CENTERLINE DIGITAL

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OVERVIEW

This script is for an early learn video aimed at banking industry professionals, introducing them to the exciting and desirable new technology from IBM Cloud for Open Banking.

Visuals will be a 60-second live-action video set in an office environment.

	VO	Visual
1		We see a corporate office setting where two financial advisors are each meeting with a client: **MIKE** is on one side and **BRIAN** on the other. GFX ON SCREEN: **Finance Finals**
2	**OLYMPIC-STYLE SPORTSCASTER 1:** On the left: Meet our first financial advisor, Mike. He has the latest tech from IBM Cloud for Open Banking. On the right: It's Brian, our returning champ. He's not on the cloud, but looks like he's brought a lot of paperwork with him..	Mike looks up and waves. Brian looks up and waves. GFX ON SCREEN: **Mike / challenger with IBM Cloud** **Brian / returning champ**
3	**OLYMPIC-STYLE SPORTSCASTER 2:** We'll see how that goes. As a reminder, a panel of CIO judges will be scoring each player on technical excellence. Let's begin! Our advisors are going to start by opening a new account for a customer. **SPORTSCASTER 1:**	We pan over to an Olympic-style judges' table, where **5 CIO judges** are wearing matching jackets. We return to the 2 financial advisors, now in a **split screen**. Mike and Brian both begin tapping away on their laptops. GFX ON SCREEN: A clock counts down during the event, to show they're racing against time.

	And Mike is really moving <u>fast</u>! He's using robotic process automation software to onboard the client in fewer steps. **SPORTSCASTER 2:** Brian looks a few steps behind.	
4	**SPORTSCASTER 1:** Back to Mike. He's already verified the client's identity with an IBM Blockchain solution for Know your Customer compliance. Look at that confidence! **SPORTSCASTER 2:** That's right, Mike's taking advantage of IBM API Connect to securely link customer accounts across different banks. Looking at Brian, he's wasted a lot of time already. That's gonna cost him with the judges.	We use crowd noise and reaction shots from the judges to increase the intensity and tension. Mike remains calm. Brian looks increasingly frazzled.
5	**SPORTSCASTER 1:** And we're seeing Mike with a portfolio recommendation! **SPORTSCASTER 2:** The judges will note how <u>simple</u> that was. That's AI with IBM Watson for Financial Services at work. Those apps the developers created with fintech partners were so easy to use. **SPORTSCASTER 1:** And Mike's recommended a portfolio of ethical growth funds!! Brilliant move for the customer!!! **SPORTSCASTER 2:** Oh but Brian is surely disappointed in his progress, as we run out of time.	We hear applause – and see Mike explaining some options to his customer. Mike and his customer go over their plan and nod in agreement. Reaction shot of the CIO judges looking impressed. Brian is still tapping away while his customer looks bored. He breaks a pencil in half. Reaction shot of the CIO judges looking disgusted. GFX ON SCREEN: Clock runs down to zero.

6	**SPORTSCASTER 1:** Here's the verdict from the judges. For Mike… Tens across the board! Perfection. A fantastic performance. **SPORTSCASTER 2:** And for Brian… Oh. What a shame.	We see the judges tapping on their laptops. GFX ON SCREEN: **Mike:** 10 / 10 / 10 / 10 / 10 / **OVERALL: 10.0** Mike smiles with an "aw-shucks" sense of pride. **Brian:** 1 / 0 / 3 / 1 / 2 / **OVERALL: 1.4** Brian, frustrated, throws his hands and his paperwork up in the air.
7	**SPORTSCASTER 1 (EXCITEDLY):** Mike is the new champion -- representing the future of finance with IBM Cloud for Open Banking! Folks, we are witnessing history!	[Closing title card] IBM logo