

Inmarsat  
Script - 40<sup>th</sup> Anniversary Brand Film

	Visuals	Voiceover
1.	The camera gazes up in wonder at the clear night sky.	<i>Do you remember a time before Inmarsat?</i>
2.	A shooting star flashes across it.	<i>Before our vision of what could be achieved in a connected world?</i>
3.	<p>The camera moves from the sky, revealing our hero.</p> <p>As he continues to gaze at the sky, points of light appear, representing satellites.</p> <p>An elegant aurora of light connects them, suggesting a grid.</p> <p>An aeroplane flies overhead, surrounded by this light.</p> <p>Our hero walks out of shot.</p>	<p><i>It's been 40 years since we started to build our world class network of technology, manufacturing and partnerships...</i></p> <p><i>Pioneering mobile satellite communications and powering global connectivity.</i></p>
4.	He walks through a disaster zone.	<i>Helping governments to serve and respond anywhere and at any time.</i>
5.	<p>Then through a working mine.</p> <p>Cut away to shots of other enterprises, for instance cargo containers, a ship's bridge.</p>	<i>And enabling organizations to transform the way they do business across the globe.</i>
6.	He walks through a home where a birthday is being celebrated – a cake with candles is carried towards a group of adults. As the camera moves towards the candles, they become the light of the sun rising over the ocean. The water shimmers in the morning light.	<p><i>We're celebrating 40 years of Inmarsat with pride.</i></p> <p><i>Of opportunities, of commitment and of reaching new horizons.</i></p>
7.	As he walks along the shore we see footage playing in the water, as though it is just under the surface -	<i>And of making the world a safer place to work and travel.</i>

	ships battered by rough seas, helicopter airlifts from ships.	
8.	He passes through into a control tower / data management centre – we see radar screens and aviation monitors. Staff on the ground offer information to the pilots.	<i>By enabling constant and seamless connections between sea, air and land.</i>
9.	He emerges into a disaster site, and sees someone using a BGAN terminal with a TSF logo.	<i>Whatever the circumstances.</i>
10.	Our hero leaves the disaster site and transitions into a very clean, modern space. A large digital wall is showing a graphic of a connected globe. He pulls up a chair, as if to watch it, but as he sits down...	<i>We're driving a world of new and exciting technologies that are enabling our clients to work even smarter and more efficiently.</i>
11.	...he finds himself sat in the cockpit of an aeroplane.	<i>Where connected aircraft are a little kinder to our planet, enabling operators to use less fuel while getting their customers there faster.</i>
12.	He walks out of the cockpit, and into a fish market. On his phone, he scans a QR code placed next to one of the fish, and can access up-to-date information about where and when it was caught, and the price. Our protagonist disappears into a crowd...	<i>And clever thinking is helping fishing to become more sustainable.</i>
13.	...and emerges in a farm manager's office. On a screen, the farm manager watches a map of his farm, and monitors the microclimate of each field. He can easily locate each of his four combine harvesters, and engages one. We zoom into the image of the combine...	<i>While we're revolutionizing the way we farm our crops and produce our food...</i>
14.	...and pull out in the real world where the combine is churning out a chute of grains. A similar chute of grains is being poured from a cereal box into a breakfast bowl.	<i>Enabling the next generation of automated machines to grow more using fewer resources.</i>

15.	Our protagonist sits down to eat their breakfast in front of a TV. The TV shows footage of tsunami early –warning systems / monitoring of buoys	<i>And providing precious time when the very worst happens.</i>
16.	Our protagonist walks through the kitchen door, and emerges in an airline cabin. As he walks down the aisle, he sees people writing emails, Facetiming loved ones, shopping online.  He starts up the staircase into first class...	<i>Our lives are being transformed by new opportunities to connect and share our experiences.</i>
17.	...and emerges onto the deck of a ship. All around him, data from the ship is beaming out and up to space. The camera follows it up, tilting upwards towards the sky.  As it tilts down, we're now flying over the top of the port, seeing our protagonist on the ground walking in the middle of the frame between shipping containers and cargo as it's being transferred.  He stays in the centre of the frame as we transition to a similar shot...	<i>While advances in cargo tracking, crew welfare and improved regulation are creating a more efficient and ethical supply chain.</i>
18.	...but now we're above a mine as graphics from the various vehicles seem to beam location, fuel and freight data up into space. We see our protagonist break into a run...	<i>By providing reliable, continuous coverage to all corners of the earth, our dedicated satellite technology is shaping our world.</i>
19.	...and continues running, now dressed in army fatigues, with three similarly dressed troops next to him.  The camera drops down to reveal he is running with his training squad as we hear the noise and shouting of military exercises. We see a series of whip-fast panning shots as different soldiers in completely different locations communicate with each other.	<i>Not only making it smarter and more efficient, but a safer place to live.</i>

	The final whip pan is to someone holding a pair of binoculars.	
20.	<p>We see their view through the binoculars. It shows a satellite being launched on the horizon.</p> <p>The person removes the binoculars, revealing themselves to be our protagonist, now standing on the top of a mountain at sunrise in normal clothes.</p>	<i>Here's to the last forty years – an entire generation of innovation and breakthroughs that have touched humanity.</i>
21.	<p>As he gazes towards the satellite launch, we transition to a close up view of it, then follow the satellite into space. As it turns around, it reveals a stunning view of our planet.</p>	<i>And here's to the next forty. We've invested more than ever before to create a new generation of wonders that can barely be imagined.</i>
<b>End</b>		