

CAMEO INFOMERCIAL

FADE IN:

MATT MASSENGILL DELIVERS A FEW WORDS ABOUT WESTERN DIGITAL AND HOW IT IS ALIGNING ITS TECHNOLOGIES WITH NEW AND EXCITING PRODUCTS BUILT FOR THE 21ST CENTURY OR SOME SUCH...FADE OUT

FADE IN:

ANIMATED CAMEO LOGO...FADE OUT

INT. FAMILY ROOM. C.U. OF WHITE MALE, SINGLE GUY, ANIMATED, AGE 24 (#2), ROCKING BACK AND FORTH IN RECLINER, STOPS, LOOKING SLIGHTLY TO THE RIGHT.

#2
(Enthusiastically)

Have you heard about Cameo?

CUT TO:

INT. KITCHEN. C.U. OF WHITE MALE, HUSBAND, AGE 35 (#3), SITTING ON STOOL, DRINKING COFFEE, LOOKING SLIGHTLY TO THE LEFT.

#3
It's the coolest thing I've seen on a PC in years.

CUT TO:

INT. LIVING ROOM. C.U. OF WHITE FEMALE, ATTRACTIVE BLONDE, SMART AND SOPHISTICATED, AGE 28 (#5), SITTING ON COUCH, SIPPING ON A GLASS OF WINE, LOOKING SLIGHTLY TO THE RIGHT.

#5
I just installed it...

CUT TO:

INT. OFFICE. C.U. OF HISPANIC MALE, COMICAL, AGE 45 (#6),
STANDING IN FRONT OF COPY MACHINE, ABOUT TO MAKE COPIES,
LOOKS OVER SHOULDER, ALMOST DIRECTLY AT THE CAMERA.

#6

...And it was quick and easy.

CUT TO:

INT. TEENAGER'S BEDROOM WITH POSTERS OF SKATEBOARDERS,
SURFERS, POP STARS, ETC. C.U. OF WHITE MALE, DRESSED LIKE
TYPICAL TEENAGER, AGE 17 (#1), WEARING HEADPHONES AROUND
HIS NECK, SITTING ON BED WITH SKATEBOARD ON HIS LAP,
LOOKING SLIGHTLY TO THE LEFT.

#1

I like the big screen video that Cameo
put on my computer.

CUT TO:

INT. KITCHEN. C.U. OF ASIAN FEMALE, WIFE, AGE 30 (#4),
SITTING ON STOOL, DRINKING COFFEE, LOOKING SLIGHTLY TO
THE RIGHT.

#4

It's more than just video. You can
actually interact with it.

CUT TO:

#2

Even though I only have a 56 K modem, I
still get the same quality of video
that my friend gets with a cable modem.

CUT TO:

INT. HOME OFFICE OR STUDY. C.U. OF WHITE MALE, AGE 65
(#7), SITTING IN FRONT OF COMPUTER, LOOKING SLIGHTLY TO
THE RIGHT.

#7

I worry about privacy, so I like the
fact that Cameo lets me be anonymous.

CUT TO:

#5

When I start up my computer, I get to watch a show on Cameo instead of watching those boring clouds.

CUT TO:

#6

You gotta love that big and crisp video.

CUT TO:

#1

Cameo is like broadband for dial-up users.

CUT TO:

INT. OFFICE SETTING. C.U. OF BLACK FEMALE, DRESSED CONSERVATIVELY, AGE 40 (#8), SITTING AT DESK, LOOKING SLIGHTLY TO THE RIGHT.

#8

It's short and fun.

CUT TO:

#5

It's a Cameo appearance.

CUT TO:

#4

Every time I turn on my machine, I get something different.

CUT TO:

#6

I just tell Cameo what I'm interested in, and it does all the work.

CUT TO:

#3

With Cameo, I learn the latest free software and am able to get no hassle demos.

CUT TO:

#7

The screen saver x.

CUT TO:

#5

Every time I turn on my computer, Cameo shows me something new.

CUT TO:

#8

I like the short TV clips.

CUT TO:

#2

I used to be on an e-mail joke mailing list, but now I get all my laughs watching the videos on Cameo. I don't think I can ever go back that mailing list again.

CUT TO:

#3

(smiling)

The sports channel is my favorite.

CUT TO:

#4

No, I think the movie channel is the best. I just love all the movie trailers and behind-the-scenes clips.

CUT TO:

#1

I've traded a lot of MP3s over the net, but with Cameo I get actual music videos.

CUT TO:

#7

I'd rather watch Cameo than some shimmering cloud on my computer screen

CUT TO:

#6

If I need to get to my desktop and work, I just click the end button, and BOOM, I'm there.

CUT TO:

#3

The beauty of Cameo is that it's polite and works in the background.

CUT TO:

#1

The video never bumps and grinds like streaming video.

CUT TO:

#5

Cameo is streamless.

CUT TO:

#3

(Camera pulled back, seated across from #4, looking almost straight into the camera)

Now when we boot-up our PC, we don't have to sit and stare at those clouds.

CUT TO:

#1

I'm cloud-free.

CUT TO:

#8

Bye bye clouds.

CUT TO:

FADE TO BLACK OR TO CAMEO LOGO WITH BUTTONS BELOW

FEMALE CORPORATE

(V.O.)

Now is your chance to install Cameo
onto your computer. Simply press on the
Install Now button below, and get ready
to for the fun and exciting CameoCast
Network. Your PC experience will never
be the same.

