

## **Color-Alive-Intro**

*Upbeat music plays.*

*The Crayola Color Alive logo appears over a purple background.*

ON SCREEN TEXT:      Crayola  
                                 Color  
                                 ALIVE  
                                 BRING YOUR COLORING TO LIFE!

*The purple background fades to reveal four Color Alive coloring books next to a printer. A coloring page sits in the printer. It features a line drawing of a dragon flying near a castle.*

*The scene fades, revealing a hand coloring the dragon picture with a red crayon.*

ON SCREEN TEXT:      Color

*The hand disappears, and red, purple, and green fill in the outlines of the dragon picture.*

*The scene fades to reveal the hand holding a smartphone with the Crayola Color Alive app on-screen. A finger selects the "Play" button on the app. Using the smartphone's camera, the hand lines up the coloring page between on-screen corner guides. The hand selects the "4D" button in the bottom left corner of the smartphone's screen.*

ON SCREEN TEXT:      Bring to Life

*A fiery yellow swirl appears on-screen over the dragon picture. It spirals upwards to reveal the colored dragon, now in three-dimensional form. The dragon flaps its wings and breathes fire.*

*The scene fades, revealing two hands holding a tablet. An orange dragon floats on-screen beside a boy standing on his bed, holding a toy sword and preparing to fight it.*

ON SCREEN TEXT:      Snap Photos

*A hand places a red crayon on a section of the Crayola Color Alive instructions. A smartphone appears above it and takes a photo of the crayon.*

ON SCREEN TEXT:      Unlock Special Effects

*The scene fades to reveal the smartphone's camera, held over the two-dimensional dragon picture. A finger selects the "Special Effects" button. Fire appears over the red parts of the dragon.*

*A Crayola Color Alive coloring book with an orange dragon on the cover appears on-screen. Hands flip through the coloring book's pages, revealing line drawings of mythical creatures.*

ON SCREEN TEXT:      Discover Them All

*A Crayola Color Alive coloring book with a yellow fairy on the cover appears on-screen. The book's pages feature line drawings of enchanted forest creatures.*

*A Crayola Color Alive coloring book with a blue Skylander on the cover appears on-screen. The coloring book features line drawings of a variety of Skylanders characters.*

*A Crayola Color Alive coloring book with a Barbie on the cover appears on-screen. The pages of the coloring book feature line drawings of several Barbie scenes.*