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Scriptwriting and Production • Video, Audio, Film

**UNIPUNCH:
COST-EFFECTIVE PUNCHING SOLUTIONS**

Video Script

Sixth Draft

Version 6.0

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VIDEOAUDIO

0	<u>SUPERIMPOSE OPENING TITLE over Shot #1:</u> COST-EFFECTIVE PUNCHING SOLUTIONS	<u>MUSIC UP</u> and "promising." Creating high expectations. Something wonderful is about to be revealed.
1		<u>NARRATOR VOICE-OVER:</u> When you need a versatile, cost- effective way to accurately put holes in parts, there is no system more flexible than the unitized tooling system from Unipunch.
2	Studio shot.	To make a part, all you have to do is drill a hole in a mounting template where you want the hole to be located.
3	Studio shot.	A pilot pin in the base of each unit allows you to quickly and accurately position the unit on the template.
4	Studio shot.	The punch and die are aligned with the pilot pin.
5	Add Paintbox effect. Outline the guide in a contrasting color to emphasize its role.	A metal sleeve, called the guide, houses the punch and prevents it from skidding when the workpiece is being punched.
6		The ram of the press drives the punch down, compressing the stripping spring, and forcing the punch through the workpiece and into the die.
7		As the press ram goes back up, the high-powered stripping spring pulls the punch out of the workpiece.

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8	Studio shots.	The net result is one of the most practical and economical systems for punching holes in sheet metal, structural steel parts –even in plastics or plexi-glass –ever designed.
9		To minimize expensive press "down-time," all set-ups can be assembled outside of the press area.
10	Show multiple holes being made to communicate that the first stroke of the ram makes many holes at once.	You can insert a completely assembled set-up onto the press bed, and begin making parts from the first stroke of the press ram.
11		While <i>some</i> skill <i>is</i> required to use the Unipunch tooling system, the depth of training involved is no where near the programming skills which are required to operate the more complex, computer-controlled punching machines.
11.1	<u>Video EFX: Page Turn.</u> SUPERIMPOSE GRAPHICS (for English language version only): Compatibility	<u>Musical sting:</u> <i>Indicating the beginning of a new chapter, a new sequence.</i>
30	{ <i>Flip flop</i> the order of shots as compared to initially edited order. Now show:} CLOSE SHOT, Unipunch tools.	<u>NARRATOR VOICE-OVER:</u> Compatibility! Unipunch tools are designed to be compatible with most popular presses and press brakes,...
31	WIDE SHOT, Press brake with Unipunch tools.	...so you don't have to make a big, special investment in any additional capital equipment.

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VIDEO**AUDIO**

32	<p>A three-element sequence emphasizing concept of "shut height": (1) Studio table top shot of Unipunch A-series tools; (2) Action shot of press ram coming down and creating hole in thick steel, as (3) a Paintbox-like graphic line, with arrows at each end indicating distance travelled, shows "shut height." (Do not superimpose text for multiple language reasons.) After punch retracts upwards, the double-arrowed line remains to show shut height.</p>	<p>For presses with a tooling shut height of at least twelve inches, Unipunch offers its "A" series, which can pierce mild steel up to three-quarters of an inch thick.</p>
33		<p>For presses with smaller shut heights – of at least eight inches– Unipunch offers its "B" series, which can punch mild steel up to one-eighth of an inch thick.</p>
33.1	<p>Video EFX: Page Turn.</p> <p>SUPERIMPOSE GRAPHICS (for English language version only):</p> <p>Versatility</p>	<p><i>Musical sting:</i> <i>Indicating the beginning of a new chapter, a new sequence.</i></p>
12		<p><u>NARRATOR VOICE-OVER:</u></p> <p>Versatility!</p> <p>The Unipunch tooling system is versatile.</p>
34	<p>Sequence: Studio shots. Product build shots in a reveal technique – camera with probe lens pulls back to show complete line of throat depths.</p>	<p>Both series of Unipunch units are available with standard throat depths of:</p>

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35		<ul style="list-style-type: none"> • 4" (four inches),
36		<ul style="list-style-type: none"> • 8" (eight inches),
37		<ul style="list-style-type: none"> • 12" (twelve inches), and
38		<ul style="list-style-type: none"> • 18" (eighteen inches).
39		Other units –with even larger throat depths– are available by special order.
40	Clearing Niagara location shot of "Hugh Mungo" throat depth tool.	For the ultimate in versatility, Unipunch also offers special units with <i>unlimited</i> throat depths.
41		You can combine punching units with units that are capable of corner notching, vee notching, or edge notching, so that you can punch holes <i>and</i> notch parts in the same set-up at the same time.
13	Studio shots, showing parts made by Unipunch tooling	This is one tooling system which is <i>not</i> limited by size or weight. Thanks to its versatility, the Unipunch tooling system can punch a wide variety of differently shaped parts, including:
14		<ul style="list-style-type: none"> • tubes,
15	Studio shot.	<ul style="list-style-type: none"> • castings,
16	Studio shot.	<ul style="list-style-type: none"> • roll-formed parts,
17	Studio shot.	<ul style="list-style-type: none"> • extrusions,
18	Studio shot. (Paul makes piece.)	<ul style="list-style-type: none"> • and structurals, like angles,
19		<ul style="list-style-type: none"> • and channels.

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20		In addition to being able to create round or shaped holes of any configuration from three-thirty-seconds of an inch up to four inches in diameter, the Unipunch tooling system can punch a wide range of materials up to three-quarters of an inch thick.
21	Special effect: 4-way split screen reprise of images just seen in this sequence.	Light, heavy, flat, or formed material – Unipunch can do it all.
21.1	Video EFX: Page Turn. SUPERIMPOSE GRAPHICS (for English language version only): Flexibility	<i>Musical sting:</i> <i>Indicating the beginning of a new chapter, a new sequence.</i>
22		<u>NARRATOR VOICE-OVER:</u> Flexibility! The Unipunch tooling system is flexible.
23	Two studio shots of ten holders as someone changes the set-up.	Need to change the size or shape of a hole? No problem. Just slip the correct punch and die into the holder, and you're ready to go.
24	Two studio shots: one showing a hole being plugged on a template; the other showing units being re-assembled on the modified template.	Need to change the locations of the holes? Again, no problem. Just rework the template; plug the unwanted holes and reassemble your units on the modified template.
25	Sequence of studio shots showing disassembly of a set-up. Shots involve a Unipunch shop cart.	All done with your production run? Terrific! You can immediately disassemble the set-up, save the template, and reuse the units in a <i>different</i> set-up, to punch a <i>different</i> hole pattern, in a <i>different</i> part.

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26	Add special effect – WIPE, or some other dramatic, digital, page-turning effect, matched with musical fanfare (trumpet).	<i>Or, ...</i>
27	Studio shots.	...you can leave the units attached to the template as a dedicated "semi-permanent" set-up, <i>not</i> to be disassembled until there is no more need for that particular part.
28	With the camera locked down to reveal the same-sized, same-angled shots, quickly show a sequence of various set-ups utilizing the same tooling. (Consider using single-frame, animation effect with changing set-ups.)	With the ability to use the same tools in a variety of set-ups, you can <i>not only</i> minimize your capital investment,...
29	On-location shots gathered from a Buffalo-based factory which has single-purpose dies gathering dust. Hi-8 camera imagery, grainy effect, OK.	... <i>but</i> , with Unipunch, you will never make single purpose dies that end up gathering dust on an over-crowded factory floor just because the part has been changed, or it is no longer being produced.
42		No other tooling system offers you this combination of versatility and flexibility.
43		This is one tooling system which will never become obsolete.
43.1	<u>Video EFX: Page Turn.</u> SUPERIMPOSE GRAPHICS (for English language version only): Product Line	<u>Musical sting:</u> <i>Indicating the beginning of a new chapter, a new sequence.</i>

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44		<p><u>NARRATOR VOICE-OVER:</u></p> <p>The Product Line!</p> <p>To round out its product line, Unipunch offers a broad range of <i>standard</i> products to meet your metal fabrication needs.</p>
45	Studio shots	Units for corner notching, edge notching, and vee notching.
46	Clearing Niagara shots. [Need to review footage for a better take of the slug falling out of chute.]	Flat stock cut-off units, angle cut-off units, and <i>special</i> units to allow you to fabricate a wide variety of channels, angles, extrusions, and formed parts.
47		Units that can work with large, odd-shaped parts that you cannot punch vertically.
48		Corner radius tools which can produce up to eight different corner radii.
49		Units that can punch holes in round or square tubing.
50	Studio shots. Show oddly shaped parts and standard pedestal dies.	To accomodate special clearance requirements for punching oddly shaped workpieces, we can grind out one of our standard pedestal dies to match the contour of your part.
51		Unipunch even has C-frame holders you can use with your Strippit or Amada type punching machine tooling.
51.1	<p><u>Video EFX:</u> Page Turn.</p> <p>SUPERIMPOSE GRAPHICS (for English language version only):</p> <p>Customized Solutions</p>	<p><u>Musical sting:</u> <i>Indicating the beginning of a new chapter, a new sequence.</i></p>

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VIDEO**AUDIO**

52	<p>Location sequence to shoot. People at work in a Unipunch (or engineering/design) setting.</p> <p>A fax of a sketch or drawing comes into the engineering section. Blueprints. Designs. Consultations. Phone conversations. CAD/CAM. Customer service. Template drilling activity. Federal Express/generic shipping activities.</p>	<p><u>NARRATOR VOICE-OVER:</u></p> <p>Customized solutions!</p> <p>[If you don't see what you need among our standard tooling, or] if you want help in selecting the right tooling to produce a part, all you have to do is send us a sketch of the part you want to make, and our engineers will take it from there.</p>
53	<p>Location sequence continued.</p>	<p>Unipunch offers a wide range of services – from customized engineering design of special punching units, through drilling of templates, and shipping of pre-assembled set-ups directly to your shop.</p>
53.1	<p><u>Video EFX: Page Turn.</u></p> <p>SUPERIMPOSE GRAPHICS (for English language version only):</p> <p>Cost Effective</p>	<p><u>Musical sting:</u> <i>Indicating the beginning of a new chapter, a new sequence.</i></p>
54	<p>Concluding montage sequence. Reprise of key shots seen earlier.</p>	<p><u>NARRATOR VOICE-OVER:</u></p> <p>Cost Effective!</p> <p>When you add up all the features of the Unipunch tooling system –its unparalleled versatility, its unsurpassed flexibility, and its complete compatibility with your existing press equipment– they amount to the biggest plus of all: low cost tooling.</p>

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55		Your initial investment is not only much less than it would be if you chose any other punching method,...
56		...but the opportunity to use and re-use the same Unipunch tools on different jobs allows you to amortize your investment over many different parts.
57		It all comes down to this: With Unipunch, you can punch multiple holes with each stroke of the press ram, and you can produce parts more efficiently, more economically, than any other tooling system.
57.1	Video EFX: Page Turn.	<i>Musical sting:</i> <i>Indicating the end of the show, i.e., a wrapping-up feeling.</i>
58	<p>GRAPHICS</p> <p>Unipunch Products, Inc. 370 Babcock Street Buffalo, New York 14240-5017 U. S. A.</p> <p>(800) 828-7061 (716) 825-7960 Fax: (716) 825-0581</p> <p>[This information should be reproduced on a label that is attached to video cassette.]</p>	<p><u>NARRATOR VOICE-OVER:</u></p> <p>For more information on how Unipunch can provide a solution to your metal fabrication needs, contact the Sales Department at Unipunch Products.</p> <p>Telephone calls are toll free in the United States and Canada.</p>
59	Unipunch LOGO.	<i>Music:</i> Down and out.