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Promotional Video

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Tom Vierling (https://autocare.communifire.com/people/tvierling) 4/6/2020



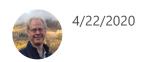
I have preliminary approval for help with a Sandpiper promo video on our accelerated timeline. For this to be successful, we'll need the following items as soon as possible:

- A script the exact words to be read on the video. We should also decide on the tone, which can help with animation style and music.
- A storyboard roughly sketched cells that show the outline the story will follow -- 12 or so cells.
- Video assets anything we need to use in the video: charts, graphs, images, logos, etc.
- A delivery timeline only looking for hard dates here.

Since the marketing team won't know anything about Sandpiper and isn't technical, we'll need to be precise with our script and storyboard. Let's start to decide what we want to achieve with the video before our meeting. We're already on a tight schedule, so the more proactive we can be, the better.

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I think we should have a simple "Thanks to:" at the end of the video that includes:

- ETE for animation work
- Whomever worked on the story (I would not include me in that list)
- Megan Winsby for Sandpiper logo design

Also a "Copyright 2020 The Sandpiper Authors. All rights reserved." notice somewhere

Thanks.

attribution (/spaces/127/sandpiper/searchresults?keyword=%22attribution%22&searchtags=1) credits (/spaces/127/sandpiper/searchresults?keyword=%22credits%22&searchtags=1)

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Tom Vierling (https://autocare.communifire.com/people/tvierling) 4/22/2020

There's been some solid progress on the promo video since our last chat. A big thanks to Dave, Krister, and Luke for all jumping on a call with me to better develop the idea. There have been several iterations, and the attached storyboard is a rough draft of what the animation might look like. With our crazy timeline, I 'm not looking for significant modifications but would absolutely appreciate feedback on the general direction and minor tweaks to the cells. To add some additional context, I added Luke's first draft of the narration -- thanks again for doing this and volunteering to voice it as well.

:

Script draft:

Do you remember how movie rental worked in the early 2000s? Before video streaming was a thing, Netflix developed a way of physically mailing DVD's through the postal system. As broadband access grew, society's demand for instant access to Television content grew with it. Netflix figured out a way to satisfy that need and transitioned from mail-order service to a source of on-demand content. Netflix thrived because it effectively adapted to the demand. In the world of automotive catalog content, we can see some parallels. After all, the same society that is consuming on-demand television content is consuming our catalog content.

Up until the late 90's the automotive catalog scene was like the wild west – each manufacturer did whatever they thought was best for getting information to their customers. Paper catalogs were beginning to be replaced by computer systems that gave the illusion of real-time content delivery, but behind the scenes, these systems were being fed a few times a year from spreadsheets of data that were not standardized. This ecosystem could not scale because every connection was unique and manually interpreted. In the early 2000s, AAIA defined a standard for delivery of catalog

content called ACES & PIES. This standard paired pre-defined vehicle and part codes with a strict file format – no more spreadsheets full of made-up vehicles. Soon content creators were sending full ACES & PIES files every month to their trading partners. This served us well for over a decade – very similar to the Nexflix DVD distribution system.

However, this model does not scale well because there is still a significant amount of human effort required to produce and consume full ACES & PIES files. As the volume of content creators and content grows, the receivers are struggling to keep up. The fundamental problem with this model is that it works on a batch cycle of "full" files. This requires a full reintegration by the receiver every time a file is received. Meanwhile, society expects that catalog content should be just as instant as their television-watching experience.

The solution is to standardize a method to handle ACES & PIES files in tiny bite-sized chunks that are trackable. The sandpiper framework is designed to do just that. It establishes an always-on connection between the Content author's system and all the down-stream Receivers. Every change, large or small, made by the content creator is synced out to all receivers as it happens. The sandpiper framework is designed to be content-agnostic. That means that other industry standards for product content could be handled in addition to ACES & PIES. <Call to action here>

Attachments

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Luke Smith (https://autocare.communifire.com/people/autopartsource)

:

:

Here's my first attempt at a voiceover recording. It's exported here to MP3 format so it would be small enough for communifire to accept as an upload. I can supply the high-rez source WAV to the video editor when they are ready.

Attachments

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Tom Vierling (https://autocare.communifire.com/people/tvierling) 4/28/2020

Luke,

Your voiceover is great. I shared it with the animator who agreed and thought this was not only enough to help him finish lining up the short but might be good enough for the final cut. I'll keep you in the loop on his progress.

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