Teleshopping script

Fade To: Paid presentation screen

VO: The following program is a paid production for Celestron© AstroPilot™

Fade To: Intro Sequence

VO: Have you and your kids ever wanted to look at the stars, see the millions of galaxies and stars right from the comfort of your own backyard? Well stay tuned and you can find out how to make this all possible!

Fade To: Garden

Salesman (Michael) walks into the shot, telescope on his front left

Salesman (Michael)

Hi, My name is Michael, and today we’ve got something really cool for you!

Again with the science, but this time a little bit different.

Fade To: Telescope

We see the telescope from different camera angles

VO Salesman (Michael): For you astronomy fans out there who’d love to get a glimpse of what the vast areas of space look like, we’ve got something special for you.

We have the extremely rare and exclusive new telescope from none other than Celestron©!

The telescope is fabulously built with lots of extravagant designs and features, making the purchase so worth it!

Fade To: Garden

 We see salesman Michael with the telescope in front of him to his right.

Salesman (Michael)

The 90GT refractor is an excellent telescope with great features and accessories sure to make your night sky look more than just a few sparkling dots.

Fade To: Information detail screen

VO: The fantastic new telescope from Celestron© Can be yours today for only £149.99!

 Just call the numbers on your screen and our helpful call agents will guide through the process.

 It’s so quick and easy, just call the number and the telescope can be yours!

 Don’t hesitate, call now!

Fade To: Garden

We see salesman (Michael) with the telescope in the studio, the telescope by his side.

(Green screen used for space Imagery, in context with the telescope)

Salesman (Michael)

It’s time to show you what this telescope can really do!

Salesman (Michael)

Right now I am using the 20mm eyepiece. I am trying to get you a nice image of the Moon.

Remember when you manage to centre the bright object through the eyepiece; you need to make sure that the red dot in the astro finder is pretty much hovering over the object your seeing through the scope.

Fade To: Telescope eyepiece simulation screen

Composite top right of screen: Salesman (Michael) looking through the telescope, adjusting knobs and turning the scope towards the green screen.

Salesman (Michael)

Here you see, I’m turning the scope towards the sky.

Now remember, our target is the moon.

COMPOSITE TOP RIGHT OF SCREEN: Salesman (Michael) quickly looks back at the camera, then proceeds with the telescope

Salesman (Michael)

The viewing conditions as you can see are perfect for

Stargazing, it really brings the full power of this scope to life

We see the moon move into the shot from the left hand side, The image is unfocused and unclear.

Salesman (Michael)

Now you can see a bright circular object coming into view. That is the moon.

My goodness isn’t that simply breathtaking….

Just quickly before I change the eyepiece to the 4mm we need to align the red dot in the astro finder with the object we are seeing.

COMPOSITE TOP RIGHT OF SCREEN: Salesman (Michael) begins to look through the astro red dot finder.

CUT TO: Astro red dot finder simulation screen.

As you can now see, I am using the red do finder to align the moon. That way I know that when the red dot is hovering over the moon or any other object through the astro finder, I t will be aligned and ready to be seen through the scope.

Its very handy and makes things easy for you

COMPOSITE TOP RIGHT OF SCREEN: Salesman (Michael) removes the 20mm eyepiece and replaces it with the 4mm.

COMPOSITE TOP RIGHT OF SCREEN BECOMES FULL-SCREEN

Salesman (Michael)

If you haven’t already, pick up the phone and order one of the scopes now.

You wont find these kinds of scopes anywhere else.

They are exclusive to us. The qualities of the scopes are rare and very good, plus you get all the accessories too.

Don’t hesitate. Order yours now!

COMPOSITE SHRINKS TOP RIGHT OF SCREEN AGAIN

CUT TO: Telescope eyepiece simulation screen, we see blurred image of moon

Salesman (Michael)

Right now the 4mm eyepiece is in place, I thinks it time to get even closer images of the moon.

The 4mm really packs a punch, and some of the images you can get with it are absolutely fantastic.

We again will target the moon, but since we are using the 4mm eyepiece you will have slight more trouble targeting the moon and getting good image focus.

Salesman (Michael)

Notice how the moon now fills the whole eyepiece?

That is because the 4mm eyepiece zooms in more giving a more detailed image.

Moon image becomes clear

Salesman (Michael)

My gosh, would you look at that!

You can see all of the craters in excellent quality

It’s just beautiful…

COMPOSITE BECOMES FULL SCREEN AGAIN

We Salesman (Michael) standing next to the scope

Salesman (Michael)

That was just amazing!

Take a look at some of the images sent in from people who have already bought the scope from us!

Salesman (Michael)

Richard who lives up in Northamptonshire sent in this first image.

The planet you are seeing is Jupiter!

We see an image of Jupiter briefly appear on the screen

Salesman (Michael)

Vikki who lives in Aberystwyth took this next image.

We see Jupiter appear on the screen briefly

Salesman (Michael)

Wow! What an excellent view of Saturn and its lovely rings!

This last image was taken by 13-year-old astronomy fan Ryan.

He lives with excellent viewing conditions and so was able to take this mind-blowing image of the Andromeda galaxy!!

We see Andromeda galaxy appear on the screen briefly

Salesman (Michael)

Thanks for watching, that’s all we’ve got for now.

Bye bye.

FADE TO: Ending Screen