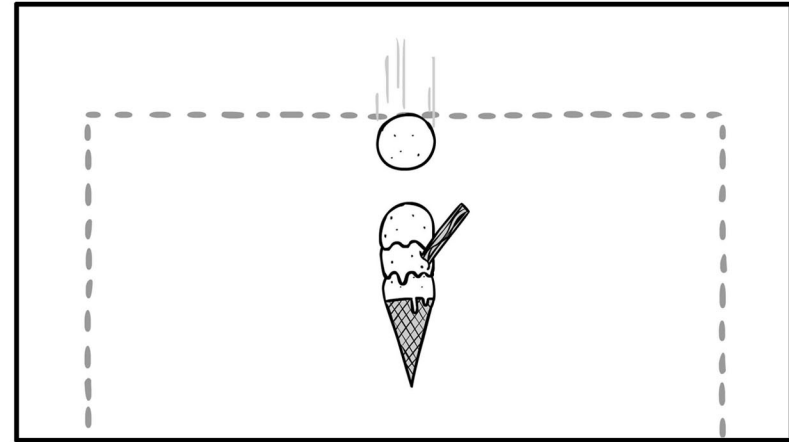**1.** An ice cream appears on screen.

V/O: Think of something AWESOME!
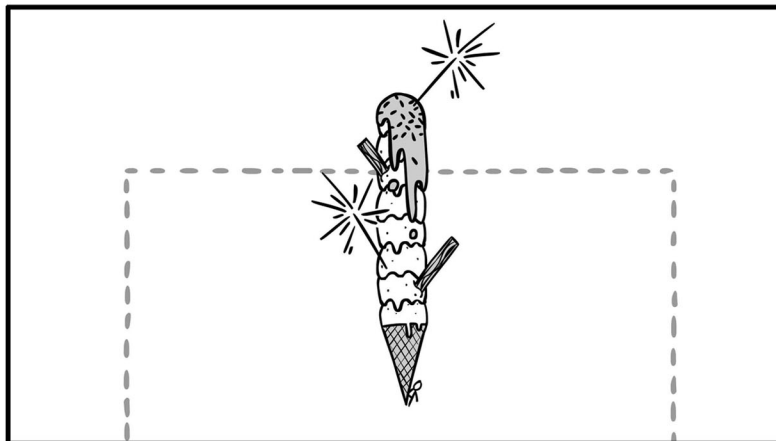**SFX:** The ding of a bell when the ice cream appears.

2. Scoops of ice cream and chocolate flakes begin to drop down to create the ultimate ice cream. The camera begins to pull back slowly.
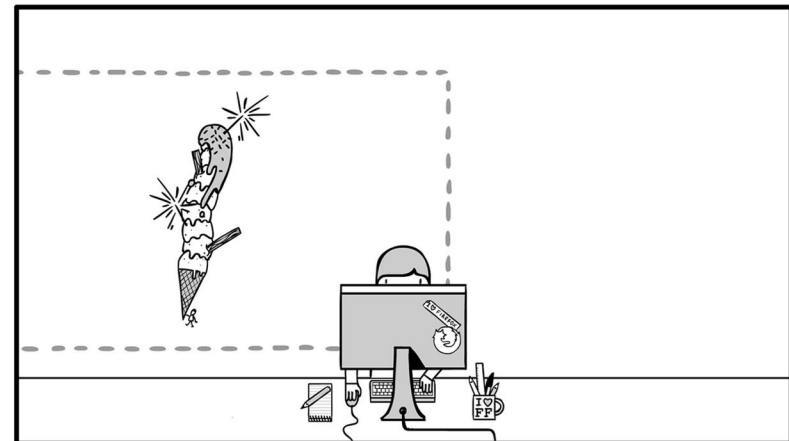
V/O: Now, think how it could be even better?
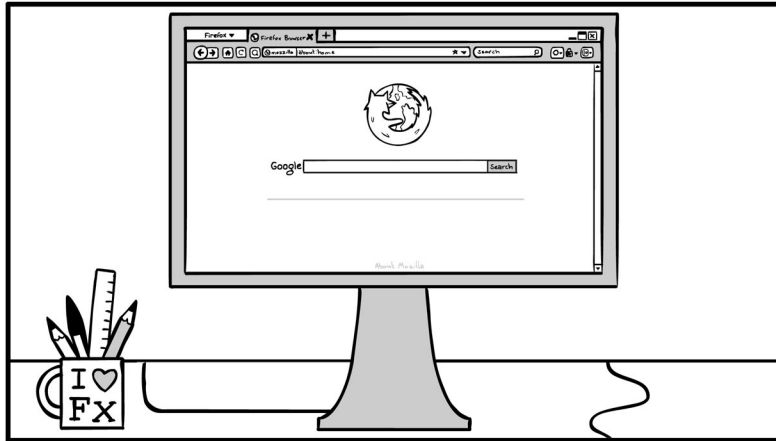**SFX:** We hear computer game 'power-up' sounds as the ice cream builds.

3. The camera pulls back to reveal a the giant ice cream with added sparklers, sauce, sprinkles and chocolate flakes. A tiny man appears from behind the cone and looks up at the awesome ice cream tower.
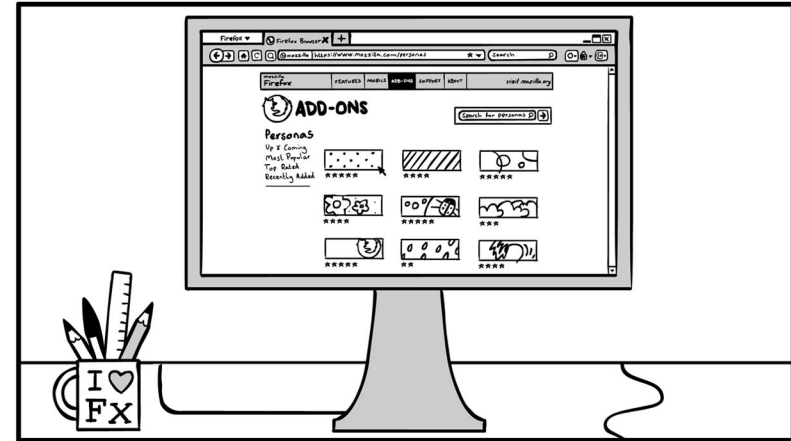
SFX: fizzing sounds of the sparklers.

4. The camera quickly whips back further to reveal a man sat at his computer. Most of his face is hidden behind his computer screen. In the background we see the tiny man pick up the ice cream, he then begins to walk off with the unstable tower of ice cream. The man sat at the keyboard quickly types something in and hits return.

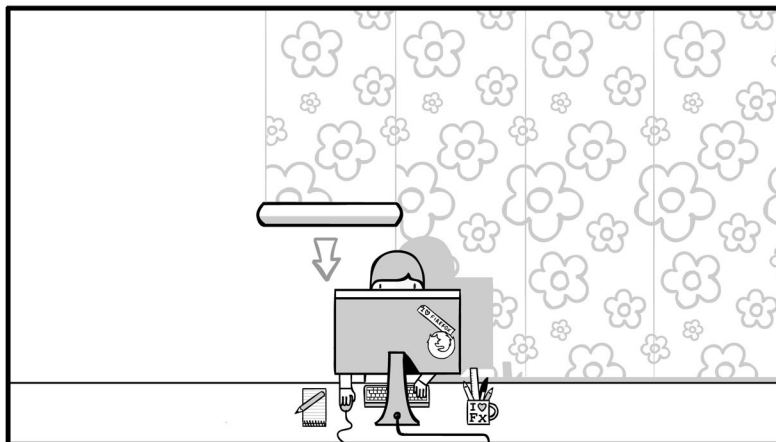**SFX:** The sound of frantic typing.

5. We see a close-up view of the man's screen. He is using Firefox.

V/O: That's like Firefox from Mozilla. It has thousands of add-ons for your desktop and mobile that do lots of amazing things.

6. The man click throught to the Personas page where there is a choice of patterns to choose from.
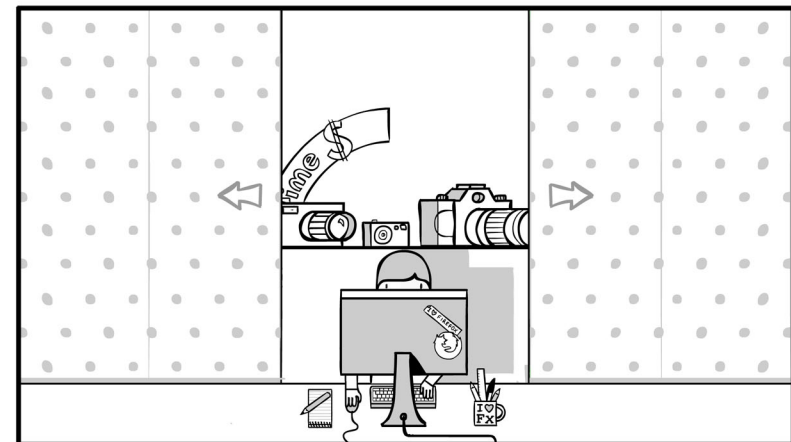
V/O: Like changing the look of Firefox.

7. We cut back to the wide shot of the man sat at his desk. Rolls of wallpaper drop down in sequence to create a new patterned backdrop. The man clicks his mouse and new rolls of wallpaper drop down over the existing pattern. The man clicks his mouse one more time and the wall is covered with a final pattern. The man looks pretty pleased with his last choice (from what we can see of him).
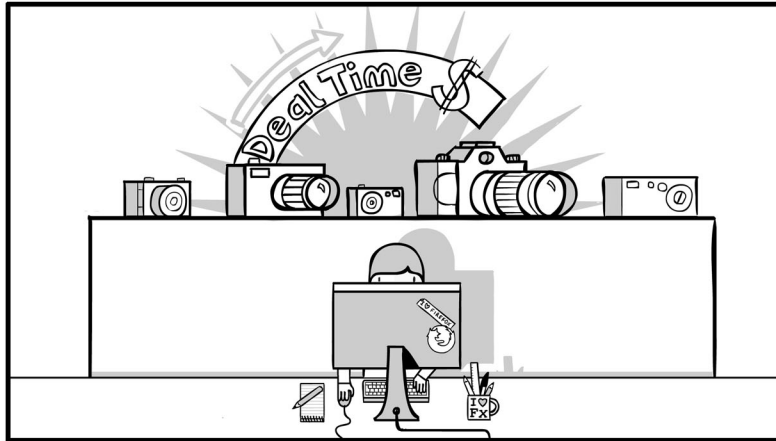
V/O: Like this...Or this... Or even this.
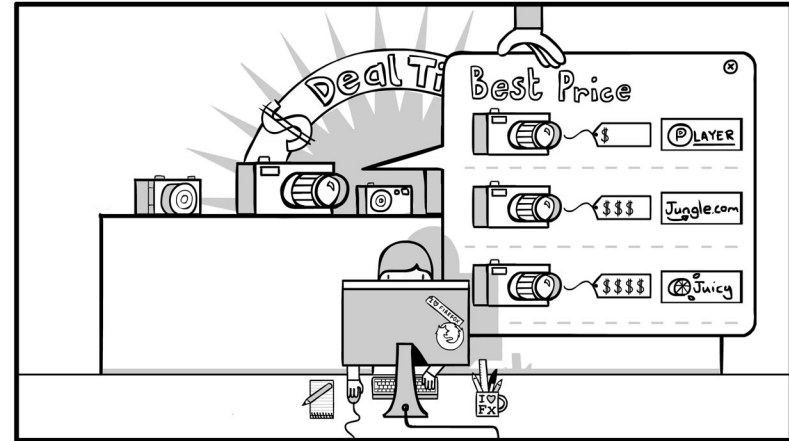**SFX:** rolls of paper unrolling.

8. The patterned wall behind the man slides open to reveal a selection of cameras presented as if they are prizes on a game show.

SFX: doors sliding open. Canned audience applause in the style of a TV game show.
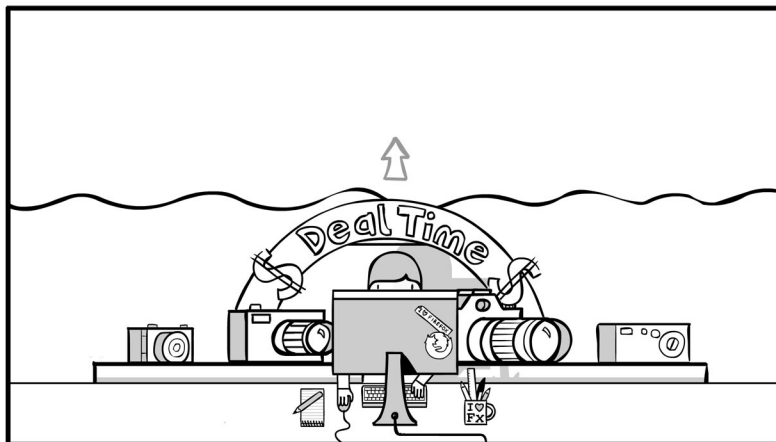
9. A sign rotates round behind the cameras it reads 'Deal Time'

V/O: If you're shopping for a new gizmo, an add-on can find you the best price without you even lifting a finger.
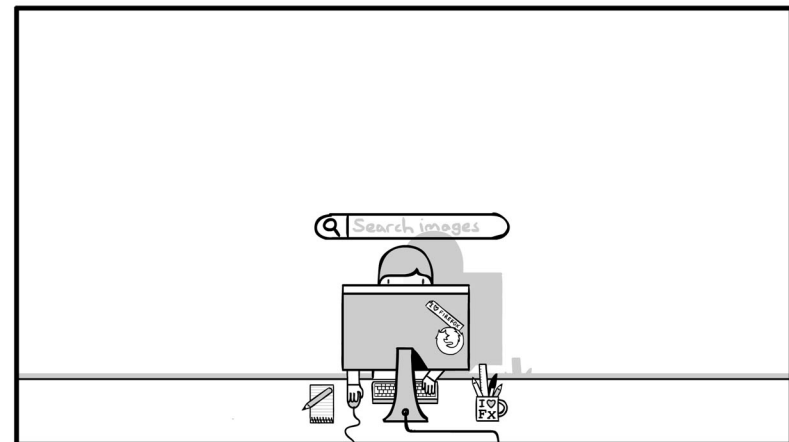

10. The man rolls the mouse over his choice of camera and a bubble appears with the words 'Best Price' at the top. The bubble shows the best price for his selected camera. The best value camera is at the top and is highlighed. A hand comes down and grabs the selected camera.

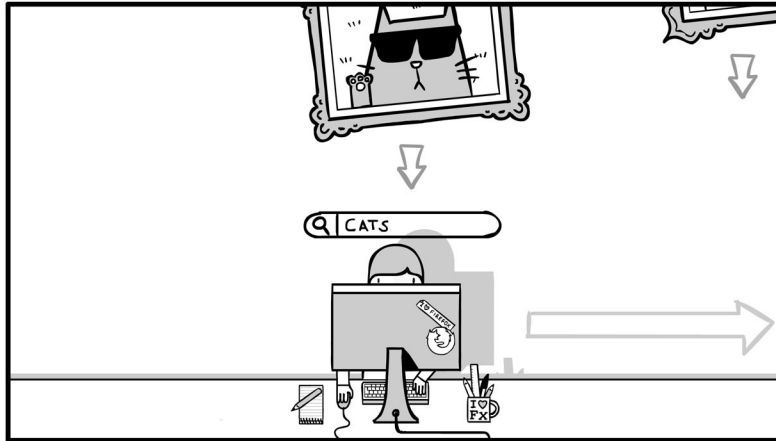**SFX:** Bubble poping up with a kerching sound as he selects the best deal.

11. The curtain in the background rises up at the same time as the remaining cameras move down out of shot.
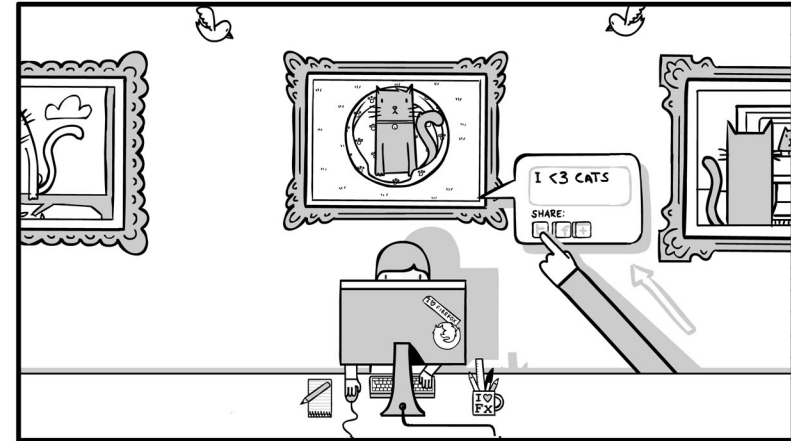
SFX: Sliding sounds as the scenery moves.

12. Behind the curtain is an empty gallery wall with an image search field.

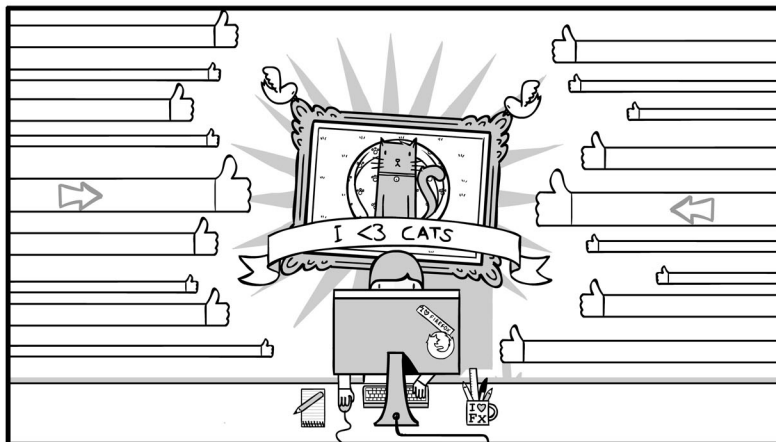**V/O:** They can make searching a thing of beauty...

13. The man types the word 'CATS' in to the search field. Pictures of cats drop in and land on the gallery wall.

V/O: ...and help you share stuff with your friends without even leaving the page.
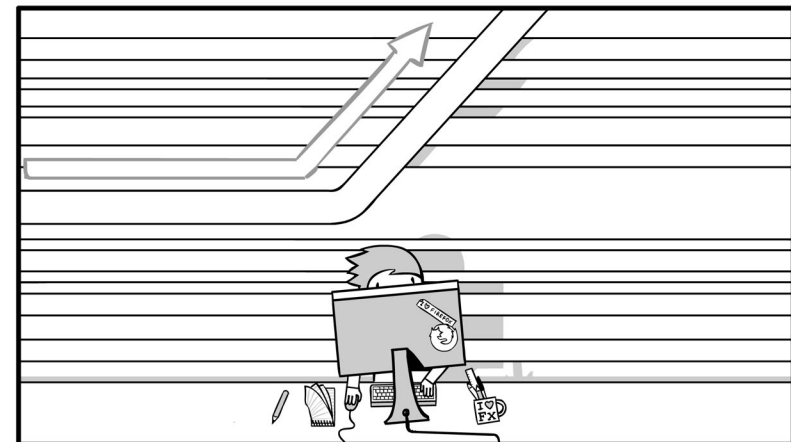**SFX:** Sliding panel effect. Birds tweeting.

14. We travel right with each picture coming in to frame. Eventually the man selects a cat picture. An Add-on window appears with a text field in it. The Man types in to the text field 'I <3 CATS'. An arm enters in to shot and presses the 'Twitter' share button in the Add-on window.

V/O: ...and help you share stuff with your friends without even leaving the page.
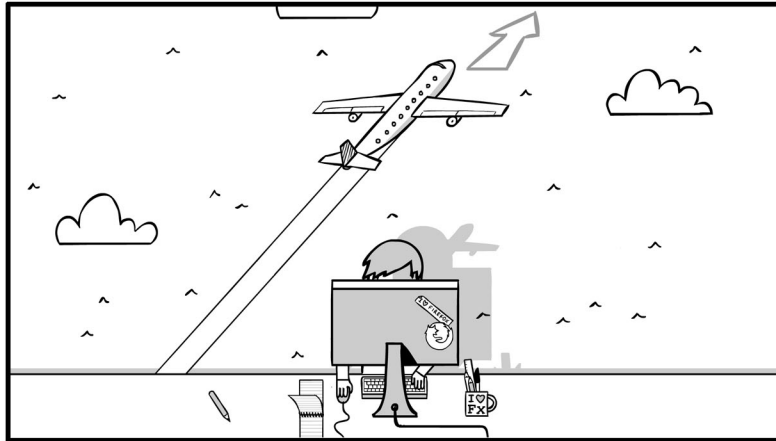**SFX:** Window pop-up sound. Birds tweeting.

15. The Twitter birds fly up holding the picture. A ribbon wraps round the picture with the words 'I <3 CATS' written on it. Suddenly lots of 'Like this' thumbs move in from each side.

V/O: Hey, glad you like it!
SFX: Flapping sounds as the ribbon wraps round the picture. A sound for each like thumb. Birds wings flapping.

16. We woosh right following the lines of the arms These now turn in to abstract lines. One of the lines suddenly moves up.
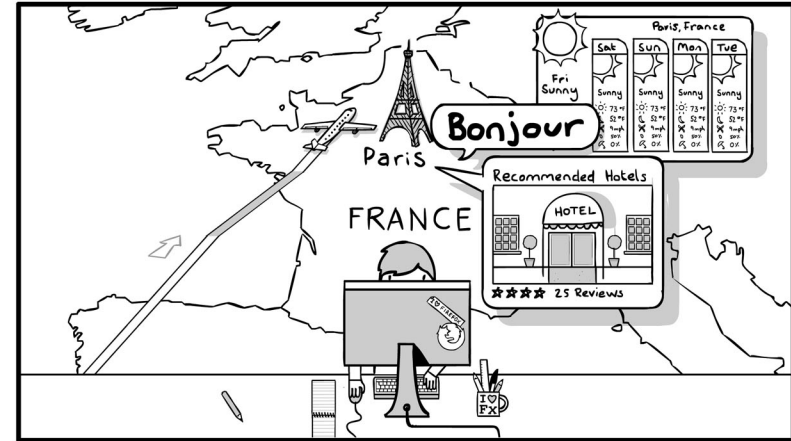
SFX: whoosh sound.

17. We follow the line up and see that it is the path of an airplane flying in the sky.

V/O: If you're off on holiday add-ons can tell you everything you need to know...
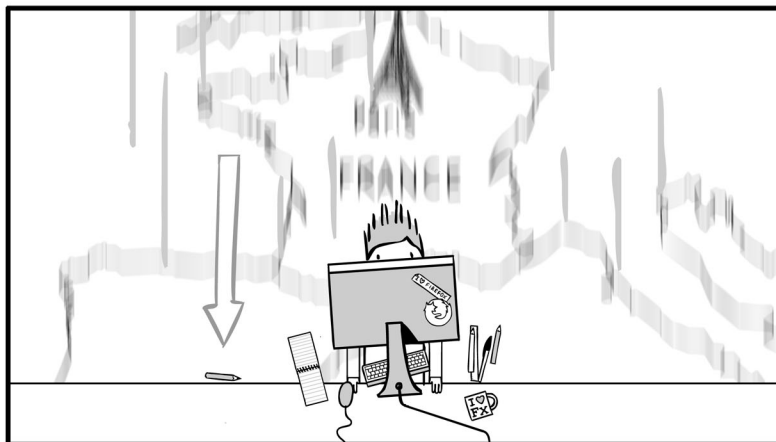**SFX:** Airplane sounds.

18. The plane lands in Paris. A speech bubble pops up with the word 'Bonjour' written in it. A window then pops up showing the weather forecast for the next five days. A second window pops up showing recommended places to stay,
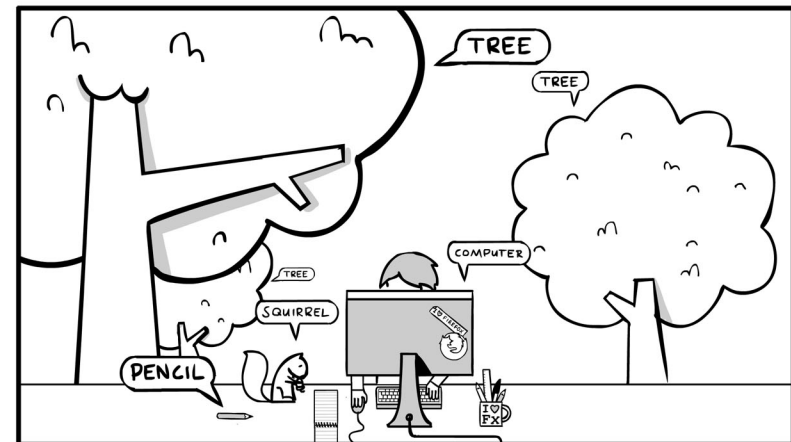
V/O: Like the weather...or places to say.
SFX: Airplane landing. Bubbles and windows popping up.

19. Suddenly the man drops down his hair blowing in the breeze.
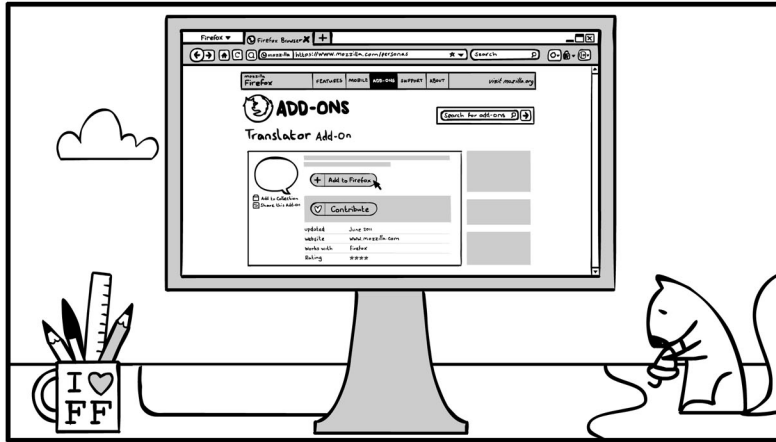
SFX: Whoosh.

20. He lands in a park. We see a squirrel scurry down from a tree on to the mans desk. Bubbles appear above various items in the scene, labeling them.
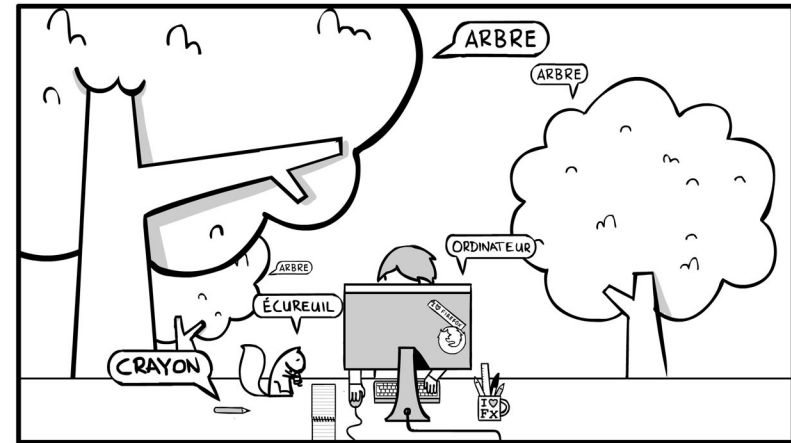
V/O: If you come across a site in another language. We've got add-ons to help you translate them.
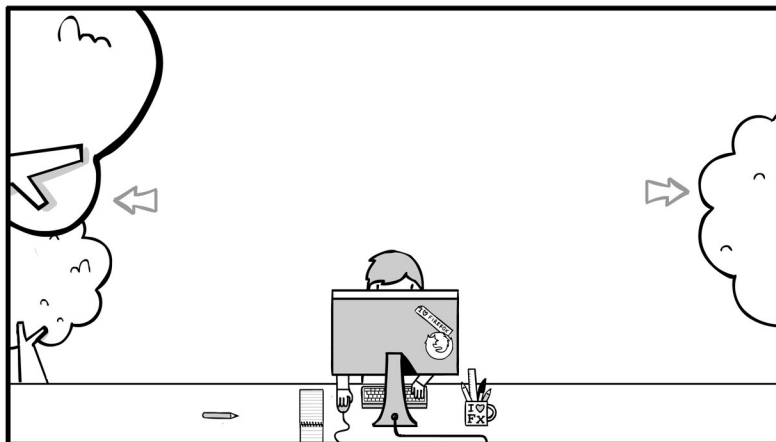**SFX:** Squirrel scurrying. Bubble pup-up sounds.

21. We see his monitor as he installs the Translator Add-on.

V/O: Installing these little wonders is easy. Just a couple of clicks and you're done.

22. We cut back to the wide shot of the park. The English worrds on the labels switch to the French translation.
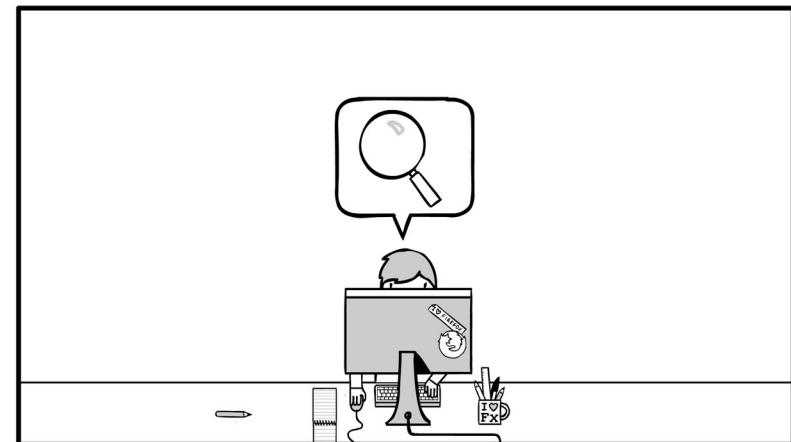
SFX: Turning sound for the sign.

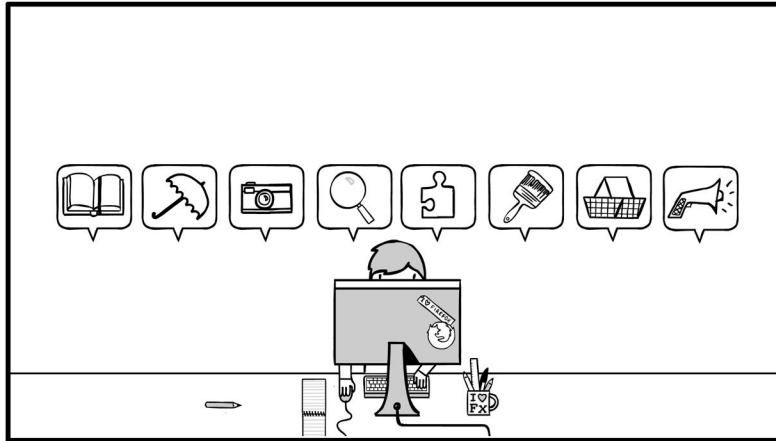**23.** The park scenery slides out of shot.

V/O: This is just the tip of the ice berg.
SFX: Sliding sound as the scenery slides out of shot.

24. An Add-on style bubble appears above the mans head with an icon representing one of the catagories of tools available.

V/O: There's an Add-on out there for just about anything...

25. The bubbles multiply above the mans head. Each bubble shows a different icon.

V/O: All created by Mozilla's amazing army of developers.
SFX: Bubbles popping-up

26. The Firefox logo mixes on with the text 'Mozilla Firefox ADD-ONS'

V/O: That's Add-ons for Firefox....Why not try them!