

The Communications Group (Excerpt)

By Tom Schroepfel for GTE VisNet - (C) Copyright GTE VisNet

Approximate running time: 10 minutes

The video will be structured as a fast-paced, hard-hitting, TV discussion show, a la The McLaughlin Group.

Viewer: An intelligent executive-level manager working for a company thinking of relocating. Probably a member of the relocation committee. Not necessarily a telecommunications manager. Quite possibly a relocation consultant hired to narrow the locations down to a short list of 3-5 places.

Goal: To convince the viewer of the advantages of locating in a GTE SmartPark, without overwhelming him/her with technical mumbo jumbo. After watching this program, the viewer should want to make SmartPark technology an absolute requirement for an office location. We want SmartParks to be on everybody's short list, preferably at the top.

The Players:

John McLongline. Sixtyish. Moderator. Crusty, combative, John McLaughlin type.

Morton Konduit. Thirtyish. Well-known telecommunications consultant.

Fred Bauds. Fortyish. CEO of InstaClaim, a company that specializes in processing medical and hospital claims for insurance companies.

Eleanor Comporte. Thirtyish. Relocation committee chairperson for Erectors, Inc., a growing international firm of engineers.

Jack Genlock. Fiftyish. Owner of Genlock Marine Transport, a regional firm specializing in brokering and booking commercial ship cargo.

-VIDEO-

-AUDIO-

FADE IN ON

Signature music

1 SmartPark logo plaque. At top it reads "GTE SmartPark Telecommunications Service." Below that is the SmartPark logo. At the bottom is "The best place to be when the future comes."

FADE TO BLACK

Music ends

FADE IN ON

Title music, similar to The McLaughlin Group, UP, then UNDER announcer.

2 Open title graphics, similar to The McLaughlin Group:

The Communications Group

ANNOUNCER:

The Communications Group. An unrehearsed program, presenting a wide ranging discussion of important communications issues in the news. Now here's the moderator, John McLongline.

DISSOLVE TO

FADE OUT MUSIC

3 JOHN MCLONGLINE

JOHN (To Camera):

Today's topic: fiber optic office environments.

Specifically, SmartPark Services by GTE.

(CONTINUED)

-VIDEO-

-AUDIO-

3 CONTINUED:

McLongline holds up a copper cable in one hand, a fiber optic cable in the other. He lifts each up as he names it. [NOTE: GTE SmartPark staff to provide appropriately sized cable samples.]

He indicates the copper cable.

He indicates the fiber optic cable.

He lays down the copper cable and continues holding the fiber optic cable. He gestures with it as he speaks.

DISSOLVE TO

4 Laboratory shots of laser light being directed through a fiber optic cable.

Copper wire. Fiber optic cable.

On a good day, you can squeeze maybe fifty phone calls at the same time through this wire.

On the same good day, this can carry more than a hundred and sixty thousand simultaneous calls!

Fiber optics. It's the future, and it's here today.

MCLONGLINE (Narration):
The key word is optic, as in light. As in laser light. Highly concentrated light beams carrying information in the form of dits and dots, zeros and ones, down fiber
(CONTINUED)

-VIDEO-

-AUDIO-

4 CONTINUED:

highways to Timbuktu and back
again.

5 Shots of people talking on
phones, working on computers,
video conferencing.

And whether it's a phone call,
a letter from your mother-in-
law, or the calculation of the
national debt, it gets where
it's going incredibly fast,
and absolutely unchanged.
Every T is crossed. Every I
is dotted.

You can't build a serious
office environment today
without considering fiber
optics. Smart developers know
this, and many of them look to
GTE, a pioneer in the field.

DISSOLVE TO

6 GTE truck arriving at building
site.

GTE was the very first company
to use fiber optics for public
phone service. They also
developed the first light wave
switch, and the first
optically transmitted network

(CONTINUED)

-VIDEO-

-AUDIO-

6 CONTINUED:

TV show! They do know what they're doing.

7 Shots of fiber optic cable being buried at a building site.

Before the buildings go up, GTE buries a complete network of pipes and connections.

8 Closeup of underground conduit being installed, showing large diameter.

When you need more capacity, the space is there. And since everything's underground, you can worry less about some bozo climbing a pole and tapping your line. Or a storm knocking you off the air.

DISSOLVE TO

9 Simple graphic. A square at the top of the frame represents a building. A short vertical jagged line at the bottom of the frame represents an outgoing trunk line. As we watch, two arcs grow out of the sides of the square and curve down to meet at the top of the vertical jagged line, forming a circle. The two arcs are different colors. The left arc visually pulses to simulate use. The right arc does not pulse.

Every location is served by two different routes. If, however unlikely, one line goes down...

The left arc develops a visual break and stops pulsing. The right arc immediately starts pulsing.

you can switch to the other and stay in business. Route

(CONTINUED)

-VIDEO-

-AUDIO-

9 CONTINUED:

diversity, it's called. A
good idea.

DISSOLVE TO

10 Pretty wide shot of generic
SmartPark office park. No
palm trees. No poles in shot.

GTE and its developer partners
call these places SmartParks,
and they're our subject for
today.

DISSOLVE TO

In the discussions which follow, the camera will will cut briskly
between animated closeups of the speakers, with an occasional wide
shot of the whole group seated around a coffee table. Voices will
occasionally overlap. We will often hear McLongline asking questions
off camera, or someone off camera begin talking before the camera cuts
to him/her. Underlined dialogue at the end of a paragraph is
throwaway copy to be talked over by the next speaker...

11 Master Scene A

JOHN:

Okay! Issue number one.
SmartPark Services. Fiber
optic capabilities. Who needs
'em? Morton? You're the
expert!

MORTON:

Super title:
Morton Konduit
Communications Consultant

Well, John, end users are
primarily attracted to fiber
optics by its virtually
unlimited bandwidth, which

(CONTINUED)

-VIDEO-

-AUDIO-

11 CONTINUED:

affords them extremely high
capacity digital data
transfers...

JOHN (Interrupting):

Cut! Cut! Is there an
English speaker in the house?
Eleanor! You're preparing a
major headquarters move.
You've studied the market. In
our native tongue, please!
Who needs a SmartPark?

ELEANOR:

I would say anyone who handles
information. And that's
everybody. Information is at
the core of business today.
You want it fast. You want it
accurate. You want a lot of
it. Fiber optic technology
delivers on all counts.

JOHN:

Details! Anybody!

(CONTINUED)

Super title:
Eleanor Comporte
Relocation Committee
Erectors, Inc.

-VIDEO-

-AUDIO-

11 CONTINUED:

Super title:
Fred Bauds
CEO, InstaClaim, Inc.

FRED:

Well, my company processes
something like 50,000
insurance claims a day. And
without the speed, the
reliability, of fiber optics,
we just couldn't gather that
much data from all over the
country, process it, and push
it out again with any kind of
accuracy.

12 Master Scene B

JOHN:

Question. Am I showing my age
or isn't there a lot of copper
wire still hanging from poles
all over this country? And
aren't there some very
advanced technologies that are
designed around copper wire?
I move into a SmartPark. Do I
lose those services? Morton?
Last chance. Speak English or
you're off the show!

(CONTINUED)

-VIDEO-

-AUDIO-

12 CONTINUED:

MORTON (Smiling):

I'm trying, John! I'm trying!
To answer your question. Yes,
there are advanced services
that use copper. There's
something called ISDN, which
is a good way to get
simultaneous voice, data, and
video; it runs on copper. So
do other services. That's why
every SmartPark location
includes, from the bottom up,
data-quality copper cabling,
so you've got the best of both
worlds...

ELEANOR:

Really, the best of all
possible worlds. These places
are compatible with all
industry standards, for today,
and into the foreseeable
future. That's precisely why
they're on everybody's short
list.

(CONTINUED)

-VIDEO-

-AUDIO-

12 CONTINUED:

JOHN:

Including yours?

ELEANOR:

Including mine.

13 Master Scene C

JOHN:

Jack! Six months ago a
SmartPark was on your short
list. You moved in. Good
idea? Bad idea?

JACK

Good idea. Definitely. I
used to think a wide area
network was something for
catching more fish. Now, I've
got computers in five
different ports talking to
each other all the time.

JOHN:

But are you catching more
fish, Jack?

JACK:

Actually, John, I'm catching
more business. We're not a

(CONTINUED)

Super title:
Jack Genlock
Genlock Marine Transport