

scene

description
INTRO

place holder Voice Over (script)

1a

Remavis

splash page

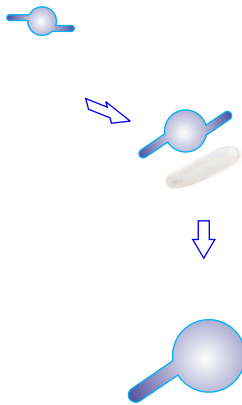
quick
action graphic
with logo?

The Remedis Altiva....

pls. forward lates logo.

GLAM

2a



...Implant System is a revolutionary new therapy for the treatment of chronic dry mouth syndrome which removes the burden of continued -----use.....

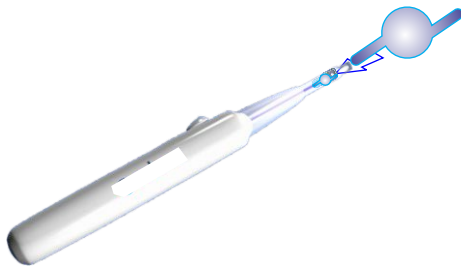
It is composed of a *tiny* oral insert,....

about the size of a grain of rice....
which is "injected"

"glam shots" of device components give an opportunity for patient to see/understand/ become comfortable with the concept

1.5 x size grain of rice

2b



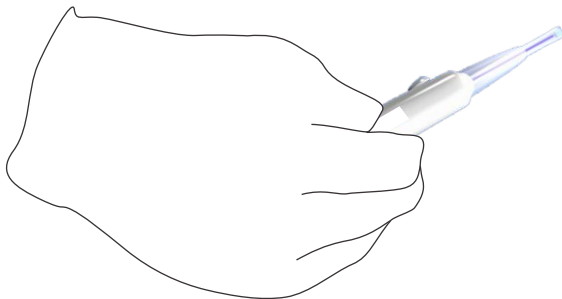
implant can start out of deployer

then go into deployer,

handle to be updated per Manfred sketch or model.


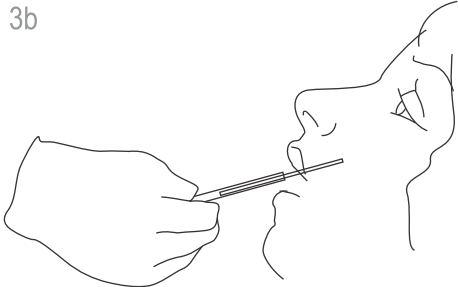
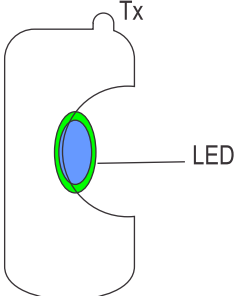
Curve removed from implant

2c



fade in clinician hand for scale

? It might be helpful to fade in a hand to hold the deployer, in order to give a sense of scale to the implant. The smaller it seems, the better.

scene	description	place holder Voice Over (script)	
<p>3a</p> 	<p>INJECTION</p> <p>patient with dry mouth</p>	<p>With Local anesthesia is administered by a physician...</p>	<p><i>-A brief and abbreviated implantation procedure (with no blood)</i></p>
<p>3b</p> 	<p>head tilt</p> <p>magical bloodless, incision-less, lidocaine-less, insertion</p>	<p>...the Remavis Altiva implant is injected under the ----- layer within the ----- in an outpatient setting.</p> <p>Recovery time is short.</p>	<p><i>stay in profile view?</i></p> <p><i>avoid looking up nose and showing device going under tissue?</i></p> <p><i>no nasal speculum, correct?</i></p>
	<p>nicely show Control Unit</p> <p>logo over Tx area</p>	<p>Using the Alteva Control Unit.....</p>	<p>10 seconds of activation</p> <p>push button blinks approximate</p> <p>mostly for women</p> <p>about the size of a fat friendly keyfob</p>

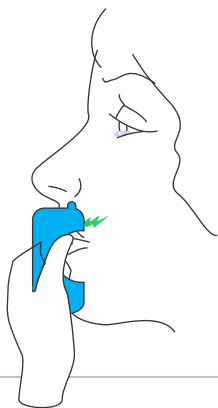
questions
notes

scene

description

place holder Voice Over (script)

4a



the patient applies stimulation as needed, for immediate, drug free saliva production...

Then a picture of the patient using the energizer to power the implant,

Patient holding energizer, tearing up (zoom-in to patient's

4b



A sequence showing the patient's salivation stim sequence

eyes showing tear up),

would show the circuitry in less pronounced (more faded) colors. If possible with "moving information" along the nerve track, e.g. as white dots

use simplified, less visceral circuit here. Probably off a profile view, perhaps with line drawing style...

might be nice to explain the circuit a little here in the VO? Patients would probably like it, and physicians would probably like having these questions answered for patients.

4b1

4b2

4b3

..here is how it works....

....The Control Unit sends a message to the Alteva insert, telling it to very gently send a mild stimulus along the nerve path from the mouth to the salivary glands. Instantaneously, the salivary glands produce.



conclude

then zoom-out and show her smile.

smiling patient holding energizer



splash page
quick
action graphic
with logo?