Panel 1

ColourTech

Computerised Accelerator Safety Device
CASD

Background Picture

Names

1

Script:
Intro Music
Length: 10 seconds

Panel 2

60

110

2

Script:
Do you creep above the speed limit?
Do you not have time to slow down?
Are you always in a hurry?
Are you above the law?
Length: 10 seconds

Panel 3

slides of car crash scences

3

Script:
Too many lives have been lost on
Australian roads, 30% of these are
due to speed related.
Why don't we do more to reduce
this number?
Length:

Panel 4

slides of car crash scences

4

Script:
In the last 24 months 2431 people
have being in crashes relating to
speed.
In 2019 there were 4.7% more
deaths then the previous year.
Length: 15 seconds

Picture of CASD device
5

Script:

ColourTech has designed a speed
limiting device that is will restrict
yours car speed to the limit on
the road you are travelling on,
keeping everyone safer on the roads

Scene of speeding car crashing
6

Script:

"noise of car speeding"
"load crash sounds"

Length:

Car Crash Scence
7

Script:

Too many times scences like these
appear on the news, social media
and sometimes right in front of
our eyes

Length: 15 seconds

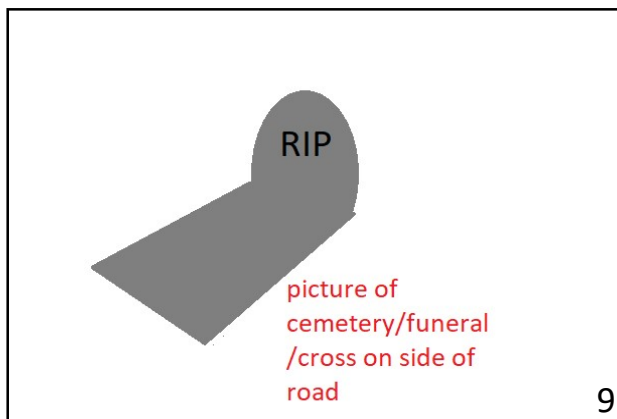| Hospital scene Coma patient surrounded by family |
| --- |
| 8 |

Script:

Why risk it all for the need to get
somewhere a tiny bit faster?
Don't make your family have to go
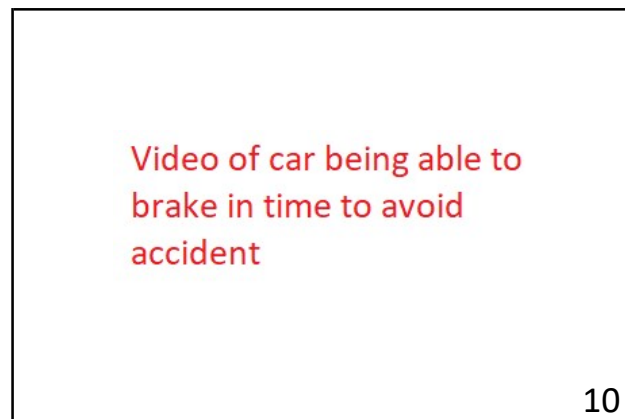through this for a foolish decision.

Length: 15 seconds

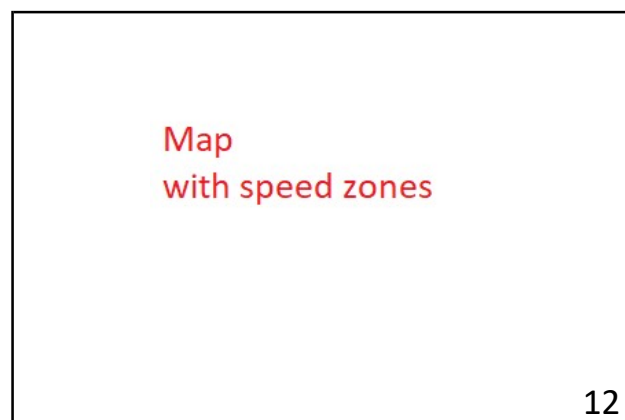|	
RIP picture of cemetery/funeral /cross on side of road 9	Video of car being able to brake in time to avoid accident 10
Script:	Script:
Speeding increases the risk	Research shows that a reduction in
of a crash being fatal!	travel speed of just 5km/hr
	significantly reduces the combined
	reaction and breaking distance
	in the event of an emergency,
	reducing collision velocity and
	sometimes avoiding collision at all.
Length:	Length: 18 seconds
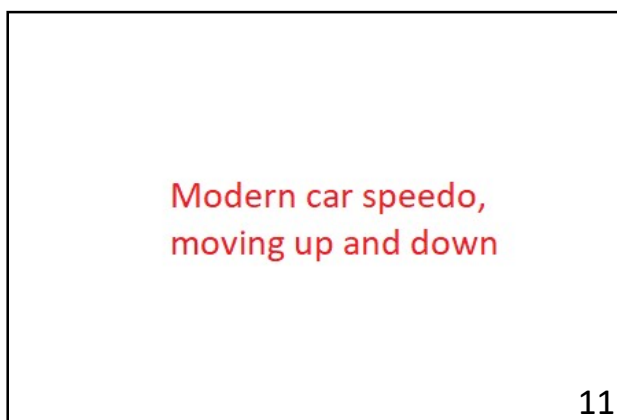
Modern car speedo, moving up and down 11	Map with speed zones 12
Script:	Script:
The computer acceleration safety	The CASD systems works with GPS
device will aid drivers to stay	mapping systems to know the speed
within the speed limits.	limit where ever you are travelling
Vehicles with a CASD device will	and will update you as you go
be unable to accelerate more then	through different speed zones.
10km/10% over the limit	
Length: 15 seconds	Length: 15 seconds

Roadworkers
CASD Cones

13

Script:
Roadworkers or emergency services
will place out CASD cones which
show the reduced speed restrictions
travelling between these cones till
trigger the CASD, slowing
the vehicle to the designated
speed.
Length: 15 seconds

Person telling story
scenes from
-incident
-recovery

14

Script:
Personal story of loss due to
crash caused by speed - urging
people to take on this technology
so others don't have to suffer
Length: 30 seconds

Show webiste address
show website being used
installation centre

15

Script:
Visit our
website will help your
determine if our device is
compatiable with your car.
Contact one of our installation
centresto get a quote for you vehicle
Length: 15 seconds

Display catchphrase:
IT'S NOT WORTH DYING FOR A DEADLINE

16

Script:
Together you and ColourTech,
can help make Australians roads
safer.
Install a ColourTech CASD today
today.
Because it's not worth dying
for a deadline.
Length: 15 seconds

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