

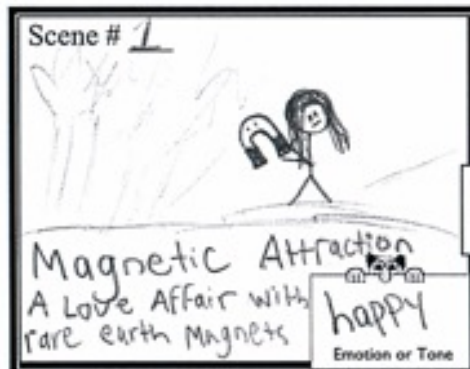
OVERVIEW

- 1) State topic is magnetic attraction
- 2) Give major examples of magnetic uses
(computers and technology, hybrid cars, wind generators)
- 3) Introduce Lovestruck and client, Julie
All parts of her personality are connected to magnets
- 4) Show how rare earth magnets fit with the client profile
and where rare earth magnets are used
- 5) Introduce client match, NED REM
Neodymium Rare Earth Magnet
minerals used in REM are the ancestors
- 6) Cut back to Julie's attraction to NED
introducing characteristics of Neodymium REM's
- 7) More about NED
comedian: explain why rare earths are rare even
when abundant
- 8) Describe NED as businessman and as a person who wants
to have Canadian offspring/next generation
Make connection to Canadian minerals needed
to make Neodymium REMs
- 9) Give "recipe" for making neodymium REMs
- 10) Show how each mineral used in REMs is connected to
Canadian source:
all WILL BE or are available in Canada, except Boron (in future
it could be extracted from seawater or mined, but it is not economical
now); REM's not mined now but Canada has excellent sources it
aims to develop
USE animations to add emphasis or interest
- 11) Show what Canada has, requires, and could gain from using
minerals such as those needed for neodymium magnets
(affects environment, economy, health, happiness)
- 12) Return to Julie and attraction theme with swirling hearts,
wheelbarrow of hearts to symbolize love
- 13) Show how the three R's are important in ensuring minerals
are there for future uses (remind need these to use renewable
energy)
- 14) Exploding hearts and dollar signs show how Canada's
economy, health, and access to things we care about are
related to minerals

Author Name(s)

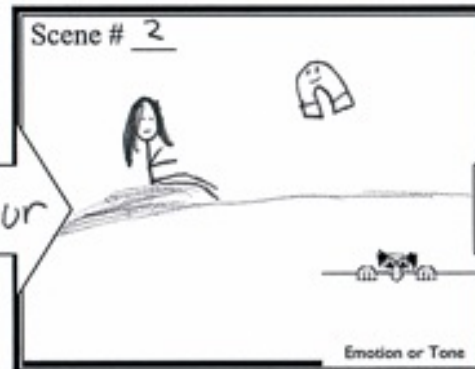
Project Name: Magnetic Attraction
A love affair with rare earth magnets
TYPE _____

Page # 1
MODE _____

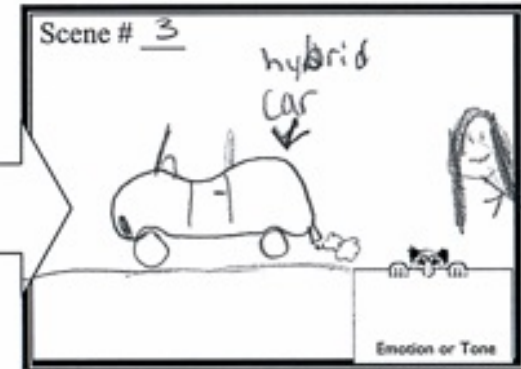


Cross blur

Transition



Transition



VoiceOver or StoryLine

Emotion or Tone

"magnetic Attraction,
A love affair with
rare earth magnets"

Sound / Music

Emotion or Tone

voiceover

Notes

beach scene
hugging a
Magnet Character (NED)

VoiceOver or StoryLine

Emotion or Tone

"Ever wondered what's
behind that attraction
to your computer
or ipod?"

Sound / Music

Emotion or Tone

voiceover

Notes

Ned floating
in background

VoiceOver or StoryLine

Emotion or Tone

"What drives you
crazy for your hybrid?"

Sound / Music

Emotion or Tone

voiceover

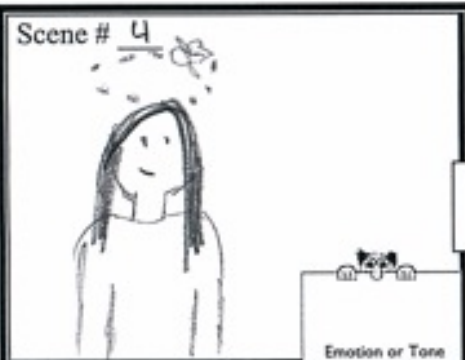
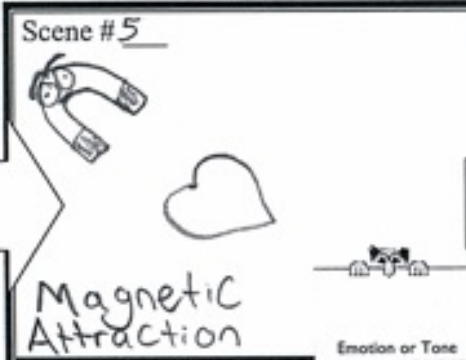
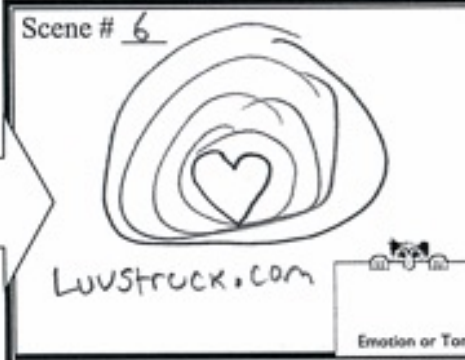



Notes

car drives by

Author Name(s)

Project Name:
TYPE _____

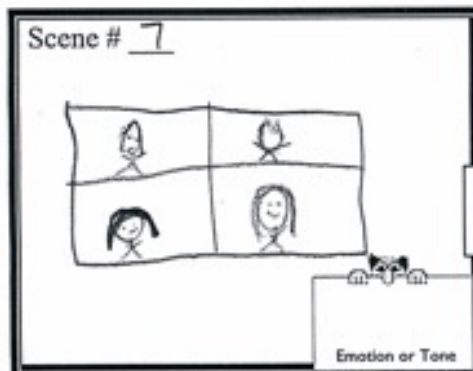
Page # 2
MODE _____

Scene # <u>4</u>	Scene # <u>5</u>	Scene # <u>6</u>
 <p>Emotion or Tone</p>	 <p>Magnetic Attraction</p> <p>Emotion or Tone</p>	 <p>Luvstruck.com</p> <p>Emotion or Tone</p>
Transition	Transition	
<p>VoiceOver or StoryLine</p> <p>Emotion or Tone</p> <p>"What makes you deliriously dizzy over wind turbines?"</p>	<p>VoiceOver or StoryLine</p> <p>happy</p> <p>Emotion or Tone</p> <p>"It's Magnetic Attraction!"</p>	<p>VoiceOver or StoryLine</p> <p>Emotion or Tone</p> <p>"To analyze this attraction we consulted Luvstruck.com"</p>
<p>Sound / Music</p> <p>Voiceover</p> <p>Emotion or Tone</p>	<p>Sound / Music</p> <p>Emotion or Tone</p>	<p>Sound / Music</p> <p>Emotion or Tone</p>
<p>Notes</p> <p>birds circling head</p> 	<p>Notes</p> 	<p>Notes</p> <p>animated heart (Animated by me)</p> 

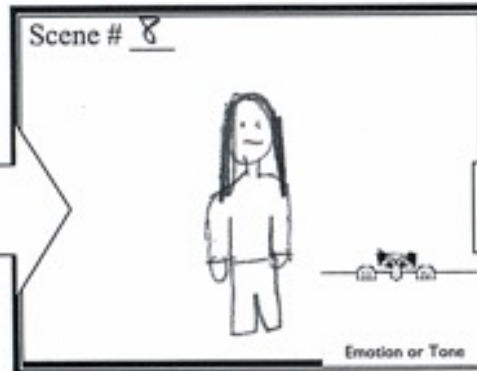
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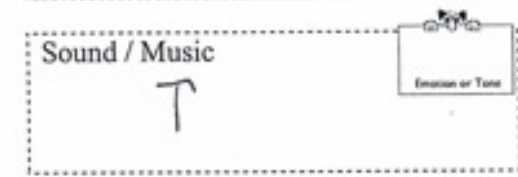
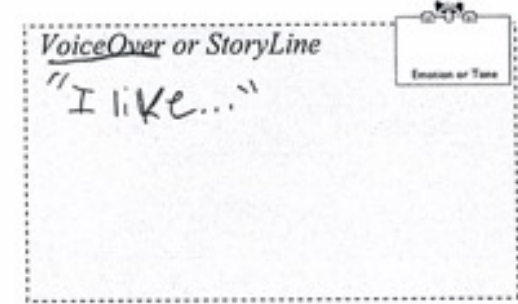
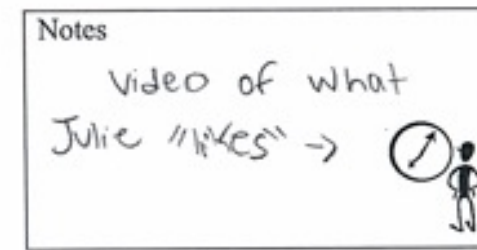
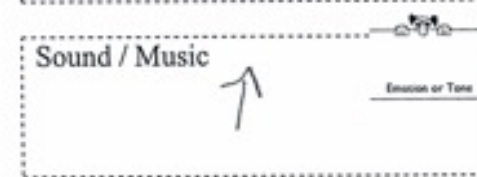
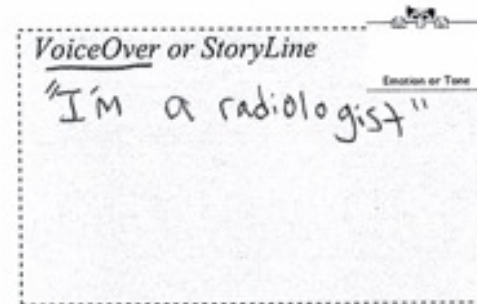
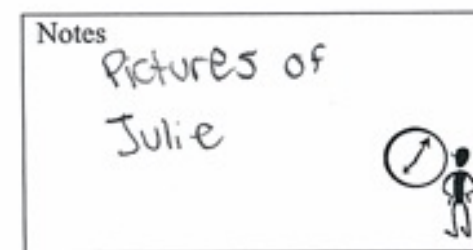
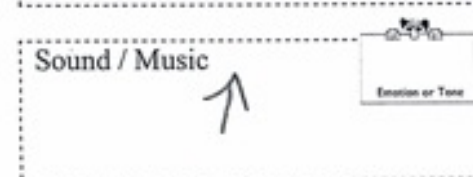
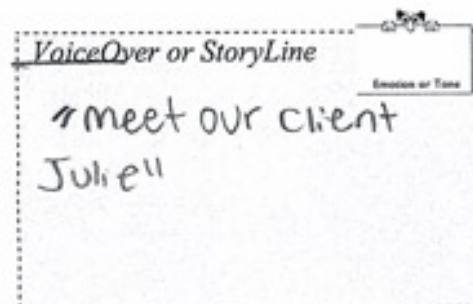
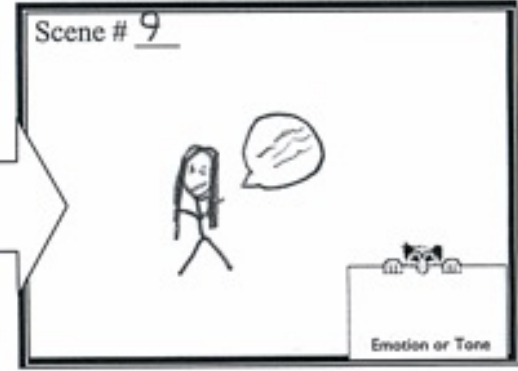
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Transition



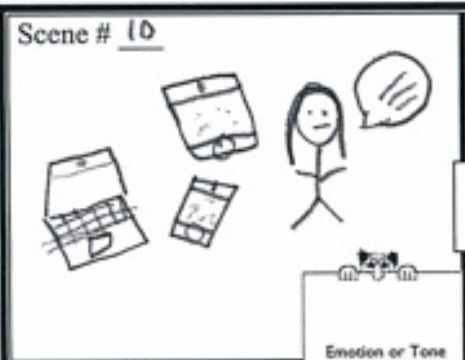
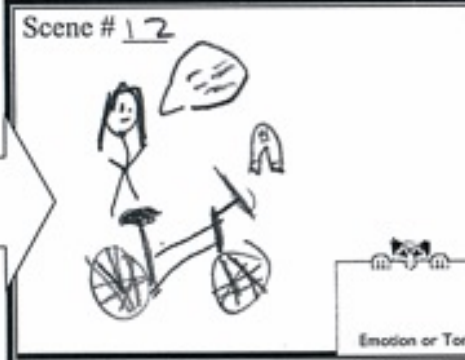
Transition



Author Name(s)

Project Name:
TYPE _____



Page # 4
MODE _____

Scene # <u>10</u>	Scene # <u>11</u>	Scene # <u>12</u>
 <p>Transition</p>	 <p>Transition</p>	
<p>VoiceOver or StoryLine</p> <p>// Electronics"</p>	<p>VoiceOver or StoryLine</p> <p>"Music"</p>	<p>VoiceOver or StoryLine</p> <p>"Biking"</p>
<p>Sound / Music</p> <p>↑</p>	<p>Sound / Music</p> <p>Voice over/music</p>	<p>Sound / Music</p> <p>↑</p>
<p>Notes</p> <p>Julie saying things she likes →</p>	<p>Notes</p> <p>→</p>	<p>Notes</p> <p>→</p>

Author Name(s)

Project Name:
TYPE _____

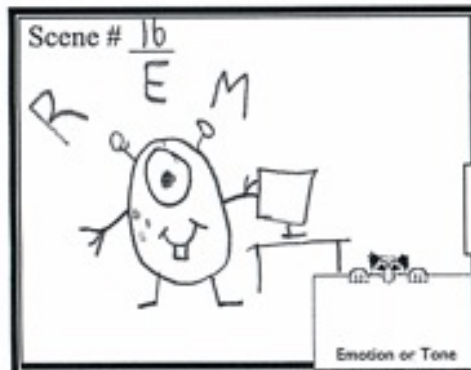
Page # 5
MODE _____

Scene # <u>13</u>	Scene # <u>14</u>	Scene # <u>15</u>
 Emotion or Tone	 Emotion or Tone	 Emotion or Tone
CROSS blur Transition		
<u>VoiceOver or StoryLine</u> 'Environment' Emotion or Tone	<u>VoiceOver or StoryLine</u> "Even some roller coasters" Emotion or Tone	<u>VoiceOver or StoryLine</u> "Our Scientific match makers identified the common element in our clients profile" 'Rare earth magnets' Emotion or Tone
<u>Sound / Music</u> ↑ Emotion or Tone	<u>Sound / Music</u> ↑ Emotion or Tone	<u>Sound / Music</u> ↑ Emotion or Tone
<u>Notes</u> → 	<u>Notes</u> On a roller coaster saying voice over. 	<u>Notes</u> 

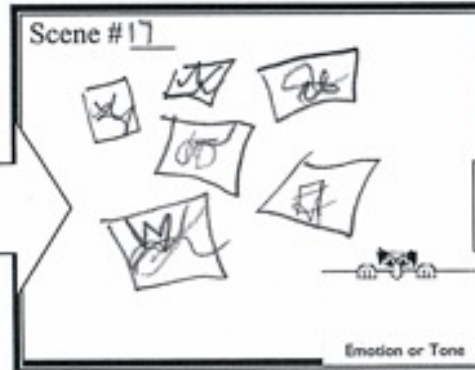
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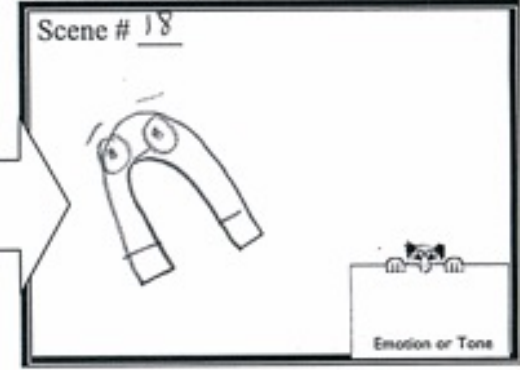
Page # 6
MODE _____



Transition



Transition



VoiceOver or StoryLine

REM's are used
in...

Emotion or Tone

Sound / Music

voiceover ↑

Emotion or Tone

Notes

Monster
talking



VoiceOver or StoryLine

"Mr's and lasers, electronics,
phone vibrators, speakers
and headphones, bike generators,
adapters, electromagnetic
roller coasters, ~~and~~ wind turbines,
and hybrid cars"

Emotion or Tone

Sound / Music

↑

Emotion or Tone

Notes

Pictures of
things REMS
are used in



VoiceOver or StoryLine

Meet our match
NED REM

Emotion or Tone

Sound / Music

Emotion or Tone

Notes

picture of NED

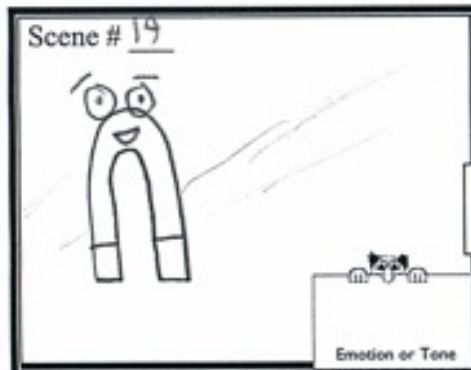


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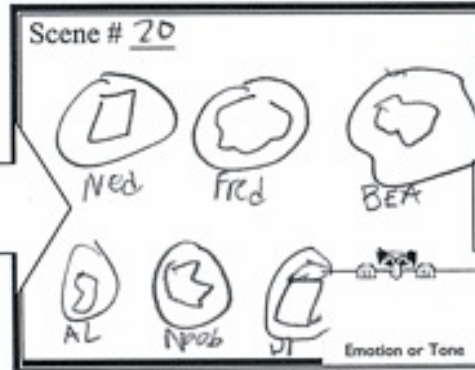
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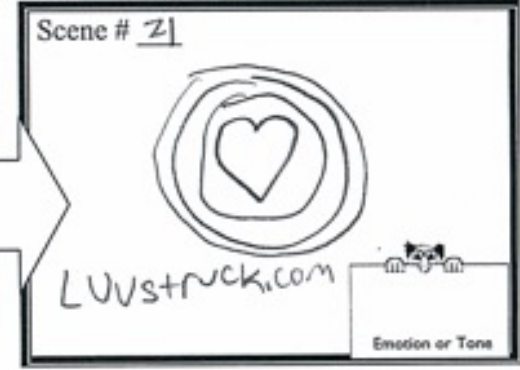
Page # 7
MODE _____



Transition



Transition



VoiceOver or StoryLine

"Ned was born in China"

Emotion or Tone

Sound / Music

Emotion or Tone

Notes

ned ~~was~~ in front
of the great wall
of China



VoiceOver or StoryLine

A neodymium rare
earth magnet from
this distinguished lineage

Emotion or Tone

Sound / Music

Emotion or Tone

Notes

Neds lineage



VoiceOver or StoryLine

"Julie explains her
attraction to Ned"

Emotion or Tone

Sound / Music

Emotion or Tone

Notes



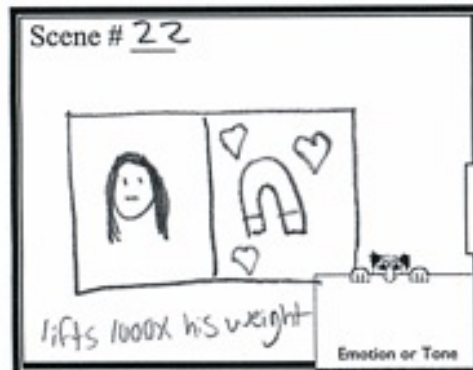
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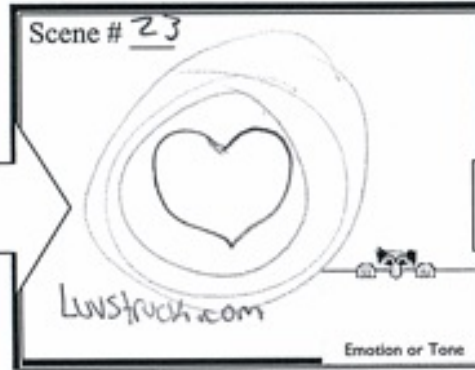
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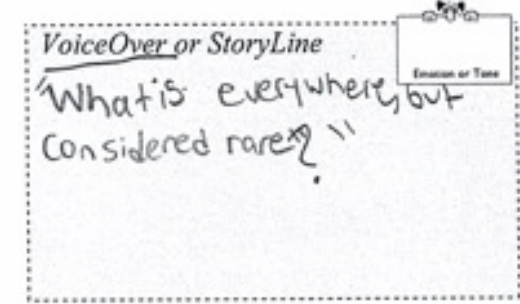
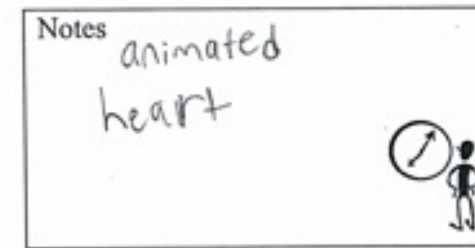
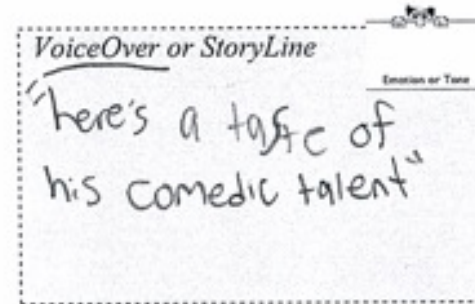
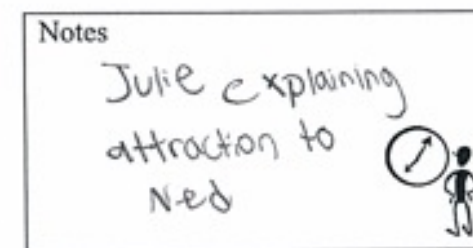
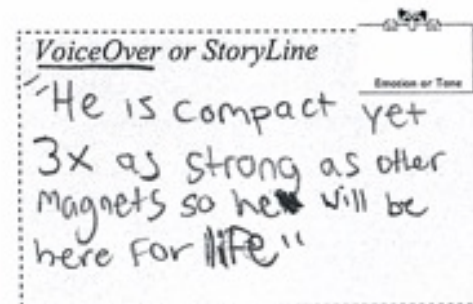
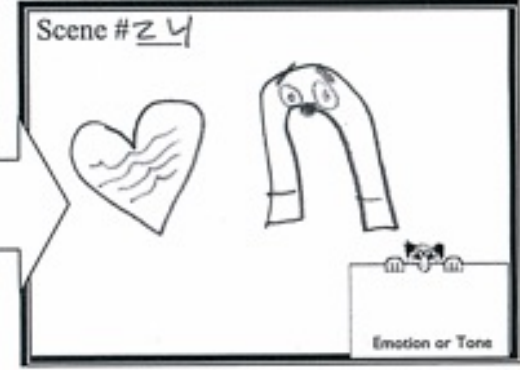
MODE _____



Transition



Transition



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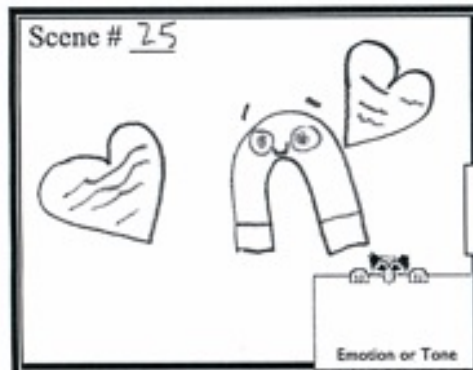
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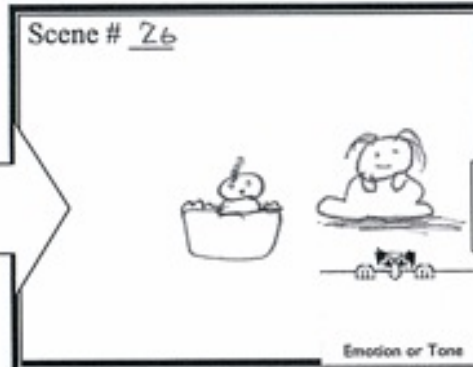
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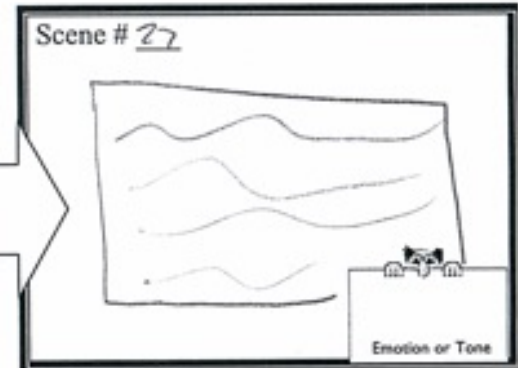
MODE _____



Transition



Transition



VoiceOver or StoryLine

Emotion or Tone

"Rare earth metals like neodymium are common, but in low concentration, and as valuable as gold."

Sound / Music

Emotion or Tone

Notes

Ned talking



VoiceOver or StoryLine

Emotion or Tone

Ned is an aspiring business magnet who wishes to produce the next generation of his kind in Canada

Sound / Music

Emotion or Tone

Notes

babies on screen



VoiceOver or StoryLine

Emotion or Tone

To create Canadian Rems... combine neodymium from new rare earth finds with iron processed at Canadian plants and boron extracted from sea water.

Sound / Music

Emotion or Tone



Notes

Information about Neodymium, Iron and boron



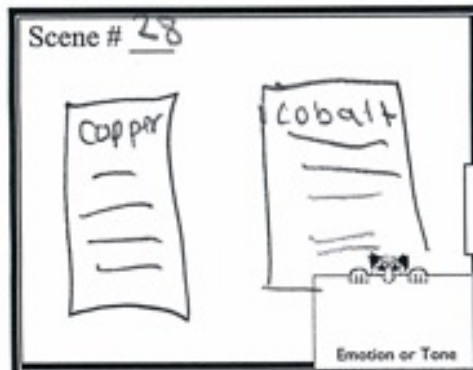
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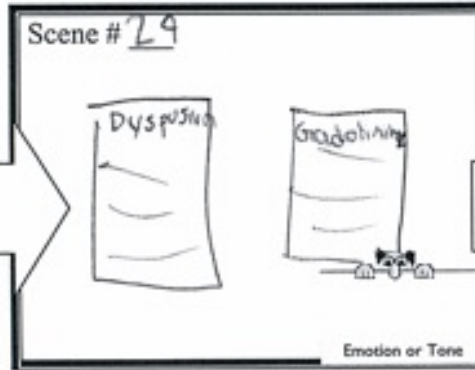
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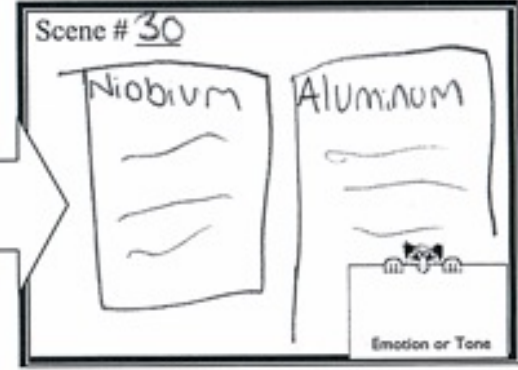
MODE _____



Transition



Transition



VoiceOver or StoryLine
adjust properties
With copper from sulphides
and scrap metal,
Cobalt from nickel cobalt
arsenides or the ocean
floor

Sound / Music

Notes

info about Copper
and Cobalt



VoiceOver or StoryLine
with traces of dysprosium
or gadolinium from rare
earth ores

Sound / Music

Notes



VoiceOver or StoryLine
Niobium from pyrochlore
or Aluminum from bauxite
refineries or recycling

Sound / Music

Notes



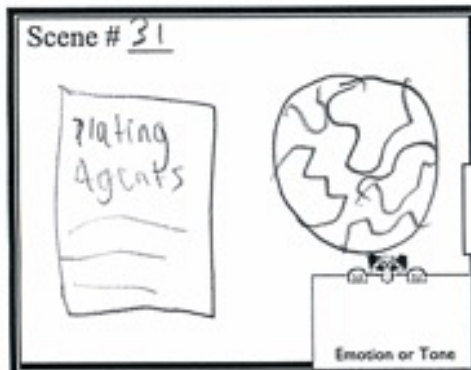
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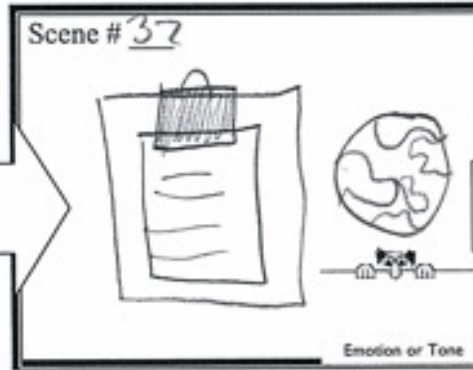
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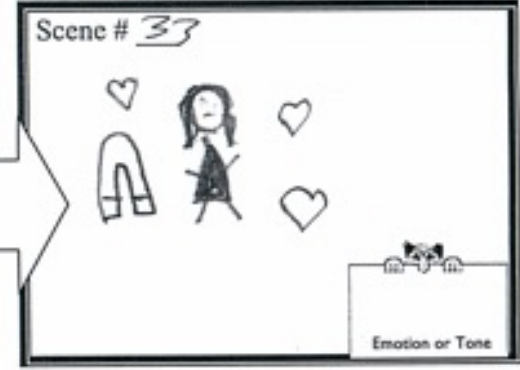
MODE _____



Transition



Transition



VoiceOver or StoryLine

Plate with Canadian
Nickel or Copper

Sound / Music

Notes



VoiceOver or StoryLine

green technology
needs minerals...
minerals affect our environment,
economy, political stability,
health and happiness

Sound / Music

Notes



VoiceOver or StoryLine

"Celebrate
your attraction!"

Sound / Music





Notes



Author Name(s)

Project Name:
TYPE _____

Page # 12
MODE _____

Scene # <u>34</u>	Scene # <u>35</u>	Scene # <u>36</u>
 Emotion or Tone	Transition	 Emotion or Tone
<u>VoiceOver or StoryLine</u> "Show minerals some love" Emotion or Tone	<u>VoiceOver or StoryLine</u> Emotion or Tone	<u>VoiceOver or StoryLine</u> "or else" Emotion or Tone
<u>Sound / Music</u> Emotion or Tone	<u>Sound / Music</u> Emotion or Tone	<u>Sound / Music</u> Emotion or Tone
<u>Notes</u> wheelbarrow with hearts 	<u>Notes</u> 	<u>Notes</u> heart shatterings 