

X-TEMP DRIVE TEST :30
ISCI: CFIM-9645(H) Drive Test / :30
AS RECORDED

Open on a tough looking guy in a Hanes-branded warehouse lab. There are sensors on his socks, underwear and undershirt, and lab technicians are adjusting the last sensor. We hear a voiceover as we see quick shots of the man putting on a protective suit: boots being pulled on, a zipper zipping up, wrist cuffs being fastened.

VO: Hanes underwear and socks with revolutionary X-Temp Technology are designed to respond to your body temperature to help keep you cool.

The man begins to walk out of the facility. He passes other men and women in their areas who are also test subjects getting ready for different tests. We see a close up of a woman with sensors as well. He arrives at a door and a lab tech hands him a helmet as he steps through.

VO: Let's put it to the test.

The man steps outside and get into a waiting car. He hears a voice.

GIRL: Hey Dad!

He looks shocked as he turns and sees that his teenage daughter is in the driver's seat.

MAN: Emily?

GIRL: Ready?

MAN: Wait! No! Wait!

We cut to see the Student Driver sign on top of the car light up. We see quick shots of her bad driving. She runs over cones and drags them along, guns the engine then slams on the brakes repeatedly, turns opposite of her turn signal. We also see quick reaction shots of the man, showing that this is a stressful situation. He grabs the car handle and tries to encourage his daughter.

MAN: Slow down a little! Oow! Watch out for the speed bumps!

We cut away to the monitors where lab techs are monitoring data. We see some technical measurements of X-Temp working, including a heat sensor scan and evaporation percentages.

VO: It speeds evaporation to help keep you cool and dry.

Cut back to the lab where we see a group of lab techs looking at monitors and celebrating the way X-Temp works. Pull back as a table rotates in with the line up of Hanes products: men's and women's underwear and socks.

VO: Hanes X-Temp Technology for men and women. Because when you're cool, you're comfortable.

A frosted glass door comes down with the Hanes logo etched in.

We cut back to see the girl attempting to parallel park. She bumps the other car bumpers, causing alarms to go off. Our test subject lets us know that in spite of the stressful situation, he's keeping his cool.

MAN: So good.