

# GE Reveal Light Bulbs :30 Video

VIDEO	AUDIO
	(Music up and under)
:00 Open on living room. Freeze on close up of boy throwing ball to leaping dog. Boy, dog and ball hang in midair. Focus pivots around boy and turns to mom entering room.	
:04 Close up on mom installing Reveal bulb into floor lamp.	Reveal light bulbs
:06 Mom steps on lamp switch as light goes on. Bright Reveal light streams to the right.	(SFX: click) from GE.
:08 Camera pans to wide shot. As bright Reveal light hits the boy and dog, they start moving in live action, landing on sofa.	
:12 Camera follows cat walking to next room. Super: Images enhanced to dramatize difference in color.	
:14 Mom installs Reveal bulb in kitchen. Bright Reveal light streams to the right.	(SFX: click)
:16 Freeze on girl scooping ice cream into bowl. Ice cream hangs in midair. As light hits her, she moves in life action. Ice cream lands in bowl.	Unlike ordinary incandescent bulbs, they filter out the dingy yellow tones.
:19 Camera follows girl as she walks into next room.	
:21 Mom installs Reveal bulb in living room.	
:22 Camera moves right. Bright Reveal light streams to the right.	(SFX: click, TV broadcast of football game as crowd cheers) Bringing the true beauty of your home to life.
:24 Freeze on man leaping in excitement from sofa. Popcorn frozen above bowl.	(SFX: broadcaster says Touchdown as crowd cheers)
:26 Man catches himself on sofa. Mom catches the bowl and eats some popcorn.	
:28 Close up of unlit Reveal bulb. Light turns on.	(SFX: click)
:29 Medium wide shot of mom's hand pulling away after lighting lamp on table. Reveal bulb packaging at right on table. Super GE monogram. Information at work. Gelighting.com.	Reveal light bulbs from GE.