

# EmersonEIMS — Hero Video Storyboard & Production Brief

## Purpose

Deliver a cinematic hero video and production assets that communicate EmersonEIMS' promise: reliable power engineered for East Africa. Use as a full-bleed loop (20–30s) and shorter social cuts.

## Deliverables

Hero loop 4K (24–30s), social cuts (15s), 5 hero stills (masters + web), 3D model specs (glTF & USDZ), edit decision list.

## Tone & Look

Cinematic, minimal, confident. Color grade: teal & warm highlights. Ambient instrumental score, soft bones, slow camera movement.

## Shot List (0–30s loop)

0–06s: Wide dawn site shot with drone; 6–11s: Engineer commissioning/control panel close-up; 11–16s: Hospital interior with stable monitors; 16–21s: Telecom tower & fuel setup; 21–26s: Nightwide with lights on; 26–30s: Logo/canopy badge close-up.

## 3D Model Spec

Formats: glTF/GLB + USDZ. LODs: high (250k), mid (60k), low (12k). Textures: albedo, roughness, metallic, normal, AO (4K). Pivot at base center, units in meters.

## Image Set

6 hero-quality photos (6000x4000), web JPEGs, TIFF masters: installation wide, canopy close-up, control panel, exhaust, fuel setup, engineers in PPE.

## Logistics

Secure drone & site permits. Talent releases for any on-camera staff. Provide LUT and music license details.