

1. INT. FACTORY OFFICE - DREAM SEQUENCE

We open on a tight shot of a ticker. It reads, "Number of days without pressure loss". We see the number 1034. A hand enters the frame changing the 1,034 to 1,035... another day of optimal efficiency at Bob's Factory. The camera pulls out to reveal Bob (50 or so) kicking his feet up on the desk, coffee mug in hand, reaching for remote and gleefully turning on a Bonanza marathon, courtesy of TV land... life is good.

SAM (VOICE OVER)

Wouldn't it be nice if you knew that
your compressors were running
perfectly 24/7 and you could spend
your days watching bonanza reruns
guilt-free?

We hear "Little Joe" drop a zinger. Bob cackles... not a care in the world. Next we hear the sound of a record screeching.

2. INT. FACTORY OFFICE - REALITY CHECK.

SAM (V/O)

Yep... that sure would be nice.

We see the same tight shot of the ticker. This time it reads "3 days". Bob's hand enters the frame and flips the ticker back to 0. We quickly pull back with a "whoosh" as the phone rings and see Bob in a beleaguered state - overwhelmed and disheveled. Papers are everywhere, shirt is wrinkled... you get the idea.

SAM (V/O)

But the reality is, Bob won't be
watching Bonanza any time soon.

As he goes to answer the phone, he knocks over his cup of coffee. He answers the phone.

BOB

Yeah, I know we lost pressure, Jerry.
Do YOU want to run to the compressor
room??!!! That's what I thou-

SAM (V/O)

Luckily for Bob, here, there IS a
better way.

We do a super fast zoom into a tight shot of BOB's face
Looking directly into camera.

BOB

Really?

3. INT. FACTORY FLOOR - DAY

We zoom back out and BOB is standing on the factory floor.

SAM (V/O)

Yes, Bob. Really.

BOB whips his gaze upward.

BOB

Who are you?

We hear the sound of an angelic choir and a forklift lowering. SAM descends from the heavens (on the forklift).

The angelic choir stops and we punch in tight on SAM's face.

SAM

I'm SAM. Kaeser's Sigma Air Manager. I combine the benefits of modern industrial PC and internet technology to provide unparalleled compressor control, monitoring, and energy savings. If your plant relies on compressed air for production, I'm the friend you've always wanted.

BOB

So you're an industrial computer?

SAM

That's right, Bob. But for the purposes of this educational video, I've taken on human form.

BOB

That's great. Sam, was it? But I'm in the middle of a giant cluster. I'm getting calls from around the plant about low pressure, so I need to go to my compressor room and shutoff #3 and shift the load over to #6. It's about a mile away and I have shin splints.

SAM

Done.

BOB

What do you mean "done"?

SAM

As you were talking, I turned on your larger compressor to stabilize pressure and put the smaller unit on standby in case the air demand increases. If its not needed within a few minutes, I'll turn it off. So go get another coffee and rest those legs.

BOB

How'd you do that?

SAM

Glad you asked, Bob. As one of Kaesar's Sigma Air Managers...

Sam turns to camera and ominously says..

SAM

There are many of us.

Back at at.

SAM

I'm able to continuously monitor changing air demand and turn machines on and off to maintain steady pressure-- while using the least amount of energy possible and minimizing run time. This reduces wear on your machines, extending their service life. Steady pressure and less wear reduce downtime, keeping your production folks happy and your shin splints at bay.

BOB

Well maybe I like my shin splints and maybe I don't take kindly to strange technology coming into my plant and telling me what's what.

SAM

You're skeptical, Bob, I get it! You're a high capacity guy and you've been getting the job done a certain way for a long time. You'd rather

personally check on things like -
dryer operation, drain faults, motor
winding temps, motor overload, phase
loss, air-end temperature, and your
differential pressures on oil filters,
air filters, and separators. Does that
about cover it?

BOB

Well, I mean -

SAM

Oh BOB, you're hilarious. But let me
ask you something - how much time do
you spend minding plant pressure and
all these other things?

BOB

Plenty... well, some. Ok Sam, as
little as humanly possible.

SAM

And who could blame you? Up until now
your options have been to assume all
is well until there's an emergency OR
to babysit these things like they're
your teenage niece.

4. INT. FACTORY OFFICE - DAY

We cut to a two shot of BOB and his niece who is on her
phone. BOB doesn't know how to talk to teenagers... no one
does.

BOB

So... Fortnight, huh?

His niece looks at him with contempt and the world's biggest
eye roll.

5. INT. FACTORY FLOOR -DAY

We cut back to BOB and SAM.

BOB

Or I could just hire someone.

SAM

Sure! You could hire a person... with
a salary, sick leave, vacation, nights
and weekends off, and a big benefits

package.

BOB

Well, what kind of benefits package do you require?

SAM

None, Bob. I'm an industrial computer. I'm a 24/7, 365 days a year Sigma Air Management System. In short, I AM the benefits package.

Tina, BOB's Factory's accountant, walks onto screen mulling over numbers.

TINA

I gotta tell you, SAM. These numbers are pretty - and pardon my French - darn good.

We cut in on SAM

SAM

Why thank you, Tina.

BOB

How do you know my accountant?

TINA

Trivia down at Benigans

SAM

Gooo AlgeBros!!

Tina begins to walk off screen. BOB is beyond puzzled.

TINA

See ya next Thursday, SAM!

SAM

Look, you've been doing great with what you have but let me ask you another question. How often are you able to check the compressors to see if they need service?

BOB

I can't be everywhere!

SAM

Of course you can't Bob, you're a mere

mortal. Think of your compressor like this baby.

SAM Gets handed a baby from off-screen.

SAM

Happy as a clam! But what happens when she does a poo poo in her diapy?

BOB

Wait, babies do that?

SAM

-No big deal at first. But what if this little angel sits unattended for a couple hours, a day, a week even?

BOB

You get a new baby!

SAM

Not exactly, Bob. You see, I constantly track running hours and monitor conditions inside the compressors to let you know when its time to change that "poopy diapy," so to speak. If there's a problem with a compressor, I know it instantly. I shut it down before it hurts itself and turn on a back-up unit for you. And if you want, I'll even send you a message about it and contact someone to schedule service at your convenience.

We cut to a close up of BOB still with a skeptical grimace on his face.

SAM

Now I know what you're thinking, BOB - "Couldn't I just sell my home and move my wife and kids into the compressor room to make sure things are running smoothly at all times..."

6. INT. COMPRESSOR ROOM - DAY

We cut to a dim compressor room with flickering flourescent lights. BOB's family is all crowded in there looking at that camera. We zoom transition into BOB's DAUGHTER's face.

BOB'S DAUGHTER

Dad, I'm scared.

7. INT. FACTORY FLOOR - DAY

We cut back to SAM and BOB on factory floor.

SAM

With my remote monitoring you can detect, evaluate and even prevent potential outages without stepping foot on the plant floor.

BOB

Well, SAM, I can't say that I care much for your fitted pants. Or your youthful energy. Or what I assume are your centrist political views. But you're starting to make a lot of sense.

SAM

Well while we're talking "cents," let me ask you yet another question - do you like making money?

BOB

It's one of the only decent thing left about this country...

SAM

While I'm monitoring your compressors, I'm also reducing your energy costs by allowing you to operate your system more efficiently at lower pressure, as well as reducing unregulated artificial demand from leaks. I routinely save plants more than the cost of a full-time employee and I work around the clock! I'm also a continuous air energy audit. You can check system performance real time and I store data so you can look back up to a year. In short, high energy costs are a thing of the past - and the future has never looked so green.

Money falls from the sky as SAM starts to do a victory dance. We zoom back on BOB.

BOB
So you're going to make my job easier
and save me money?

SAM
That's right, BOB!

BOB turns and pulls SAM in for a bear hug.

SAM
I do not understand this human display
of what I can only decrypt as
affection. Once again, Bob, I'm an
industrial computer.

BOB
When I fall, I fall hard.

We pan right slightly. Tina rushes in and hugs SAM too.

TINA
(unassuming)
Now that's what I call a SAMwich!

SAM
(unflinching)
Contact Kaeser today for a NO
OBLIGATION assessment to see how much
Bonanza you could be watching.

8. INT. FACTORY OFFICE - DAY

We return to the same ticker from the beginning. BOB flips the sign to read 1035, kicks his feet up and turns on Bonanza. Tina enters and pulls up a chair to watch it with him.

SAM(VOICE OVER)
So whether you're a plant manager
looking for a consistent air pressure
solution or a big wig looking to save
80 grand, let me be the friend you've
always needed.

Bob looks up from Bonanza directly at camera as it's pulling out.

BOB
Sam, you saved the day.

TINA

And you saved us a - pardon my french
- a truckload of money.