Video Planning

General:

- make subtitles: add laughter and write "include buzzword" instead the buzzword itself
- Overly fancy, but funny
- Style like apple keynote (all engineers turtle necks? might be too hot?)
- Use different spots on campus for filming (like Apple does with Apple Park)
- Commercial/Keynote style
- try to use few cuts, let camera float from shot to shot

Scenes:

Scene 1: 1 people, CEO (Linyan), ~30sec
- **Intro scene**, Drone shot at TUM (outside) with our "CEO"
- "Hello and welcome back. It's great to have you join us. I'm really excited for today and the news we have to share with you. In the midst of enormous challenges in the past year, our teams have remained focused, and they haven't stopped innovating. You have already heard about AlphaGo, an algorithm that is able to defeat a world champion; AlphaFold, boosting modern research in biology and medicine. Today, we are proud to present AlphaDamage, the first machine-learning enabled algorithm to detect damage on cars. Instead of telling you how it works, let us simply show you."

Scene 2: 3 people, 2 arguing (Nils, Gregor), 1 Engineer (Magdalena) A ~30sec
- **Arguing scene** ("Thanks (insert name of CEO). Everyone has this problem: Do you also hate it when you lend your friend your car and they bring it back with damage. That's why we invented AlphaDamge. Let's move over to … to see it in action.)
- Possibly beam car to wall with beamer (Could use a car which has a very large damage).
  - Maybe use Zoom function to show an image an the two arguing persons are blended in as "speaker"
  - Use of an images where the car is really damaged, e.g.

    and both people are arguing about one small part.
  - Second Engineer comes, calms the scene, takes a photo and says: "With an accuracy of 85% it is "other"....
- Back to the first Engineer: And that's why we created AlphaDamage. A tool which predicts every car damage perfectly.

- Movement of the camera the Engineer who has a computer in front of him and camera zooms into computer screen until the application can be seen only

Skript- first scratch:

(Thanks Max, let's have a closer look at these two guys.) or

Thanks (insert name of CEO). Everyone has this problem: Do you also hate it when you lend your friend your car and they bring it back with damage. (Alternative: One of the biggest challenges in our lifetime, is making sure a car that is borrowed is returned in the same state.)

That's why we invented AlphaDamage. Let's move over to … to see it in action

Nils : "Oh man what happened to my car?"

Gregor: "Nothing much, I might have hit some insects maybe.."

Nils: "honestly? I don't believe you. Can't you see those massive dents here?"

Gregor: "What are you talking about? That's a minor scratch…"

Nils: "I'm going to show you what a dent is…" *Nils raises his fist and threatens Gregor.*

Magdalena: " hei guys, stop arguing! I can solve your problem"

Go to car with phone..

"With a probability of 85% the damage is classified as "other""

Car owner and borrower seems relieved and shakes hand with each other.

Our engineer, Max, solved that issue…

Scene 3: **Webtool demo**, Dennis, Engineer B ~1:30
- Show our web interface
- Mix of keynote style and demo
- In the end back to CEO "Now back to Tim"

Scene 4: 1 people CEO ~0:30 [tim cook explaining stuff]
- Marketing scene
- CEO making unrealistic claims, marketing phrases like 50% better than baseline, graphs without numbers etc, comparing to "other groups"
  (maybe the graph of Accuracy and Speed, like apple event)

We at DeepOLT (AlphaDamage) are always putting a huge value on being the most innovative competitor. As of today our product outperforms our competition making us the market leader in damage classification. To tell you all about our performance indicators, I will hand over to Adam, our Head of Machine Learning [Adam Optimeiser].

Slides needed for this scene:
- Slide with Cutting Edge Technologies (e.g. Transfer Learning, Self-Supervised Learning, Contrastive Loss, Active Learning, Neural Architecture Search and Data Augmentation)
- Slide with large "Market Leader in Classification Technology"

- Slide with "1.5x Accuracy than next best group
- Slide with "Award winning Product" \n "Best User Interface, Best Computational Performance"
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- This is the reason why we combined Transfer Learning, Self-Supervised Learning, Contrastive Loss, Active Learning, Neural Architecture Search and Data Augmentation to create this great product
- We can even provide an accuracy of one and a half times higher than the next best group.
- showing real results, e.g. benchmark always predicting class 1, graphs with numbers, "it's only a classification, not magic"

==Thank you Tom. Indeed, we've explored different algorithms to find the best solution for our damage classification. Let me show you==

We tried out lots of algorithms for example Transfer Learning and Self-Supervised Learning - both perform quite well, but Transfer Learning does achieve a higher accuracy (Check if that's true and provide slide with graph showing this). Also, we used different augmentation techniques which show that our great accuracy could even be enhanced. (Graph with accuracy of Transfer Learning with different augmentation techniques) Through our parameter tuning we could squeeze the last eccentricity in our accuracy performance. (Graph with before and after of parameter tuning of Transfer Learning).
(In addition, active learning allows a small amount of data to be used to obtain better results.?(check if that's true,and a slide of active learning results))

==I will now hand over to Ross who will demonstrate our web app.==

==We worked hard on our user friendly interface, let me show you how it looks like==

Scene 6: CEO ~0:30
- Even with all of these incredible technologies, we are keeping the price as today. With AlphaDamage 3 starting at $ 10.000 and AlphaDamage 3 Pro starting at $20.000. AlphaDamage 3 and AlphaDamage 3 Pro will be available for pre-order this Friday on the second of September.
- And we are not stopping there. We do have one more thing… We have great respect for these words and we don't use them lightly. Our teams have been working hard for years on something that is very important to all of us: The future of our planet. At AlphaDamage Sustainability is one of our prior concerns. We try to have as little as possible impact and the environment and that's why our company achieved a net zero emission rate. In developing our newest product, we damaged the absolute minimum number of cars to get enough images to develop such a great and reliable damage detection. Also, our models run not on huge power intensive server farms - it runs on your computer, and only when you need it.
- We've come so far with a device that is so important to our daily lives. This marks the start of a new era of damage detection. Thank you for joining us, stay safe and have a great day.

- Drone footage….
- Black screen with logo

Roles:
Currently nine roles, can do less engineers if someone doesn't want to be in the video
- CEO: Linyan
- Two People arguing:
    - Car owner: Nils
    - Friend: Gregor
- Engineers
    - A : Magdalena
    - B: Amadou
    - C
    - D
    - E
    - F

ToDos and important dates
- ☐ Group picture at next meeting where everyone will be there
- ☐ Gregor and Xiaogang defining what people will say, especially jokes
- ☐ Filming days: Sunday 14.08 and Monday 22.08
- ☐ Cutting Team: Dennis, Xiaogang?, Gregor?
- ☐ Does someone have a stabilizer for filming?
- ☐ Define roles next monday