

## *ICTQatar E-Newsletter Pitch.*

Flicking between various stories and locations, animated people ranging from young teenager to mid-thirties show examples of how using apps on their mobile devices help them in their lives. The voiceover is the instrument explaining the role that the ICTQatar plays in helping young people to invent, design and create innovative mobile technologies.

We start out with one man standing alone against a blank white background with nothing happening. A voiceover introduces him. "This is Jerry" (any name). Jerry reaches into his pocket and pulls out his mobile smartphone. "Like most people in the 21<sup>st</sup> Century, Jerry has a smartphone..." Jerry taps a few times on his phone. A burst of colour erupts out of it filling the screen with different colours.

Backgrounds start to paint themselves behind where Jerry is casually standing. A street is born with bustling traffic and a parade of shops with pedestrians walking past. "The introduction of Apps has changed the way we see the world. From Facebook to Wikipedia, the world is literally at our fingertips...." A bus/tram drives past and Jerry jumps on the back. They carry on down the street and pass a few shops. The shops stop scrolling in the background and we focus on a small restaurant. The bus with Jerry still on the back carries on down the street.

Zooming into the restaurant a waitress is taking orders from a couple sitting at a table out front. The waitress is typing their orders into a mobile tablet and, with a sweeping transition, the orders appear on the kitchens tablet. "More and more innovative ideas are being thought up and made into apps every day...." The waitress brings out their orders and places them on the table.

A cyclist cycles past and the focus changes to him. He has a smartphone strapped to the front of his handlebars. The phone has a map on it and is giving him directions. It is also giving him feedback, such as calorie counts and speeds, etc. The cyclist stops outside a big, futuristic building with a sign above it that reads ICTQatar.

The cyclist gets off his bike and wheels it passed a small group of students tapping away on a laptop. (The voiceover explains the work ICTQatar are doing with students.) The focus passes again to the students, some of whom are taking notes. (The voiceover continues to explain the QITCOM Appathon.) A thought bubble appears over one of the students and inside the bubble is a vision of him winning the first prize in the competition. Flash photography is going off and the student is presented as if he is a celebrity. The bubble bursts and he's reconnected with reality. A small bubble from his thought bubble drifts off in the breeze and floats through one of the ICTQatar windows.

The bubble bursts on the end of a guitar where a girl is playing it by herself. Laptops and tablets surround her; each one has another musician playing music through it. (The voiceover explains about the Microsoft Innovation Cup).

Zooming into one of the tablets and teenaged boy is playing the piano. The tablet fills the screen and we transition to his room where he is playing. The girl playing the guitar now faces him from his laptop. We float out of his room and into another room where another boy, his brother is busy playing a video game on his computer.

We float again out of his room into another room where his father is also playing the game. (Voice over starts to mention the Internships that are available at the ICTQatar.) Zooming out of the window back on the street a bus comes into view. Jerry is still holding onto the back.

The bus stops outside the house and Jerry jumps off. He taps his phone and the world gets sucked back into his phone. Jerry walks out of shot leaving a blank screen. Information fades up with events and contacts, etc.