



“SUSHI” TVC SCRIPT :30

We're inside the fridge as we open on our hero, JUNE, scanning the shelves. We push in towards her as she closes the door and seamlessly transition to...

...a wider shot outside the fridge revealing the Sushi tablet on the fridge door within range of an Echo Dot. We cut to a tighter shot of the Sushi.

VO: This is sushi.

The camera unexpectedly whips pans to the left and we transition to what June's fridge used to look like pre-sushi. A chaotic mess filled with multicolored sticky notes and a giant notepad with a pen hanging from a piece of string.

VO: It does what this and this does—

We pan right to see June approaching us as she says:

TALENT: Alexa, add oranges to my shopping list.

We crash-zoom into the Echo Dot light ring as it illuminates.

Then we cut back to the Sushi now displaying the same shopping list but in an organized, easy-to-read layout.

These grocery items appear on screen with oranges populating the shot.

VO: But easier. See?

A sticky note pops up on the Sushi display, reading “Off to the game, love you”.

VO: It's the new version of this—

The camera quickly spins and we see LUKE running off to his game night. The camera continues to rotate, landing on a sticky note on the fridge that says the same thing. The back door closes, creating a draft that blows the sticky notes off the fridge.

VO: Without this part.

We follow the sticky note as it flies through the air, only for June to effortlessly catch it in her hand. We pull out wider and find her seated at the kitchen island, drowning in sticky notes as she writes new ones and re-writes others that are covered in food or have lost their stick. It's a living nightmare! Fortunately, there's a solution...

VO: It organizes the same way you already do-

We cut to a close-up of her doing a swipe hand gesture and follow that motion as we push straight in on the fridge. All of the calendar reminders, notes, and lists fall off the fridge to reveal the calendar events now legible and in order on the Sushi.

VO: But better. Like this.

June's hand comes into frame and she pinches her two fingers together. As she does this, the camera zooms in tight onto the home screen and shows the weather.

VO: It shows this at a glance-

The camera pulls out wide to reveal June grabbing the device off the fridge and we follow her as she crosses "oranges" off the list. Then the camera tilts up and we transition to...

VO: Stays on top of your to-dos-

...a wide showing June cooking at the kitchen counter. The camera pushes into the reminder on the Sushi screen which reads: "Luke's soccer game @ 6pm."

VO: And even reminds you of the important things.

The camera pulls back wide. It's now early evening and we find June placing the Sushi on the fridge and exiting the frame, keys and sliced oranges in hand.

We hero in on the device (within range of the Echo Dot).

Super: Sushi

New, better, same.

'AUDIO ENTERTAINMENT: SWEET, SWEET SOUND' TVC SCRIPT :15

Open on a hero shot of Echo Show 8 playing a love ballad in a kitchen.

SUPER: Echo Show 8

We fly across the edge-to-edge display and see a (stock) video playing then snap into quick cuts of someone building an epic ice cream sundae to the beat.

Ice cream is scooped, whipped cream is sprayed, sprinkles topple, and a cherry is placed on top with spatial audio pulsing to the track in the background. As the music crescendos, we dolly zoom to see our hero take a triumphant bite and fall in love.

SUPER: Better sound

A close-up of the person's eyes darting over to the screen across the room. We snap zoom across the length of the kitchen to see a reminder that reads "Dentist tomorrow." They snap back to reality, stop mid-bite, and slowly put the sundae down.

CARD: Echo Show 8

CARD: Better inside and out

COMMS UTILITY: INNER CIRCLE: MISSING KEYS

'INNER CIRCLE: MISSING KEYS' TVC SCRIPT :15

Open on a hero shot of the Echo Show 8 on a stand inside a messy kitchen full of baby gear.

SUPER: Echo Show 8

A hand enters, quickly navigates the inner circle UI, and calls 'wife'.

We dive into the center camera and quickly snap into a bunch of cuts as we hear them jump into their conversation.

The Dad says, "I can't find them anywhere," as he turns the house upside while watching his toddler.

Pillows are thrown, dishes are rummaged through, blankets fall, and laundry piles are tossed.

We can hear his wife and occasionally see her on the edge-to-edge display saying, "did you check the dresser, the drawer, the couch..." as he rummages through the house.

SUPER: Better calling

The man enters frame, exhausted by the toddler in his arms. Without saying anything, the wife sees something thanks to a center-mounted camera and simply points at the toddler to reveal they've been holding the keys the entire time. The Dad sheepishly smiles.

CARD: Echo Show 8

CARD: Better inside and out

'SMART HUB: BEDTIME KIDS' TVC SCRIPT :15

Open on a hero shot of Echo Show 8 in a kitchen nook.

SUPER: Echo Show 8

A mom navigates the smart hub on the edge-to-edge display, clicking different labeled switches as she hollers goodnight to her kids. "Goodnight Jenna!" "Night Billy!" "Sweet dreams Curtis!"

She taps the interface as we jump cut to closeups of lights turning off, blinds closing, a thermostat being turned down. A fan turns on and Blink cameras in the corner of a few rooms show the whole house winding down.

SUPER: Better smart home

Cut to reveal all her kids are actually her pets. Jenna is a dog who settles in nicely with a freshly dispensed bedtime snack and a cool fan on them. Billy is an iguana whose thermostat and heat lamp turn off as he nestles under a rock for the night. Curtis is a parrot whose cage is covered with drapes via a blink camera. Curtis squawks, "goodnight!"

CARD: Echo Show 8

CARD: Better inside and out