right.



6. This device can mean the difference between life and death.

Animation: woman holds AED, defibrillator delivers a shock to the man which causes upward movement of his legs and upper body



7. But it's not enough just to have an AED on hand.

Animation: The AED on the wall grows cobwebs and opacity of window increases as if dustier.



8. You need ongoing service and maintenance of the unit and people who know how to use it.

Animation: man walks in to check AED



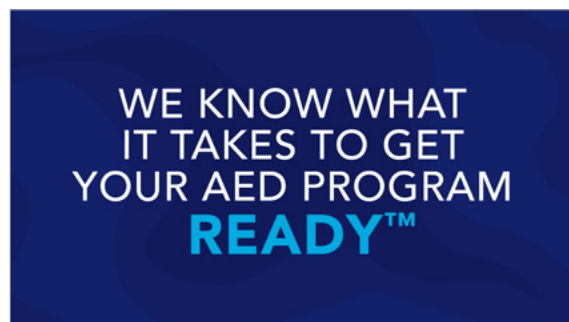
9. Well, that's where Cintas comes in.

Animation: text scrolls in from right, line by line, check marks animate in on boxes



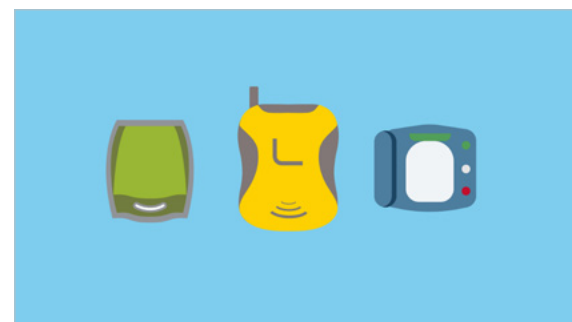
10. With more than 740 saves and counting,

Animation: text appears over dark background



11. we know what it takes to help you get your AED program started.

Animation: text appears over dark background



12. Here's how it works. First, choose an AED from our selection of industry-leading brands.

Animation: Three AEDs appear, all equal size. As middle AED is "chosen," left and right AEDs shrink and fade in background



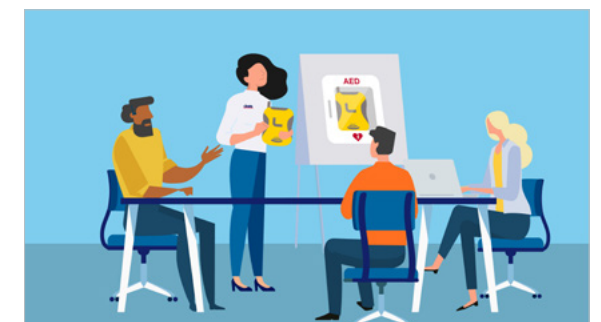
13. Tell us where you want it placed,

Animation: Empty AED box appears on wall



14. and we'll install it for you.

Animation: AED pops into place



15. Second, schedule a course with our certified instructors to train your team on how to use the AED.

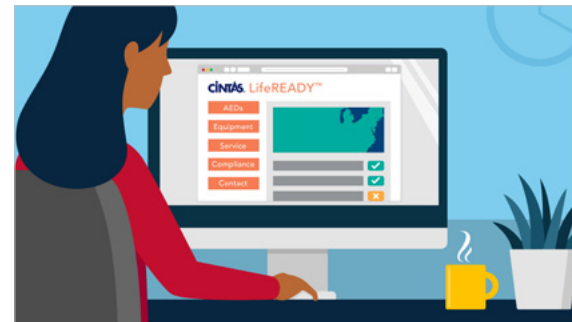
Animation: Conference room scene appears, subtle movements of people

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15. Finally, and most importantly, we'll help you keep your AED ready to save lives by performing ongoing maintenance and regular service inspections.

*Animation: man walks in to check AED, text scrolls in from right, line by line, check marks animate in on boxes*



2. We'll also give you access to LifeREADY 360, our online tool that lets you track and manage all your AEDs across multiple buildings.

*Animation: Browser appears on monitor, buttons pop in, container with map scrolls up, subtle movements in woman's arm as she moves the mouse*



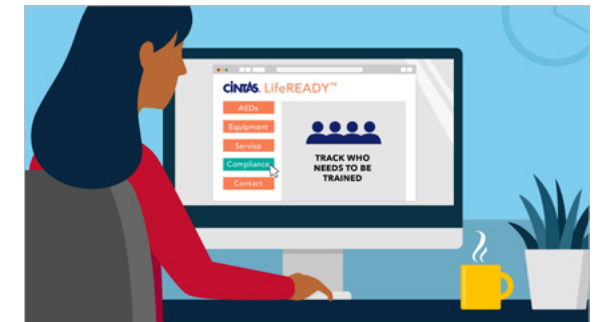
3. With LifeREADY 360, you can monitor battery and pad expiration dates,

*Animation: cursor moves over "Equipment" and "clicks" as it turns from orange to green, battery info and text appears*



4. schedule service reminders,

*Animation: "Equipment" turns back to orange, cursor moves over "Service" and "clicks" as it turns from orange to green, wrench icon and text appears*



5. track who needs to be trained and more.

*Animation: "Service" turns back to orange, cursor moves over "Compliance" and "clicks" as it turns from orange to green, people icons and text appears*



6. Trust Cintas to provide the knowhow and care

*Animation: Heart starts out black with flatline, line begins moving across the heart*



7. to help keep lifesaving technology at the heart of your business.

*Animation: Heart fades to red as EKG line moves up and down*



8.

*Animation: end on fade in of Cintas logo*