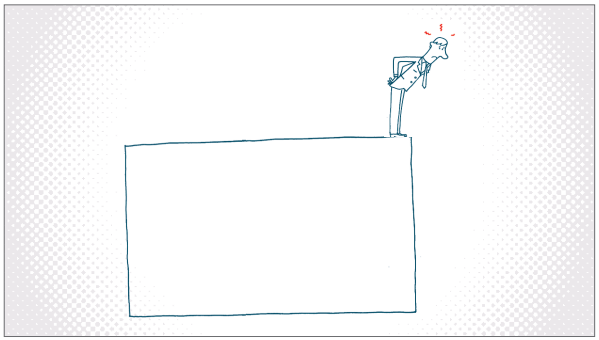
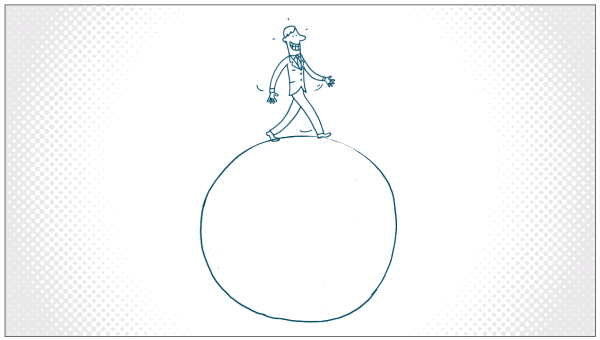
OPEN
Duration : 30 sec / the entire animation is a sequence shot.

The man is walking, close up on the feets
then long shot on the character

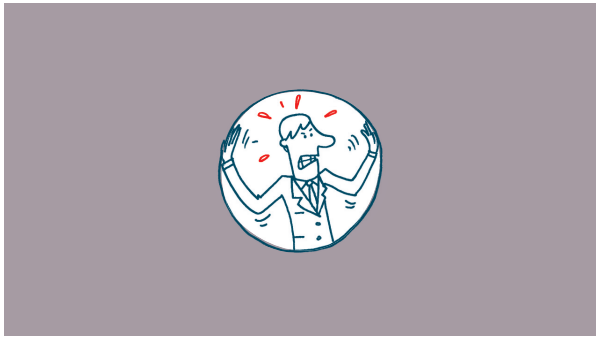
The character is stopped at the edge of the cube,



the cube turns into a sphere,
then he can walk again



Close up,
the screen shrinks, the character is trapped

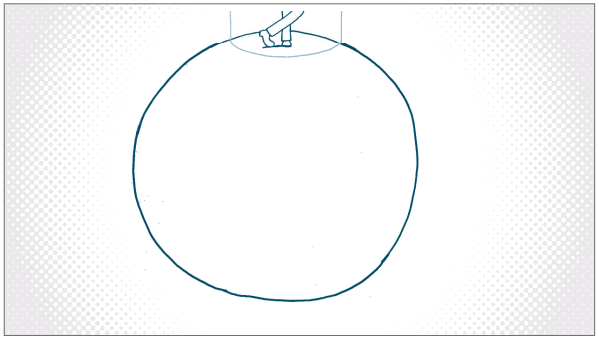


By pushing on the surface, the character gets out

zoom out
the character is attacked by viruses...

… but he’s protected by an invisible shield

traveling to see the entire sphere

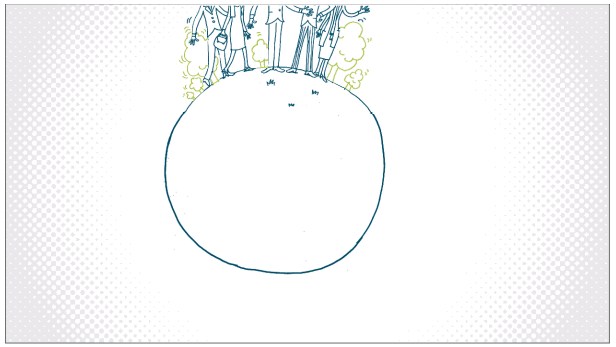


zoom out, the sphere turns into a loudhailer

Long shot - new characters join the man...

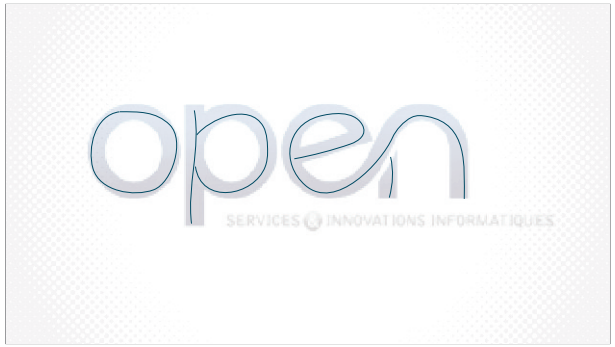
…and trees grows like mushrooms

Zoom out on the sphere...



...to turn into the “o” of the brand name

the other letters appears



and the logo and the baseline fades in