

VIDEO SCRIPT

TITLE: PRESTO CARD VIDEO

CLIENT: METROLINX

PAGE #:

DATE: APR. 20/12

REV: 1

DOCKET #:

LENGTH: 120 SEC

VIDEO:

**SUPER:
PRESTO**

Hand with a PRESTO Card comes in and taps away the SUPER.



AUDIO:

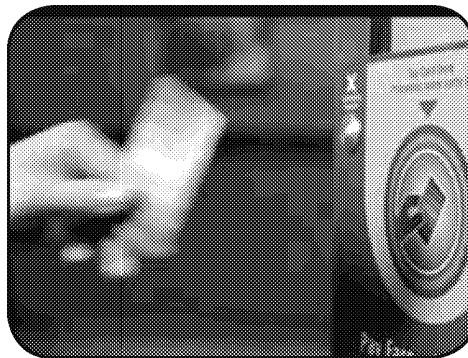
[MUSIC under throughout]

VO:

PRESTO is all you need to get to where you want to be.

SFX: PRESTO Card tap

Cut to a closeup of one person tapping their card.



It's convenient, easily available and simple to use. All you have to do is tap and go.

Cut to a map of Ontario with key locations on it:

St. Catharines, Hamilton
Mississauga, Toronto
Pickering, Oshawa
Ottawa

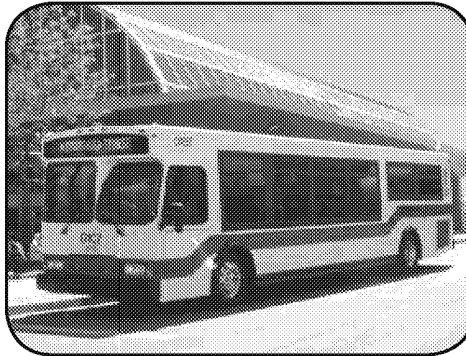
Logos of various PRESTO transit systems appear.



PRESTO is reloadable and allows you to travel seamlessly within and between transit regions across the Greater Toronto-Hamilton Area and Ottawa.

VIDEO:

Photos of various PRESTO transit system vehicles.



AUDIO:

Whether transferring between a GO train, a GO bus, a local bus, the TTC, an Ottawa bus or an O-train, PRESTO is Ontario's smartcard solution, taking you anywhere and everywhere you need to be.

A man taps his PRESTO Card and goes past a lineup of people waiting for fare.



With PRESTO, you never line up to buy tokens or tickets. All you need is a single reloadable card.

SUPER:
USING PRESTO

A hand taps a PRESTO Card on the screen to transition to the next section.



SFX: PRESTO Card tap

SUPER:

- 1. GET YOUR CARD**
- 2. LOAD YOUR CARD**
- 3. TAP ON**

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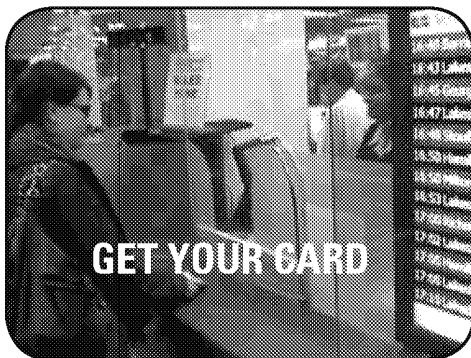
Using PRESTO is as easy as 1-2-3 – get it, load it, and tap on.

VIDEO:

SUPER:

GET YOUR CARD

Cut to a person getting a pass from an agent and then a customer using PrestoCard.ca to order a card.



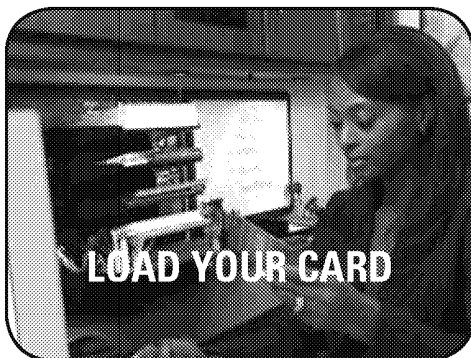
AUDIO:

Step 1 – Get your PRESTO Card from PrestoCard.ca or at transit stations.

SUPER:

LOAD YOUR CARD

A series of three shots: a person on their laptop loading it online; a person holding up their card as they load it over the phone; a person loading their card at a kiosk.

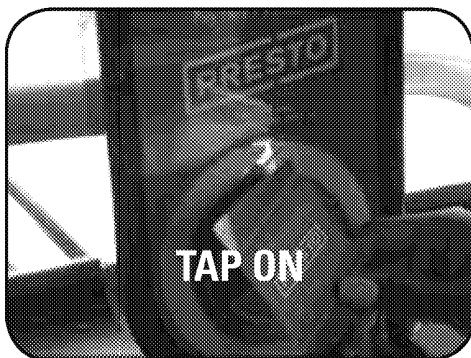


Step 2 – Load your card at PrestoCard.ca, over the phone, or at a PRESTO customer service outlet.

SUPER:

TAP ON

CU of a person tapping their PRESTO Card at multiple card readers (GO Bus, local bus, TTC).



Step 3 – Tap your card onto a PRESTO reader when boarding, and you are automatically deducted the lowest possible amount from your remaining balance.

PRESTO also acts as your transfer. Tap your card when switching buses, trains or routes and the system will know you're transferring.

SUPER:

SPECIAL FEATURES

A hand taps a PRESTO Card on the screen to transition to the next section.



It's that easy.

SFX: PRESTO Card tap

VIDEO:

SUPER:

**Coming soon:
EASY TAP WITH
YOUR SMARTPHONE**

We see a person tapping their smartphone against a PRESTO Card reader.

A hand taps a PRESTO Card on the screen to transition to the conclusion.

SUPERS:

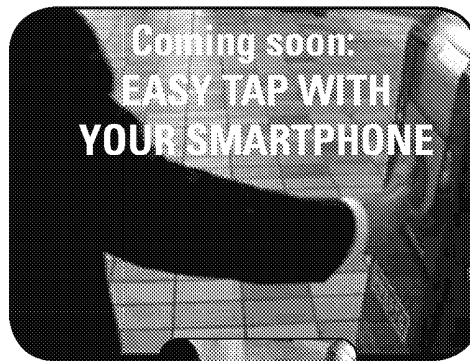
**CONVENIENT
FLEXIBLE
SECURE**

Show people tapping the PRESTO Card against card readers.

Cut to a close up of the PRESTO Card Reader being tapped with a card.

SUPER:

**PrestoCard.ca
TAP INTO AN EASIER
COMMUTE**



**CONVENIENT
FLEXIBLE
SECURE**



AUDIO:

You'll soon be able to use PRESTO in many convenient ways: with your smartphone, through a PRESTO mobile app, or even using your credit or debit card when you board.

SFX: PRESTO Card tap

PRESTO is not only convenient, it also gives you the flexibility to choose how you pay your fare - either pay as you go, load a pass or autoload your card. It's also secure, offering balance protection in case you lose your card.

PRESTO has come a long way – and can take you even further.

SFX: PRESTO Card tap

Find out more about PRESTO at PrestoCard.ca.

PRESTO. TAP INTO AN EASIER COMMUTE.