

Nokia Lumiere Viral Storyboards
2008.02.22

Entering the site

Scene Action

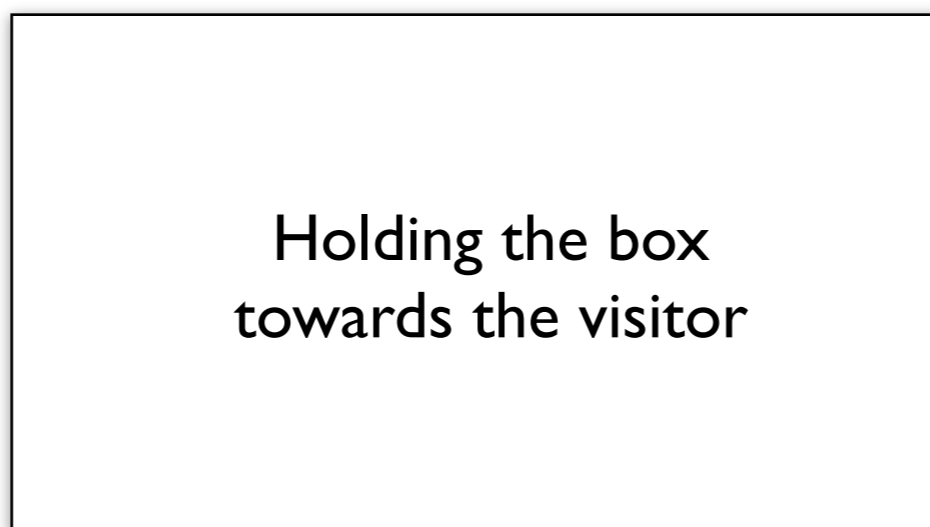
Entering the site - Ninja Scare
The Ninja takes the device and disappears into the dark background. Alternatively just hands, and not showing/ revealing the full character.



Info

Location: Neutral dark background.
Anywhere at the Backlot

Entering the site
Holding the box towards the visitor - display of product to be able to show ninja scare clip.



Location: Neutral dark background.
Anywhere at the Backlot

Drawing the main menu 1
Ninja enters from dark



Location: Neutral dark background. Any where at the Backlot



Entering the site

Scene Action

Drawing
the main
menu 1

She picks out a brush and
draws six characters in the air



Info

Location: Neutral dark
background. Anywhere at the
Backlot

Characters created in post

Drawing
the main
menu 1

She picks out a brush and
draws six characters in the air



Location: Neutral dark
background. Anywhere at the
Backlot

Characters created in post



Transition Clips

Scene	Action
Transition clip 1.	C.U. any area that suits the content.

C.U. of character's clothes/
fabric moving

Info

Location: Neutral dark background. Anywhere of the environments.

Transition clip 2.	C.U. any area that suits the content.
--------------------	---------------------------------------

C.U. of character's feet
moving on the ground

Location: Neutral dark background. Anywhere of the environments.

Transition clip 3.	C.U. any area that suits the content.
--------------------	---------------------------------------

C.U. of character's hair
moving

Location: Neutral dark background. Anywhere of the environments.



Transition Clips

Scene	Action
Transition clip 4.	C.U. any area that suits the content.

C.U. of character's hands holding device

Info

Location: Neutral dark background. Anywhere of the environments.

Transition clip 5.	C.U. any area that suits the content.
--------------------	---------------------------------------

C.U. of character's face

Location: Neutral dark background. Anywhere of the environments.

Transition clip 6.	C.U. any area that suits the content.
--------------------	---------------------------------------

C.U. of character in air, while somersaulting or similar.

Location: Neutral dark background. Anywhere of the environments.



Transition Clips

Scene	Action
Transition clip 7.	Video - Online, bamboo/forest environment.

Unique transition clip
for idle loop no. 1 environment.
Outro sequence.

Info

Location: bamboo/forest

Transition clip 8.	Maps - TV, park/backlot environment.
--------------------	--------------------------------------

Unique transition clip
for idle loop no. 2 environment.
Outro sequence.

Location: park/backlot
environment.

Transition clip 9.	Music - Online, rooftop/backlot environment.
--------------------	--

Unique transition clip
for idle loop no. 3 environment.
Outro sequence.

Location:: rooftop/backlot
environment.



Transition Clips

Scene	Action
Transition clip 10.	Photo – Online, backlot/street with rain environment.

Unique transition clip
for idle loop no. 4 environment.
Outro sequence.

Info

Location: backlot/street with rain environment.

Transition clip 11.	Maps – Photo, courtyard, lake, pond/backlot environment.
---------------------	--

Unique transition clip
for idle loop no. 5 environment.
Outro sequence.

Location: Photo, courtyard, lake, pond/backlot environment.

Transition clip 12.	Phoning, street/backlot environment.
---------------------	--------------------------------------

Unique transition clip
for idle loop no. 6 environment.
Outro sequence.

Location: street/backlot environment.



Transition Clips

Scene	Action
Transition clip 13.	Video - Online, bamboo/forest environment.

Unique transition clip
for environment no 1.
Intro Sequence - loopable.

Info

Location: bamboo/forest

Transition clip 14.	Maps - TV, park/backlot environment.
---------------------	--------------------------------------

Unique transition clip
for environment no 2.
Intro Sequence - loopable.

Location: park/backlot
environment.

Transition clip 15.	Music - Online, rooftop/backlot environment.
---------------------	--

Unique transition clip
for environment no 3.
Intro Sequence - loopable.

Location:: rooftop/backlot
environment.



Transition Clips

Scene	Action
Transition clip 13.	Photo – Online, backlot/street with rain environment.

Unique transition clip
for environment no 4.
Intro Sequence - loopable.

Info

Location: backlot/street with rain environment.

Transition clip 14.	Maps – Photo, courtyard, lake, pond/backlot environment.
---------------------	--

Unique transition clip
for environment no 5.
Intro Sequence - loopable.

Location: Photo, courtyard, lake, pond/backlot environment.

Transition clip 15.	Phoning, street/backlot environment.
---------------------	--------------------------------------

Unique transition clip
for environment no 6.
Intro Sequence - loopable.

Location: street/backlot environment.



Other Clips

Scene	Action
Read more 1.	Video - Online, bamboo/forest environment.

Unique clip
to read more on demo 1.

Info
Location: bamboo/forest

Read more 2.	Maps - TV, park/backlot environment.
--------------	--------------------------------------

Unique clip
to read more on demo 2.

Location: park/backlot environment.

Read more 3.	Music - Online, rooftop/backlot environment.
--------------	--

Unique clip
to read more on demo 3.

Location:: rooftop/backlot environment.



Other Clips

Scene	Action
Read more 4.	Photo – Online, backlot/street with rain environment.

Unique clip
to read more on demo 4.

Info
Location: backlot/street with rain environment.

Read more 5.	Maps – Photo, courtyard, lake, pond/backlot environment.
--------------	--

Unique clip
to read more on demo 5.

Location: Photo, courtyard, lake, pond/backlot environment.

Read more 6.	Phoning, street/backlot environment.
--------------	--------------------------------------

Unique clip
to read more on demo 6.

Location: street/backlot environment.



Competition

Scene	Action
Competition 1.	Character enters and shows the device - the prize of the competition

Short clip of intro into competition environment

Info
Location: backlot/street.

Competition 2.	Character enters and shows the device - the prize of the competition
----------------	--

Character holds up the device towards the camera, ends in "idle-loopable" stance.

Location: backlot/street.

Competition 3.	Character enters and shows the device - the prize of the competition
----------------	--

Short clip of outro from competition environment - with cool somersault etc.

Location: backlot/street.

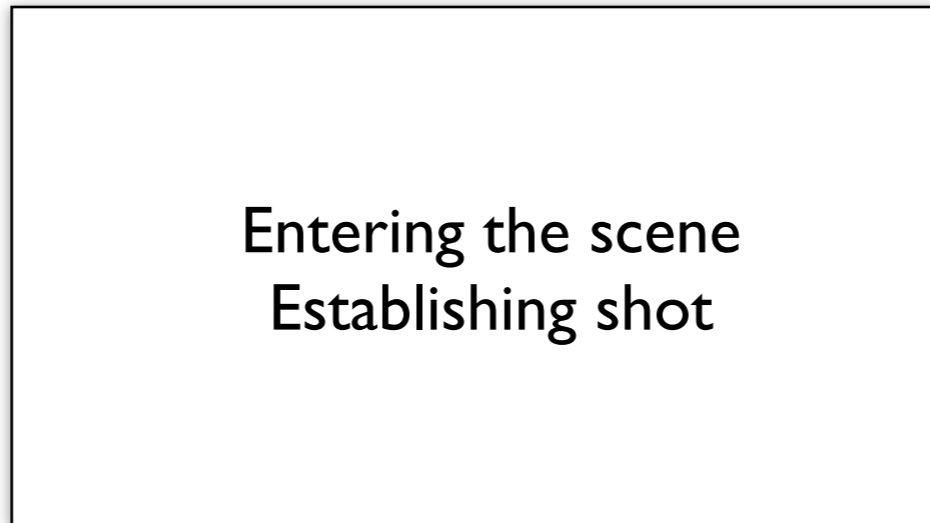


Scene

Action

Video
Online
1.

Character enter into the new environment.

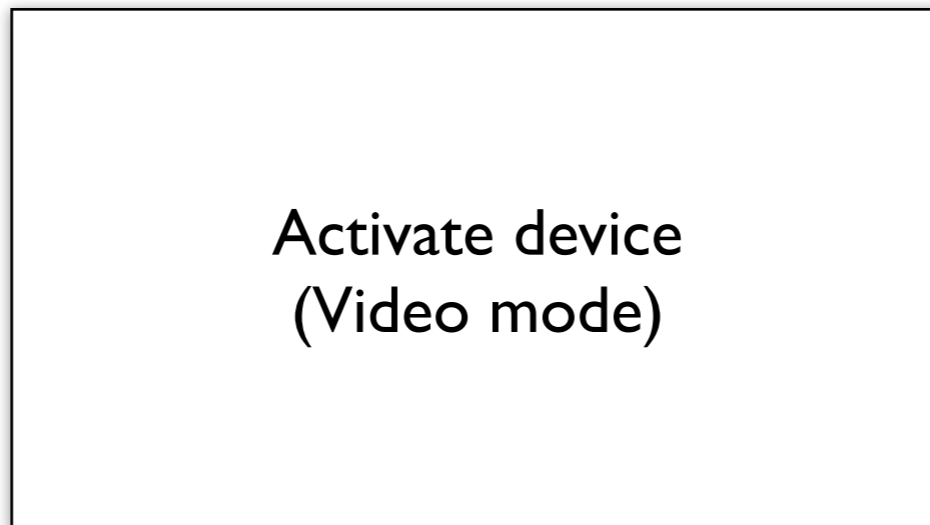


Info

Location: Bamboo forest

Video
Online
2.

Activate device
(Video mode)



Location: Bamboo forest

Video
Online
3.

Ninja runs with device perfectly balanced in her outstretched hand



Location: Bamboo forest

Reference clip: 6

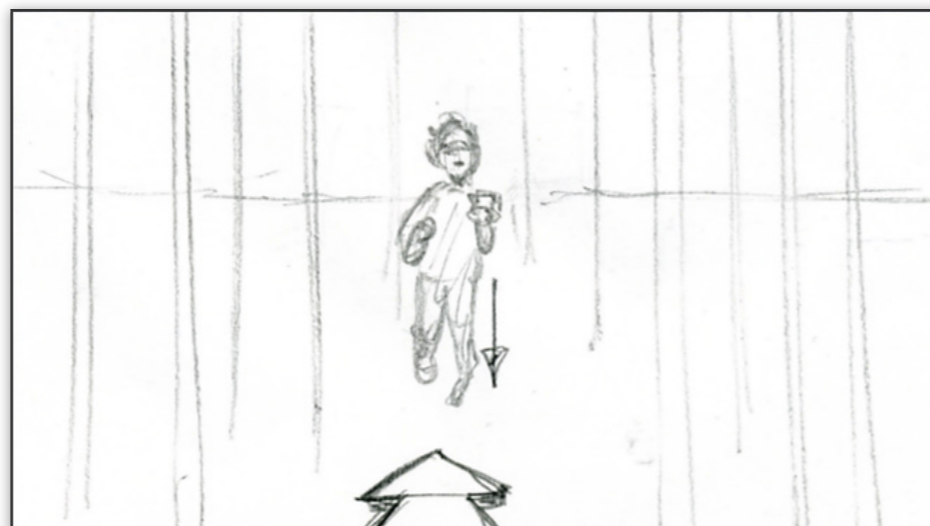
Possible wire rig to obtain 'floating' feel

Camera tracks with Ninja



Scene Action

Video Ninja runs towards cam and
Online 4. jumps/flies over it



Info

Location: Bamboo forest

Camera tracks in + tilts up
when Ninja jumps over cam.

Wire rig

High speed cam

Video C.U feet running through forest
Online 5.

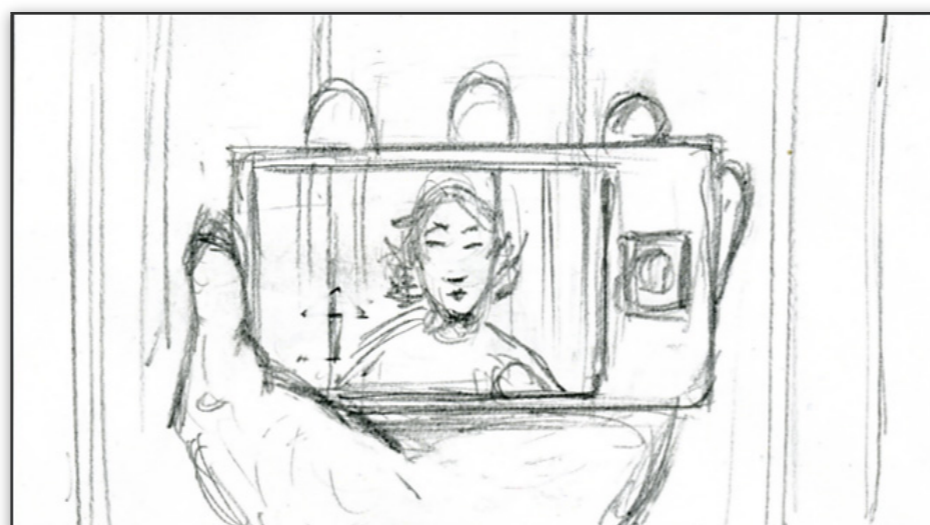


Location: Bamboo forest

Reference clip: 13

Camera tracks with her.
Steadycam?

Video Ninja PoV. Filming herself as
Online 6. she runs through the forest



Location: Bamboo forest

Reference clip: 9 + 10

Plate shot on location

Camera tracks forward

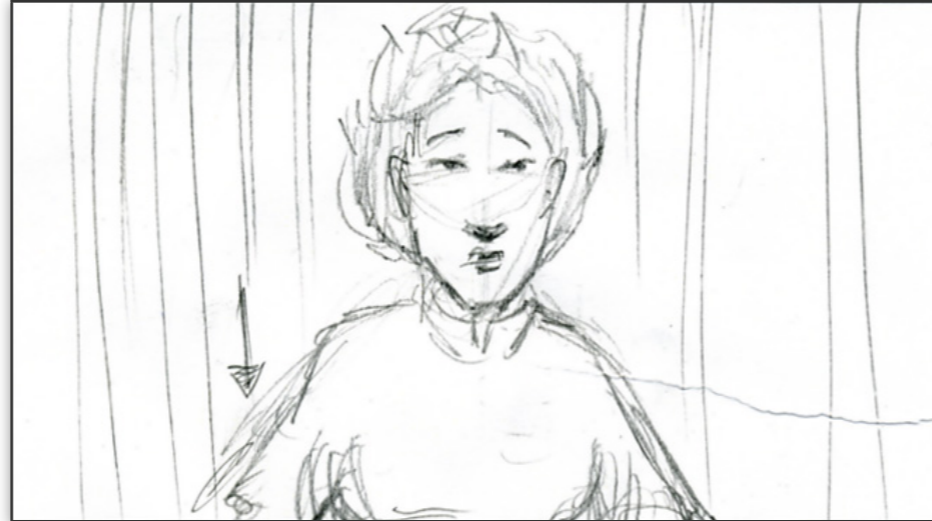
Hand will be shot on
greenscreen i Sweden

Mobile screen shot from next
shot



Scene Action

Video Ninja 'floats' through the forest
Online 7.



Info

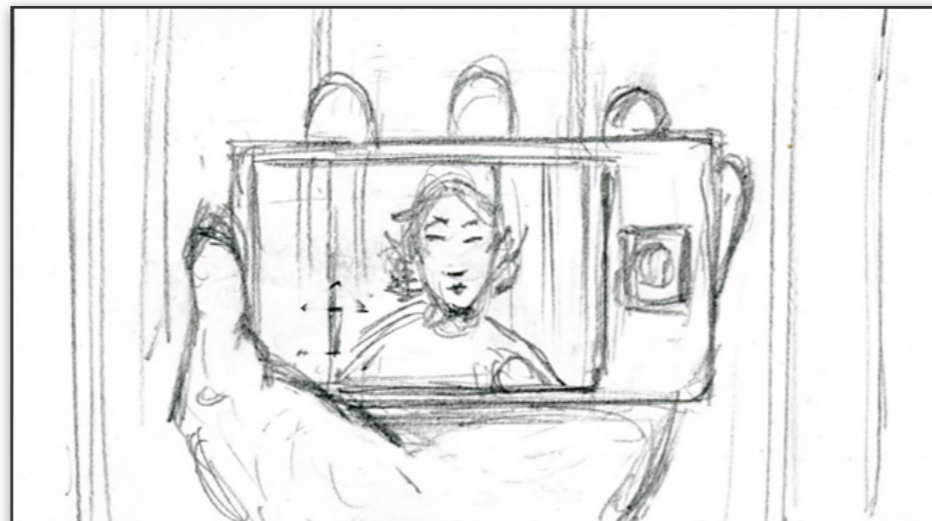
Location: Bamboo forest
Camera tracks back with Ninja
Wire rig + steadycam or
Ninja on dolly

Video Track in as Ninja does a 'split'
Online 8. between bamboo trees



Location: Bamboo forest
Reference clip: 12
Wire rig.

Video Video Uploading to web
Online 9.

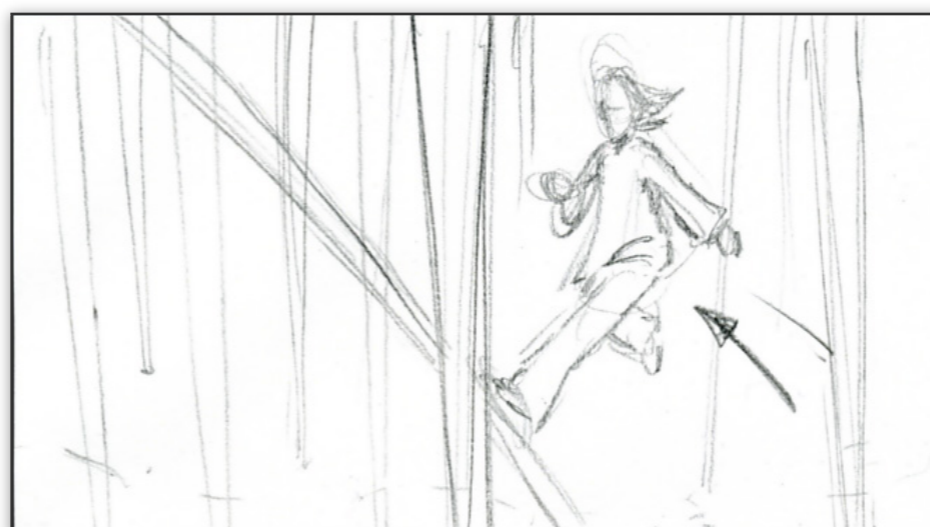


Scene	Action
Video Online 10.	Ninja exits cam. right



Info
Location: Bamboo forest

Video Online 11.	Ninja runs up bamboo trunk
------------------	----------------------------



Location: Bamboo forest
Reference clip: 13
Wire rig

Video Online 12.	C.U feet running up bamboo trunk
------------------	----------------------------------



Location: Bamboo forest
Reference clip: 13
Wire rig



Scene	Action
Video Online 12.	Ninja runs up towards cam



Info

Location: Bamboo forest

Reference clip: 13

Wire rig

Video Online 13.	Ninja reaches the treetops.
------------------	-----------------------------



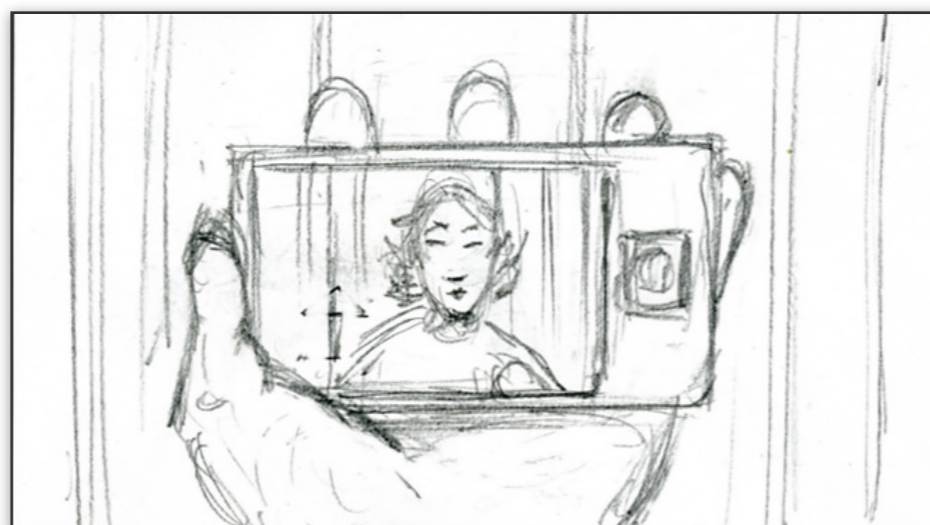
Location: Bamboo forest

Reference clip: 15

Wire rig

Note: Not necessary high up. We can dress backdrop with bamboo top branches to get right feel.

Video Online 14.	Ninja watches the video she recorded online.
------------------	--



Video - Online

Scene Action

Video Online 15.
Idle loop. Ninja stands in bamboo tree top.



Info

Location: Bamboo forest

Reference clip: 15

Wire rig

Note: Not necessary high up. We can dress backdrop with bamboo top branches to get right feel.

Video Online 16.
Menu selections and read more info selection.



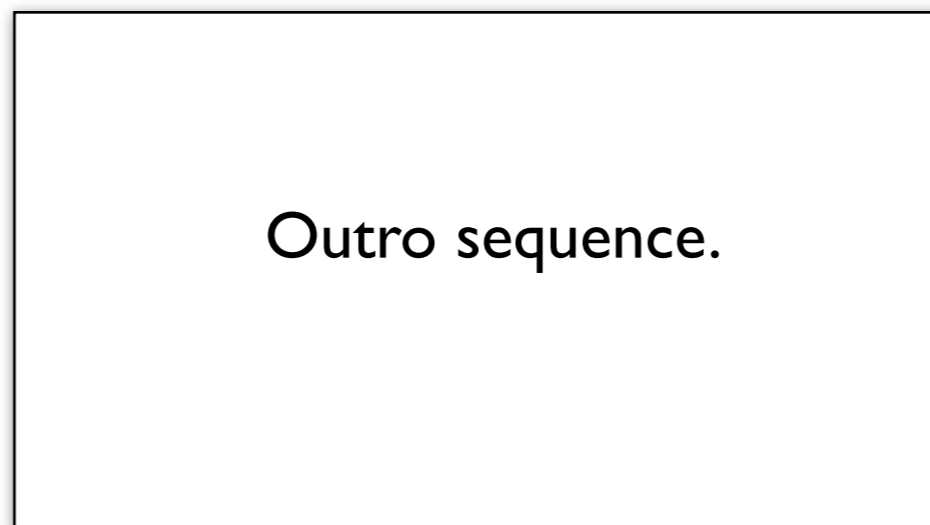
Location: Bamboo forest

Reference clip: 15

Wire rig

Note: Not necessary high up. We can dress backdrop with bamboo top branches to get right feel.

Video Online 17.
Out of environment sequence.



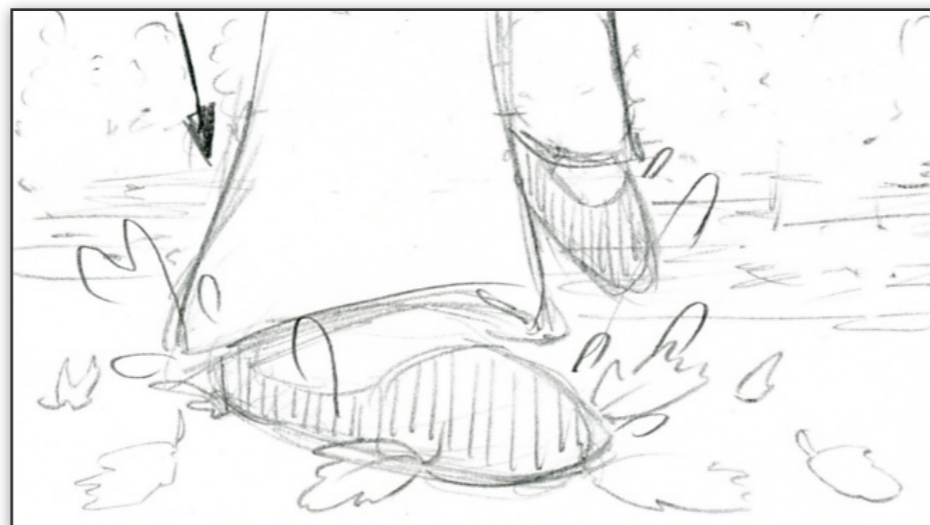
Location: Bamboo forest



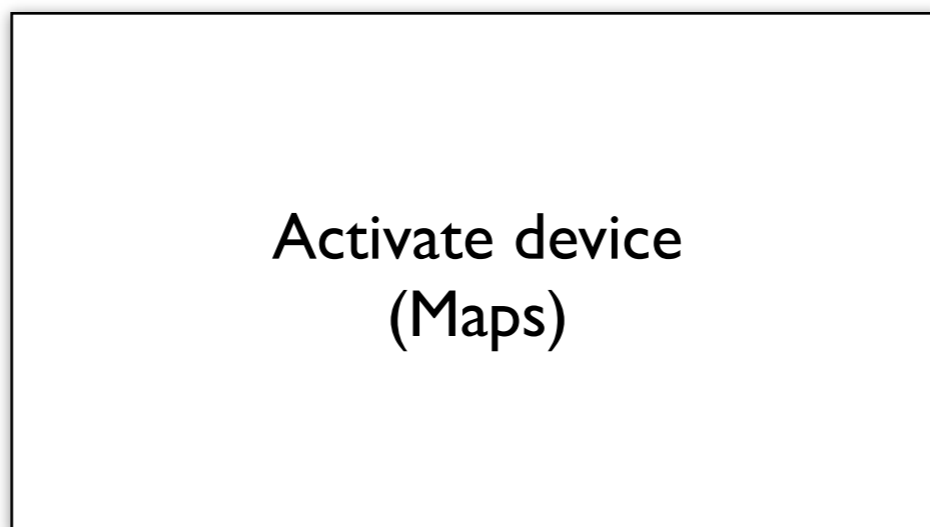
Maps - TV/Video

Scene Action

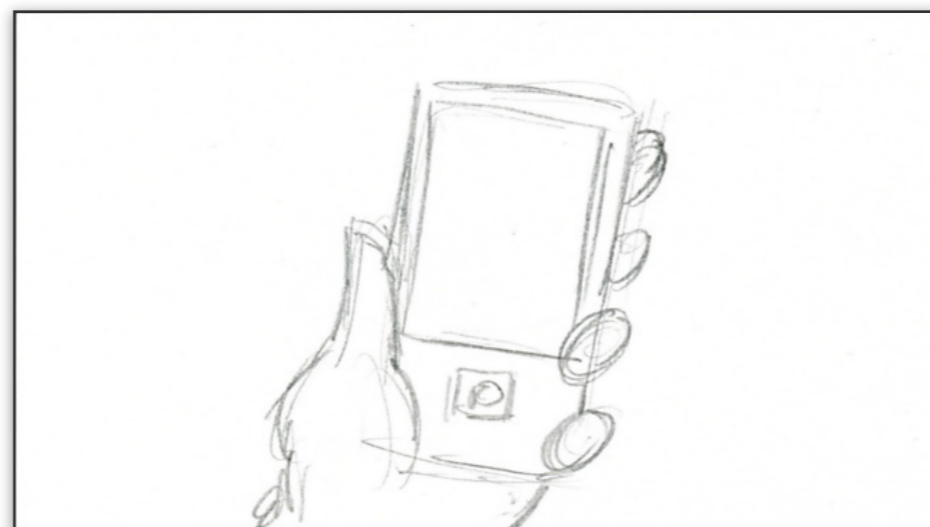
Maps - Character enter into the new
TV/Video environment. C.U Ninja feet
1. lands in leafs and water



Maps - C.U of Maps loaded in device.
TV/Video
2.



Maps - C.U Nokia. Locating the park.
TV/Video
3.



Info

Location: Backlot pic 513

Reference clip: mood 4

High speed cam

Location: Backlot pic 513

Reference clip: mood 4

High speed cam

Location: Backlot pic 513

Plate shot on location

Hand will be shot on
greenscreen i Sweden



Maps - TV/Video

Scene Action

Maps - Ninja turns swiftly towards cam
TV/Video and continues cam right
4.



Info

Location: Backlot pic 513

Cam tracks in

Maps - Ninja runs away from cam
TV/Video 5.

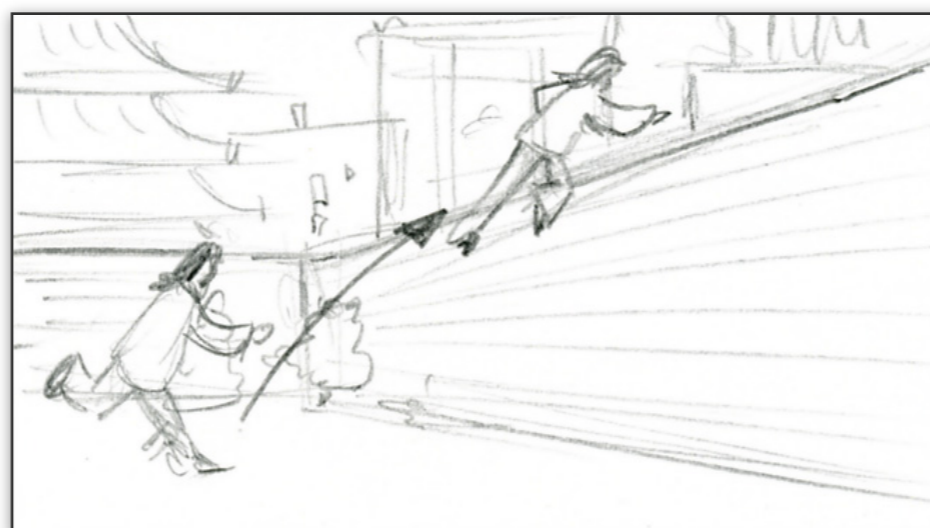


Location: Backlot pic 513

Cam tracks with Ninja.
Steadycam?

High speed cam

Maps - Ninja jumps over wall
TV/Video 6.



Possible locations: Backlot pic
395, 400 or 401

Wire rig



Maps - TV/Video

Scene Action

Maps - Ninja finds the park.
TV/Video
7.

Enters the park environment.

Info

Maps - C.U Nokia. Starts up the TV-
TV/Video application. Folds out the TV-
8. view stand on device.

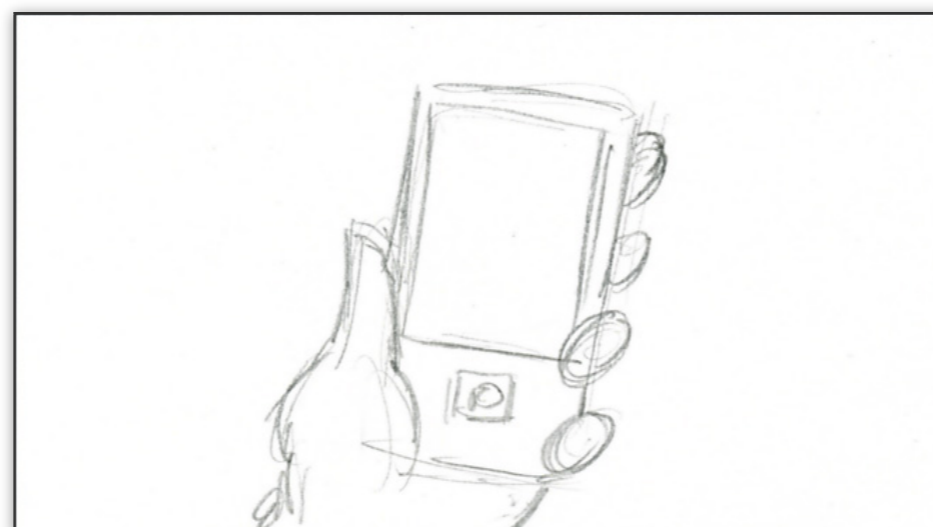


Plate shot on location

Hand will be shot on
greenscreen i Sweden

Maps - Ninja does a backward spin as
TV/Video she throws the device high in
9. the air



Location: Backlot pic 554

Wire rig?

High speed cam



Maps - TV/Video

Scene Action

Maps - Ninja does flick-flack left to
TV/Video right.
10.



Info

Location: Backlot pic 554

Reference clip: 37

High speed cam

Maps - The device spins in air.
TV/Video
11.

C.U. of device spinning in air.

Plate shot on location

Device in 3D.

Maps - C.U device lands on foot
TV/Video
12.



Location: Backlot pic 554

Top view



Maps - TV/Video

Scene Action

Maps - The ninja watches TV on the
TV/Video device, Cherry blossom tree in
13. view with petals floating
around.



Info

Location: Backlot pic 554

High speed cam

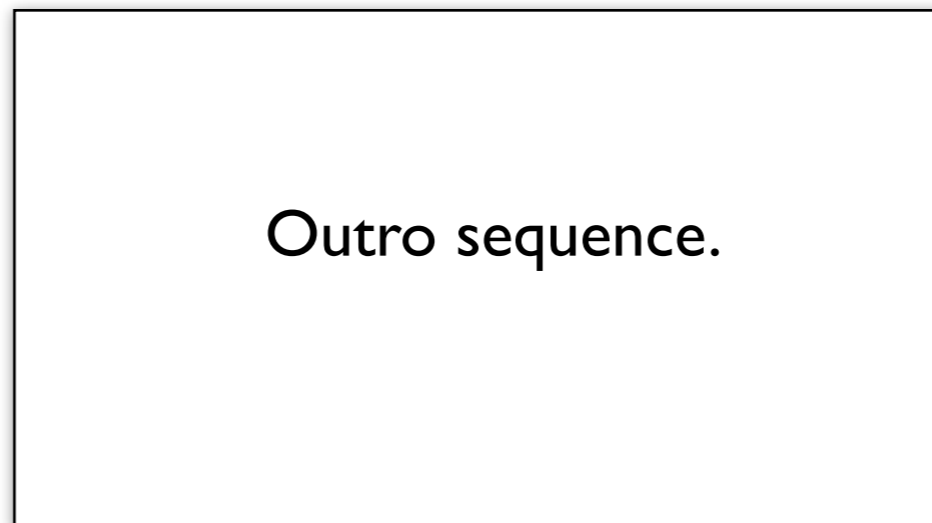
Nokia device in 3D

Maps - Idle loop - Menu selections and
TV/Video read more info selection.
14.



Location: Backlot

Maps - Out of environment sequence.
TV/Video
15.



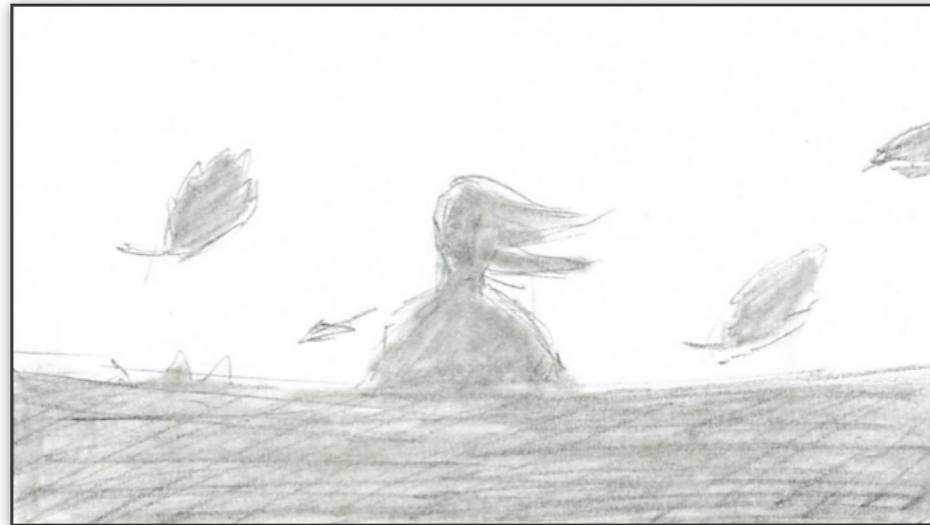
Location: Backlot



Music - Online

Scene Action

Music - Silhouetted Ninja enters
Online 1. towards cam, appears in new
 environment.



Info

Backlight

Music - Device C.U. Nokia Music Store
Online 2. is loaded, and she selects a
 song for download.



Plate shot on location

Hand will be shot on
greenscreen i Sweden

Music - Ninja runs towards wall/gate
Online 3.



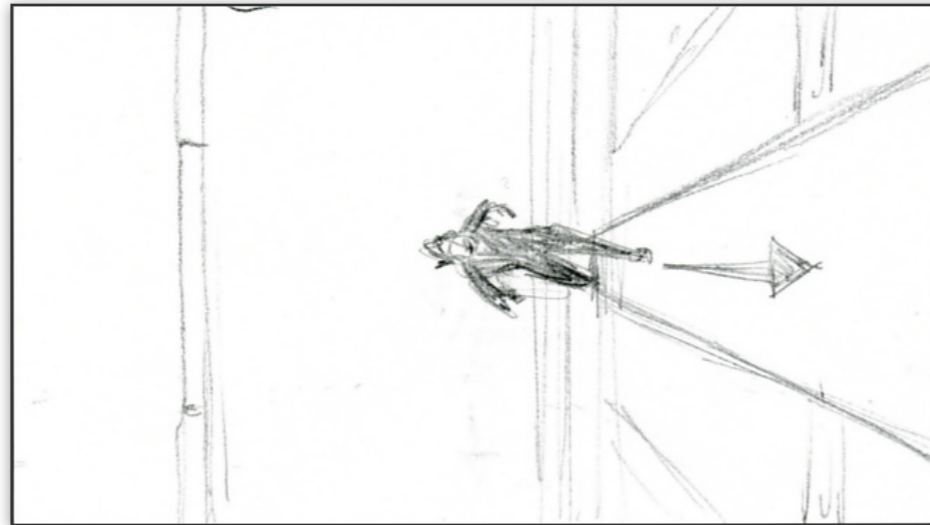
Location: Backlot pic 424



Music - Online

Scene Action

Music - Ninja runs up on wall/gate
Online 4.



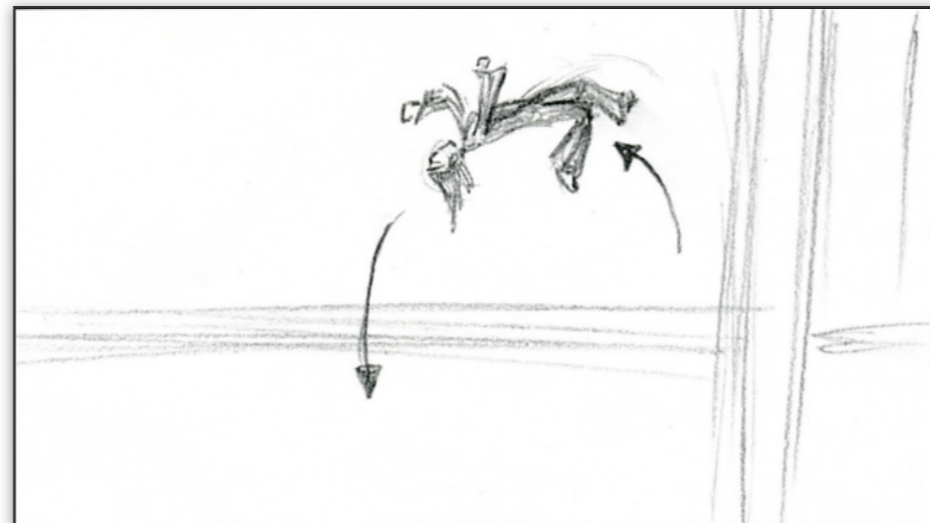
Info

Location: Backlot pic 424

Top shot

Wire rig

Music - Ninja jumps backwards
Online 5.



Location: Backlot pic 424

Low angle, high speed cam

Wire rig

Music - Device C.U. download compete.
Online 6.



Plate shot on location

Hand will be shot on
greenscreen i Sweden

high speed cam



Music - Online

Scene Action

Music - She jumps down from above
Online 7.



Info

Location: Backlot pic 424

Low angle

Wire rig

Music - Device C.U. She starts the track
Online 8. in landscape mode using the
 media buttons.



Plate shot on location

Hand will be shot on
greenscreen i Sweden

Music - Ninja begins to move in a
Online 9. choreographed manner in tune
 to the music.



Location: Backlot pic 424



Scene	Action
Music - Online 10.	Ninja jumps walls upwards, again in tune to the beat and music that is heard from the device.



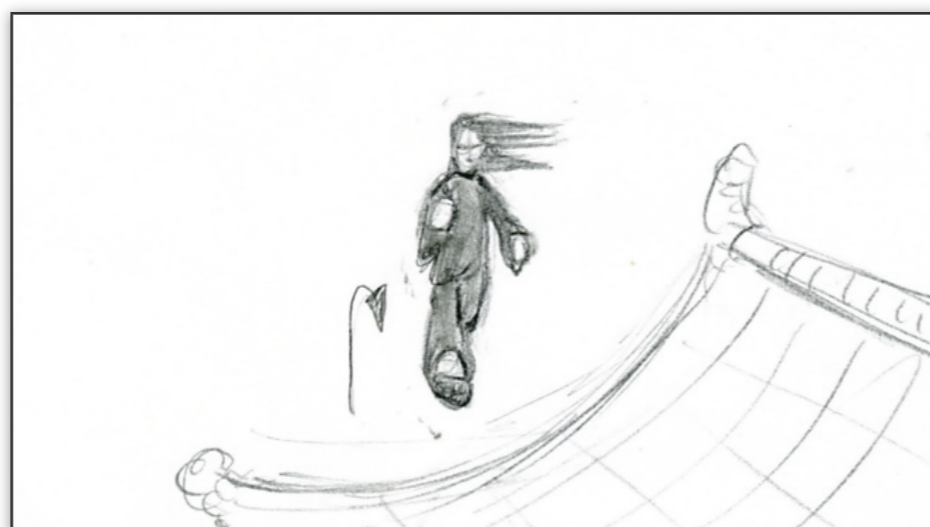
Info

Location: tba (similar to backlot 1, pic 321)

Reference clip: 22

Wire rig

Music - Online 11.	Landing on the roof she steps on tiles that create sounds according to the music,
--------------------	---

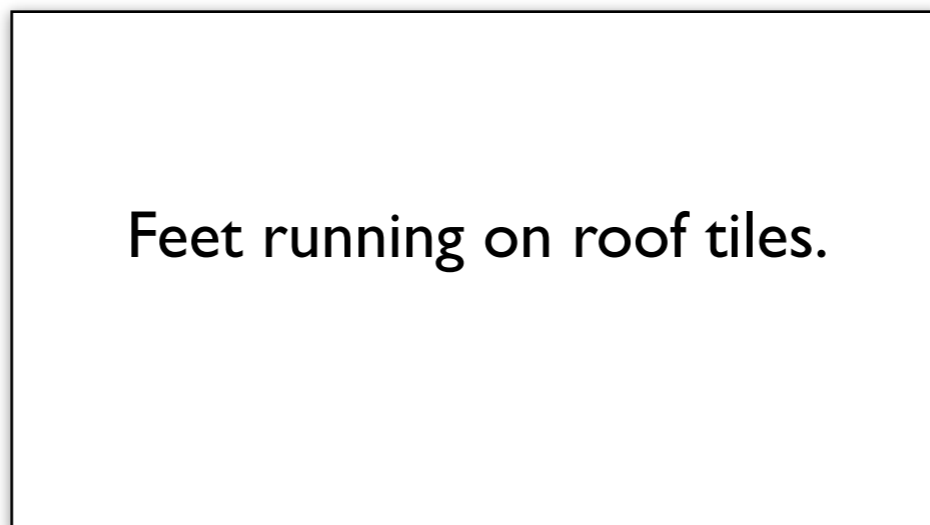


Location: Backlot pic 513

Reference clip: 18

Wire rig

Music - Online 12.	C.U of feet on tiles with sound effects.
--------------------	--



Location: Backlot pic 513

high speed cam.



Scene Action
Music – Ninja runs on roof
Online
13.



Info

Location: Backlot pic 513

Camera tracks back

Wire rig

Music – She jumps/flies to next rooftop
Online
14.

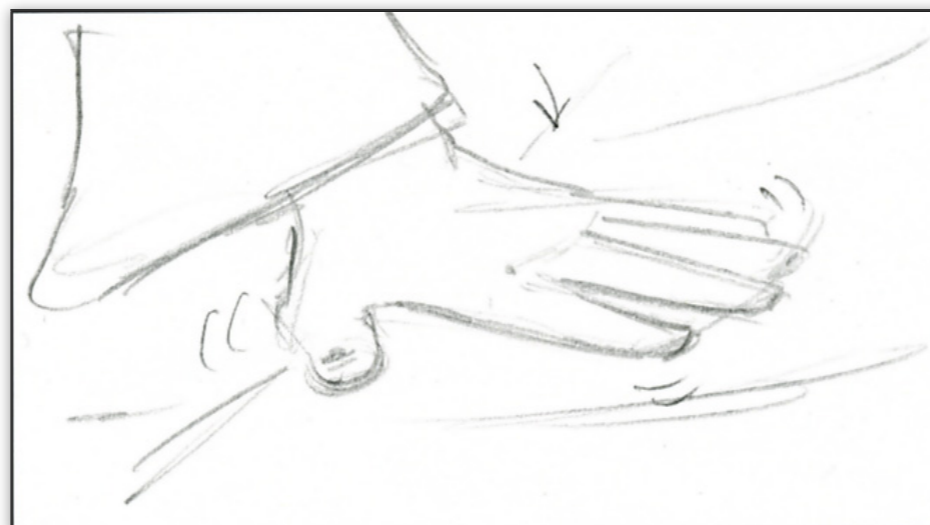


Location: Backlot pic 513

Reference clip: 18

Wire rig

Music – C.U hand on roof, creating
Online great sound effect.
15.



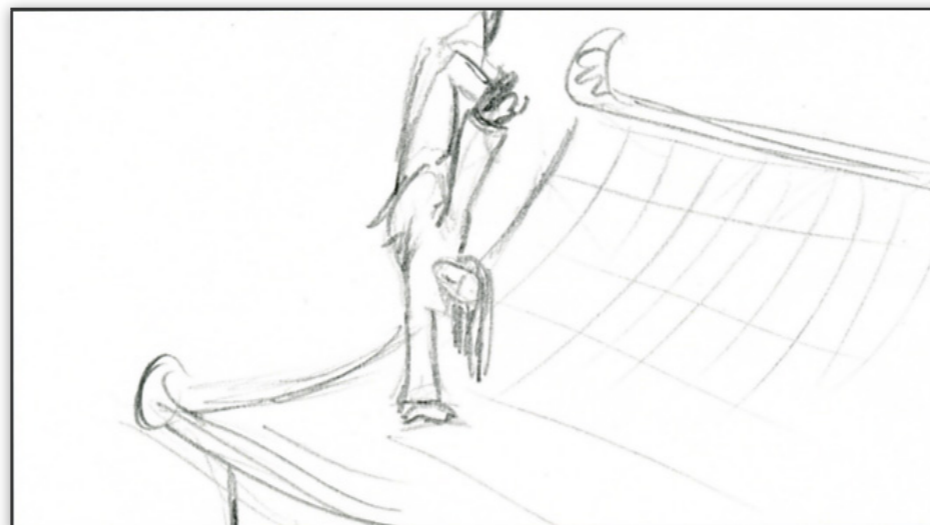
Location: Backlot pic 513

Reference clip: 44



Music - Online

Scene	Action
Music - Online 16.	Ninja ends up in idle loop, standing on one hand on rooftop, song ends with dramatic notes. Menu selections and read more information appears around her.

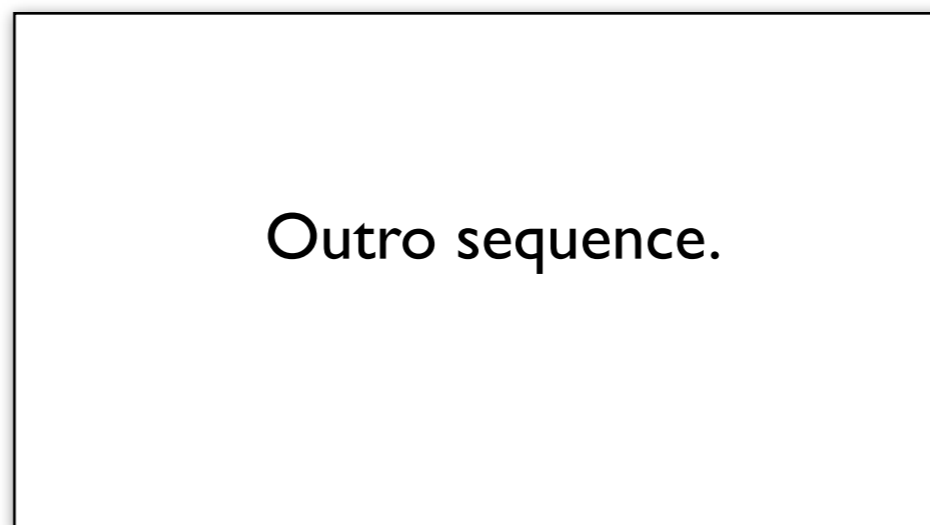


Info

Location: Backlot pic 513

Wire rig

Music - Online 17.	Out of environment sequence.
--------------------	------------------------------



Location: Backlot



Photo - Online

Scene Action

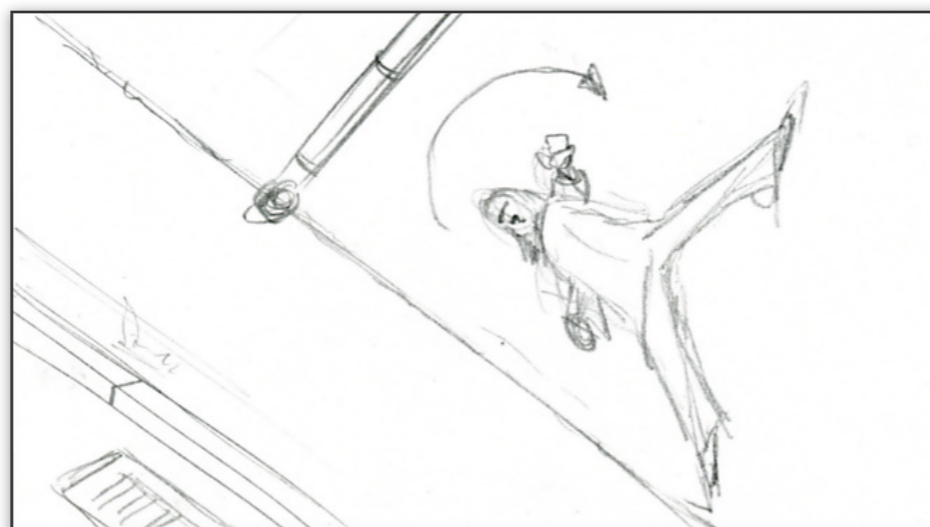
Photo - Ninja enters new environment
Online 1. from dark view.

Enters the street environment.

Info

Location: Backlot

Photo - Ninja spins in the air
Online 2.

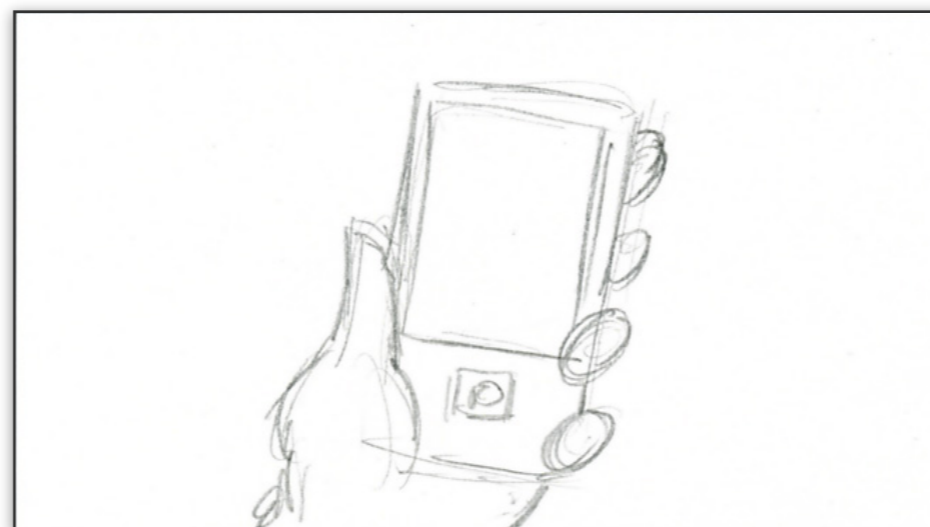


Location: Backlot pic 525

Reference clip: 37

High speed cam

Photo - C.U Nokia. activating the
Online 3. camera.



Location: Backlot

Plate shot on location

Hand will be shot on greenscreen i Sweden



Photo - Online

Scene Action

Photo -
Online 4. Same shot from above



Info

Location: Backlot pic 525

Reference clip: 27

High speed cam

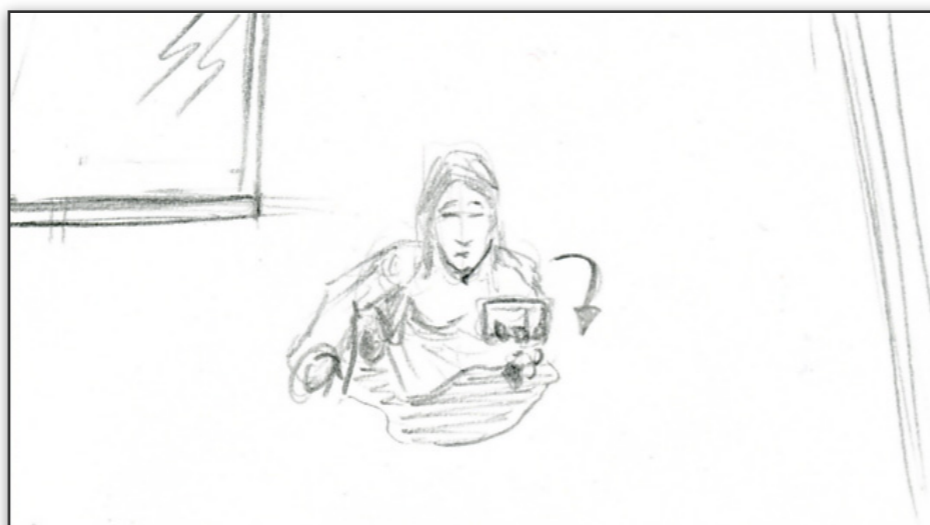
Photo -
Online 5. C.U feet. Ninja runs up a wall



Location: Backlot pic 540 (in that area)

Wire rig

Photo -
Online 6. She stands against the wall, WITH ONE FOOT ON THE GROUND. Holds out the device facing user.



Location: Backlot pic 540 (in that area)

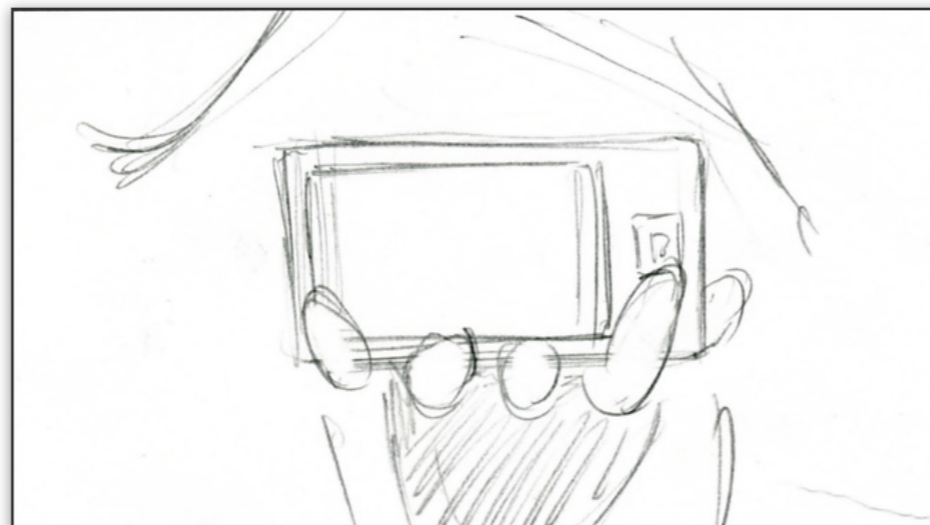
Wire rig ?



Photo - Online

Scene Action

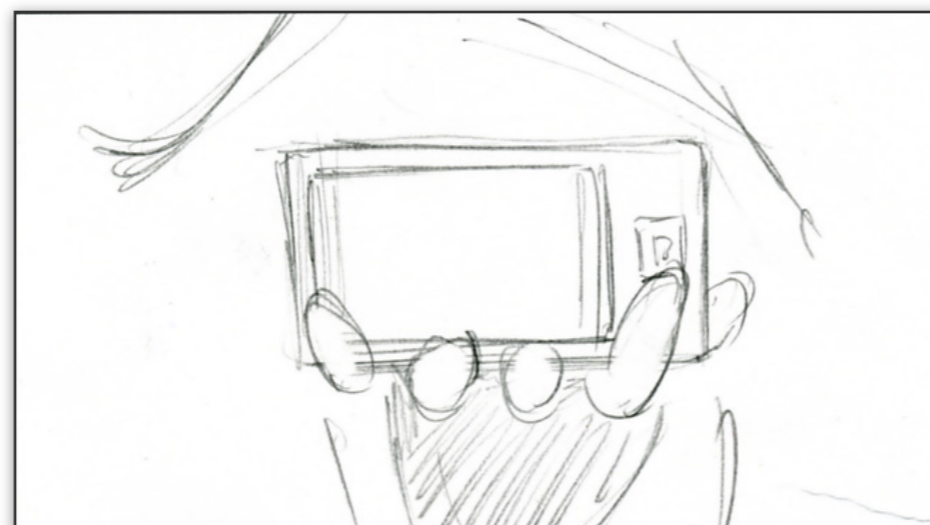
Photo - C.U on device
Online 7.



Info

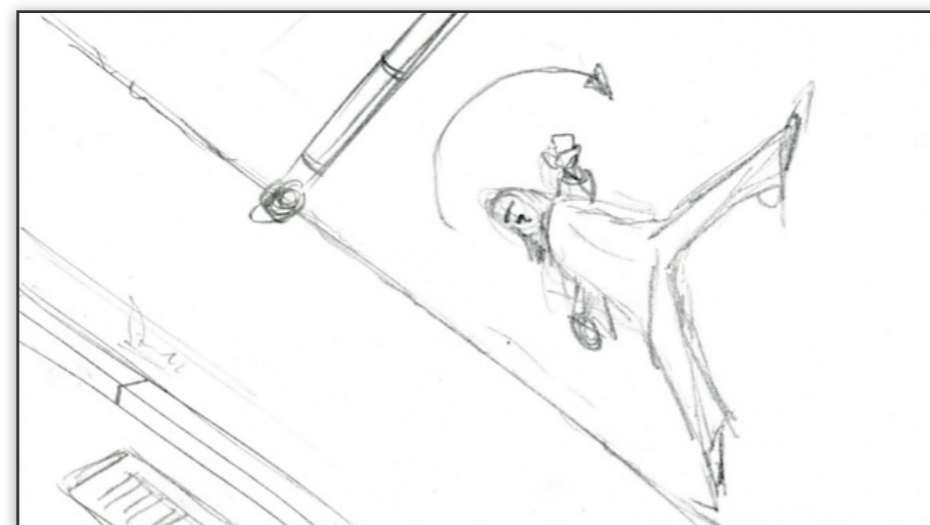
Location: Backlot pic 540 (in that area)

Photo - C.U on device - REVERSE ANGLE
Online 8.



Location: Backlot pic 540 (in that area)

Photo - Ninja jumps away from wall
Online 9. after picture has been taken.



Location: Backlot pic 525

Reference clip: 37

High speed cam



Photo - Online

Scene	Action
Photo - Online 10.	C.U on device as she uploads the photo to the web somewhere.



Info

Location: Backlot pic 540 (in that area)

Plate shot on location

Hand will be shot on greenscreen i Sweden

Photo - Online 11.	She flies towards cam while uploading pic.
--------------------	--



Location: Backlot pic 540 (in that area)

Wire rig

Photo - Online 12.	
--------------------	--



Location: Backlot pic 540 (in that area)



Photo - Online

Scene Action

Photo -
Online
13. Ninja holds up product towards
cam - picture visible on screen
on Internet.



Info

Location: Backlot pic 540 (in
that area)

High speed cam

Photo -
Online
14. She lands in idle loop position
- with read more information
and menu.

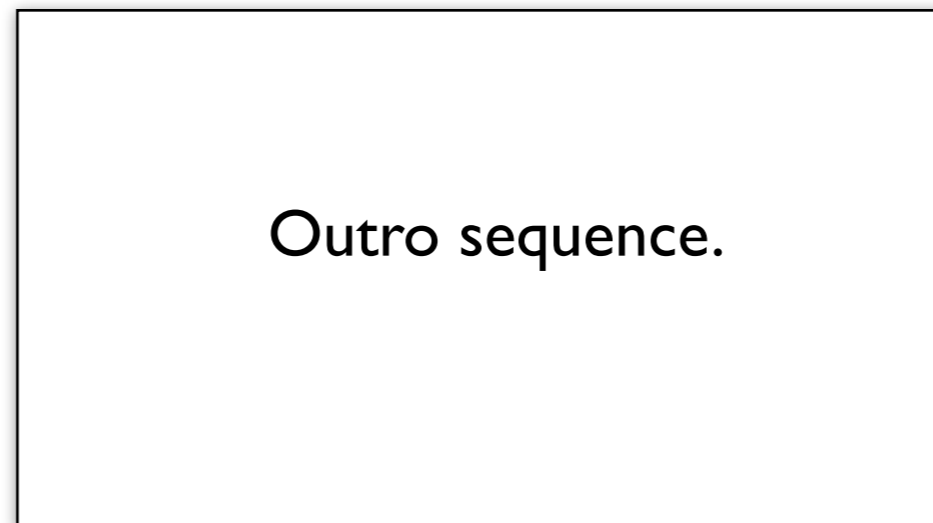


Location: Backlot pic 540 (in
that area)

Top view

Rain rig?

Photo -
Online
15. Out of environment sequence.



Location: Backlot



Maps - Photo

Scene Action

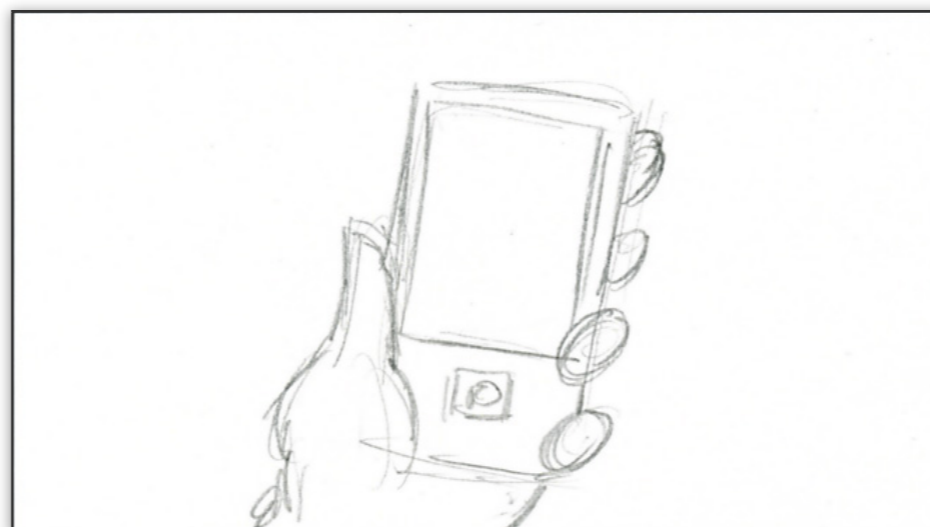
Maps - Ninja enters new environment
Photo 1. from dark view.

Enters the street/backlot environment.

Info

Location: Backlot

Maps - C.U Nokia. activating the
Photo 2. camera.

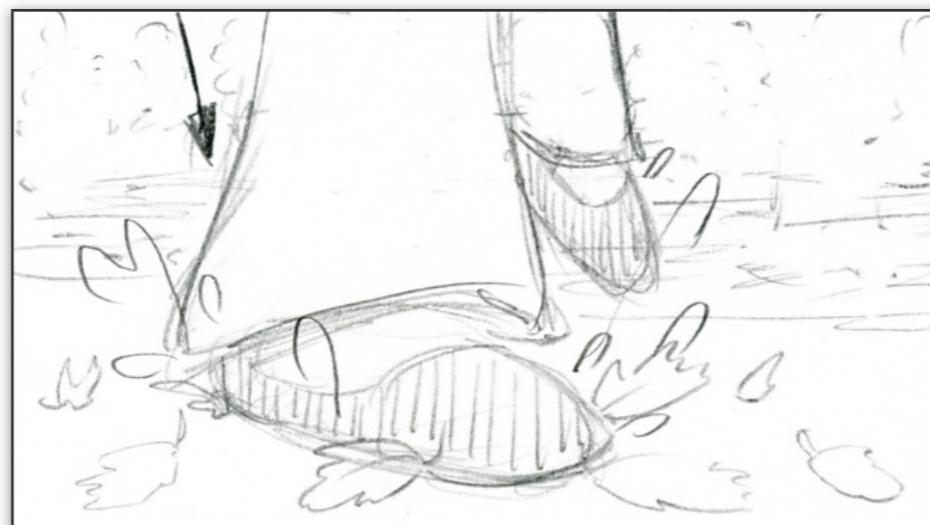


Location: Backlot

Plate shot on location

Hand will be shot on greenscreen i Sweden

Maps - The character's feet are seen as
Photo 3. she begins to run.

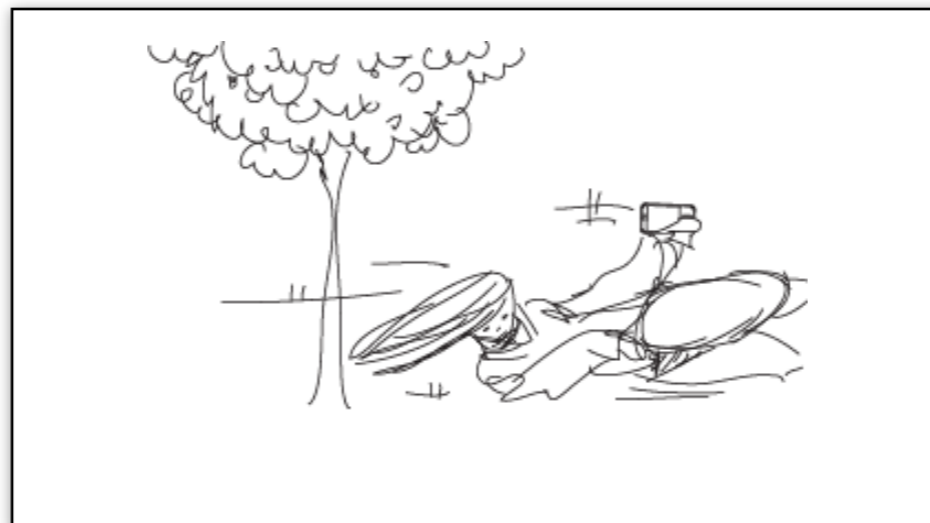


Location: Backlot

Maps - Photo

Scene Action

Maps - She is seen running through the
Photo 4. park environment taking a
picture.



Info

Location: Backlot

Maps - C.U Nokia. the picture she took
Photo 5. is displayed quickly.



Location: Backlot

Plate shot on location

Hand will be shot on greenscreen i Sweden

Maps - She is seen running through the
Photo 6. bamboo environment taking a
picture.



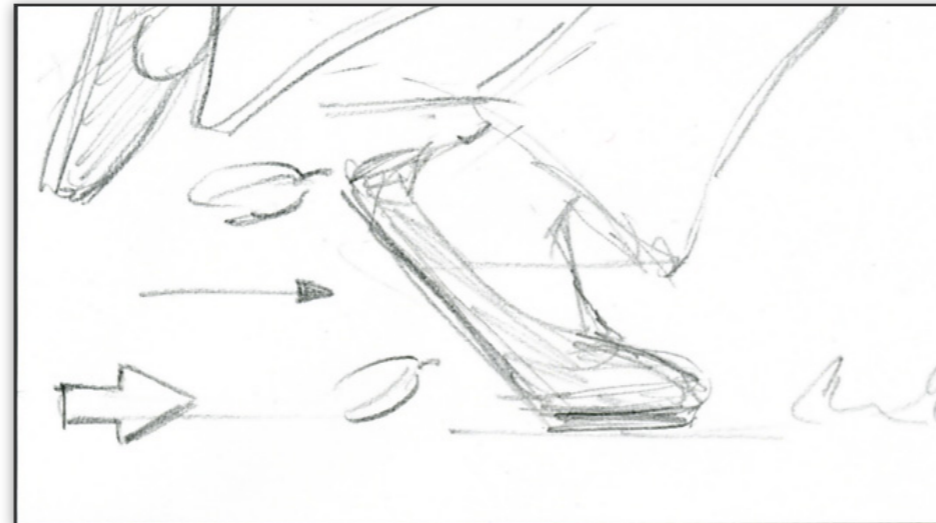
Location: Bamboo Forest

Wire rig?

Maps - Photo

Scene Action

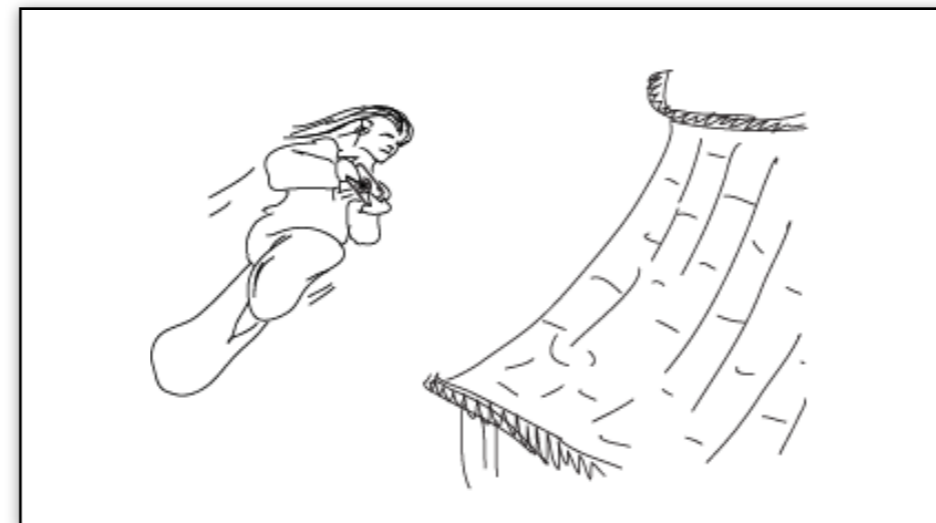
Maps - Transition sequence/similar to Photo 7. show the speed at which she is moving.



Info

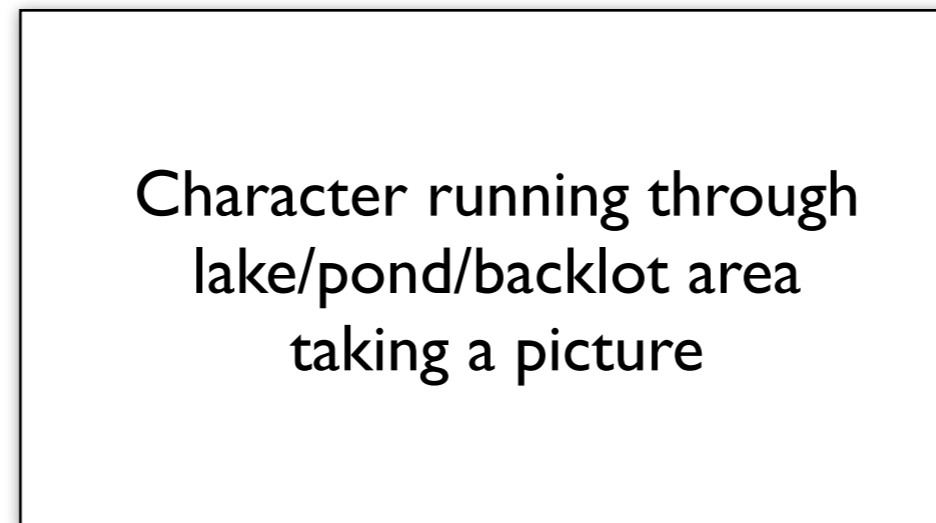
Location: Backlot/anywhere

Maps - She is now up on the rooftops Photo 8. taking a picture.



Location: Backlot

Maps - She takes a picture through the Photo 9. final environment.



Location: Backlot



Maps - Photo

Scene Action

Maps - Photo 10. A final C.U. view of the device in which we can see the pictures taken on a map view, Location-tagged.



Info

Location: Backlot

Plate shot on location

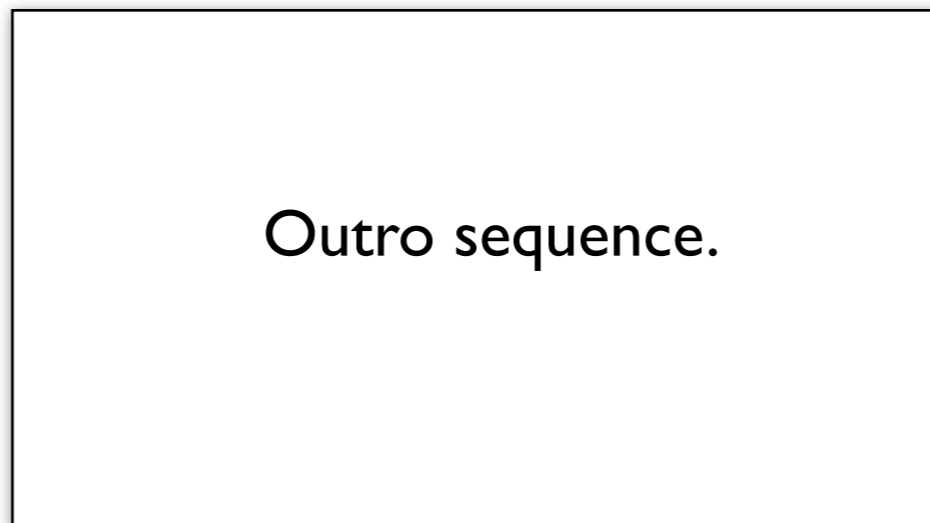
Hand will be shot on greenscreen i Sweden

Maps - Photo 11. Finally an idle loop menu + read more section in the last environment: Lake/pond/ backlot area



Location: Backlot

Maps - Photo 12. Out of environment sequence.



Location: Backlot



Phoning

Scene Action

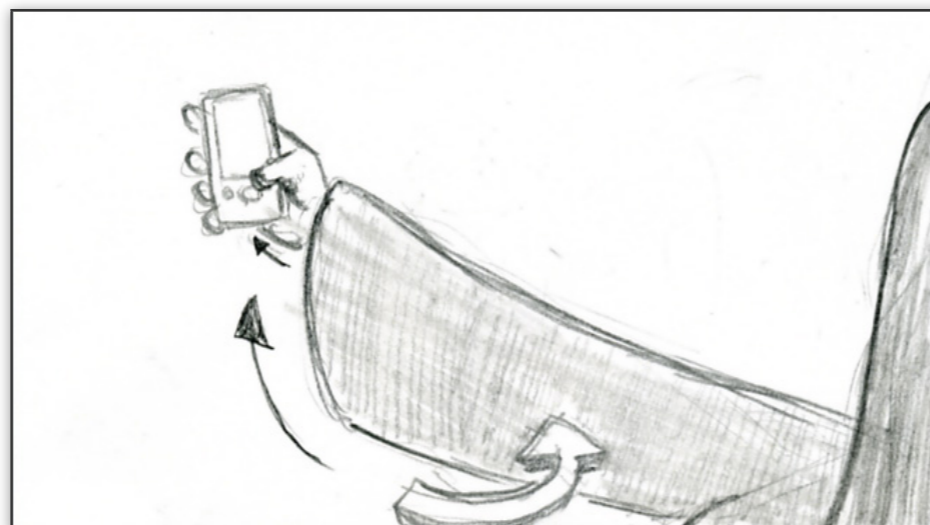
Phoning
1. Character enters into new environment, and then stands still in a pose



Phoning
2. She begins to move.



Phoning
3. She snaps the device out from her sleeve, and prepares to make a regular phone call.



Info

Location: Backlot pics 405, 406, 409 (in that area)

Camera tracks in

Location: Backlot pics 405, 406, 409 (in that area)

Camera tracks left

Location: Backlot pics 405, 406, 409 (in that area)



Phoning

Scene Action

Phoning She makes the call/you call her.
4.



Info

Location: Backlot pics 405, 406,
409 (in that area)

Phoning She hangs up.
5.



Location: Backlot pics 405, 406,
409 (in that area)

High speed cam?

Phoning Idle loop and read more
6. selections appear. (and
 competition button.)



Location: Backlot pics 405, 406,
409 (in that area)



Phoning

Scene Action

Phoning Out of environnement sequence.
7..

Outro sequence.

Info

Location: Backlot



