Smartshopper Intro

written by

Sara Tamburelli

INT. STORE - DAY

It's an immaculate and organized eyewear store. Nobody is inside, and a vast silence surrounds the store. At the counter, there's an iPad, but it's off. In one corner of the store, there's something similar to a tower, but its screen is also off.

Suddenly, a hand reaches the iPad and switches it on. The Tower turns on simultaneously. We hear a deep man's voice.

                    DAVID (V.O.)
          With great power comes great
          responsibility.

The camera, starting from the hand, reveals David's face. He is a 35/40 Store Associate with a friendly and very smirky face.

                    DAVID
          Imagine a boundless space with
          thousands of sun and optical models
          displayed. This is Smartshopper.

He raises the iPad and shows it to the camera. The camera gets closer and closer to the screen as if we are diving into it.

INSERT: IPAD'S SCREEN

We are now inside the Smartshopper interface.

                    DAVID (V.O.)
          The Smartshopper tool is an in-
          store digital shopping assistant.
          It's intuitive and engaging and can
          help us create an immersive,
          Taylor-made customer experience!

Many sun and optical models scroll through, giving the idea of an infinite selection.

INT. STORE - AT THE COUNTER

We re-emerge from the iPad, and we're back again with David.

                    DAVID
          But, to really master it, you must
          know all its incredible potential.

INT. STORE - DOOR ENTRANCE

Five different kinds of customers enter the store, one at a time. The scene restarts every time a new customer walks in.

We first see the FASHION LOVER, a woman in a cream-white, knee-length dress and a high ponytail. The words "Fashion Lover" appear next to her.

The second is THE CLASSIC, a man smartly dressed in a simple but elegant suit. The words "The Classic" appear next to him.

The third is THE SPORTY, a woman in a running suit and sneakers. The words "The Sporty" appear next to her.

The fourth is THE CASUAL, a man dressed in a simple white t-shirt and jeans. The words "The Casual" appear next to him.

The fifth is THE TECH LOVER, a man with quite a nerd style, eyeglasses, a plaid shirt, and a backpack. The words "The Tech Lover" appear next to him.

                    DAVID (V.O.)
          You will meet a lot of different
          kinds of customers.

INT. STORE - AT THE COUNTER

Back with David.

                    DAVID
          And for each one of their needs,
          you must know what the best
          Smartshopper feature is!

INSERT: INTERACTION BETWEEN DAVID AND THE CUSTOMERS

The Classic watches the iPad with David. David shows him how to engrave his glasses.

The Sporty compares different kinds of lenses on the iPad with David.

The Fashion Lover at the Tower uses the Frame Advisor.

The Casual engages with the Virtual Mirror on his phone.

The Tech Lover at the Tower compares two different kinds of models' technologies and lenses.

INT. STORE - AT THE COUNTER

Back with David.

> DAVID
> So, do you wanna become a
> Smartshopper pro or what? Well
> then, let's hit the road!

David smirks at the camera.

FADE OUT.

Smartshopper_The indecisive customer

written by

Sara Tamburelli

INT. STORE - DAY

A woman, LAURA, is looking at the shelves. She tries on two
or three pairs of sunglasses, but she seems not convinced.
She continues to look around.

David is behind the counter, watching her. He turns to the
camera.

                    DAVID
          There we are. An indecisive
          customer. Let's see what she needs!

David approaches Laura, carrying his iPad.

                    DAVID (CONT'D)
          Hello, and welcome! How's your day
          been so far?

                    LAURA
          Hi! Pretty great, thanks!

                    DAVID
          Good! Is there something I can do
          for you?

                    LAURA
          Well, I came in with the idea of
          buying something different than
          usual, but I'm having quite a hard
          time finding something I like.

David starts talking to the camera. The customer doesn't seem
to hear the conversation.

                    DAVID
             (to the camera)
          It's time to unleash our secret
          weapon!

Then back to Laura.

                    DAVID (CONT'D)
          I see. Tell me: is there any
          particular brand you'd like to try?

                    LAURA
          I've always liked Ray-Ban, even if
          I've never had a pair...

David starts using his iPad while listening and nodding to
Laura.

                    DAVID
          OK, please take a look at this.

He shows Laura the iPad.

                    LAURA
          What is it?

                    DAVID
          What you're looking at is our
          countless selection of Ray-Ban
          sunglasses. Every model available
          is inside this Smartshopper tool.
          Have you ever heard of it?

                    LAURA
          No, never!

                    DAVID
          It's a convenient digital tool with
          a catalog of countless models for
          you to choose from. I've now
          selected every Ray-Ban sunglasses
          at disposal, but we can further
          narrow the selection. Would you
          like to go on?

                    LAURA
          Yeah, ok, let's try!

Laura now looks interested in David's iPad. David half smiles
at the camera.

                    DAVID
               (to the customer)
          OK, so what kind of frames do you
          usually wear?

                    LAURA
          Round frames, mostly.

                    DAVID
          Ok, let's find something a bit
          different but that still meets your
          taste.

                    LAURA
          Ok, yeah, why not?

                    DAVID
          Which color?

                    LAURA
          I've always worn black...Maybe
          something more colorful?

INSERT: IPAD'S SCREEN

We now see the iPad's interface and follow David's actions.

                    DAVID (V.O.)
          Ok, so I'm going to filter all the
          models, except the round ones, and
          the colors available, just like
          this.

INT. STORE - DAY

Back with David and the customer.

                    DAVID
          It's straightforward.

                    LAURA
          Yeah, indeed! Oh, I like this one!

She points at a model.

                    DAVID
          The brown one? Nice! What about the
          lenses?

                    LAURA
            (a bit uncomfortable)
          Oh well, I wouldn't know...

                    DAVID
          Don't worry. The great thing about
          this tool is that we can try any
          lens available for the frame you
          choose to see which matches better.

                    LAURA
          Great!

INSERT: IPAD'S SCREEN

We follow David's actions.

                    DAVID
          Let's see. We have classic,
          gradient, and polarized. Oh, look
          at the green ones—stunning!

We see the lenses matched with the frame.

INT. STORE - DAY

Back with David and Laura.

                    LAURA
          Oh my God, I love them.

David turns to the camera.

                    DAVID
               (to the camera)
          One more step and I'm sure we'll
          close the sale.

Back to Laura.

                    DAVID (CONT'D)
               (to Laura)
          So, here we are. We selected Ray-
          Ban sunglasses with a brown frame
          and green lenses. What do you
          think? Do you like them?

                    LAURA
          Surprisingly, I do! I love them.

David turns to the camera.

                    DAVID
               (to the camera)
          You see? That's how it's done. Now,
          let's complicate the game. What if
          you have more customers to deal
          with? I sense the Smartshopper
          Tower will come in handy!

                                        FADE OUT.

Smartshopper_The Frame Advisor

written by

Sara Tamburelli

INT. STORE - DAY

Two customers, Lauren and Emma. Lauren is trying some optical
models in front of a mirror. Emma doesn't seem very
supportive. While giving random advice to her friend, she
also browses the shelves for herself.

                    LAUREN
               (putting the glasses on)
          And what about these?

Emma reaches Lauren in front of the mirror.

                    EMMA
          Mmm, no, they're too squared for
          your face.

                    LAUREN
               (trying another pair)
          And these?

                    EMMA
          No, I don't like them.

Emma goes back to the shelves. Lauren sighs, discouraged.
Then, she meets David's glance in the mirror.

                    LAUREN
          Excuse me, can you help me?

David, at the counter, turns to the camera.

                    DAVID
               (to the camera)
          Well, let's see if Smartshopper can
          be more supportive than her friend!

He takes the iPad with him and reaches Lauren.

                    DAVID (CONT'D)
          Hello, how is it going?

                    LAUREN
               (giggling nervously)
          Not good.

                    DAVID
          Ahah, okay. How can I help you?

                    LAUREN
          Well, I need prescription glasses.
          It's the first time I buy them.

                    DAVID
          OK, do you have the prescription
          details already? Or do you need an
          eye test first?

                    LAUREN
          No, I have them!

                    DAVID
          Great. So, have you seen something
          interesting so far?

Emma jumps into the conversation while still browsing the
shelves.

                    EMMA
          She is stuck with square shapes,
          but they're not right for her.

                    LAUREN
          That's what SHE thinks; I disagree.

                    DAVID
          Well, why don't we use the Frame
          Advisor to find out?

                    LAUREN
          The what, sorry?

INSERT: IPAD'S SCREEN

David starts using his iPad. He selects the Frame Advisor
tool inside Smartshopper.

                    DAVID (V.O.)
          The Frame Advisor. It's a feature
          of our Smartshopper tool.

INT. STORE - DAY

David shows Lauren the iPad.

                    DAVID
          Look at this. You just need to
          answer a few simple questions, and
          then the tool will help you select
          the shapes that better suit you.

                    LAUREN
          No way!

                    DAVID
          Let's give it a try!

INSERT: IPAD'S SCREEN

David uses the Frame Advisor. We see him answering the
questions for Lauren. The first question appears on the
screen.

                    DAVID (V.O.)
          Ok, so first of all, your jawline.
          I would say yours is... squared;
          what do you think?

INT. STORE - DAY

Lauren turns to the mirror.

                    LAUREN
          Yeah, I would say so.

INSERT: IPAD'S SCREEN

David selects the jawline shape. Then, the second question
appears.

                    DAVID (V.O.)
          And now your face shape. Round,
          rectangular, oval...?

INT. STORE - DAY

Lauren runs her fingers along her profile.

                    LAUREN
          I'd go with Oval!

                    DAVID
          Yeah, I agree.

INSERT: IPAD'S SCREEN

David selects the Oval shape.

INT. STORE - DAY

David, in front of Lauren, turns to the camera.

                    DAVID
          The cool thing about Frame Advisor
          is that it allows you to get a
          complete picture of your customers'
          aesthetics. Just watch!

David turns back to Lauren.

                    DAVID (CONT'D)
          Now, a more personal question. How
          would you describe your style?

                    LAUREN
          Classic, very clean. I wouldn't say
          I like flashy things on me too
          much.

INSERT: IPAD'S SCREEN

David navigates into the style categories and selects
Lauren's preferences.

INT. STORE - DAY

David, next to Lauren, shows her the iPad.

                    DAVID
          Ok, I have included your tailored
          suggestions below. What do you
          think?

                    LAUREN
          Oh wow, so many!

                    DAVID
          Oh, one last thing. What color
          would you like to try? Do you have
          any preferences?

                    LAUREN
          I don't know...

                    DAVID
          I would suggest black, grey, or
          even blue for a classic style!

                    LAUREN
          Mmm, maybe light blue or purple,
          something like that.

INSERT: IPAD'S SCREEN

David starts using the iPad again. He selects Lauren's preferences.

INT. STORE - DAY

David to Lauren.

>   DAVID
>   Okay, let's look at the models
>   together and make a first
>   selection. You can choose your
>   favorites by clicking "like" and
>   "dislike" here.

David shows Lauren the "Like" and "Dislike" buttons. Lauren selects 4 to 5 models.

David turns to the camera.

>   DAVID (CONT'D)
>   (to the camera)
>   Now that we have narrowed her
>   preferences, it will be very easy
>   to find the perfect model for her!

Then, back to Lauren.

>   DAVID (CONT'D)
>   Okay, now all you have to do is
>   select the model you like best!

David shows Lauren the iPad again.

Emma stops looking at the shelves and reaches them, intrigued by their words.

>   LAUREN
>   Oh wow, thanks! So, any model here
>   is available?

>   DAVID
>   Exactly, even the ones that are not
>   physically in store.

Emma is now looking at the iPad with Lauren.

>   EMMA
>   Is it also possible to try them on?

>   DAVID
>   Of course!

David activates the Virtual Mirror and hands the iPad to
Lauren.

INSERT: IPAD'S SCREEN

Lauren uses the Virtual Mirror.

INT. STORE - DAY

Emma watches her captured.

INSERT: LAUREN'S PHONE SCREEN

Lauren tries the models she filtered. She tries a few until
she finds the one she likes.

                    LAUREN
          Oh yes, I think this is the one!

INT. STORE - DAY

Lauren shows Emma the iPad's screen with the glasses on.

                    LAUREN
          What do you think?

                    EMMA
          Perfect! See? I told you round
          shapes were the best fit for you!

David turns to the camera.

                    DAVID
               (to the camera,
                sarcastically)
          Oh yeah, right!

                    EMMA
          Can I try this tool as well? I was
          looking for a new pair of
          sunglasses but can't find anything
          I like here!

David, still looking at the camera, smirks. Then he turns
back to Lauren and Emma.

                    DAVID
          Of course. Let me complete your
          friend's order, and I'll be right
          with you!

                    EMMA
          Alright, thanks!

David goes to the counter together with Lauren to complete
the order. He then addresses the camera.

                    DAVID
            (to the camera)
          One after the other...and it's
          getting more and more complicated.
          Are you curious about
          Smartshopper's next adventure? See
          you there!

                                        FADE OUT.

Smartshopper_A fresh pair of eyewear

written by

Sara Tamburelli

INT. STORE - DAY

A middle-aged customer, PAUL, with his phone tries to take
some photos of a sunglasses model displayed on the shelf.

David, behind the desk, watches him with a doubtful
expression. He turns to the camera.

                    DAVID
              (to the camera)
          What is he doing?

Paul takes the sunglasses in one hand and tries to take some
photos with the other.

David continues to look at him.

                    DAVID (CONT'D)
              (to the camera)
          Let's check on him!

David takes the iPad with him and reaches Paul.

                    DAVID (CONT'D)
          Hello! Is everything alright?

Paul, not aware of David, jumps a little.

                    PAUL
          Oh hello! Yes, thank you.

                    DAVID
          Can I help you with anything?

                    PAUL
              (mumbling)
          No, mmm...well, yes, maybe... I
          mean, I wanted to take a photo of
          these sunglasses to show them to my
          wife.

                    DAVID
          Ok, sure, would you like to take
          the photo trying them on?

                    PAUL
          Oh no, just a picture of the
          glasses.

                    DAVID
          Oh, ok, ehm...

                 PAUL
        It's just that I'd rather not try
        on something already worn by
        someone else. My wife can tell me
        if they're right for me before I
        order them.

                 DAVID
        Ohh right.

David turns to the camera.

                 DAVID (CONT'D)
         (ironically to the camera)
        If only there were a way to get a
        pair directly from the factory,
        which was just made for him, right?
        Wouldn't it be great?

He shows the iPad to the camera.

                 DAVID (CONT'D)
         (to the camera)
        Well, I'm going to blow his mind in
        3,2,1...

While David does the countdown with his fingers, he turns
back to the client.

                 DAVID (CONT'D)
        You know, you can try the
        sunglasses without actually putting
        them on. If you want to, of course.

Paul looks at him, surprised.

                 PAUL
        Really? How?

David starts using his iPad.

                 DAVID
        Ok, so you chose a Ray-Ban
        Wayfarer, acetate frame, grey...

                 PAUL
        Yes, correct.

                 DAVID
        Alright! Please follow me to the
        Tower.

David reaches the Tower, followed by Paul. David starts using
the Tower, and a QR code appears on the screen.

                         DAVID (CONT'D)
                Okay, so you need to scan this QR
                code with your phone.

Paul scans the QR code.

INSERT: PAUL'S PHONE SCREEN

A link appears on the screen.

                         DAVID (V.O.)
                Now, click on the link.

Paul clicks on the link. The screen turns into a virtual
mirror, and we see Paul wearing sunglasses.

                         PAUL
                    (on-screen)
                Oh wow, that's amazing!

INT. STORE - DAY

David stands before Paul while he's trying the sunglasses
with Smartshopper.

                         DAVID
                Yeah, right? And now, if you like,
                you can also take a picture and
                send it to your wife!

Paul looks at David, amused.

INSERT: PAUL'S PHONE SCREEN

We see Paul taking his photo.

INT. STORE - DAY

David observes Paul while he texts his wife.

                         DAVID
                If we'll get her approval, I will
                order a freshly made pair for you!

                         PAUL
                That sounds great! Oh, she's
                calling me.

Paul answers the phone.

                    PAUL (CONT'D)
          Ehi sweetie! Yes, they're great,
          right?

David smiles and moves away. He goes back behind the counter.

                    DAVID
               (to the camera)
          It sounds like we have the green
          light! I'll ask him if he prefers
          to have them delivered to the store
          or directly to his home, and we'll
          be done!

Paul stops talking to his phone for a moment and turns
towards David.

                    PAUL
          What's the tool's name?

                    DAVID
          Smartshopper!

Paul nods as a thank you and goes back to his phone call.

Suddenly, David catches a glimpse of another customer's
conversation.

                    NEW CUSTOMER (V.O.)
               (on the phone)
          Yes, I'm in the store right now,
          but honestly, I don't know if it
          was a good idea... I hope to find
          something.

David smirks at the camera, then takes his iPad and exits the
frame.

                                        FADE OUT.

Smartshopper_The wedding gift

written by

Sara Tamburelli

INT. STORE - DAY

At the counter. Joey, a customer in his late 20s, watches the
iPad's screen. David is next to him, holding the iPad.

                    JOEY
          It's not that they're not cool, I
          mean...

INSERT: IPAD'S SCREEN

Joey scrolls the screen, showing two Aviator models, one in
silver, thin-framed, and the other bold and black.

                    DAVID (V.O.)
          You were saying they're going to
          Mexico for their honeymoon, right?
          Surely, they'll come in handy
          there!

INT. STORE - DAY

Joey repeatedly scrolls the screen, watching one model, then
the other. He is not convinced.

                    JOEY
          Yeah...

David turns to the camera. The camera moves, showing the
exit, then goes back on David, who followed its movement with
his head.

                    DAVID
             (to the camera)
          No, he's not walking away. He's
          just a bit overwhelmed, that's all.
          Being the best man is always a big
          responsability, especially
          regarding the gift. But I know how
          to help him. Just watch!

David goes back to Joey.

                    DAVID (CONT'D)
          Let me ask you: what's really
          concerning you?

                    JOEY
          I don't know; it seemed like a good
          idea at the beginning.

                    DAVID
          And now?

                    JOEY
          Now I'm like, well, I mean, this is
          certainly a good gift, and these
          sunglasses are gorgeous. But I feel
          like I'm doing something
          meaningless.

                    DAVID
          Yeah, I know what you mean. But,
          try to see it this way. Aviator is
          one of Ray-Ban's most iconic
          styles. It's timeless; it never
          gets old, just like true love.

                    JOEY
               (still not convinced)
          Mmm yeah...

                    DAVID
          And...

David turns to the camera, smiles, then goes back to Joey.

                    DAVID (CONT'D)
          To make it even more special, you
          can customize them with the bride
          and groom's names or their wedding
          date engraved on the temples.

Joey lights up.

                    JOEY
          Really? Can we do that?

                    DAVID
          Our Smartshopper tool can do
          anything!

David shows Joey how the models can be personalized.

INSERT: IPAD'S SCREEN

We follow David's actions on screen. He shows how the
engraving can be done on the temples of one of the two
models.

                    DAVID (V.O.)
          We can add their initials here
          internally. What do you think?

INT. STORE - DAY

Joey, looking at the screen.

> JOEY
> Can we add both their initials and
> wedding date?

> DAVID
> Of course.

> JOEY
> OK, so Rebecca and John, R and J.
> And the 26th of June is the wedding
> date.

INSERT: IPAD'S SCREEN

David shows the engraving on the bride's model.

INT. STORE - DAY

Joey, looking at the screen.

> JOEY
> (enthusiastic)
> Cool!

David turns to the camera.

> DAVID
> (to the camera)
> And it gets better. I'm going to
> offer him to do the same with the
> cases!

He goes back to David.

> DAVID (CONT'D)
> Would you like to engrave the cases
> as well?

> JOEY
> Yes, of course!

> DAVID
> Perfect. So, if you're happy with
> your choice, let's complete the
> engraving on both models, shall we?

> JOEY
> Yeah, let's do it!

David turns to the camera.

> DAVID
> (to the camera)
> He will definitely make an
> impression with these personalized
> Aviators!

He turns to Joey again. While they're completing the order on the iPad, a bike helmet hits the counter. We don't see the person who owns the helmet.

David raises his eyes from the iPad and looks at the helmet. Then smiles at the camera.

> DAVID (CONT'D)
> Let's take Smartshopper for a ride!

FADE OUT.

Smartshopper_The Perfect Glasses for the Race

written by

Sara Tamburelli

INSERT: DAVID'S PHONE SCREEN

This is a close-up of a picture in which David and another
guy (MILES) are cycling. They're wearing technical clothes
and accessories, and it's clear they are very into this
sport.

                    DAVID (V.O.)
          Good, old times.

INT. STORE - DAY

The frame widens to reveal David in the middle of the store,
showing his phone to two cyclists next to him: Zoe and Miles.
They're between 30 and 35 years old and dressed in cycling
clothes.

Miles gives David a pat on the back.

                    MILES
          Come on, not so old!

                    ZOE
          Do you still ride sometimes?

                    DAVID
          Yeah, I do. But just for fun.

Miles shares a glance with the other two. David gets
suspicious.

                    DAVID (CONT'D)
          What?

                    MILES
          Ok, let's get straight to the
          point. Zoe and I will participate
          in a race as a team next month. We
          need brand new, top-of-the-line
          sunglasses and... a new team
          member. I told Zoe you were the
          perfect man for both requests!

David turns panicked to the camera.

                    DAVID
               (to the camera)
          Can Smartshopper grow a pair of
          wheels?

He goes back to Miles and Zoe.

                    DAVID (CONT'D)
          Well, guys, I don't know about the
          race, but I have just the right
          tool to help you choose your
          perfect pair. Wait a second.

David goes to the counter and takes his iPad. Then goes back
to Miles and Zoe.

                    DAVID (CONT'D)
          There it is, Smartshopper, our
          online catalog. Here, you have
          thousands of models to choose from.

                    ZOE
          Oh, nice!

                    DAVID
          Do you both need glasses?

                    MILES
          Yes, we'd like to have matching
          pairs for the race.

                    DAVID
          Ok, perfect! If I know you well,
          Miles, I think we can already
          filter your preferences for Oakley
          models, right?

                    MILES
               (turning to Zoe)
          Yeah, we can all agree on this.

Zoe nods.

                    DAVID
          Ook, so...

INSERT: IPAD'S SCREEN

We follow David's actions. He clicks on the entry point
dedicated to Oakley Custom, and Oakley models appear. He
writes "Jawbreaker" on the search bar.

                    DAVID (V.O.)
          What about Jawbreaker? It's great
          for any weather condition.

INT. STORE - DAY

Miles and Zoe take a look at the model on the iPad.

                    MILES
          Yeah, they're valid. But we'd
          prefer a high-performing model on
          the road. Do you have Sutro in
          there?

                    DAVID
          Of course!

INSERT: IPAD'S SCREEN

We see David search for Sutro.

                    DAVID (V.O.)
          It features impact protection and,
          paired with Prizm Road lenses,
          allows you to see subtle changes in
          the road texture!

Prizm Road Lenses are selected.

INT. STORE - DAY

Miles and Zoe watch the screen.

                    MILES
          There we are!

                    DAVID
          What about the frame color? Any
          idea?

                    MILES
          Mmm, I don't know...Blue perhaps?

                    ZOE
          Let's make it white with blue
          details, like our race suit!

                    MILES
          Yeah, great idea!

                    DAVID
          Alright, done! And what about the
          wicket?

INSERT: IPAD'S SCREEN

Wicket color options are shown.

INT. STORE - DAY

Miles looks at the iPad.

                    MILES
          I'd go with polished white.

We see David selecting the option.

                    DAVID
          Done! Oh, quick thought: if you
          want to personalize it even more,
          you can engrave your initials or
          your team's name on them.

                    MILES
          No way! Let's put our team's name
          then! We call ourselves
          "Cyclomaniacs".

INSERT: IPAD'S SCREEN

We see David while he inserts the text for the engraving.

INT. STORE - DAY

David shows Miles and Zoe the iPad again.

                    DAVID
          What do you think?

                    ZOE
          They're awesome! I can't wait to
          wear them.

                    MILES
          Come on, man, order a pair for
          yourself as well.

David looks at them, not knowing what to do. Then, he
activates the Virtual Mirror on the iPad.

INSERT: IPAD'S SCREEN

We see David on screen with the glasses on.

                    DAVID
          Oh, what the heck, why not?

He smirks at the camera through the iPad's screen.

FADE OUT.

Smartshopper Pro_Conclusion

written by

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INT. EXHIBITION SPACE, 2° ROOM - DAY

We start from the last scene of the previous script. Ava,
Sophie, Robert, and Eric look at the iPads and chat with each
other about Smartshopper. Gerard is next to them.

                    GERARD
               (to the group)
          So, what is Smartshopper's great
          potential?

The camera gets closer to his face.

                    GERARD (CONT'D)
          Any volunteers?

INT. STUDIO INTERVIEW/EXHIBITION SPACE B-ROLL - MONTAGE

Instead of Gerard, we have the four opticians now being
interviewed. We see them talking to the off-screen
interviewer, one at a time. Their interviews alternate with
quick b-rolls of them in the exhibition room with Gerard.

ROBERT

Robert sits on a folding chair. He looks around, clearly
uncomfortable. It's probably the first time he's done an
interview. Suddenly, he looks straight ahead, realizing the
camera is already rolling. He needs to answer the question.

                    ROBERT
          Oh, right...ehm, well, we can't
          ignore the extent of technology
          anymore. But I love that
          Smartshopper is so intuitive and
          very easy to integrate into the
          selling ritual.

B-rolls of him with Eric and Gerard during the role-play
scene (video 2) take turns. They're caught in the moment the
scene is over, and they're laughing together, proud of their
performance.

                    ROBERT (V.O.)
          You'll just need an iPad to carry
          around the store. IGbelieve it's
          going to boost our work.

Back to Robert's interview.

                    ROBERT
               (smiling)
          It will be any optician's secret
          weapon.

SOPHIE

Sophie, confident, sits elegantly on the folding chair. She's
already in the middle of her interview.

                    SOPHIE
          And the experience provided in
          store is beyond. Take the
          customization feature, for
          instance.

B-rolls of Sophie looking at Gerard's customized sunglasses
take turns.

                    SOPHIE (V.O.)
          Even the most demanding customer
          will feel valued by having the
          possibility to make their glasses
          unique. Sometimes, simply adding
          just a special little touch to
          them. This magic also allows us to
          know our customers more intimately
          and deeply.

Back to Sophie's interview.

                    SOPHIE
          And because it's a customized item,
          they will probably understand its
          worth and agree to pay even more.

ERIC

Casual but stylish, Eric talks confidently to the
interviewer.

                    ERIC
          But it's not just a tool to sell
          more, cross-sell, or upsell. It
          carries a new business model that
          allows us to reduce the risk of
          obsolescence, rationalizing
          inventory.

AVA

With the iPad in her hands, Ava sits with her legs crossed,
very at ease.

                  AVA
        Customers will understand they
        don't need to go anywhere else to
        find what they desire.

ERIC

Back to Eric's interview.

                  ERIC
        And that will increase their
        retention and store loyalty.

                              END OF MONTAGE

INT. EXHIBITION SPACE, 2° ROOM - DAY

Gerard is now alone in the room. He puts the iPads back on
the wall and looks around to check that everything is in the
right place. We start hearing him in v.o.

                  GERARD (V.O.)
        No matter how big or small a store
        is, if you meet a very picky
        customer, satisfying their specific
        request can sometimes be a hard
        challenge. And the result is they
        could leave your store with a good
        compromise.

INT. EXHIBITION SPACE, ON CAMERA

Gerard is now in front of the camera, looking at the off-
screen interviewer.

                  GERARD
        But why settle for a good
        compromise when your customers can
        be 100% satisfied with the infinite
        solutions Smartshopper offers?

Gerard smiles.

                              FADE OUT.