

## **Bose – QuietComfort 20 Headphones**

*Upbeat music plays.*

*On screen text with an out of focus highway moving by in the background.*

ON SCREEN TEXT: BOSE

*Camera pans left and focuses on a man looking out of bus window. Cut to the man grabbing earbuds from a bag and then unwinding the cord.*

MALE NARRATOR: When you love music, you want to listen to it every chance you get.

*Cut to close-up of the man's hands holding the earbuds and putting them in his ears. Cut to the man adjusting the earbud in his ear. Cut to the man's hand turning on earbuds from controller. Cut to the man looking forward.*

ON SCREEN TEXT: Bose QuietComfort 20  
Acoustic Noise Cancelling  
Headphones

MALE NARRATOR: QC 20 headphones are the first in-ear, noise cancelling headphones from Bose with revolutionary technology that lets you enjoy better sound every day, everywhere you go.

*Cut to the man looking out the bus window. Cut to shots of the man glancing over his shoulder and looking down. Cut to a hand holding a cell phone and selecting something on the screen.*

ON SCREEN TEXT: Acoustic Noise  
Cancelling Technology

MALE NARRATOR: We completely reengineered our acclaimed acoustic noise cancelling technology to offer an unprecedented level of noise reduction in headphones this small, so whatever noise surrounds you, you'll enjoy some peace and quiet.

*Cut to man looking over his shoulder into the bus, then on screen texts appear and disappear. Cut to the man's hand rhythmically tapping. Camera tilts to show the man bobbing his head.*

ON SCREEN TEXT: TriPort  
Headphone Technology

ON SCREEN TEXT: Active EQ

MALE NARRATOR: If you want to add your own soundtrack, Bose proprietary TriPort headphone technology and Active Equalization give your music a full, balanced sound you wouldn't expect from in-ear headphones.

*Cut to a close-up of the man's ear with the earbud in it.*

ON SCREEN TEXT: StayHear+  
Tips

MALE NARRATOR: Exclusive StayHear plus Tips create a comfortably secure seal.

*Cut to close-up of the controller located at the headphone wire split.*

ON SCREEN TEXT: Inline Microphone  
& Remote

MALE NARRATOR: The inline microphone and remote lets you switch easily between calls and music.

*Cut to the man standing up and slinging his bag over his shoulder. Cut to the man pressing a button on the controller. Cut to the man walking onto the street. Cut to the man walking next to a building and glancing to his left.*

ON SCREEN TEXT: Aware Mode

MALE NARRATOR: And with new Bose Aware mode, you can hear your music and what's around you too, so you can keep your headphones on all day long.

*Cut to the man walking and looking at a city. Cut to the man and other people crossing a street.*

ON SCREEN TEXT: Bose QuietComfort 20  
Acoustic Noise Cancelling  
Headphones

MALE NARRATOR: QC 20 headphones, the first in-ear, noise cancelling headphones from Bose.

*Camera tilts up towards sky and goes out of focus, and then on screen text and small text details appear.*

ON SCREEN TEXT: BOSE