

## SCRIPT VERSION: 1-19-05

**CLIENT:** The Post House for Spectrum Industries

**TITLE:** ADApt Lectern

**LENGTH:** 5-6 minutes

**WRITTEN BY:** Rucinski & Reetz Communication, LLC

Video • Stills • Graphics	SHOT	Narration • Music • Audio
Wheelchair user waking up in morning and getting ready for the day. We will try to put the viewer inside their world for a short time.	1.	<Opening music with nat sound as we see the beginning of a new day for an individual a physical challenge.>
Shots of wheelchair user overcoming challenges with mobility, communicating, interacting. These are challenges that most of us don't even think of.	2.	Living with a physical challenge presents unique obstacles, but shouldn't keep an individual from fully participating in mainstream activities.
CG of The Americans With Disabilities Act Title 1 sections 504 and 508 over shot of person with disability working in high tech environment.	3.	Sections 504 and 508 of the Rehabilitation Act of 1998 call for accessibility in many areas of information technology, including multimedia applications.

Spectrum logo with dolly shot around ADApt.  CG: ADApt Multimedia Lectern.	4.	At Spectrum Industries, we have created a lectern solution that accommodates nearly everyone.
Instructor of short stature behind old lectern struggles to see students in first few rows.	5.	Giving a multimedia presentation to an audience is challenging enough
Very tall instructor hunched over old lectern struggles with cables and monitors or lighting controls.	6.	without adding additional
Instructor in wheelchair tries to get close enough to old lectern or table to use it.	7.	barriers or obstacles
Instructor struggling to get cables out of the way.	8.	like out of control cables,
Instructor's view obscured by monitor.	9.	monitors that block the view,
Improperly placed equipment.	10.	equipment located in the wrong place,
Individual struggling to get to components.	11.	and hard to reach components.

Beauty shot of ADApt Lectern in empty room.	12.	Wouldn't everyone's life be easier if we could utilize a
Zoom in to or dolly around ADApt.	13.	barrier free multimedia lectern
Wheelchair user rolls up and adjusts lectern with touch of a button.	14.	that would easily adapt
Tall instructor adjusts lectern.	15.	to multiple users
Instructor of short stature adjusts lectern.	16.	with widely varying needs,
Finger pushing button followed by movement of lectern.	17.	providing comfort and convenience at the touch of a button?
Jim Mosel on camera and appropriate cut-aways.	18.	Interview with Jim Mosel talking about the philosophy behind creating the ADApt Lectern and covering many of the points in the "overview" attached to the script.
Zoom into beauty shot of ADApt with multiple users around it.	19.	With the ADApt Multi-Media Lectern, that's what you get, and more!

<p>Show lift mechanism in motion.</p> <p>CG: Patent Pending</p>	<p>20.</p>	<p>Utilizing our unique lift mechanisms, our revolutionary ADApt Lectern is the first product of its kind that allows</p>
<p>Show work surface moving after wheelchair user pushes control.</p>	<p>21.</p>	<p>the work surface to come to the user instead of making the user come to the work surface!</p>
<p>Wheelchair user pops in DVD, pushes button on monitor and begins presentation.</p>	<p>22.</p>	<p>It easily adjusts to height and reach, making multimedia technology accessible to anyone. And here's how.</p>
<p>Show movement on three axes and tilting to each of four planes by using overlay still images.</p>	<p>23.</p>	<p>The ADApt Lectren has the ability to move on three axes and adjusts to four planes creating a truly barrier free design.</p>
<p>Surface of lectern moves toward user.</p>	<p>24.</p>	<p>As the surface of the lectern moves to the maximum extension toward the user,</p>
<p>Cut to casters extending, or show in box as work surface moves toward user.</p>	<p>25.</p>	<p>the casters on the instructor's side automatically extend to increase the lectern stability.</p>
<p>Surface of lectern moves away from user.</p>	<p>26.</p>	<p>When the surface is retracted,</p>

Cut to casters retracting, or show in box as surface moves away from user.	27.	the casters retract for improved mobility and comfort behind the lectern.
Work surface quickly telescoping.	28.	The work surface height can telescope from 33” to 53” in less than 9 seconds making setup quick and easy for even the most demanding schedules.
Show wheelchair, seated, and standing users.	29.	This allows flexibility at the touch of a button whether the instructor presents from a wheelchair, office chair, drafting stool, or, standing.
Show presentation equipment on work surface.	30.	In addition to the wide range of work surface adjustments, you can also easily situate the necessary presentation equipment on the work surface.
Wide of Over Bridge.	31.	The optional work surface equipment bridge allows easy access to
Interface location.	32.	a four gang interface panel and six rack spacers for additional equipment such as a
DVD/VCR player.	33.	DVD/VCR player,

Rack mounted computer.	34.	rack mounted computer, or other necessary gear.
Instructor point of view with monitors on right and left of work surface.	35.	The lectern's barrier-free design makes it possible to mount monitors to the far right and left of the work surface, keeping them out of the instructor's line of sight,
Student point of view of instructor in same set up.	36.	and keeping instructor in full view of both the students
Show monitor with feed from distance education cameras.	37.	and video cameras.
Show work surface controls.	38.	The adjustment controls are mounted below the right side of the work surface for easy access.
Adjustable stops keep folder from sliding off work surface as it tilts.	39.	Adjustable stops on the front and back edges of the work surface prevent text books and other teaching materials from sliding off the surface when tilted.
Show rack mount areas below work surface.	40.	There are four locations below the work surface to rack mount and secure multi-media equipment needed for a sophisticated presentation.

Zoom in or out of rack rail spaces.	41.	You'll have plenty of room with 24 1 3/4" rack rail spaces, 12 stationary and 12 pull-out.
Cable management area.	42.	Cable management from the work surface to the rack mounted equipment below keeps cables and cords safe and organized.
Opening cable access panel.	43.	Two top access panel doors allow easy access to cables in the back of rack mounted equipment, and provides necessary heat ventilation.
Closing and locking access door.	44.	Four vented locking access doors keep equipment safe and make routine maintenance easier.
Power cord being pulled out or retracted.	45.	A twenty foot thirteen amp retractable power cord is standard, but for applications which demand greater amperage, a second optional cord can be added.
Show range of colors.	46.	And, units are available in a variety of colors and laminates.

Contrast a couple of different lectern setups.	47.	But we realize that not all facilities and presentation needs are the same,
Wide of ADApt with options.	48.	So we offer many optional features for the ADApt Multimedia Lectern, including:
Pulling out tilting rack rail.	49.	Up to two pull-out tilting rack rail systems;
Over bridge with close ups of rack rail locations and four gang interface.	50.	Equipment bridge assembly including a pair of three space rack rail locations and 1 four gang system interface cut-out with blank cover;
Adjusting monitor arm or attaching monitor to arm.	51.	Up to two VESA monitor arm kits;
Using task lights.	52.	Internal three piece task light set which provides excellent visibility for integrating or maintaining equipment;
Internal wire lace kit.	53.	Internal wire lace kit;

Replacing pull out rack rail shelf.	54.	And a pull out rack rail shelf for storing remotes, key boards, and more.
Transition to close using soft shots of finger touching buttons, adjusting height and/or tilt of work surface, getting situated with wheelchair.	55.	
Recap of variety of users in different situations.	56.	Our new, “Patent Pending” ADApt Multimedia Lectern is the only fully ADA and Section 508 compliant multimedia lectern available on the market. It allows all users equal access to the exciting environment or multimedia.
Shots of product in use and during “maintenance checks” from previous shots.	57.	It’s easy to use, update, adjust, and maintain.
Wheelchair user rolls up to lectern and pushes button to adjust it.	58.	You don’t have to adapt to the work surface, the work surface adapts to you.
Slow zoom in to wheelchair user as unit completes adjustments and user goes to work.	59.	Simply put, for many people, it brings the world of multimedia to whole new level.
Contact information page, link to website, etc.	60.	