VIDEO	AUDIO
1. Fade up from black into PharMEDium logo and title screen build over crisp, clean, contemporary background graphics. Logo reveals center screen. SUPER title below logo: "I.D. Your I.V.™" Then, fade in subtitle below title. SUPER: "exclusively from PharMEDium" "Patent Pending" in small case lettering below subtitle. 2. Titling fades out as logo shrinks back into upper left mortise box within letterbox graphic template. 3. Montage of product beauty shots begins in lower left and right mortise boxes of the graphic template. Products include: Heparin, Norepinephrine, Epinephrine, Phenylephrine, Amiodarone, Vasopressin, and Diltiazem. 4. In the lower frame letterbox banner, DISSOLVE IN traveling text, SUPER: "Far Easier" and "Easier." DISSOLVE OUT lower frame text. DISSOLVE IN traveling text in the upper frame letterbox banner. SUPER: "Far Safer" and "Safer". DISSOLVE OUT upper frame text. DISSOLVE IN traveling text SUPER: "PharMedium®" in the lower frame letterbox banner.	**UPLIFTING MUSIC TRACK FADES IN.**
5. Upper and lower letterbox banners fade away with DISSOLVE TO hectic hospital	**MUSIC FADES DOWN AND UNDER ANNOUNCER. FADE IN SFX OF NOISY PUMP ALARM.** **ANNOUNCER (VO):** In a hectic hospital environment

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environment full screen. *(Lift time-lapse sequence from existing video)* 6. COMPOSITE IN messy line label scene - handwritten, hard-to-read, tangled lines - to set the stage for the real-life situation. 7. Lift clean room scenes from existing video to cover here. 8. DISSOLVE TO CU's of beauty shots of products with new labels. Add slow drift/zoom motion to photos within the mortise box structure of the graphic template. 9. CUT TO CU of nurse retrieving I.V. bag from bin. ZOOM TO ECU of bag on pole.	…when a patient's safety is on the line…every second matters. There's no time for guesswork, confusion or medication identification errors due to misunderstood or inadequate labeling and packaging. **SFX OF NOISY PUMP ALARM FADES OUT. MUSIC CONTINUES UNDER ANNOUNCER.** **ANNOUNCER (VO):** PharMEDium is committed to helping you provide the safest medical care possible with our ready-to-use compounded sterile preparations. And now, we're pleased to introduce our new "I.D. Your I.V.™" enhanced labeling and packaging system. We took your valuable input; and, we updated our service offering to help you reduce the chance of errors by improving identification of IVs throughout the medication delivery process.
10. GRAPHIC segue. Reprise opening graphic template. "I.D. Your I.V.™" logo in the upper left mortise box. Nurse and I.V. bag image in right screen mortise box. DISSOLVE IN text in lower left mortise box. SUPER: "New Overwrap Design."	**MUSIC BRIDGE UP THROUGH GRAPHIC.**
11. RACK FOCUS TO MS nurse holding admixture I.V. bag still inside the overwrap bag. She turns bag from front to back showing clear view of labeling through the overwrap packaging. (Also cover action as MCU OTS on bag, and CU on bag.) 12. CUT TO MCU of nurse handling the I.V. bag, focus on the perforated bottom of overwrap bag. Nurse's hand enters frame and pulls	**MUSIC DOWN AND UNDER ANNOUNCER.** **ANNOUNCER (VO):** PharMEDium's new overwrap bag provides a clear view of the I.V. label from both sides, while offering UV block protection for light sensitive drugs. The new easy-to-open perforated seal lets you quickly and efficiently remove the I.V.

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bottom tab along perforation pulling away the tab. 13. CUT TO ECU of perforated hanger hole. PULL OUT TO MCU of nurse hanging the bag on the I.V. pole.	At the top, you'll find a new perforated hanger hole. It provides the convenient option to hang the light sensitive I.V. inside the overwrap.
14. GRAPHIC segue. Reprise opening graphic template. "I.D. Your I.V.™" logo in the upper left mortise box. Nurse and I.V. bag image in right screen mortise box. DISSOLVE IN text in lower left mortise box. SUPER: "Improved I.V. Bag Labeling"	**MUSIC UP THROUGH GRAPHIC.**
15. DISSOLVE TO MS of nurse reviewing a patient chart on a clipboard. She then sets the clipboard aside. 16. CUT TO MCU as she picks up I.V. medication still inside the overwrap bag, removes the overwrap bag and sets the overwrap aside. 17. CUT TO MCU of nurse as she turns the I.V. bag front to back to show labeling on both sides. Also cover as CU, ECU, and MCU OTS with focus on the bag. F 18. FREEZE frame ECU of I.V. Bag. Featured product is Norepinephrine. SUPER each of the following features within context of graphic template. Square graphic overlay highlights and lifts each key feature of the I.V. label to a larger size image. 19. HIGHLIGHT extra large letters of the drug name. 20. HIGHLIGHT TALLman	**MUSIC DOWN AND UNDER ANNOUNCER.** **ANNOUNCER (VO):** You can count on PharMEDium to deliver the highest quality standards in everything we do. Notice, extra large letters for the drug name span the entire top of the label for enhanced readability. The use of TALLman lettering and color differentiate

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lettering.	look alike, sound alike drugs.
21. HIGHLIGHT total content numbers.	Large pronounced numbers for the total content enables improved dose recognition.
22. HIGHLIGHT mcg per mL labeling.	A micrograms per milliliter description in large bold print help to ensure the information is easily identifiable.
23. HIGHLIGHT "High Alert" rectangle.	A large, red rectangle inscribed with "HIGH ALERT" serves as an important visual cue to double check the medication selection.
24. HIGLIGHT medication expiration date.	The prominent position the medication's expiration date makes it easier to reference.
25. HIGHIGHT bar code. ZOOM IN.	The bar code includes NDC number, lot number and expiration date in one scan for better patient traceability.
26. GRAPHIC segue. Reprise opening graphic template. "I.D. Your I.V.™" logo in the upper left mortise box. Nurse and I.V. bag image in right screen mortise box. DISSOLVE IN text in lower left mortise box. SUPER: "New I.V. Tracing Labels"	**MUSIC UP THROUGH GRAPHIC.**
27. DISSOLVE TO MS of nurse hanging an already spiked bag onto the pole. ZOOM to MCU as she peels away the three ready-to-use, lift and peel I.V. tracing labels. 28. CUT TO ECU as nurse applies one of the labels to the I.V. line. (Also cover as MS and MCU angles.)	**MUSIC DOWN AND UNDER ANNOUNCER.** **ANNOUNCER (VO):** You asked. We listened; and, we developed a simple, safe and standardized I.V. labeling solution. Now, our preparations come with three I.V. tubing labels pre-attached to the I.V. bag…exactly where you need them. Identify with ease the large, bold drug name on both sides. The paper stock is sturdy, water-resistant and recyclable. The ink is smudge-proof.

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29. CUT TO MCU of nurse as she removes and relocates the label on the tubing to demonstration the semi-permanent adhesive feature. 30. CUT TO ECU of label on I.V. line. HIGHLIGHT curved edges and clear-view features. 31. CUT TO MCU cutaway of nurse peeling the label tab from the top of the bag. 32. CUT TO OTS angle of nurse looking at the bag from a distance.	Importantly, the clear, semi-permanent adhesive does not obstruct your view of the medication flow; and, it's simple for you to reposition the label if desired. As an added safeguard, we rounded the edges, keeping them smooth so as not to inadvertently hurt your patient. Apply up to three I.V. tracing labels. Then, tear here to discard the residual paper. I.V. recognition is now much easier…even from a distance.
33. Segue to montage of selected scenes/images set against clean, crisp graphic background. Clips from the show begin to reinforce key points.	**MUSIC UP.**
34. Montage transitions to beauty shots of products. SUPER a sequence of on-screen text: "I.D. Your I.V.™" "Ready to Use Compounded Sterile Preparations" "Ready to Use Clear Overwrap" "Ready to Use I.V. Tubing Labels" 35. Reprise logo build from opening. "exclusively from PharMEDium"	**SFX TO REINFORCE THE FLY-THROUGH SUPERS.** **MUSIC DOWN AND UNDER ANNOUNCER TAG.** **ANNOUNCER (VO):** Seeing IVs…like never before. I.D. Your I.V. Simple, safe and standardized I.V. labeling solution…exclusively from PharMEDium. **MUSIC UP, THEN DOWN AND OUT WITH FADE TO BLACK.**
36. Fade to black. SUPER disclaimer in small text: "Example of services.	

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Features described are available on most presentations of services." DISSOLVE OUT. 37. DISSOLVE IN Copyright SUPER: "© 2013 PharMEDium, LLC" 38. Fade to black.	