



Excerpt of Multimedia Script Writing Sample

I'm standing in an area we call the "Exploration Center" where together we explore future concepts and possibilities. We are always bringing new concepts into this venue - some concepts have proven to be valuable and have moved into more formal development. Through demonstrations, and more importantly our subsequent conversations, we can educate each other on our respective future visions.

Currently, we are highlighting the "Branch of the Future" where we demonstrate concepts related to the future branch experiences of your customers and employees. We use real-life scenarios and emerging technologies to show examples of mobile banking concepts, illustrate the value of leveraging a multichannel approach to customer interaction, give examples of operational efficiencies, and introduce some ideas about new, innovative customer interface techniques aimed at enhancing the customer experience and deepening your relationship with them.

The concepts you'll see here are not today's solutions – they are our vision for the branch of tomorrow. We encourage our visitors to share their visions with us, to help us create solutions that are truly in line with our customer's needs.

I hope you can experience these concepts in person very soon.