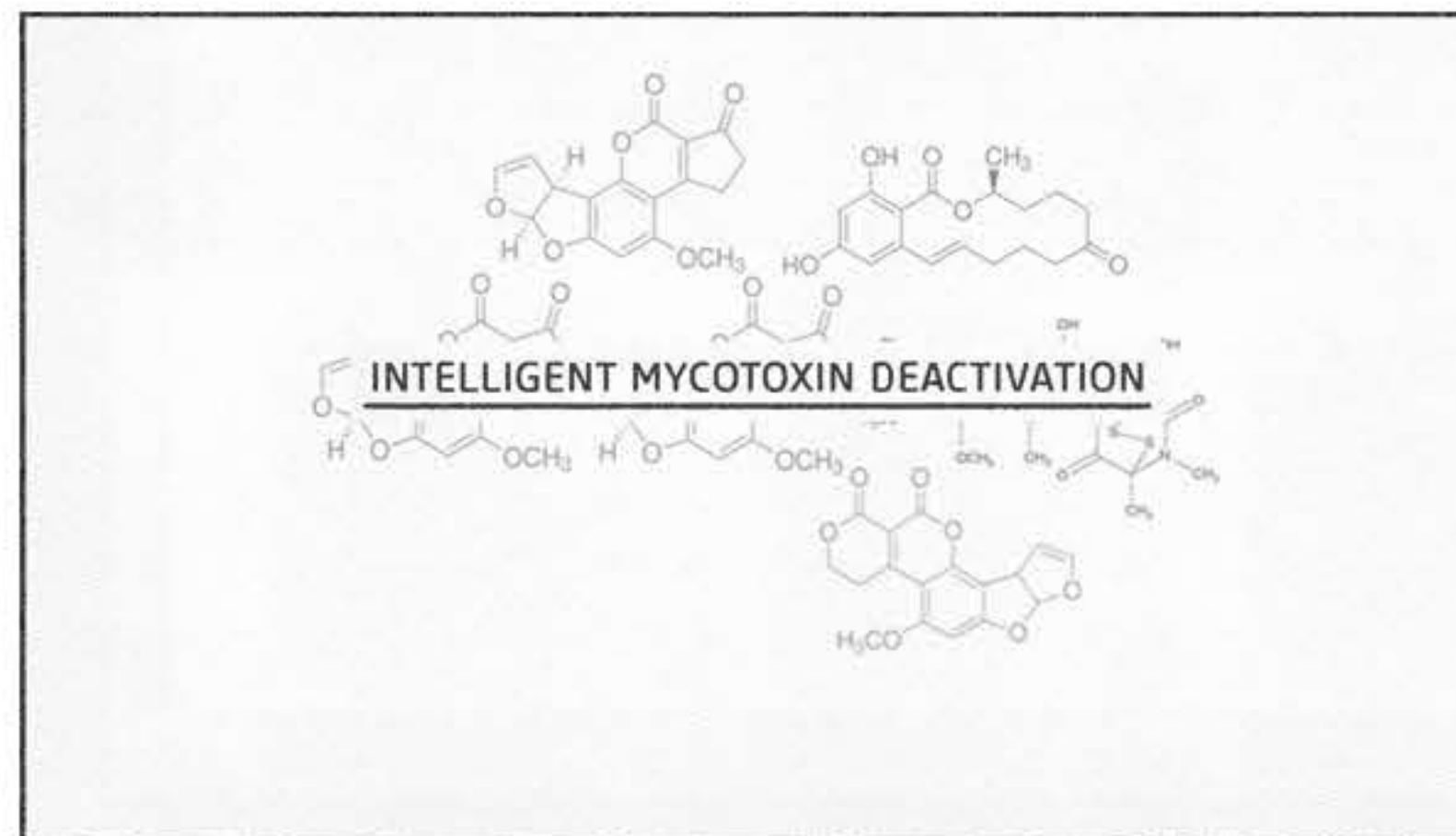


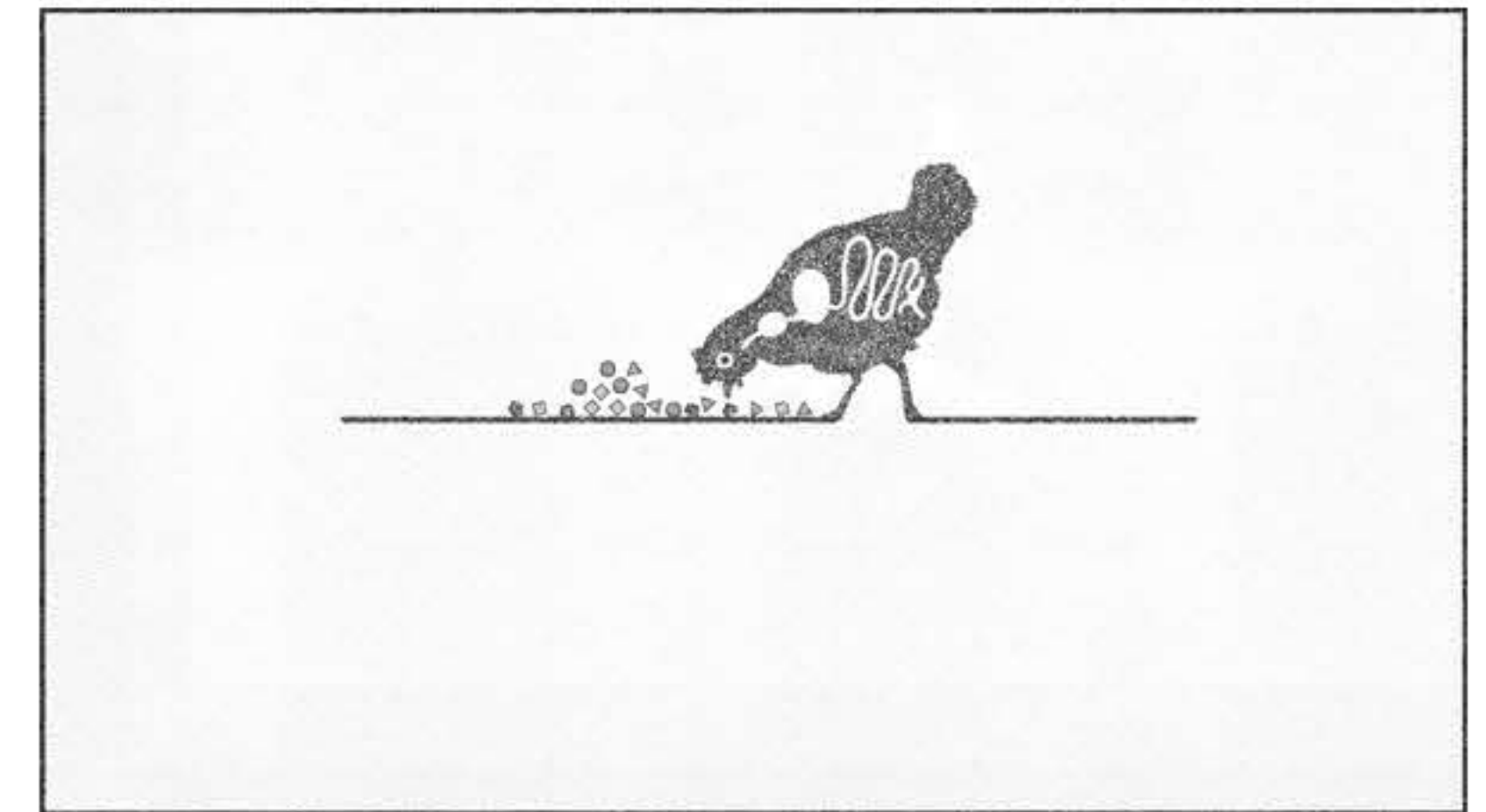


Smartshield logos x 3



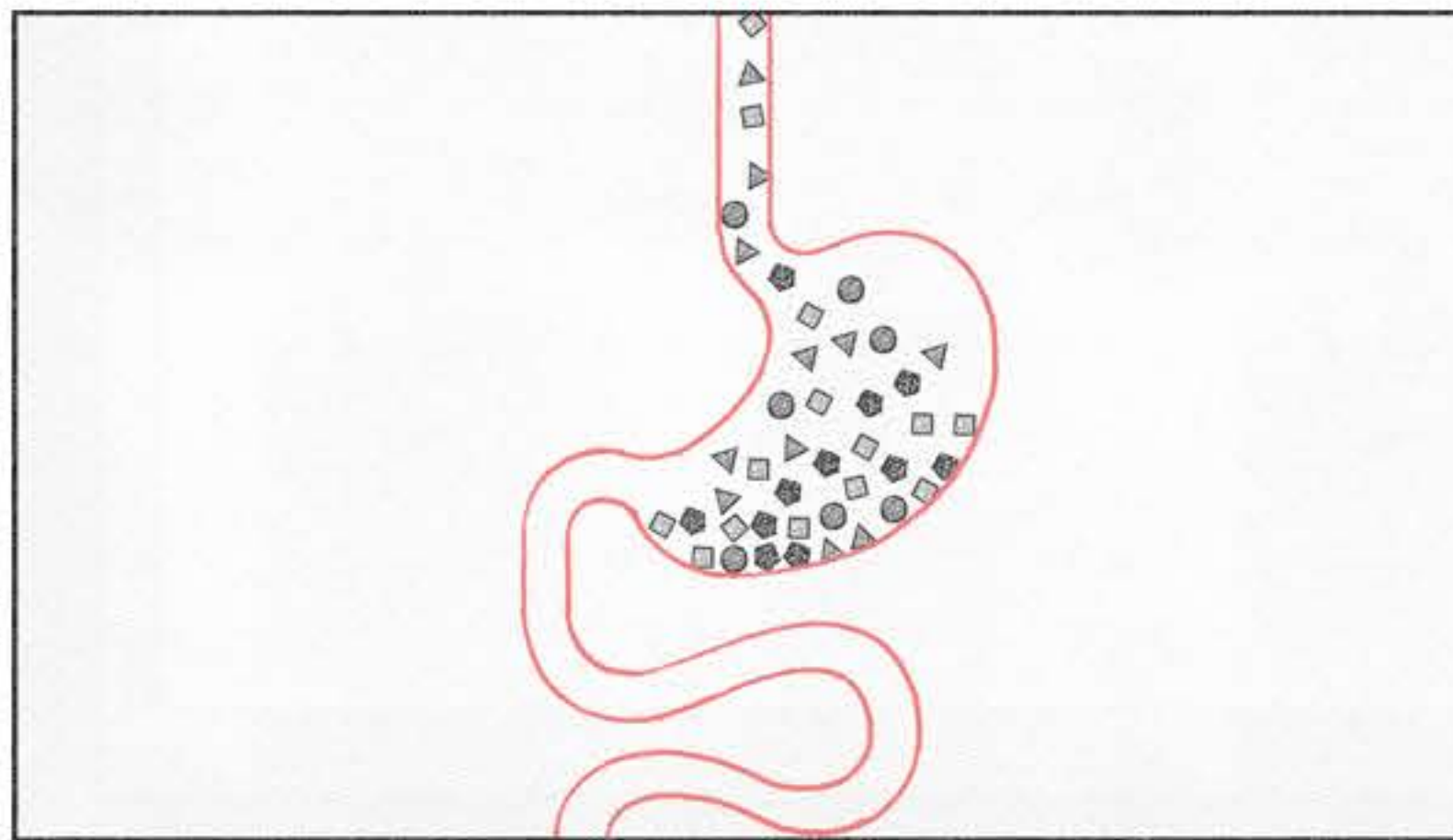
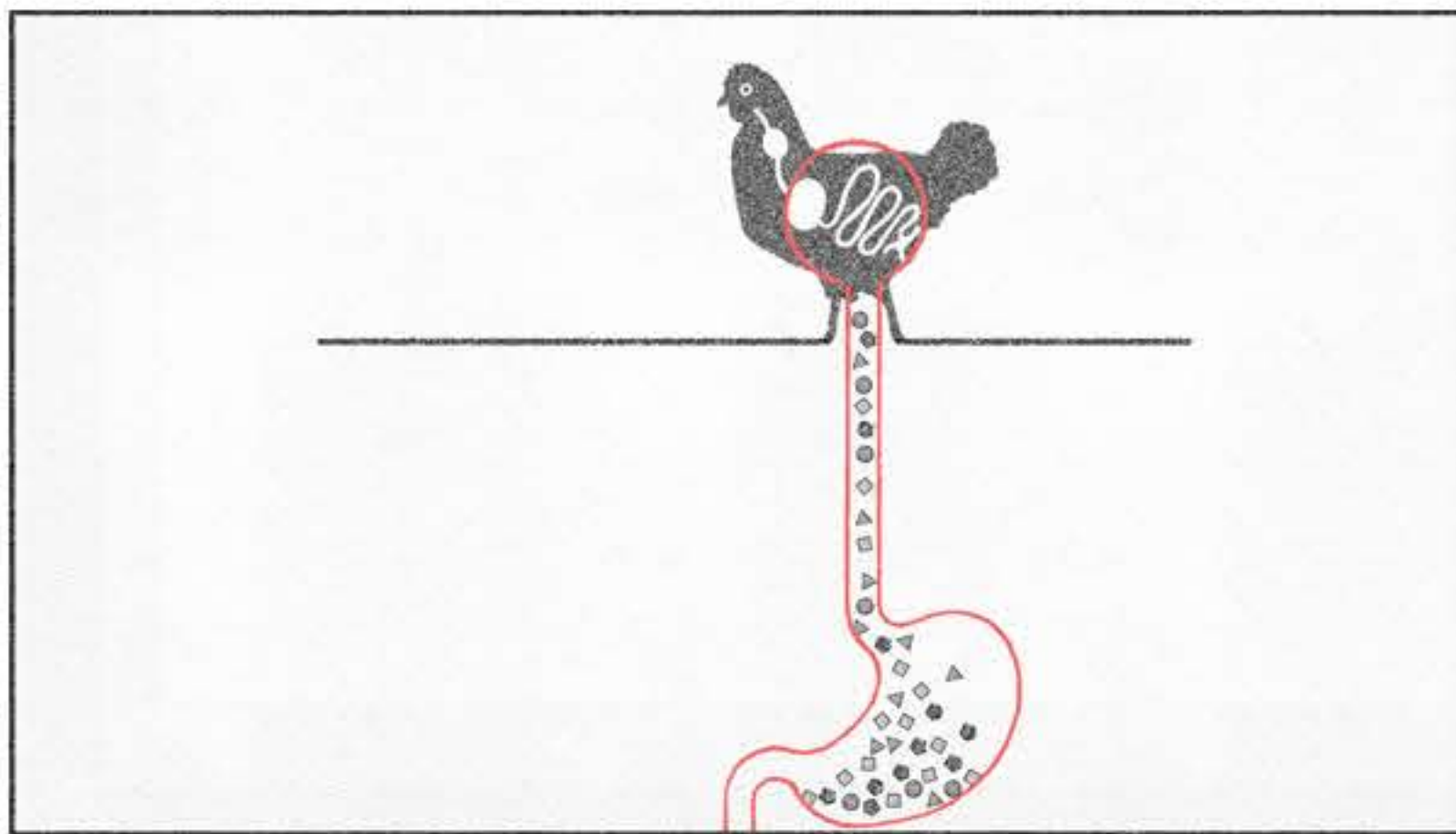
VO: Intelligent Mycotoxin Deactivation

Text *Intelligent Mycotoxin Deactivation* animates up above a straight line . Mycotoxin molecular structure behind the text randomly disintegrate.



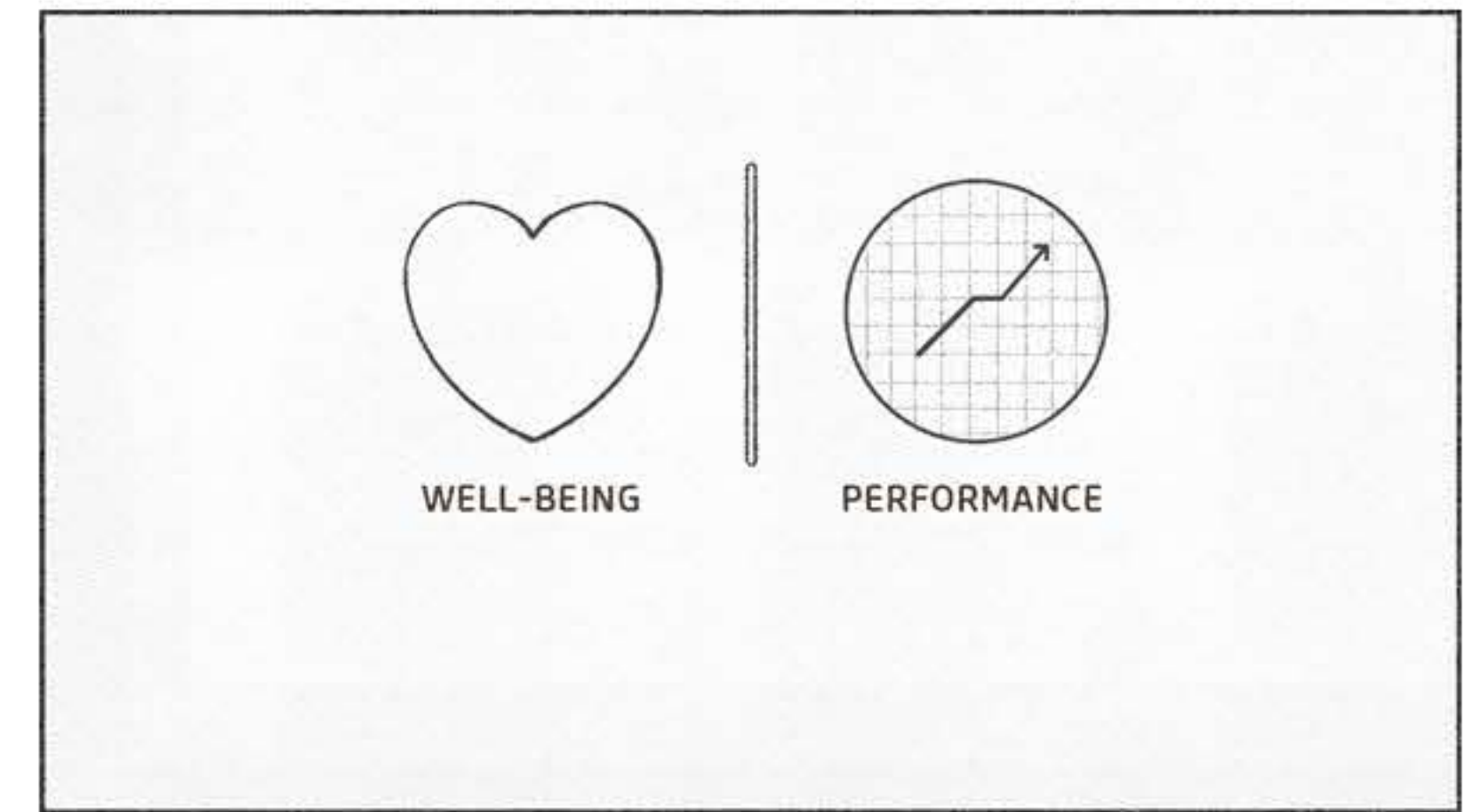
VO: It's no secret that what we feed ...

Text animates down, and the line forms an image of a hen pecking on chicken feed (represented by geometric shapes).

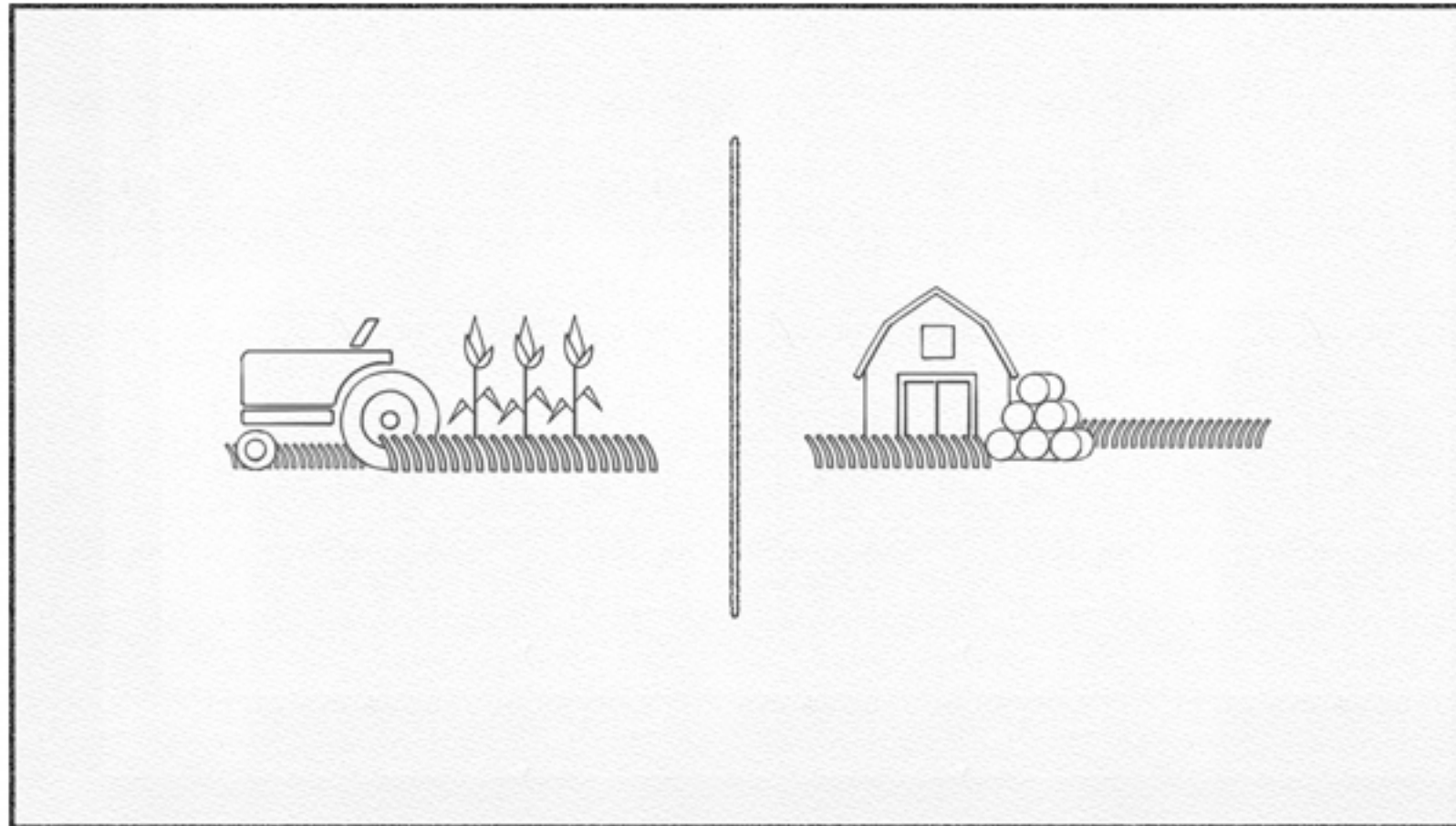


VO: ...to animals, directly affects their well-being and performance.

A circle forms on top of the hen's stomach to reveal the simple view of a magnifies stomach and the feed passing through...

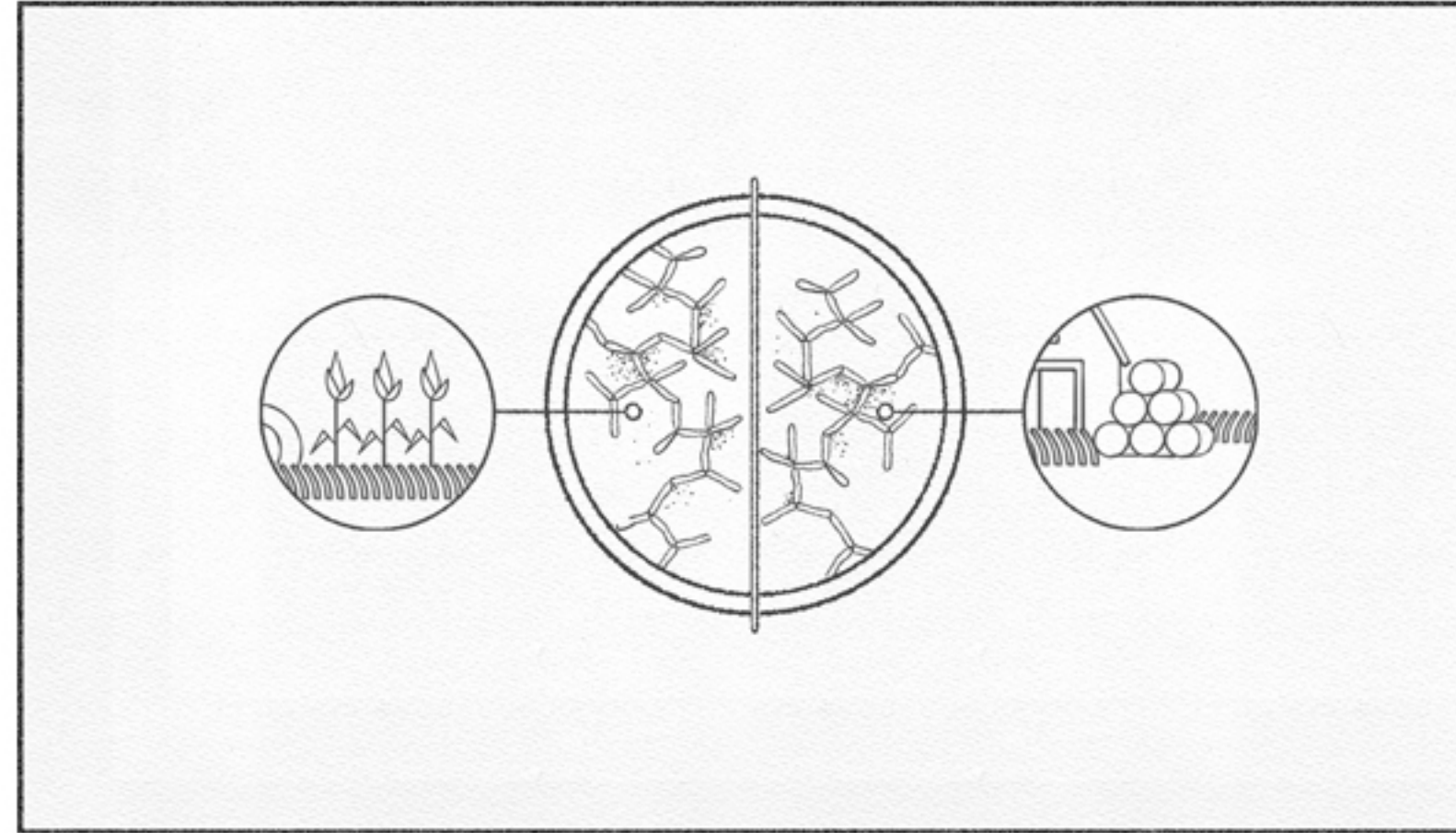


Screen transformation into a healthy heart and a rising graph



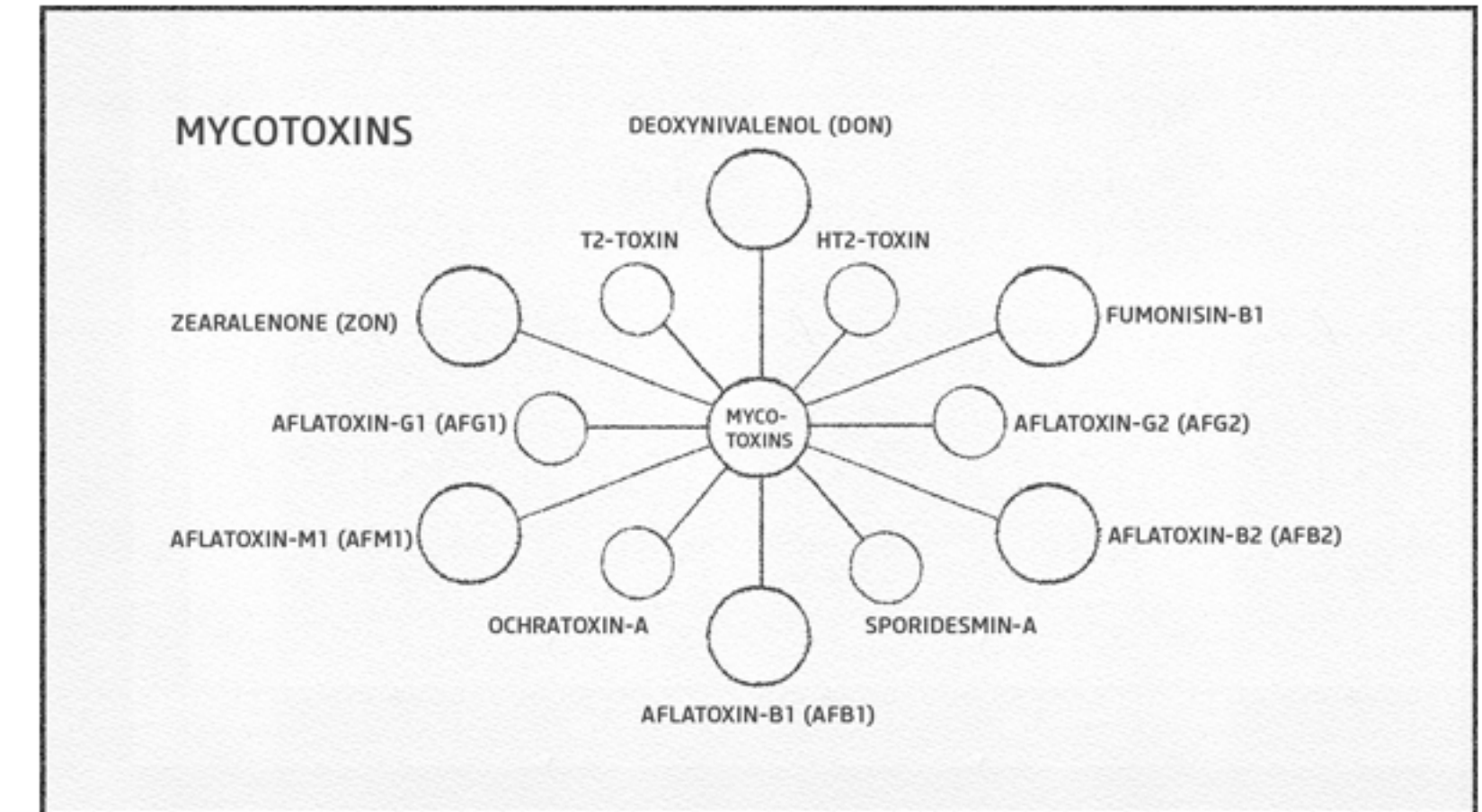
VO: Field crops and stored feed

Split screen. (modern tractor and barn with silo will be incorporated in the production phase)
Graphics of ripe crops standing in the field on one side and the other side depicting cylindrical



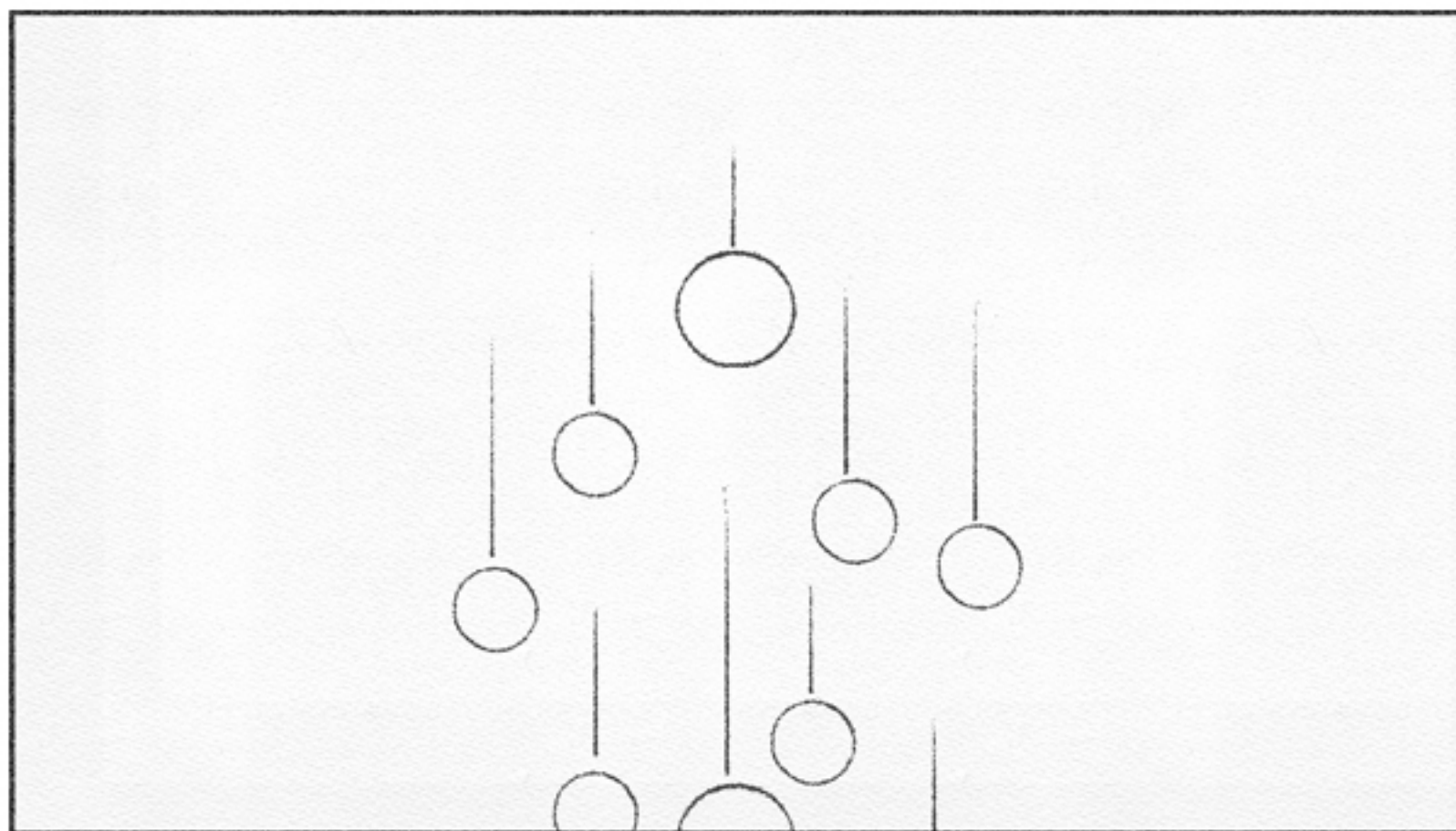
VO: ...are both susceptible to mould growth,

Both the graphics settle in the corner as the split screen reveals a petri dish with blown up image of mould. The mould growth animates to fill the petridish.



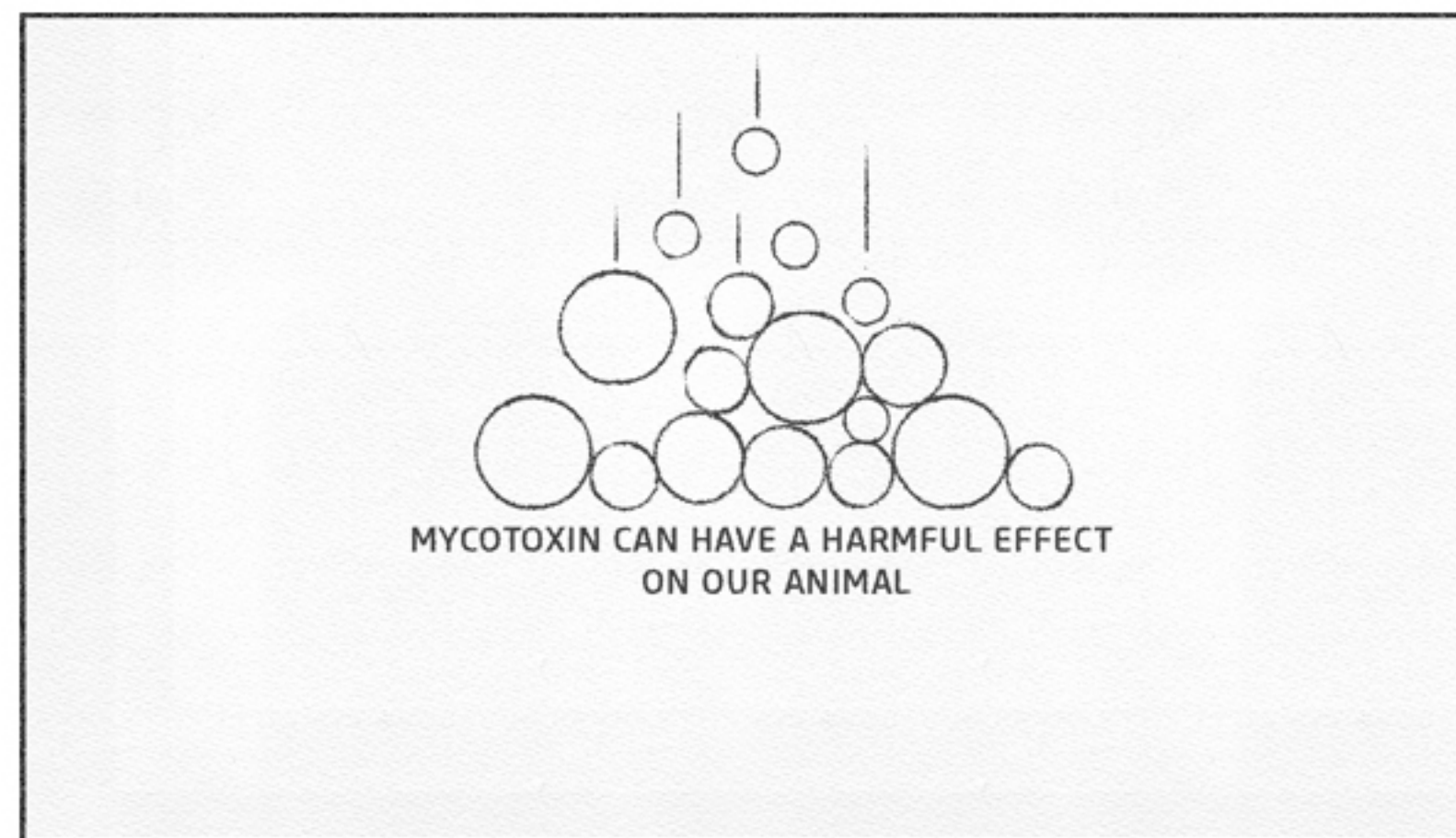
VO: which can create highly toxic substances which are known as Mycotoxins.

The petridish zooms out to reveal a dark circle which opens out into different circles with chemical formulas and names of Mycotoxins.

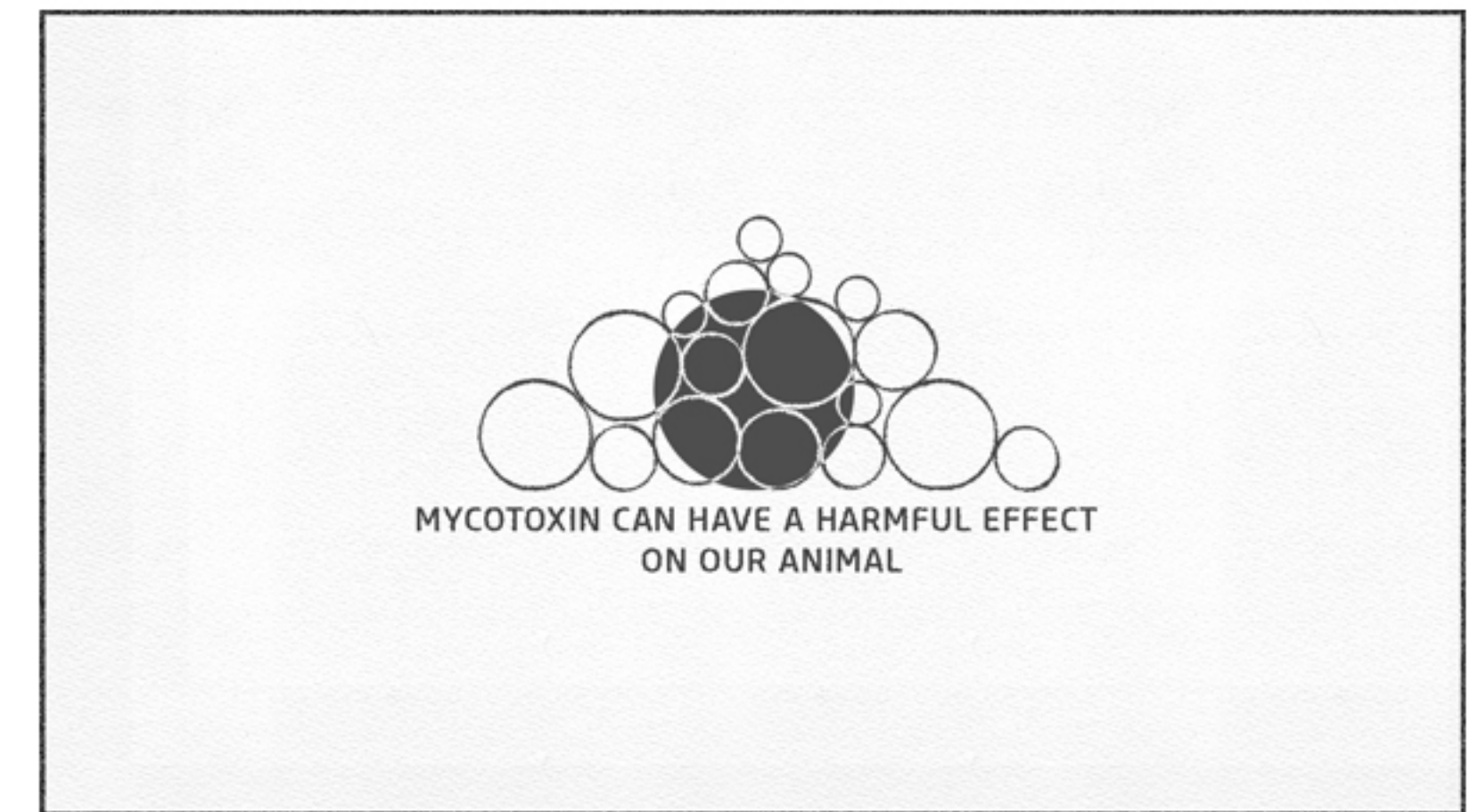


VO: These toxins can have a harmful effect on our animals

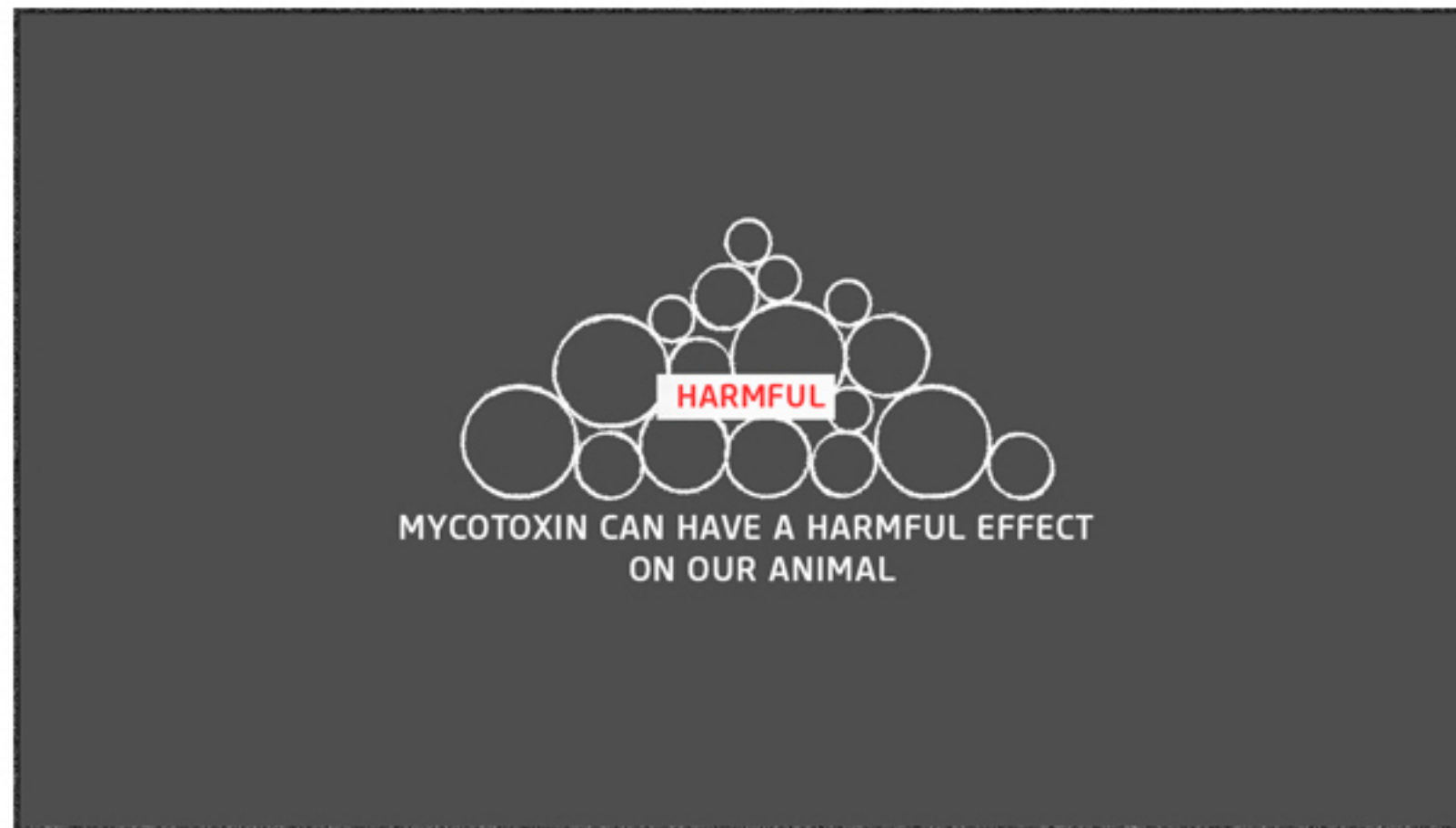
The circles fall down in a heap...



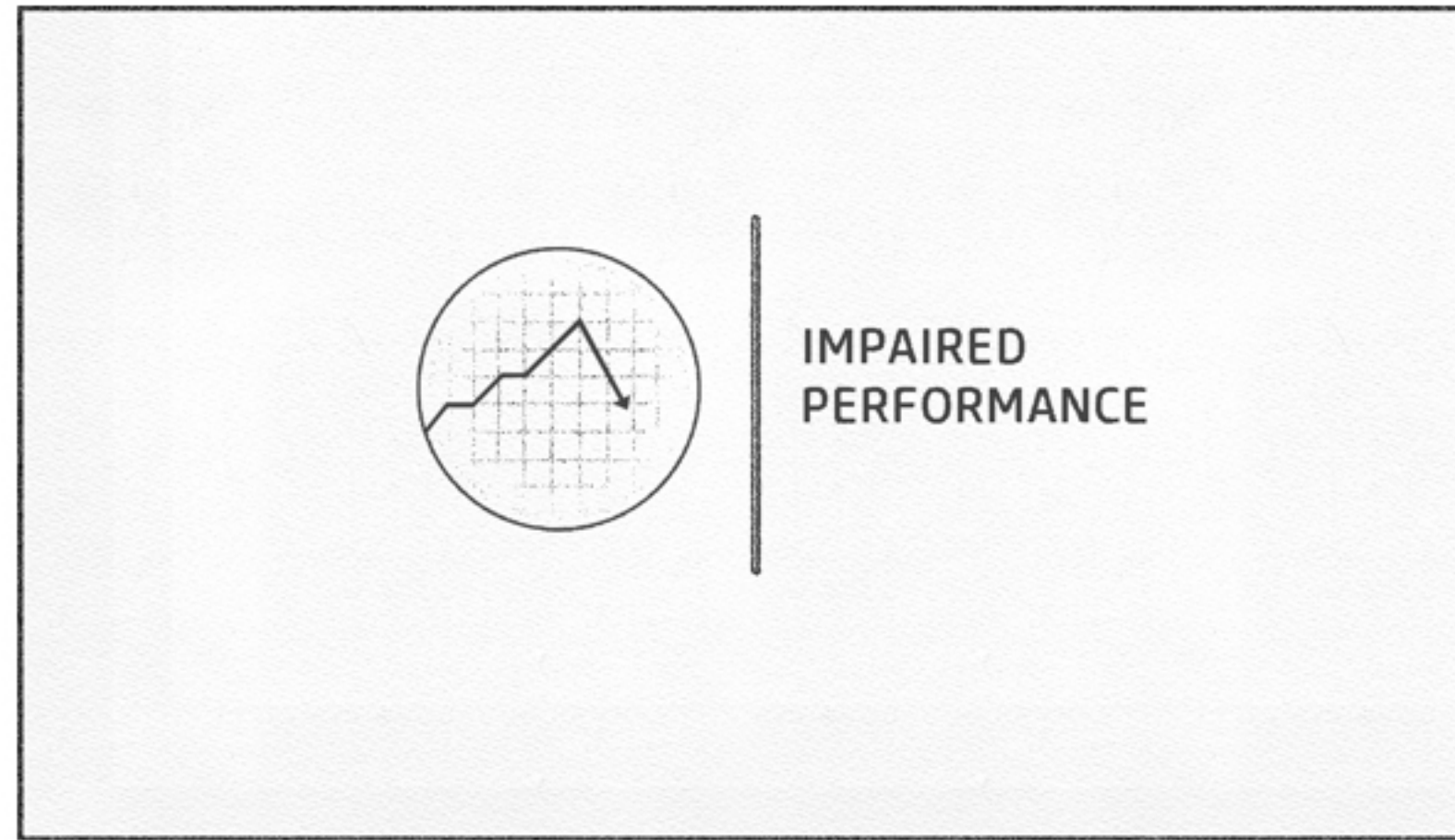
The circles settle down and the text animate up.



One of the central circles animate out...

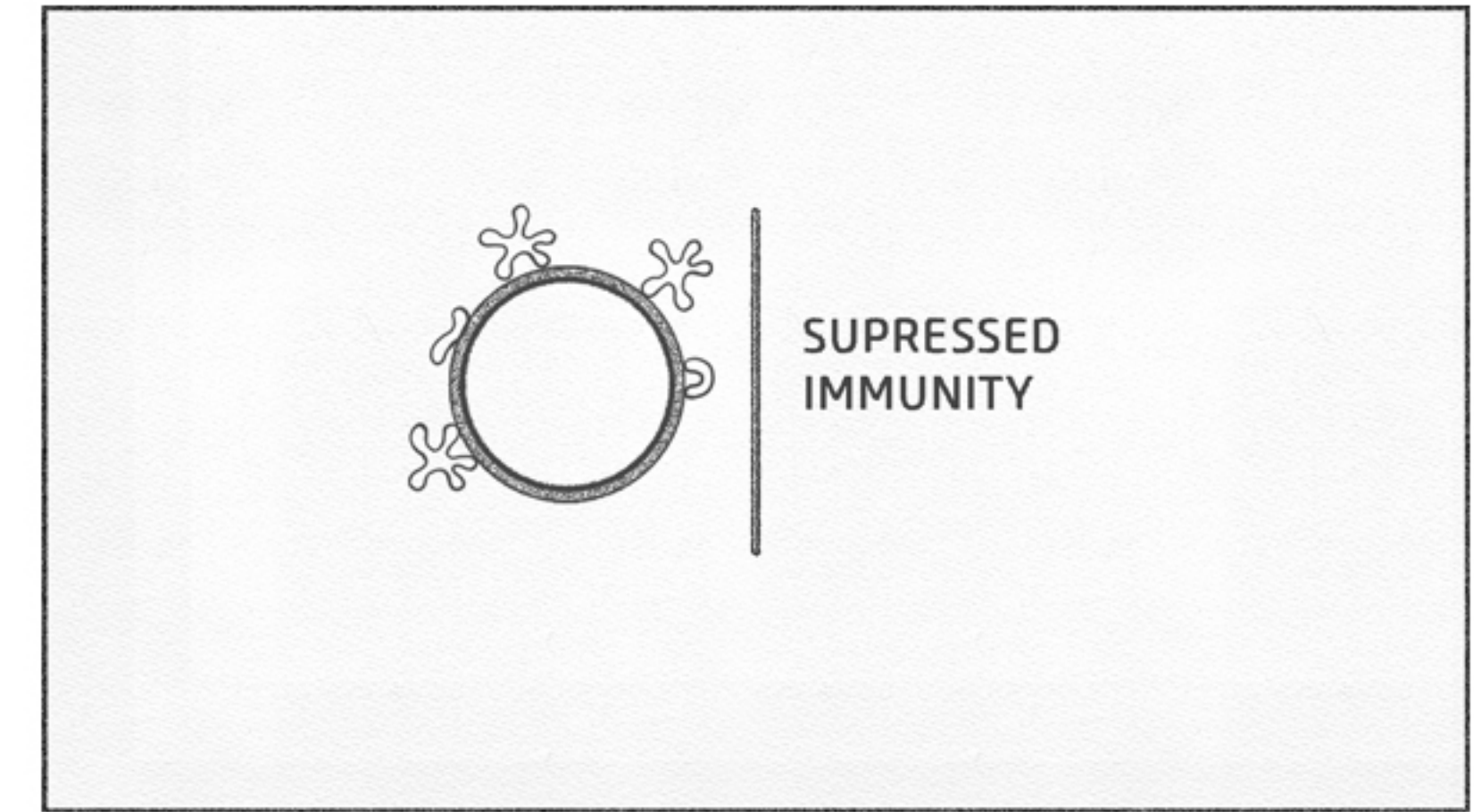


The central circle animates out to make the entire screen black while the remaining elements reveal as negative spaces. The overall screen looks ominous as a red text 'HARMFUL' animate center screen.



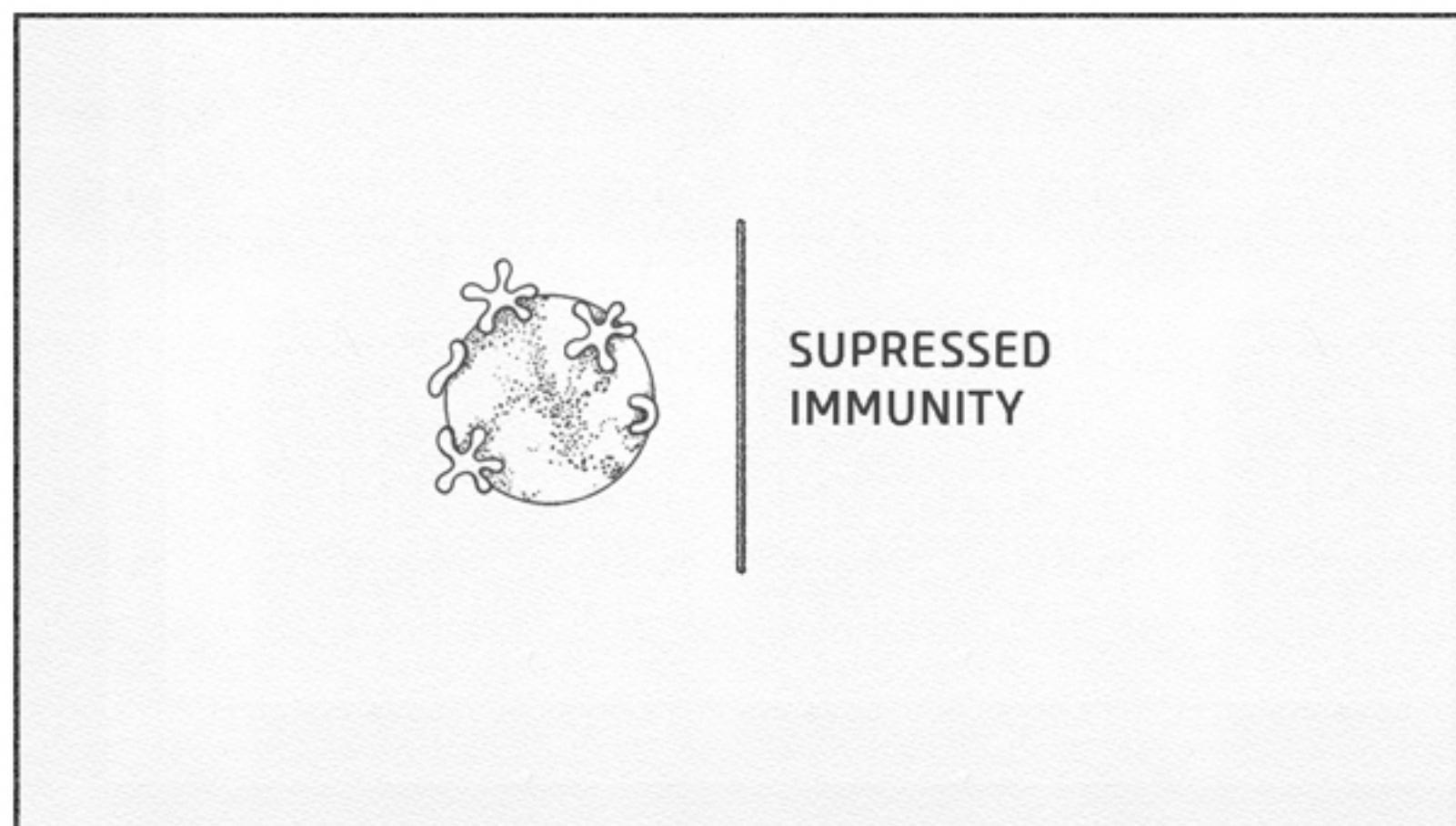
VO: and result in such things as
• Impaired performance

Text Impaired performance animates up as a graphic icon of a graph animates up and then traces a downward curve to reinforce the text.

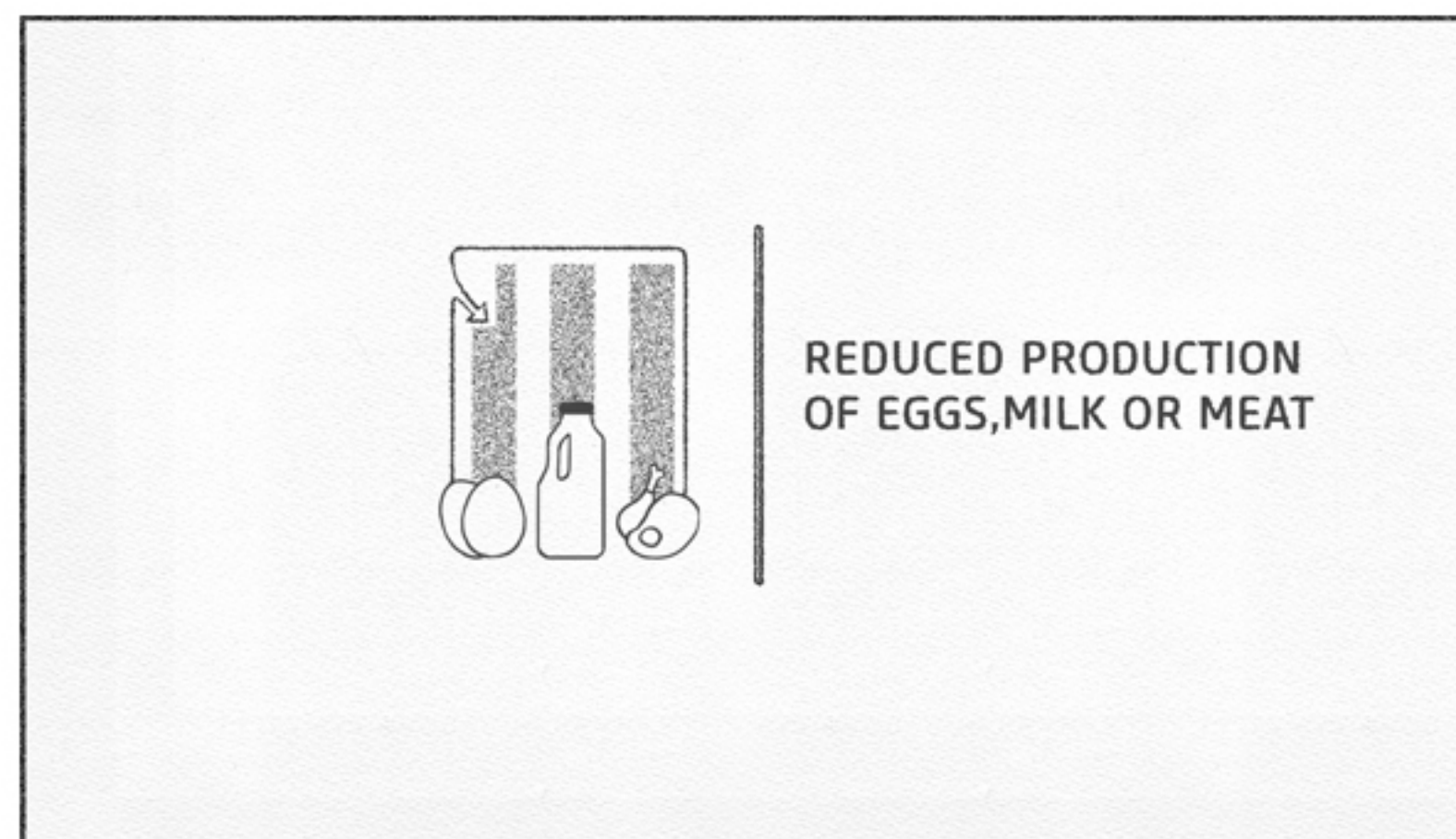


VO: • Supressed immunity

Text Supressed immunity animates up. Beside it a cell animates to grow weaker...

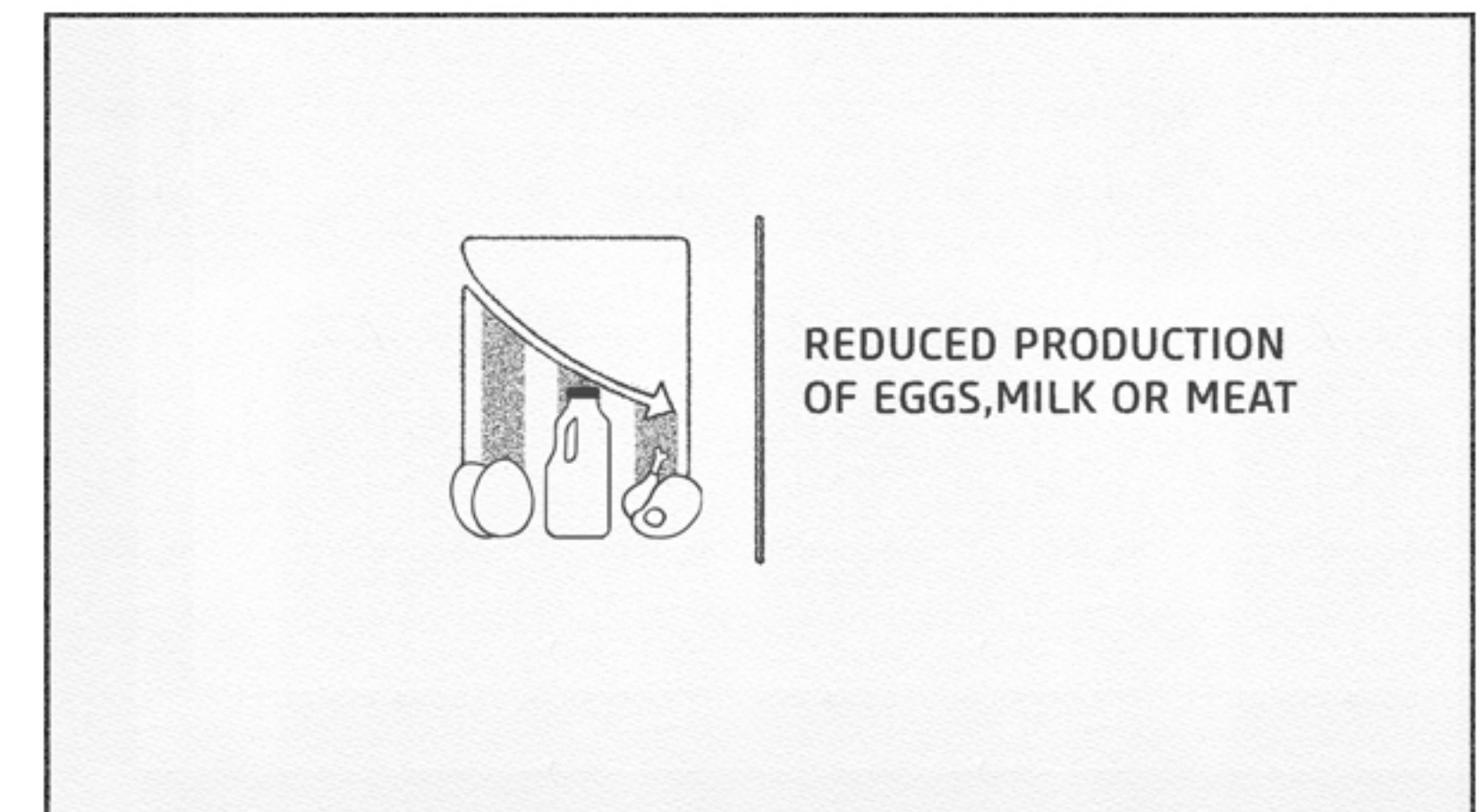


... invaders penetrate its cracked cell wall.

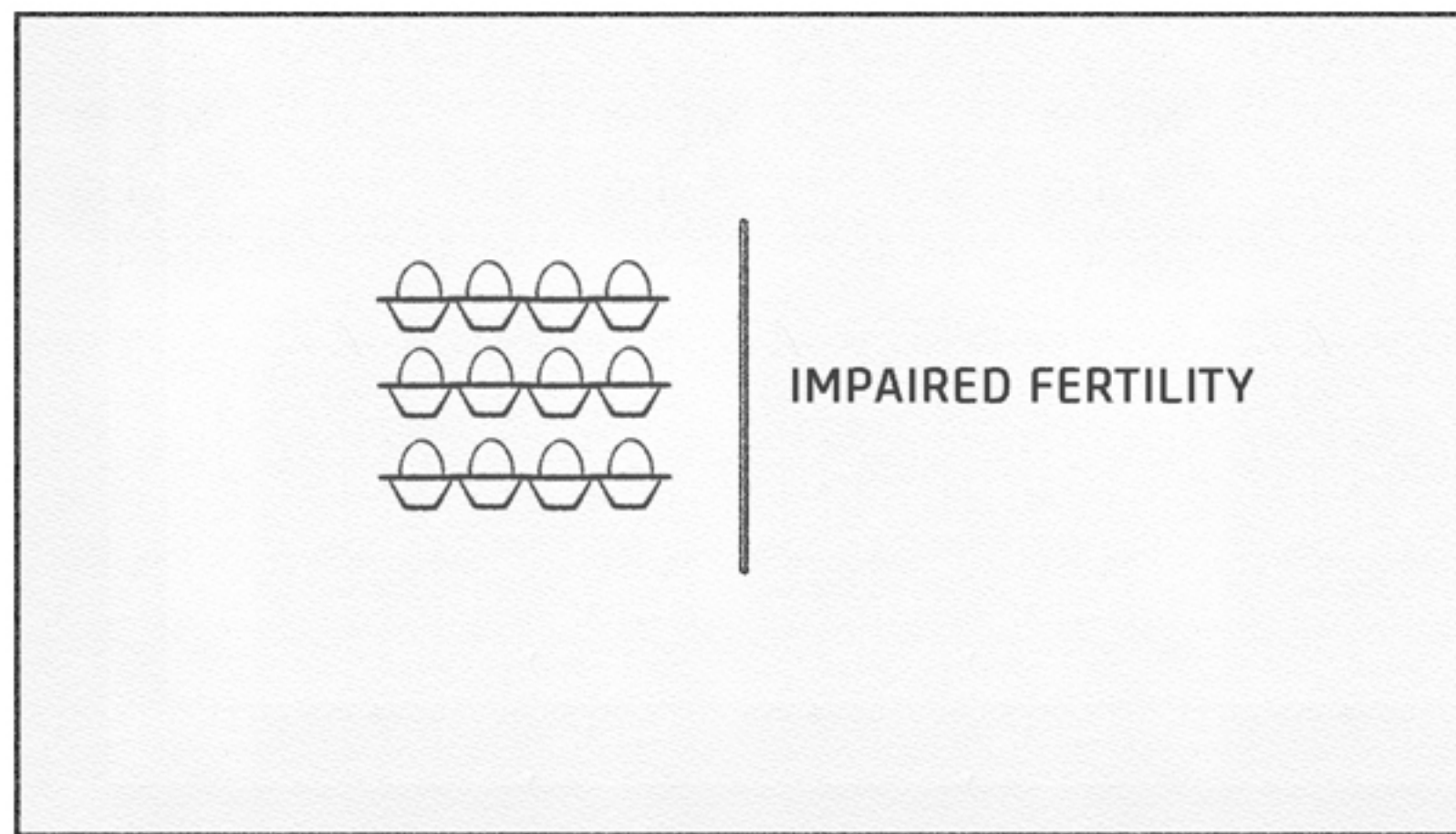


VO: • Reduced production of eggs, milk or meat

Text Reduced production of eggs, milk or meat animates up. A graph animates represent a healthy egg, milk and meat production.

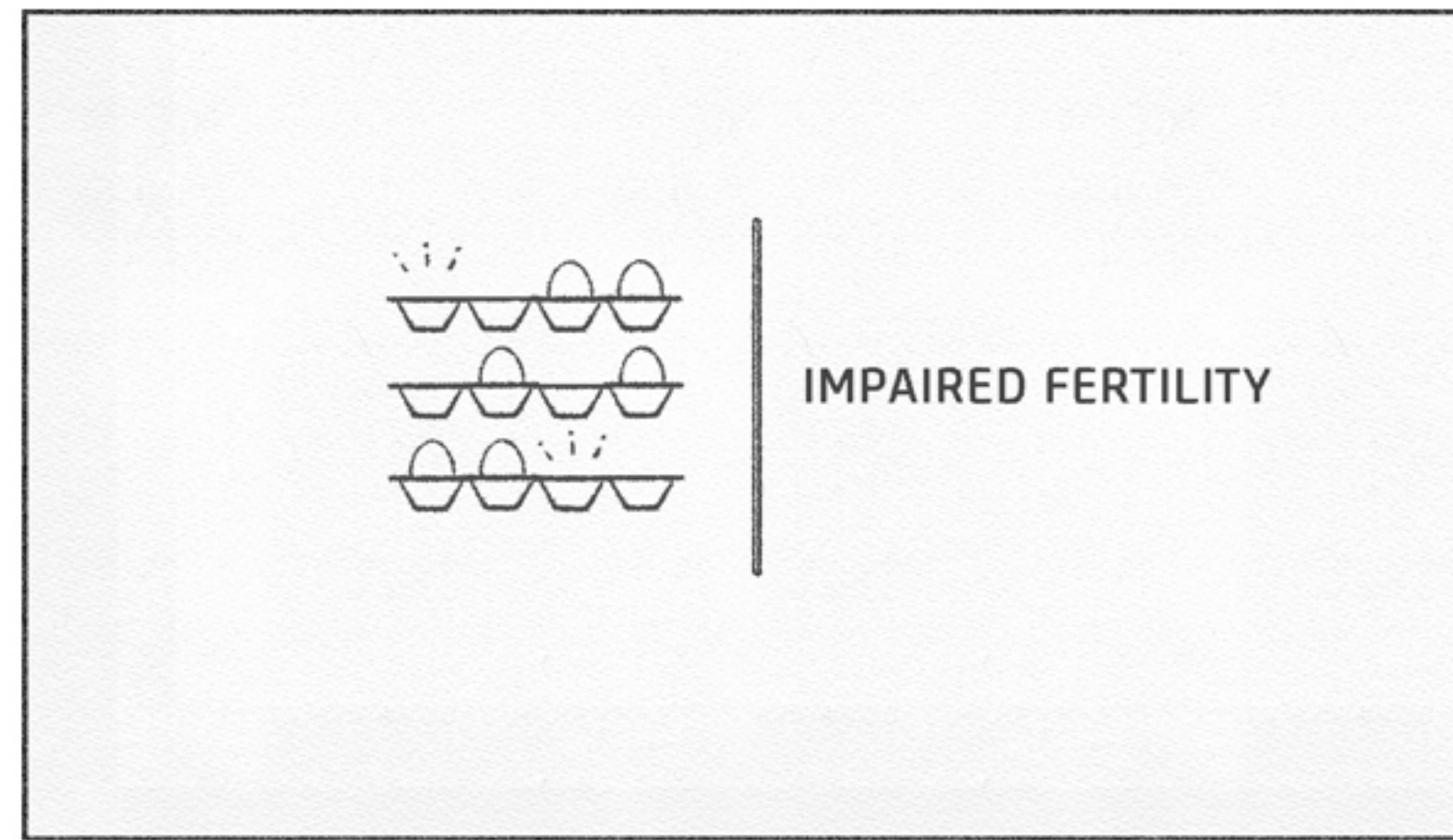


Graph is stunted by a downward arrow.



VO: • And impaired fertility

Text impaired fertility animates up. Beside it rows of eggs appear.



... Eggs start randomly start vanishing with a pop.



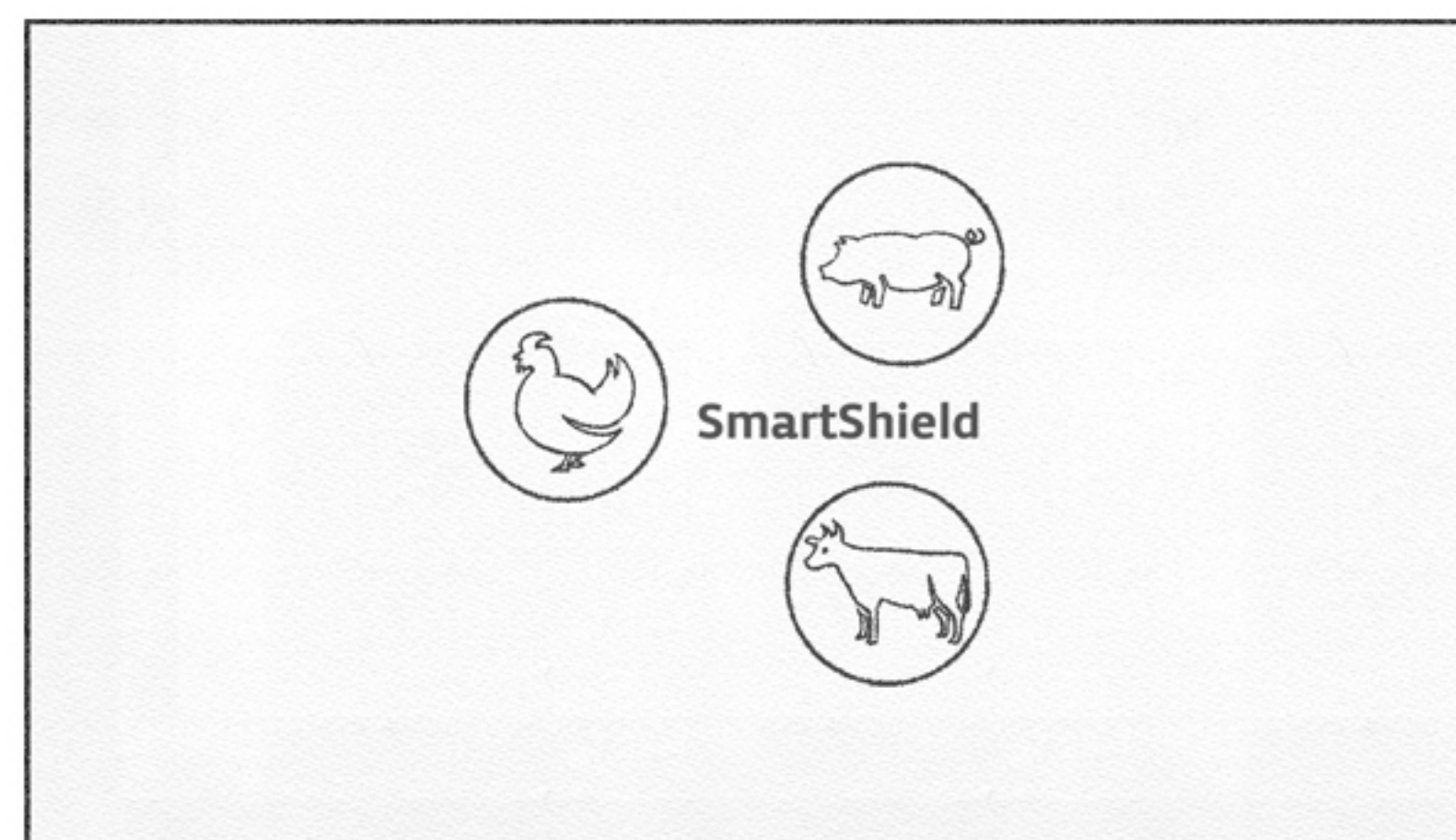
VO: Devenish are now pleased to be able to offer ..

Devenish logo appear center screen.

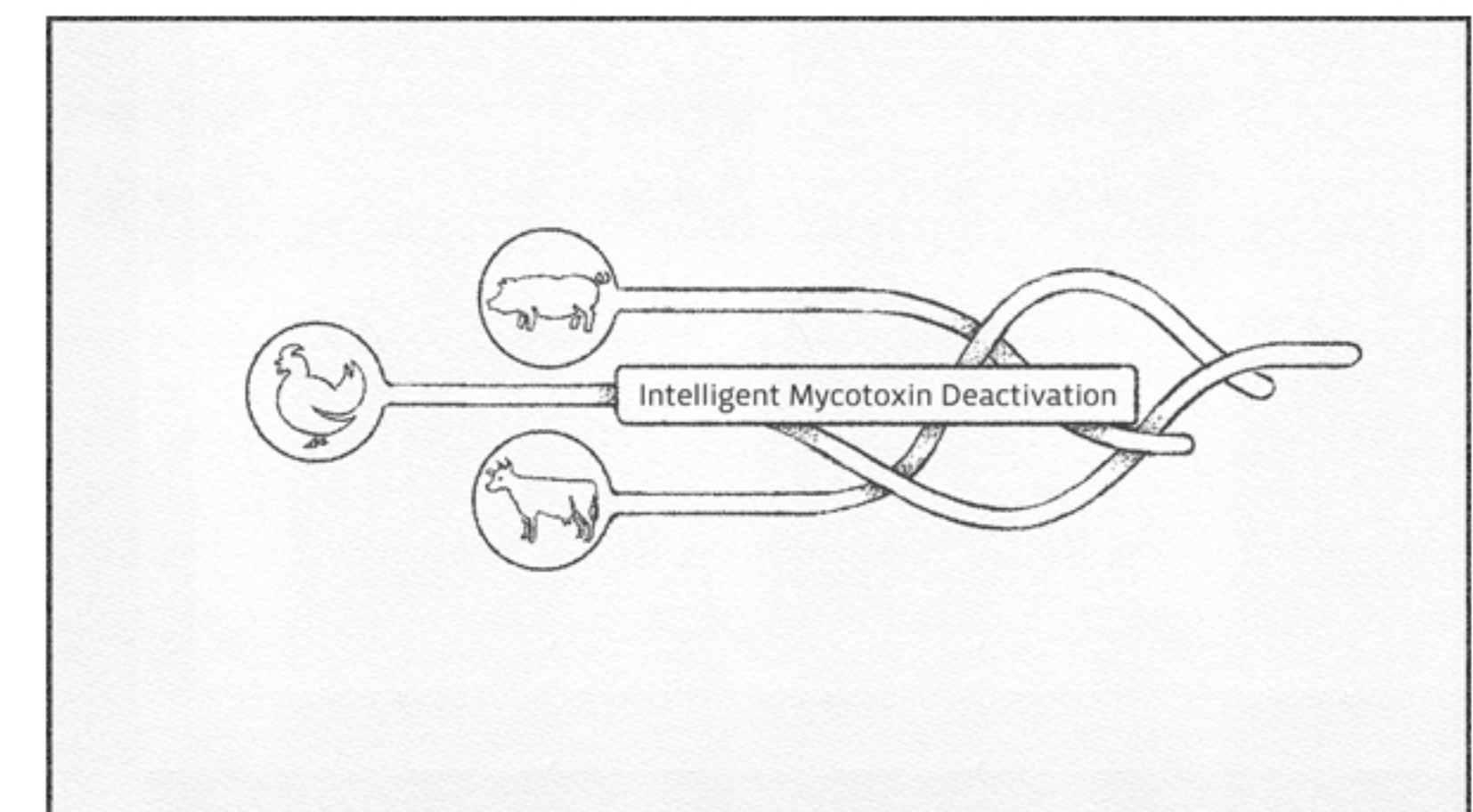


VO: ...a solution to this problem with the development of their Smartshield range of mycotoxin binders.

Transition to the next screen. Smartshield logos animate up center screen one by one.

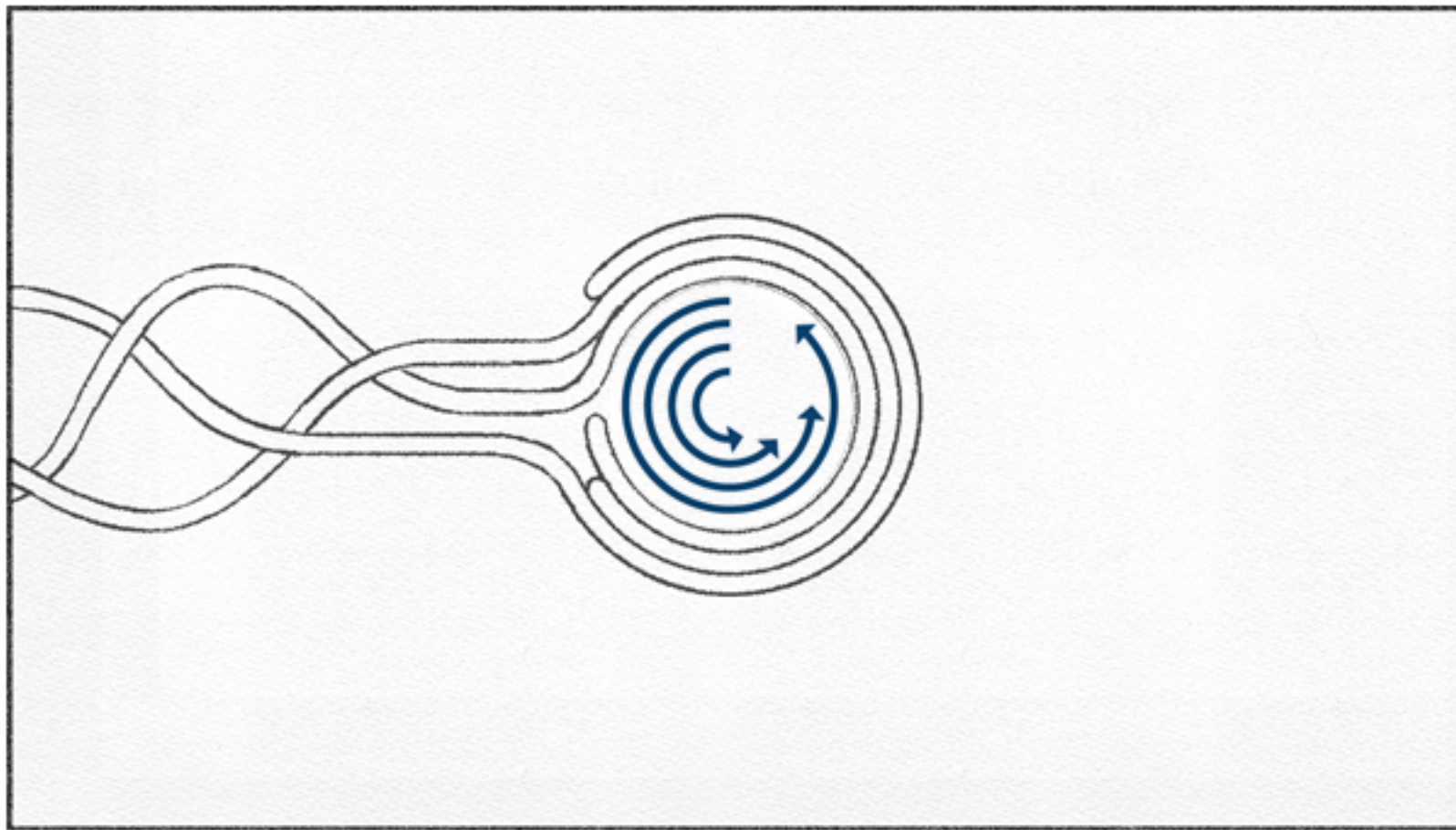


The animal logos animate into circles with Smartshield logo in the center.



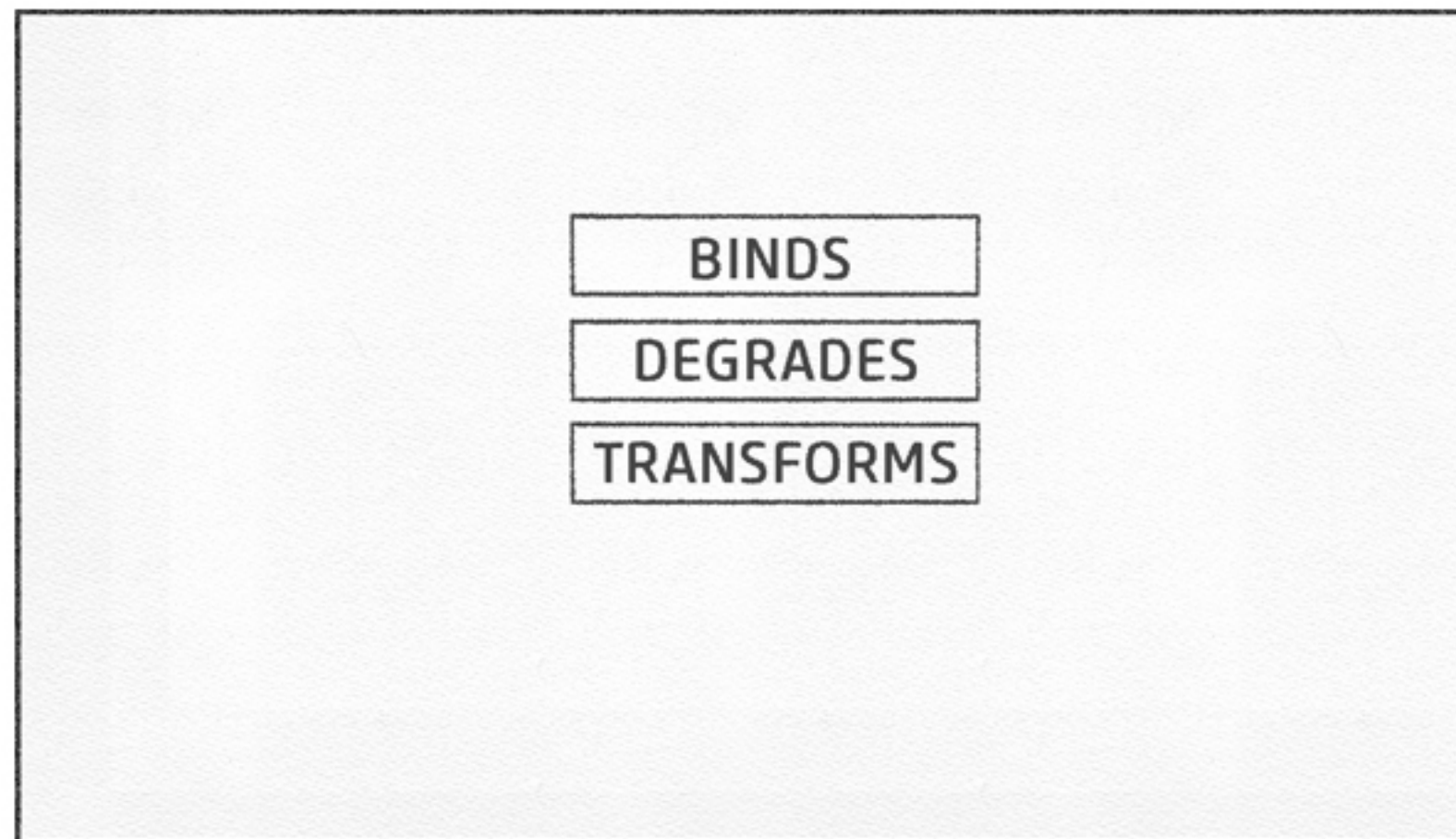
VO: The Smartshield range comprises species specific mycotoxin deactivators ...

Three line, colour coded according to the animal i.e. pink for pig, yellow for poultry and green for cow travel ahead. Text species specific mycotoxin deactivators animates on the screen simultaneously.



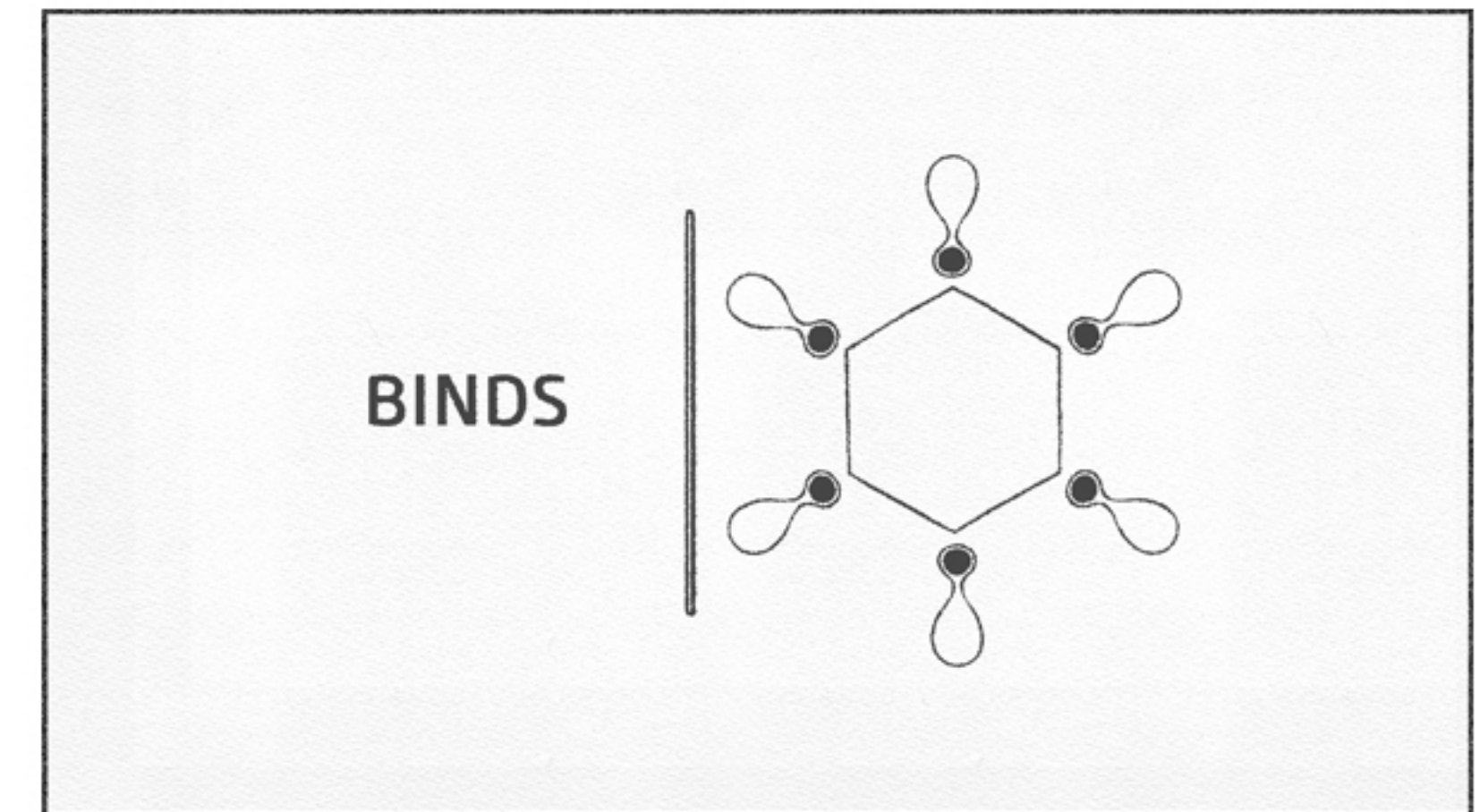
VO: that the negative effect of the specific mycotoxins which effect pigs, poultry and ruminants.

The lines travel to a animate into a graphic icon suggesting good health and performance.



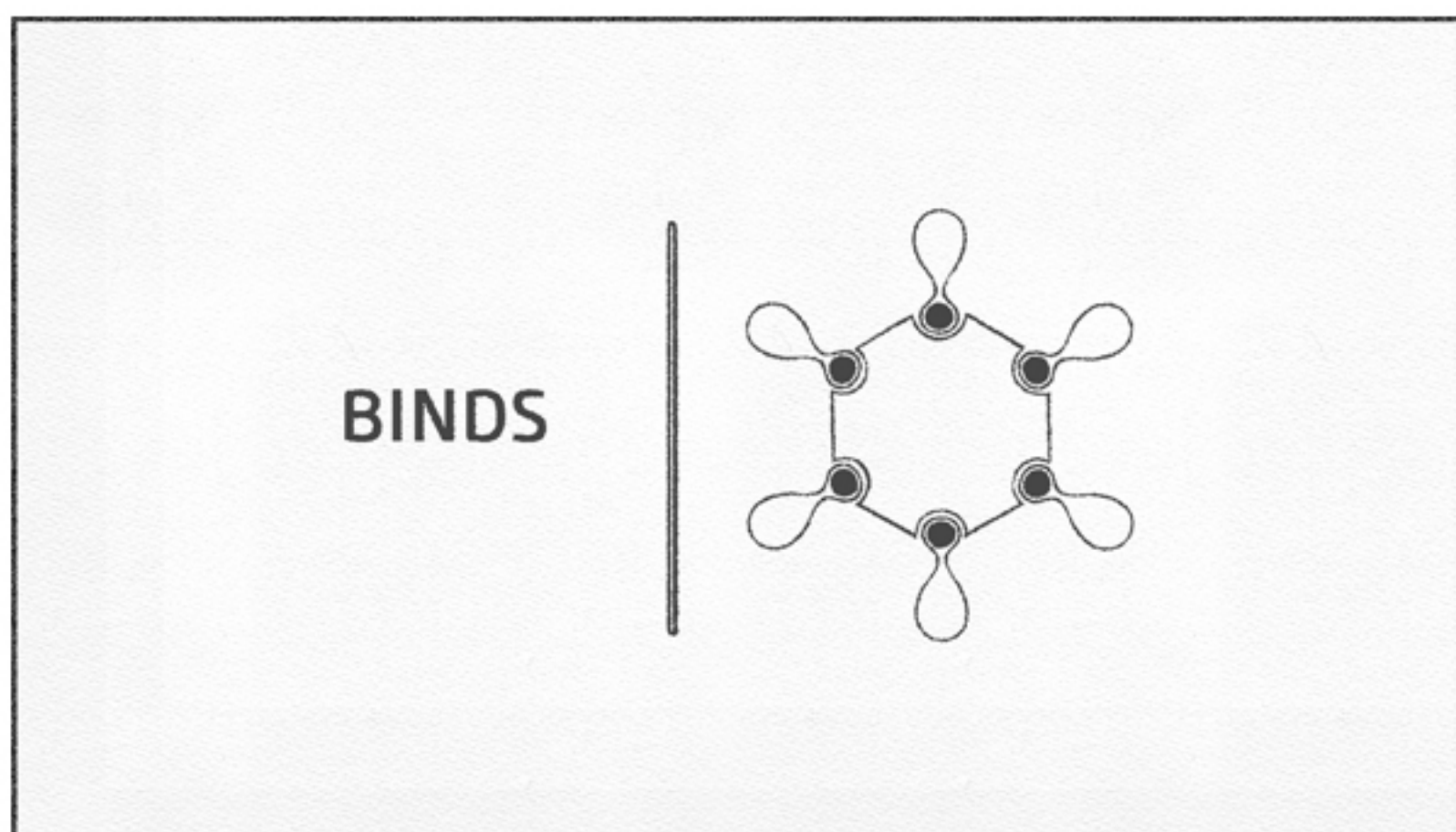
VO: The products bind, degrade and transform the toxins, thereby neutralising the effects on live-stock health and performance.

Transition to a new scene. Texts Binds, Degrade and Transform appear center screen , one below the other.



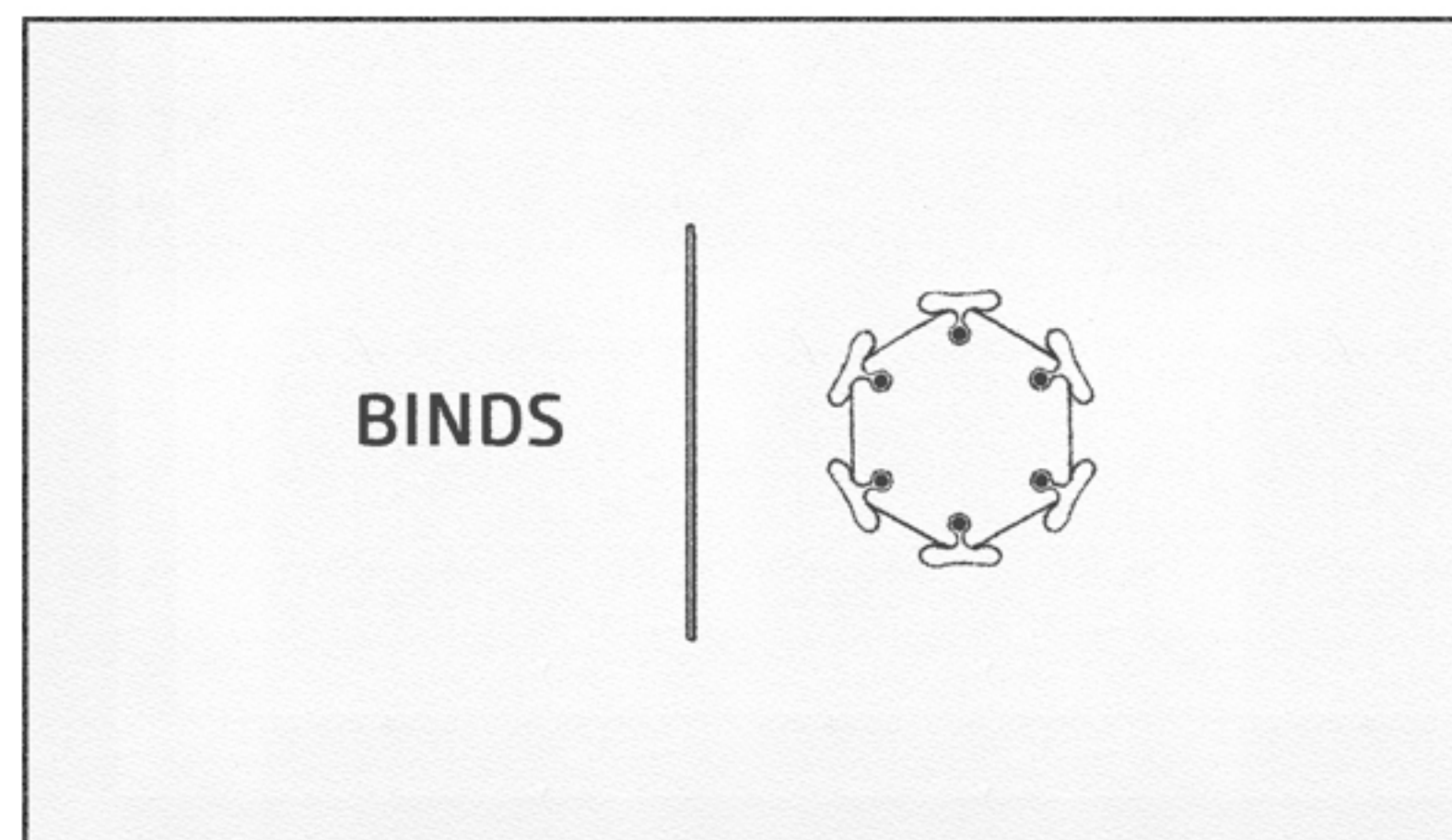
VO: Mineral binders latch onto the Mycotoxin ...

Bind text opens up (while the other two texts i.e. Degrade and Transform reduces in size) a right panel where the following animation takes place:...

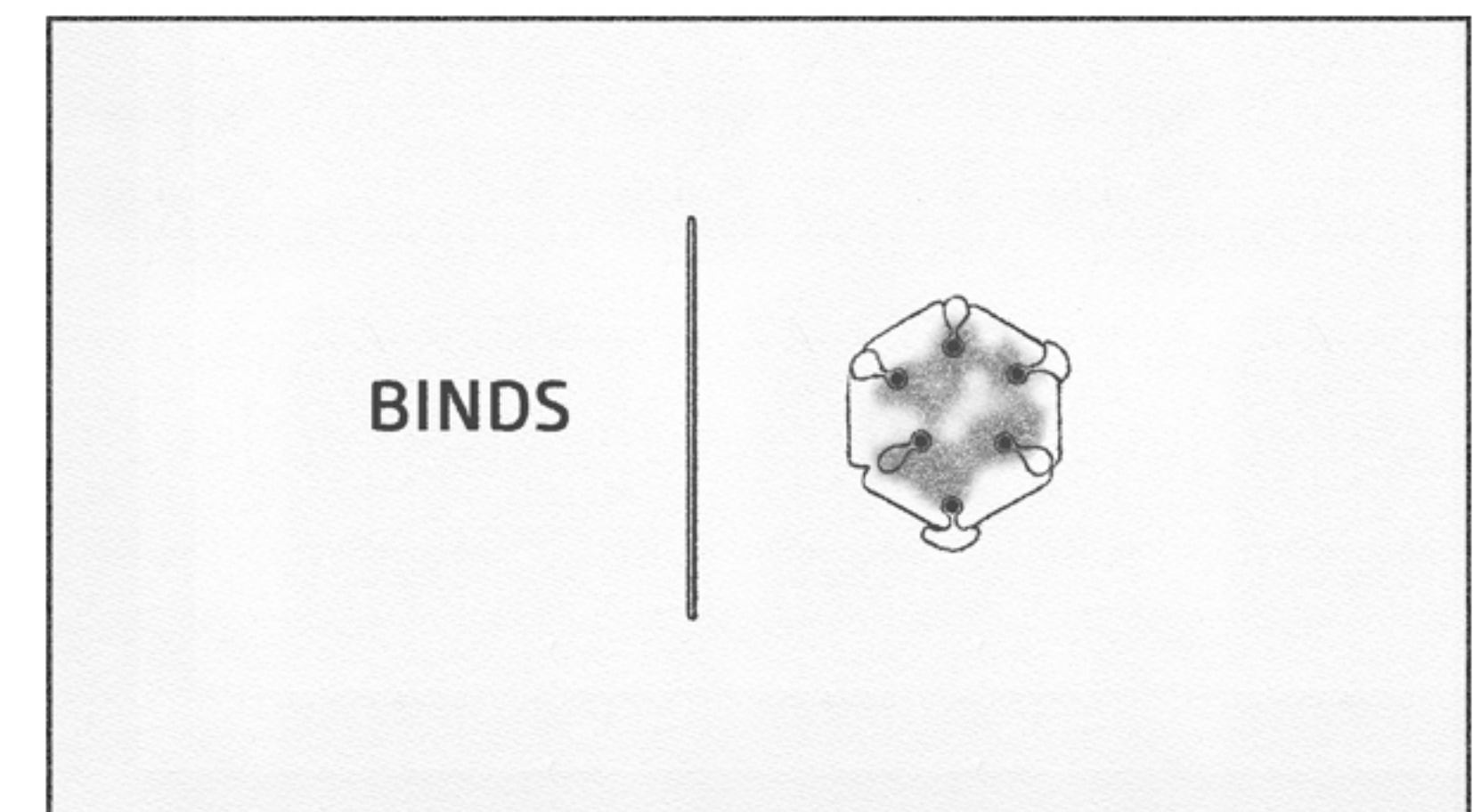


VO: ...and neutralise its effect,

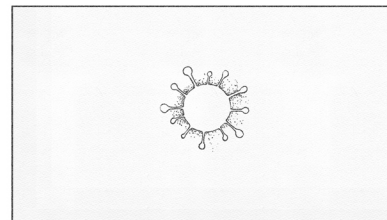
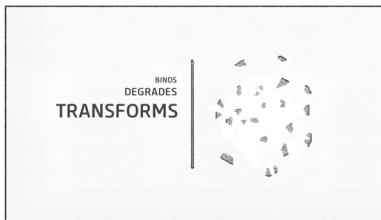
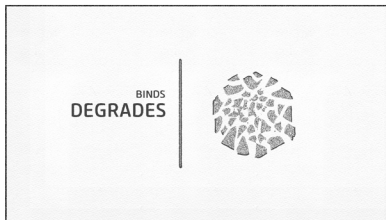
A hexagon representing a generic mycotoxin appears. A binder attached to yeast extracts (the whole structure shaped like a dumbel) latches on to the hexagon(mycotoxin).



The binder latches on to the hexagon



...and finally enters the mycotoxin from all sides and starts to turn it grey.

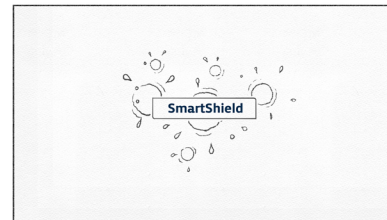
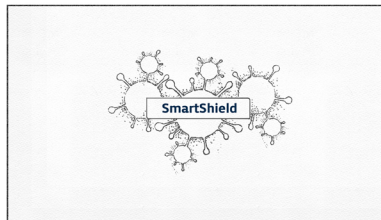
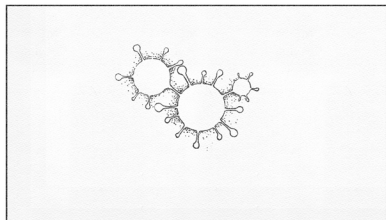


VO: and organic binders and yeast extracts transform and degrade the toxin.

Next *Degrade* text opens up (while the other two texts i.e. Bind and Transform reduces in size) a right panel where the hexagon (mycotoxin) breaks up into random small grey pieces,

Lastly *Transform* text opens up (while the other two texts i.e. Bind and Degrade reduces in size) a right panel where the broken up pieces opens up and scatter

Transition to the next scene. A graphics of fungus appears center stage.



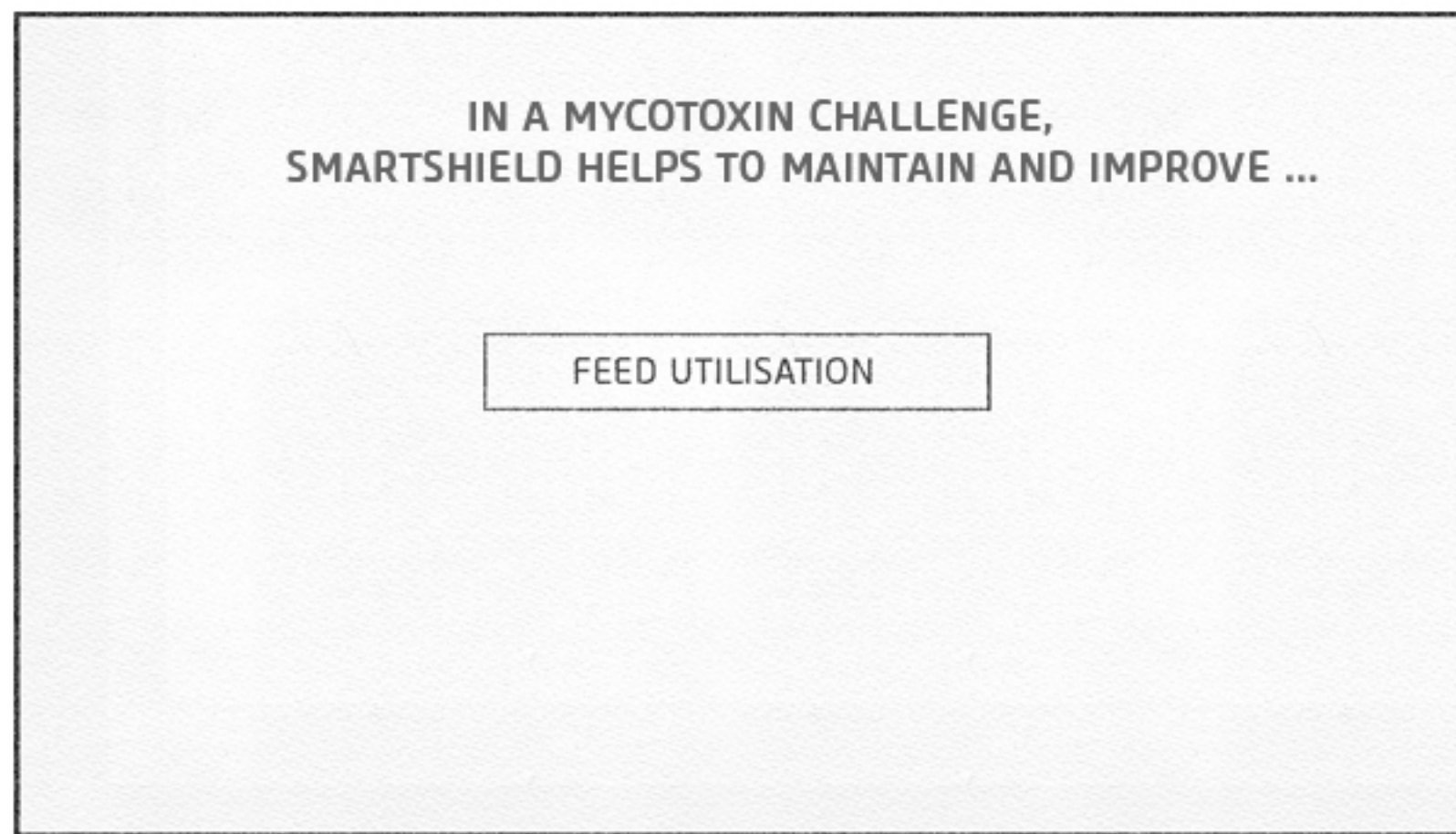
The fungus grows to spread out.

VO: What also makes the Smartshield range unique is the anti-fungal technology to reduce further growth of mould.

The Smartshield logo appear center screen.

VO: ...and neutralise its effect,

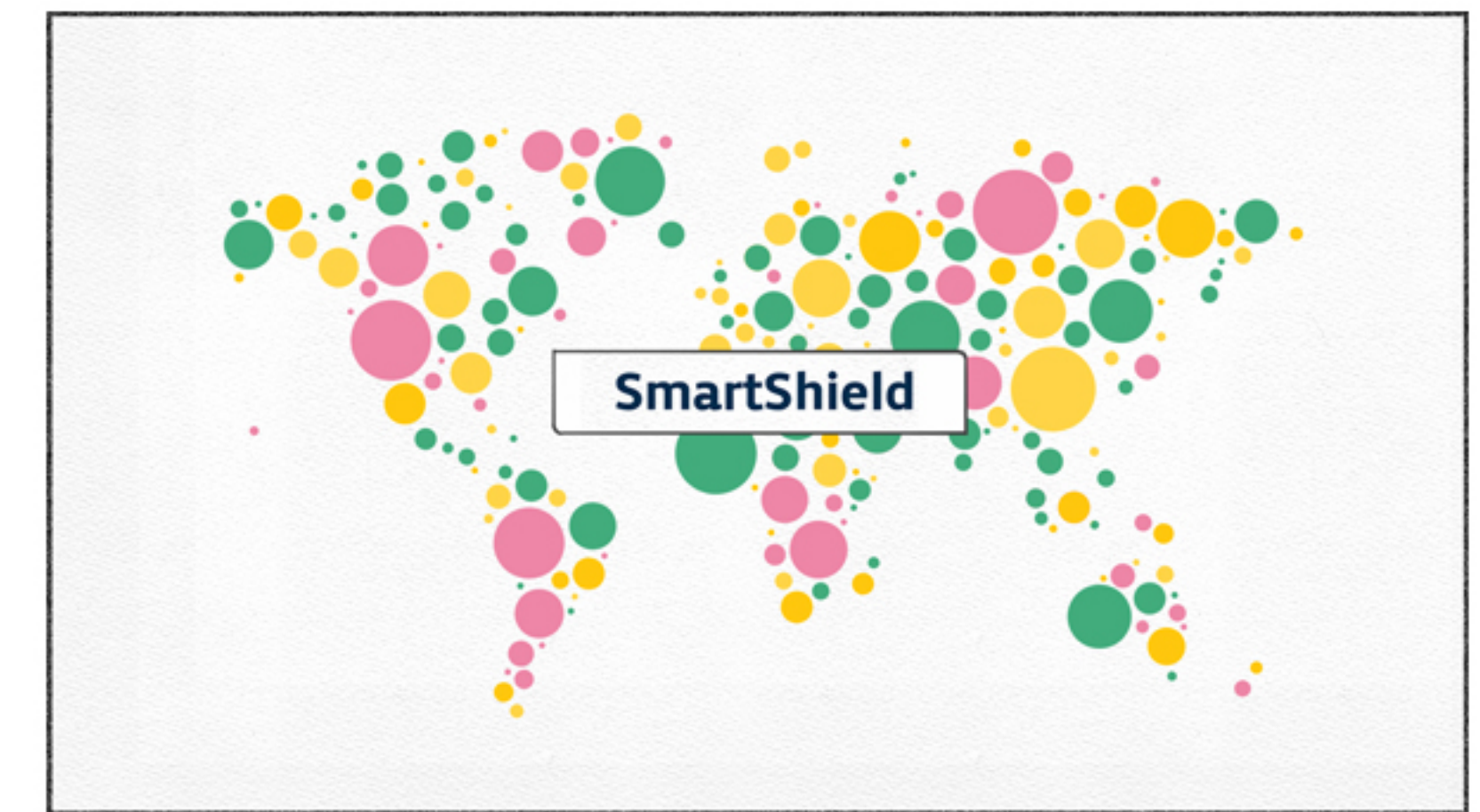
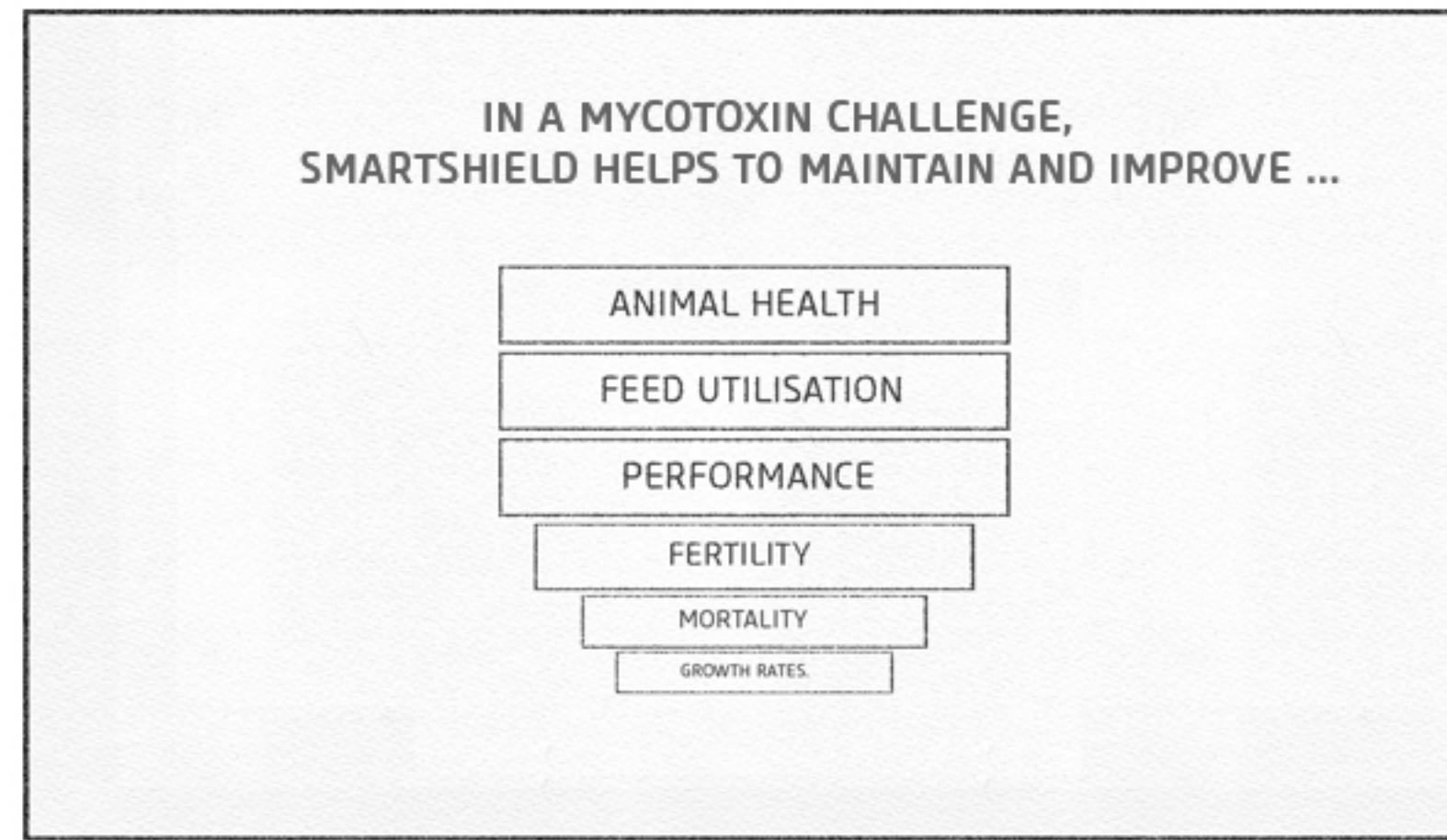
The animation of the fungus gradually disintegrating.



VO: This results in

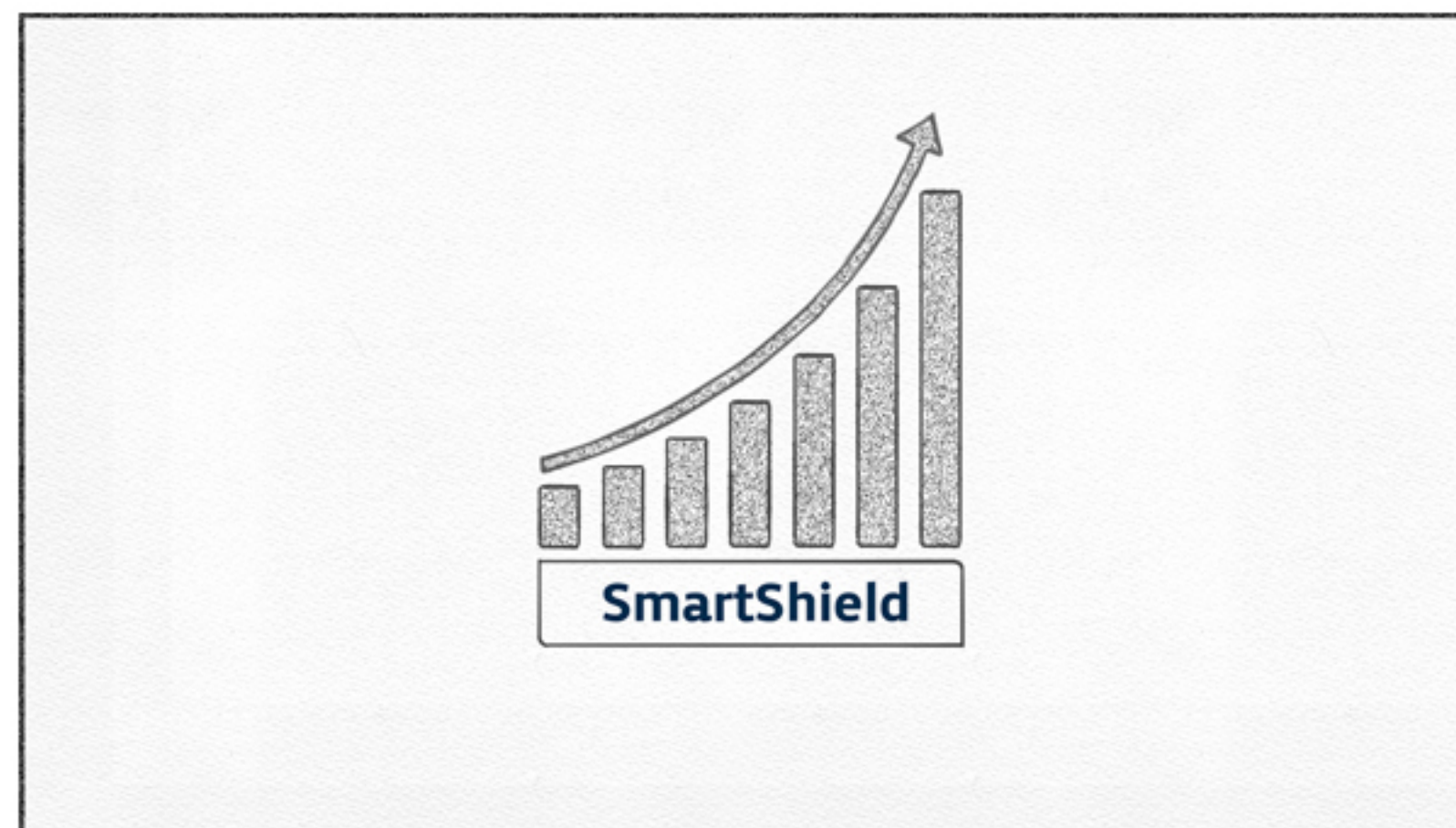
- Better feed utilisation
- Better animal health
- Improved performance
- Increased fertility
- Reduced mortality
- And improved growth rates.

Transition to the next scene . Bold tabs appear with text-on-screen motion graphics synced with the VO



VO: Smartshield provides an intelligent, tailored solution to a global problem.

SmartShield logo appears with a world map made up of black dots. Gradually the black dots changes their colour to yellow, pink and green of the different SmartShield colours for different animals (i.e. poultry, pig and cow respectively) **PINK is removed from muslim predominant places on the world map.**



VO: ...and ensures the delivery of measurable improvements in business performance

A optimistic business report graph showing profit animates on screen.



SmartShield logo appears center screen.



END SCREEN transition to Smartshield and Devenish Logos