



**CREATIVE**



Client: NEC  
Product: various  
Key number: NEC261005Ar  
Length: 45 seconds  
Start date:  
End date:  
AM: Mike O'Regan  
Writer: Rob  
Station:

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*Note: these scripts are based on the pilot and kid in Flying High  
The kid is a super keeno 50's style clean cut kid and the man is very serious but odd*

Man: You know what I've got here Timmy?  
Kid: A desktop computer?  
Man: that's right Timmy – it's an NEC - and do you know what that means?  
Kid: That it's a computer that looks like a desk?  
Man: **(laughing)** very cute, but dumb – it means it's an NEC PowerMate MT 7 101 and is powered by an Intel Pentium D Processor 920...  
**Insert: (Intel sting)**  
Kid: Golly mister – that sure is super...  
Man: So is the price Timmy...The NEC PowerMate starts from \$1299 with a 17" LCD monitor.  
Kid: Yowser...  
Man: I guess you'll want to go tell mum and dad about the NEC PowerMate with an Intel Pentium D Processor 920 won't you Timmy...  
Kid: I sure will - hey Mister, your pants are on fire...  
Man: **(laughs)** They sure are Timmy, they sure are...

Please ensure all information in the script below is correct.  
Any changes after recording will incur an additional fee.

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Man: Slow down there Timmy...

Kid: Sorry mister – it's not easy driving a Mack truck without a license...

Man: Timmy, do you know why an NEC desktop computer is so popular?

Kid: Because it's designed by workaholic-cyberspace living-megabyte loving-coffee drinking geeks?

Man: **(laughs)** That's right Timmy – but an NEC PowerMate MT 7 101 is also powered by an Intel Pentium D Processor 920...

**Insert: (Intel sting)**

Kid: golly...

Man: I'll bet you're wondering how much an NEC PowerMate MT 7 101 with an Intel Pentium D Processor 920 costs aren't you...

Kid: No...

Man: Well Timmy, from just \$2299 including a 17" LCD [monitor]...

Kid: that's amazing Mister...

Man: sure is Timmy – but not as amazing as a cow with 9 horns...



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*The kid is a super keeno 50's style clean cut kid and the man is very serious but odd*

Man: What have you got there Timmy?  
Kid: This is my dog Spanky...  
Man: You know what Spanky would like Timmy?  
Kid: his balls back?  
Man: **(laughs)** Noooo Timmy...I bet he'd like it if your mum and dad had an NEC PowerMate DL H7 101 desktop computer...  
Kid: Boy, it would sure make me feel smarterer if I knew more about the NEC Desktop Computer...  
Man: Well Timmy, it's powered by an Intel Pentium D Processor 920  
**Insert: (Intel sting)**  
Kid: I'd better let them know...  
Man: And they can buy an NEC PowerMate with an Intel Pentium D Processor 920, from only \$2999 with a 17" LCD monitor...  
Kid: keeno - hey mister - do you love dogs?  
Man: yes I do Timmy - if it gets cold enough...

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