



KASHU

Storyboard

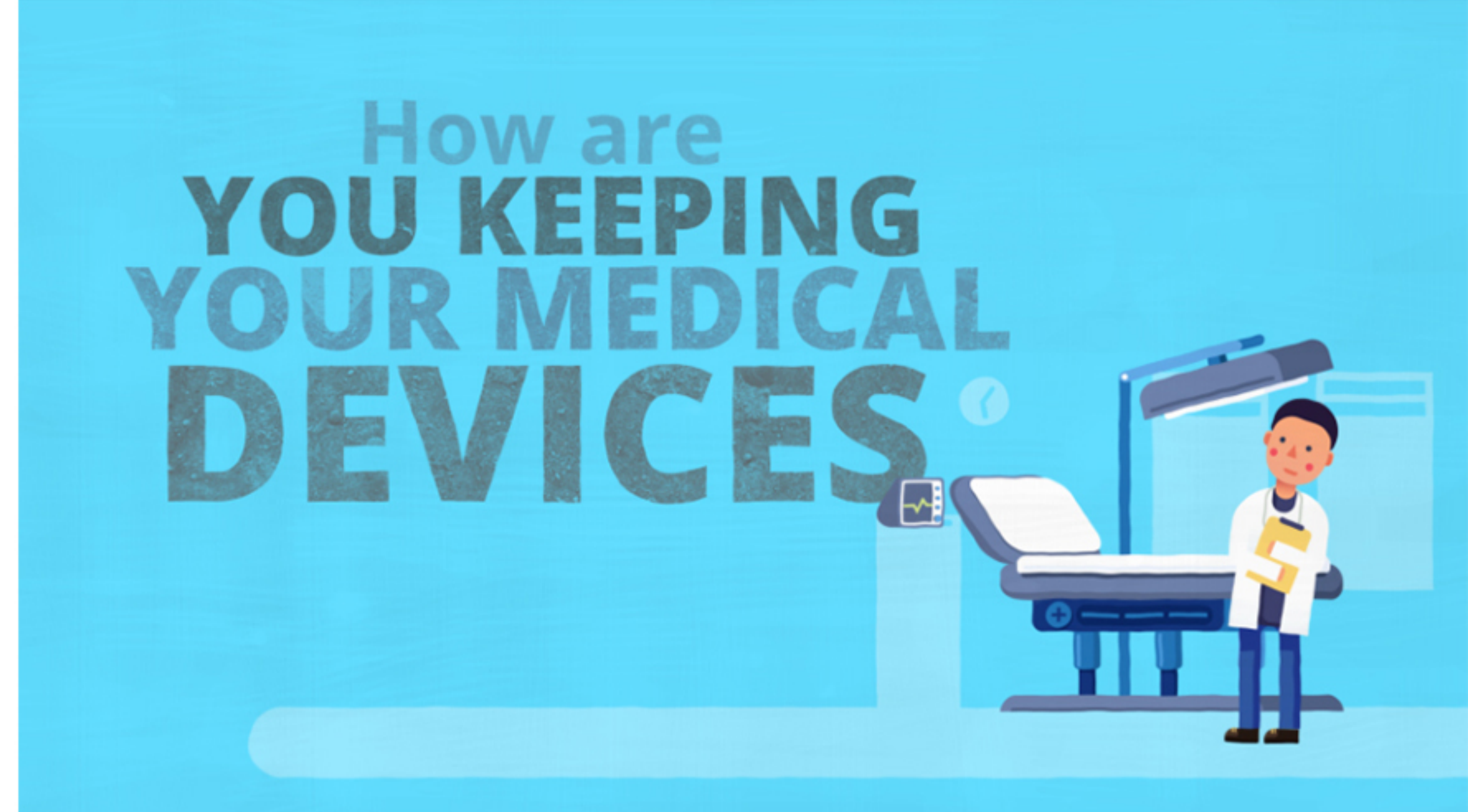
Scene 1



Voiceover: pause

Action: The animations starts with short animation of a doctor cabinet everything is moving and seperately animated. EGN falling from above.

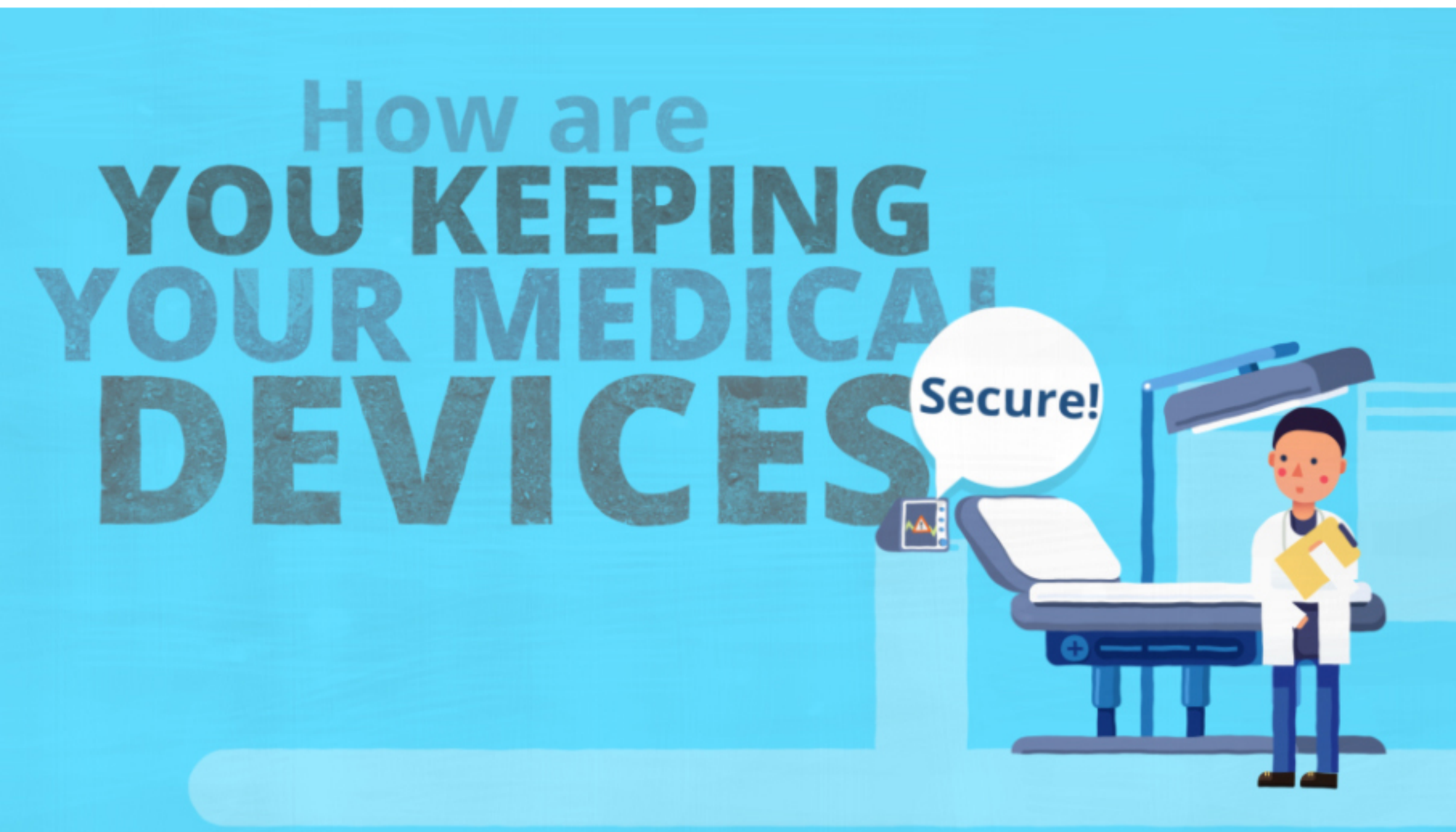
Scene 2



Voiceover: How are you keeping your medical devices

Action: The camera zooms out a , we see the doctor in the right corner and animated text, The text is coming to the screen as the voiceover says it. The doctor looks at the text.

Scene 3



Voiceover: secure?"

Action: When the voiceover says ,secure' the camera zooms a little bit and a bubble appears next to the machine, in the machine, we see animated ,error' sign. The doctor is surprised.

Scene 4



Voiceover: So here's the issue, according to the Health Information Trust Alliance

Action: The camera pans to down, the doctor ,falls' from the its position from the previous frame to the chair into the new screen. We see animated office with logo of „hitrust' in the PC screen.

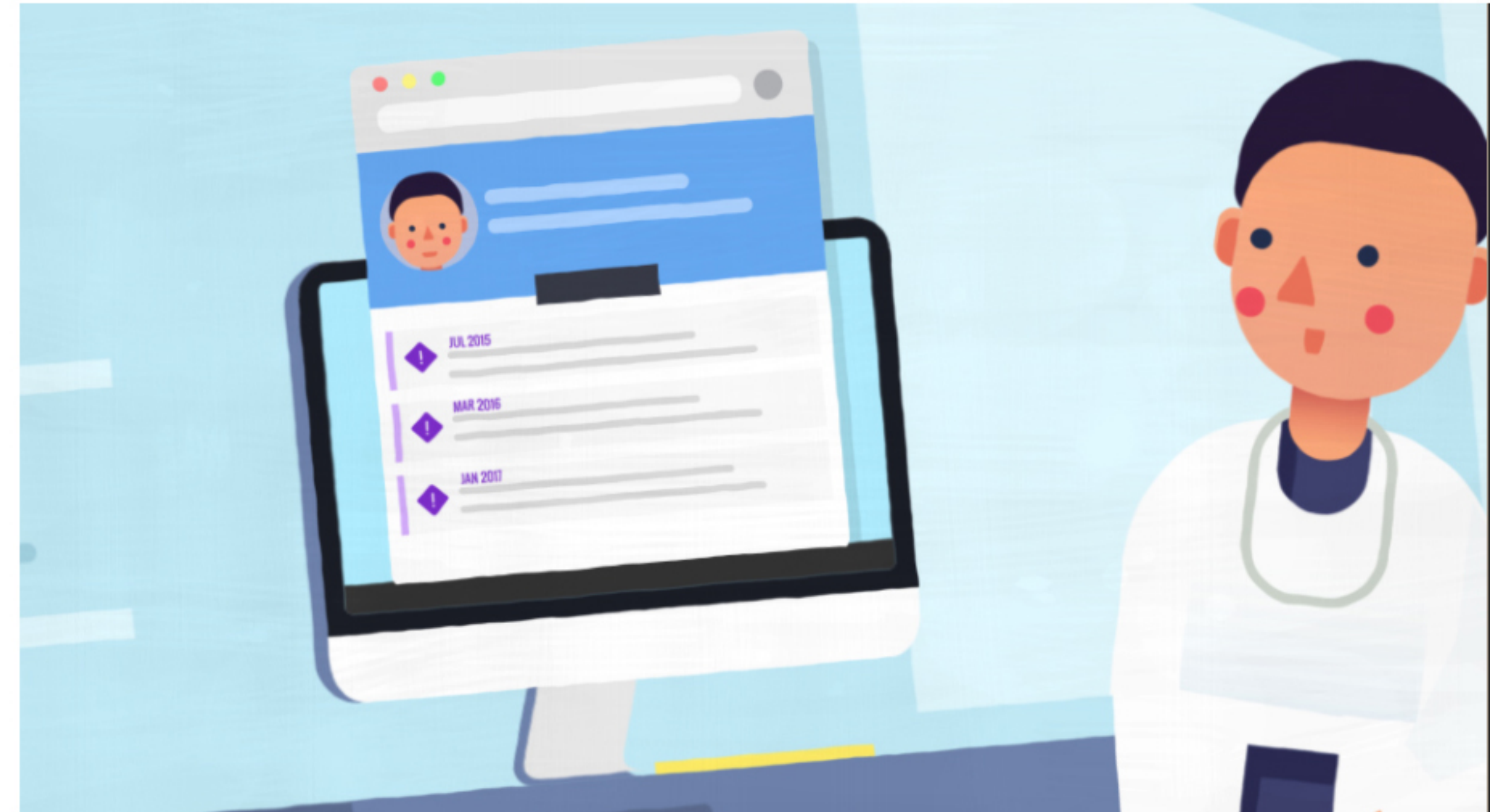
Scene 5



Voiceover: cyber-attacks targeting "health care entities" are on the rise.

Action: the camera zooms a bit, the doctor starts typing on the keyboard, he appears animated website on the screen.

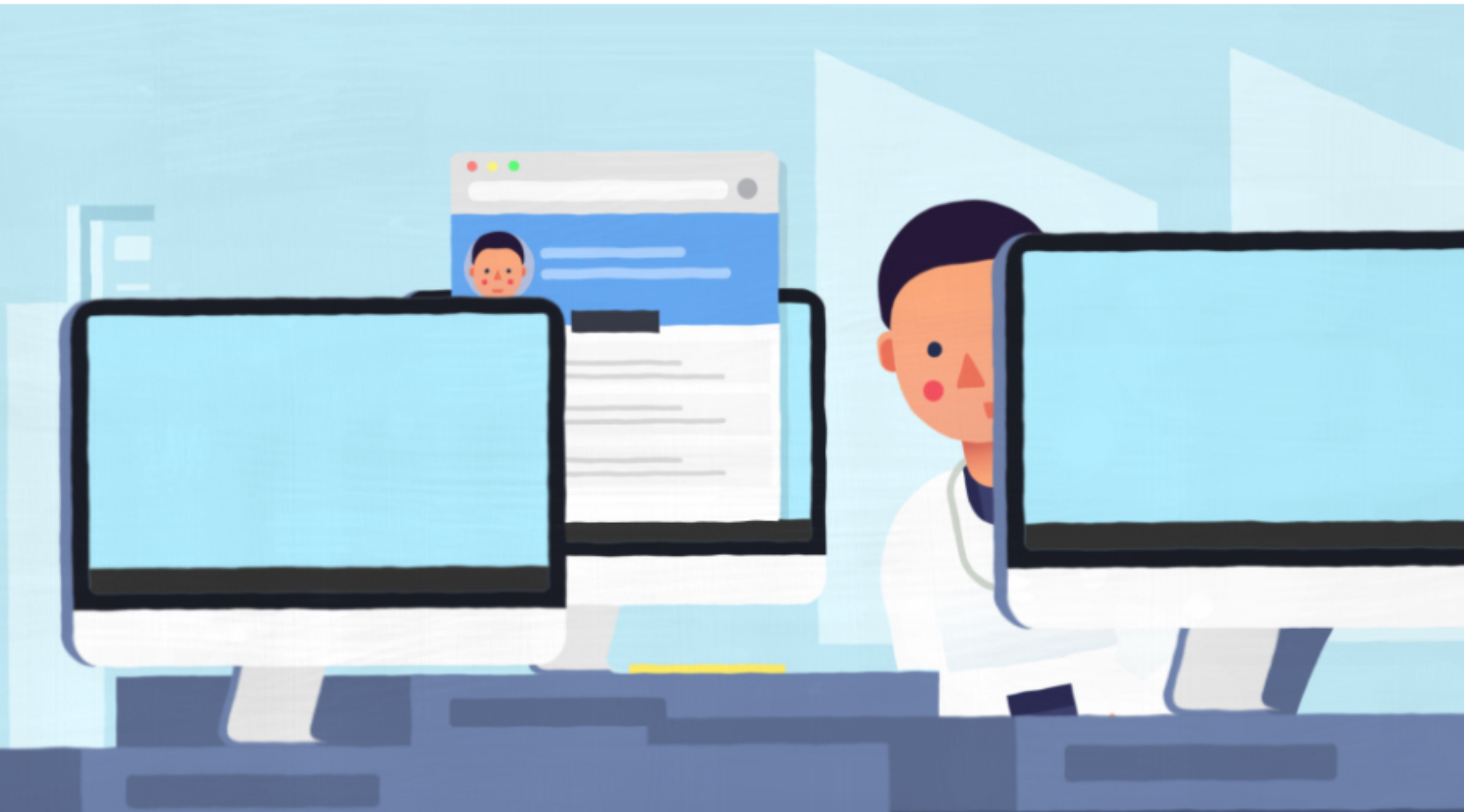
Scene 6



Voiceover: cyber-attacks targeting "health care entities" are on the rise.

Action: The camera rotates a bit, the website is totally revealed already, he doctor sees 3 news of cyber attacks, he is surprised.

Scene 7



Voiceover: With Healthcare IT under increasing threat of attack,

Action: The camera starts slowly zooming out, where we see a lot of computer screens panning from left and right

Scene 8



Voiceover: With Healthcare IT under increasing threat of attack,

Action: The zoom continues, in the screens appear an error notice, the camera is zooming out to create a little bit of 3D effect of the video.

Scene 9



Voiceover: risk to medical device security is at an all-time high!

Action: The zoom out stops at this point, where we see all of the computers and a big typography above them.

Scene 10



Voiceover: How do you?...Keep Patients Safe, Maintain Compliance,

Action: The doctor appears alone, then the camera zooms to him, a scene appears of a patient in a wheelchair ; the doctor looks at it, then another screen with graphics appear, the doctor looks at it (this scene is very dynamic, with a lot of elements flying and appears, to symbolize the chaos)

Scene 11



Voiceover: Assess Risk

Action: The screen splits again, the notepad from the previous screen becomes only chart, the screens move, a new screen appears with a pc with error sign on it. The doctor is scratching his head. He is constantly moving his head to follow the actions on screen, it looks like there are a lot of actions and the doctor can't handle it.

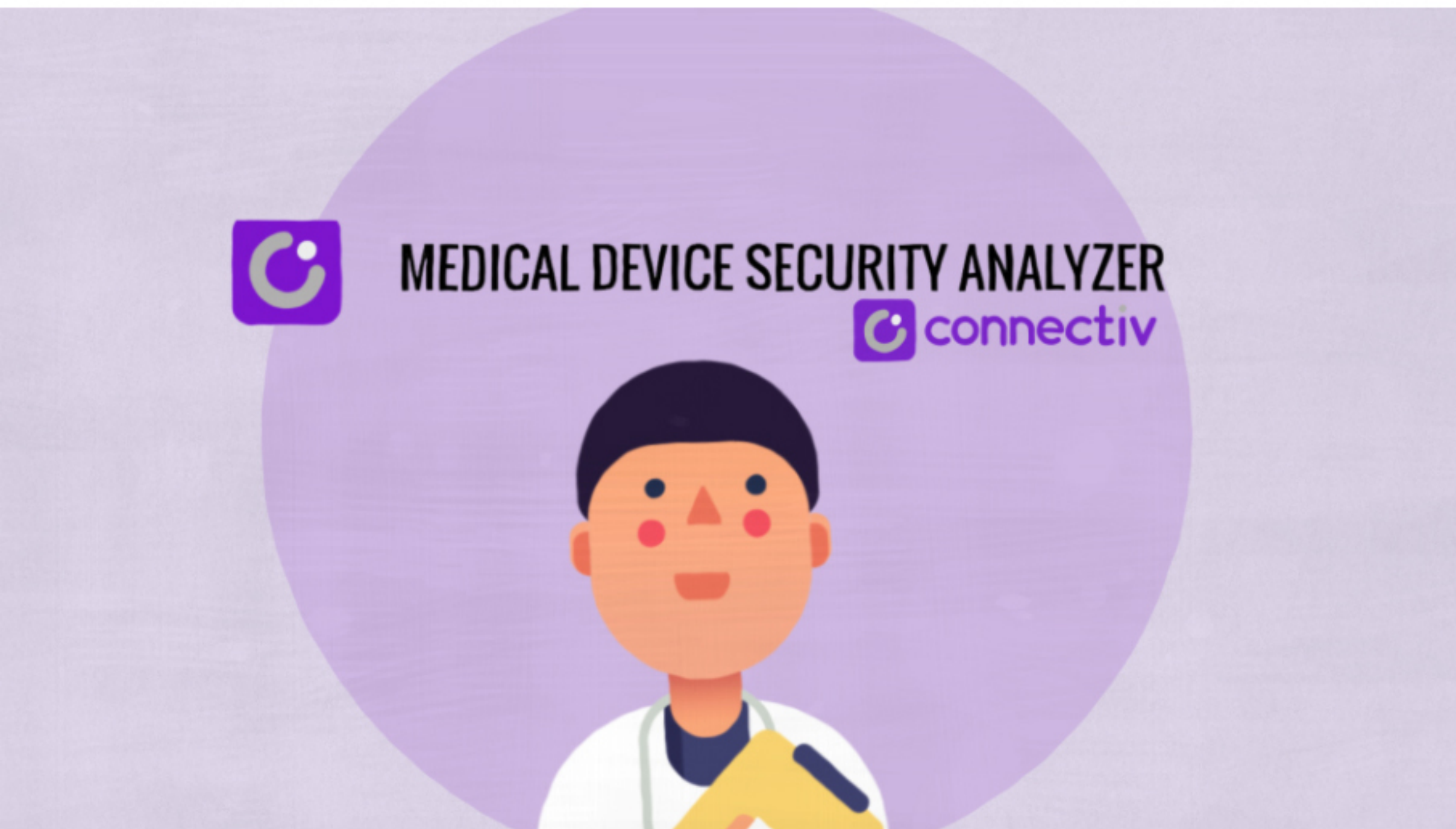
Scene 12



Voiceover: Save Time

Action: The screens move again, we see animated clock

Scene 13



Voiceover: It's simple.... The Medical Device Security Analyzer by Connectiv

Action: Suddenly all of the items exit the screen, the background changes color, circle appears, once the voiceover says the name, the words appear one after another, when it says 'by connectiv' the logo appears

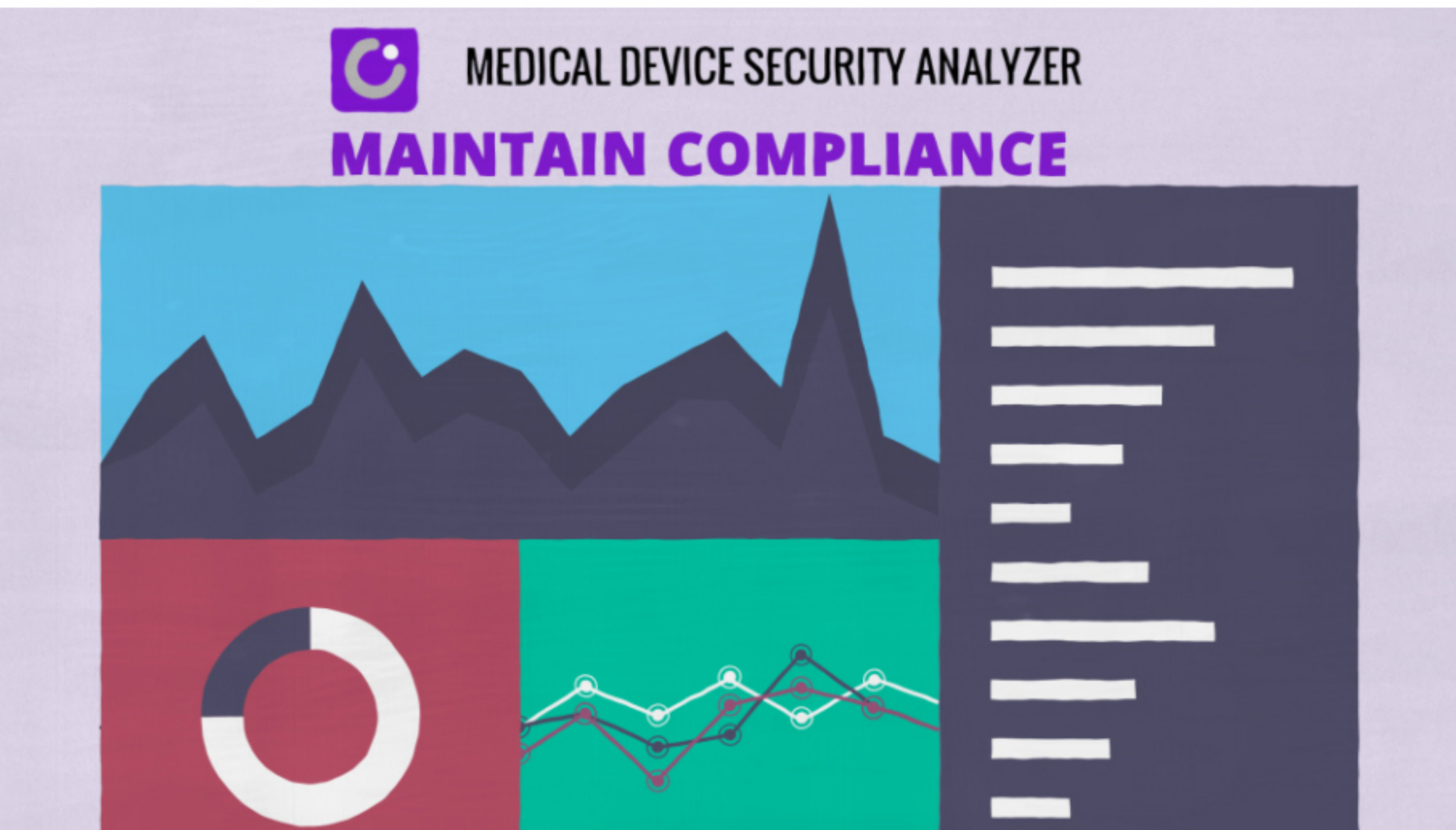
Scene 14



Voiceover: M.S.D.A. takes the confusion away:

Action: All of the items disappear and we see the logo only in a solid background

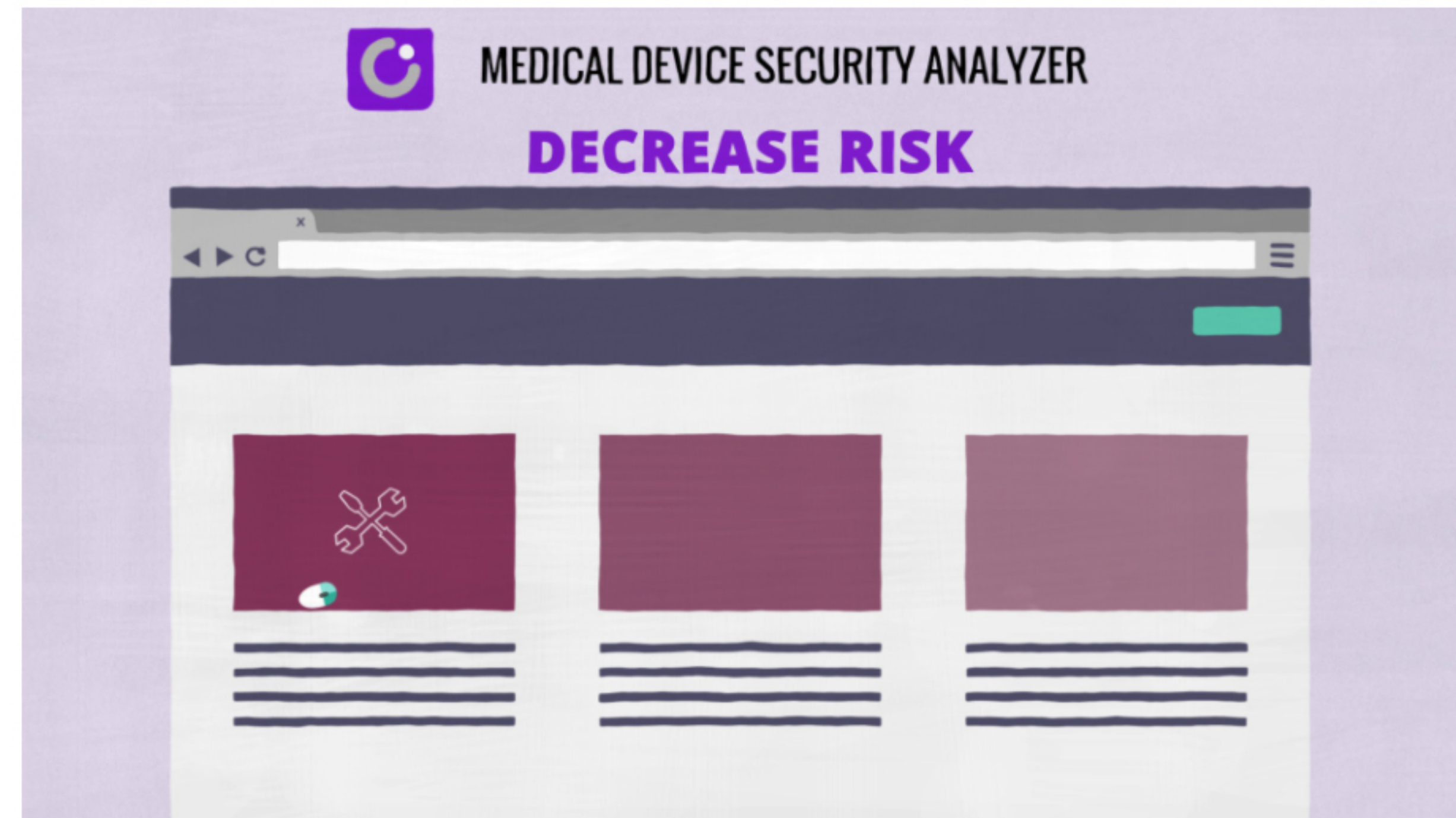
Scene 15



Voiceover: Maintain compliance
Reconcile MDS2 data and other security attributes against your medical devices and their software releases.

Action: The logo moves up and we see animated text with animated board which is moving

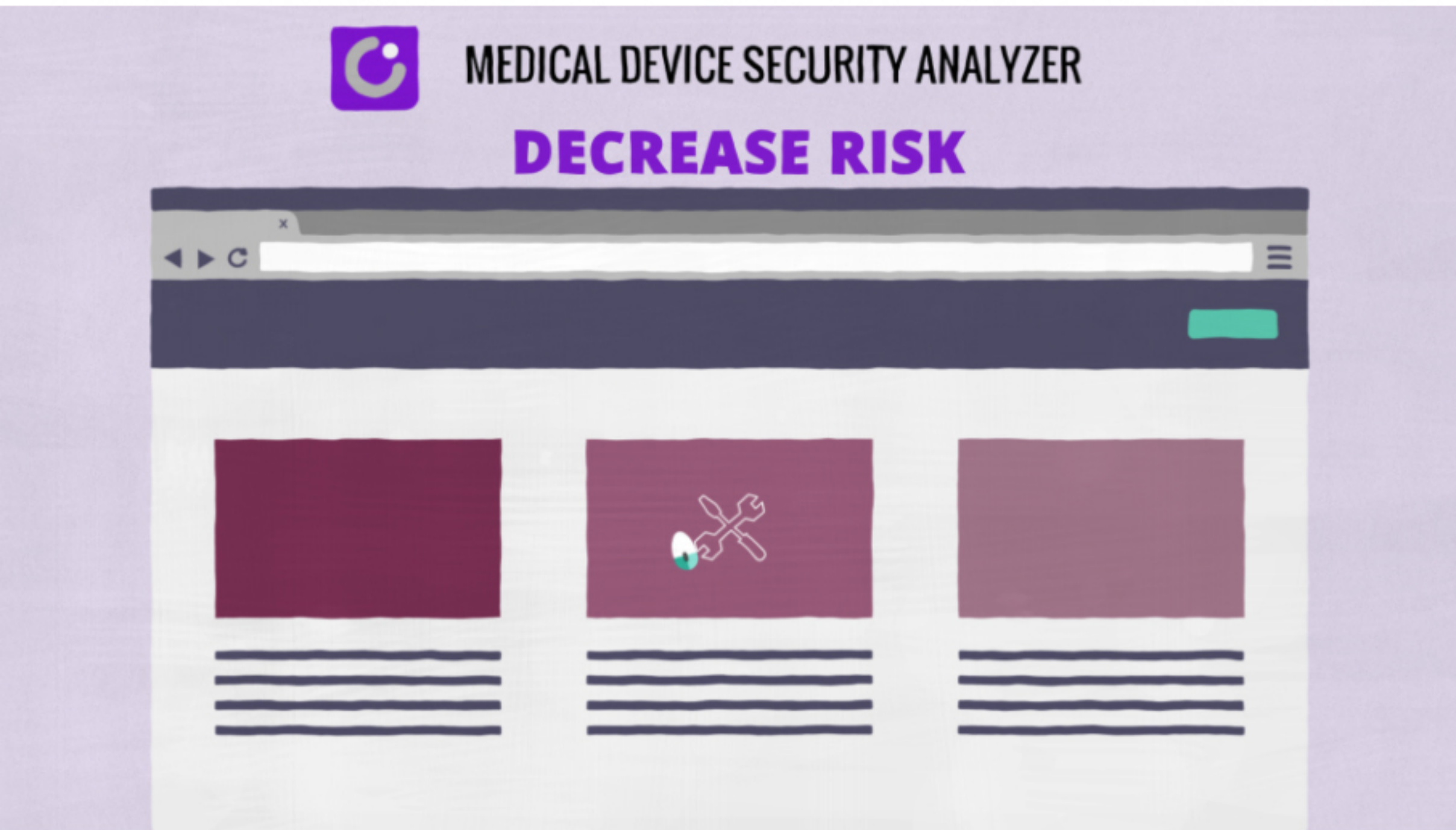
Scene 16



Voiceover: Decrease Risk
Evaluate your medical devices and their software releases against security risk profiles.

Action: The analytics exit the screen, we see animated page with a cursor going to each of the devices, like it is analyzing them

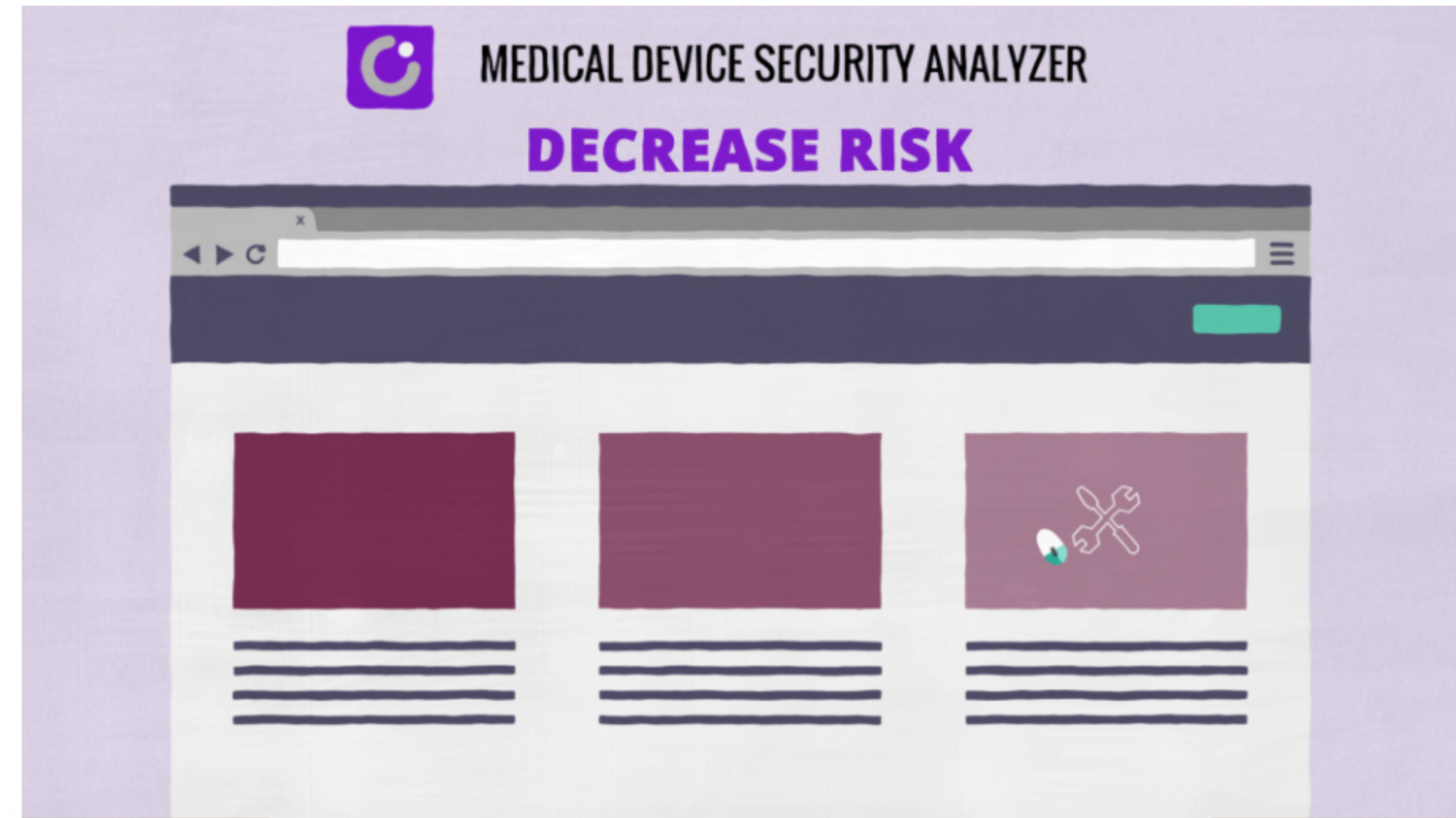
Scene 17



Voiceover: Decrease Risk
Evaluate your medical devices and their software releases against security risk profiles.

Action: The analytics exit the screen, we see animated page with a cursor going to each of the devices, like it is analyzing them

Scene 18



Voiceover: Decrease Risk
Evaluate your medical devices and their software releases against security risk profiles.

Action: The analytics exit the screen, we see animated page with a cursor going to each of the devices, like it is analyzing them

Scene 19



Voiceover: Save Time
Automate workflows unique to your organization when potential security risk/gaps are found.

Action: We see animated gears with lines going from one gear to another to symbolize the automatization

Scene 20



Voiceover: All this with the stability of Connectiv, creators of the revolutionary Healthcare CMMS

Action: We see our doctor again in his cabinet with a board going down, in the board appears the logo and animated text

Scene 21



Voiceover: and whose customers and partners include some of the most trusted names in the industry.

Action: The camera zooms out, we see a lot of bubbles appearing one after another with the logos of the clients.

Scene 22



Voiceover: Contact us for a demo today!

Action: Final animation with contact info



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