

Dyson DC65 Vacuum

Fade from black to woman vacuuming carpet with Dyson DC65. Small Print Test details are at the bottom of the screen. Cut to close-up shots of vacuum head cleaning carpets and then tile floor. Cut to close-up of vacuum that pans up and focuses on motor. Cut to close-up shots of vacuum head cleaning hardwood floor. Cut to close-up of vacuum head picking up dirt from between tiles and along wall.

MALE NARRATOR: Dyson DC65 cleans better than any other vacuum across carpets and hard floors. It has twice the suction of any other vacuum and has been engineered to pick up dust from every type of surface where others can leave dirt behind.

Cut to close-up of side of Dyson DC65. Cut to animation of vacuum's motor working. Zoom into motor to show whirlwind sucking up dust particles.

MALE NARRATOR: Our most advanced Radial Root Cyclone technology helps remove more dirt, dust, and allergens from your home.

Cut to close-up shots of vacuum head transitioning from carpet to hardwood floor. Cut to close-up of vacuum head cleaning hardwood. Cut to vacuum head transitioning from hardwood floor to carpet.

MALE NARRATOR: A self-adjusting cleaner head automatically adjusts to seal in suction as it changes surfaces.

Cut to close-up of brush bar cleaning carpet then goes into slow-motion.

MALE NARRATOR: And a re-engineered brush bar digs deeper into carpets to remove more dirt.

Cut to Dyson DC65 vacuuming floor. Cut to close-up of hand using handheld vacuum to clean sofa.

MALE NARRATOR: But we haven't stopped at floors.

Dissolve to slow-motion cut-away shot of hair going into handheld vacuum. Cut to woman detaching tool from vacuum. Cut to far shot of woman going up stairs with tool, a long cord trailing behind her. Cut to tool cleaning top of doorframe. Cut to tool cleaning behind sofa.

MALE NARRATOR: The tangle-free turbine tool picks up hair and dirt without tangling, and extra tools clean dirt from awkward places.

Cut to shots of Dyson DC65 vacuuming floor. Cut to hammer hitting Dyson DC65 in slow-motion. Cut to Dyson DC65 behind shaken. Cut to close-up of vacuum head behind pulled over wooden bump. Cut to far shot of vacuums being tested in factory. Cut to shots of vacuum being shaken. Cut to vacuum heads behind pressed on. Cut to springs twisting. Cut to close-up of vacuum head scraping wood. Cut to Dyson DC65 being lifted and dropped.

MALE NARRATOR: Dyson vacuums are made from ABS and polycarbonate--the same materials used to make crash helmets and riot shields. Each component is relentlessly tested again and again.

Fade to white to Dyson DC65 rolling into view and latching into upright position. Small Print test details and on screen text appear.

ON SCREEN TEXT: DC
 65
 Cleans better than
 any other vacuum
 across carpets and hard floors.
 dyson ball

Fade to black.