

BlackBerry 10

Available Now!

16GB Internal storage
4.2" Touch display
8MP Rear camera
4GLTE Ready



Panel # 1

Starting panel, in this ad the phone will move off the screen and come back on as a different colour of the BB10

Scene 1 - 1

BlackBerry 10

Available Now! Fade out →

16GB Internal storage Fade out →
4.2" Touch display
8MP Rear camera
4GLTE Ready



Panel # 2

The two phone images have changed. Next the text will change.

Scene 1 - 2

BlackBerry 10

From \$140!

1280 x 768 resolution Fade out →
4.2" Touch display Fade out →
8MP Rear camera Fade out →
4GLTE Ready Fade out →



Panel # 3

Available now and 16gb internal storage has changed
The next 3 points will change next

Scene 1 - 3

BlackBerry 10

From \$140!

1280 x 768 resolution
13 days* standby time
10 hours* talk time
BlackBerry® 10 OS



Panel # 4

The next 3 points have changed.
The phones then change back to black.

Scene 1 - 4

BlackBerry 10

From \$140! →

1280 x 768 resolution Fade out →
13 days* standby time
10 hours* talk time
BlackBerry® 10 OS



Panel # 5

The phones are now black again. The
Price goes back to available now and the
first point goes back to normal

Scene 1 - 5

BlackBerry 10

Available Now!

16GB Internal storage
13 days* standby time Fade out →
10 hours* talk time Fade out →
BlackBerry® 10 OS Fade out →



Panel # 6

The phones are now black again. The
Price goes back to available now and the
first point goes back to normal. The next 3 points
change back next.

Scene 1 - 6

BlackBerry 10

Available Now!

16GB Internal storage
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4GLTE Ready



Panel # 7

The ad has reset back to panel 1.
Repeats from here.

Scene 1 - 7