

VIDEO SCRIPT

TITLE: PRESTO CARD VIDEO

CLIENT: METROLINX

PAGE #:

DATE: MAY 9/12

REV: 5

DOCKET #:

LENGTH: 120 SEC

VIDEO:

SUPER:
PRESTO

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



AUDIO:

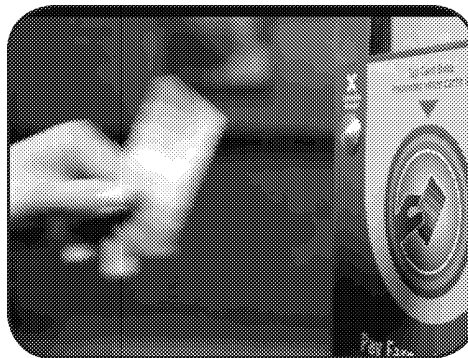
[MUSIC under throughout]

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:

Hamilton
Mississauga, Toronto
Pickering, Oshawa
Ottawa

Logos of various PRESTO transit systems pop up and glow next to their respective service areas.



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

VIDEO:

Footage of people using various PRESTO transit system vehicles.



AUDIO:

Whether transferring between buses or trains, PRESTO is Ontario's smart-card, 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.

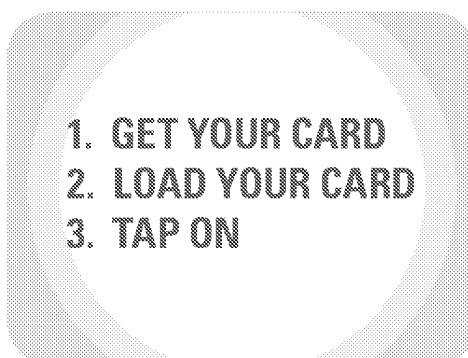
SUPER:
USING PRESTO

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



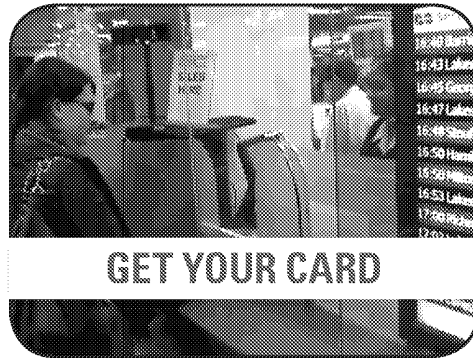
Using PRESTO is as easy as 1-2-3 – get it, load it, and tap on.

VIDEO:

SUPER:

GET YOUR CARD

Cut to a customer getting a pass from an agent.



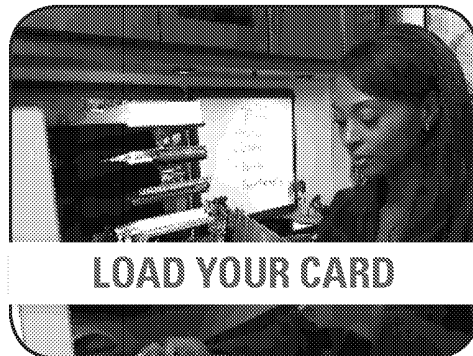
AUDIO:

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

SUPER:

LOAD YOUR CARD

Screen capture of a cursor loading the card online, and then a person holding up their card as they load it over the phone.



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

CU of the PRESTO reader being tapped with a card.



Step 3 – Tap your card onto a PRESTO reader when boarding, and the lowest possible fare is always automatically deducted.

SUPER:

TAP ON

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



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

It's that easy.

VIDEO:

SUPER:

SPECIAL FEATURES

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



AUDIO:

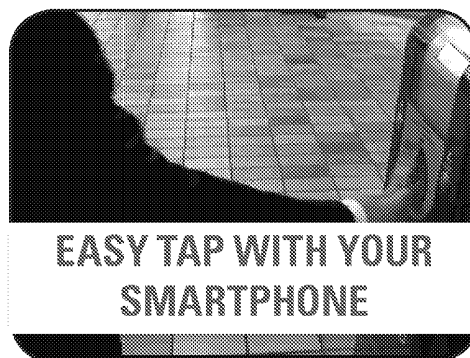
SFX: PRESTO Card tap

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.



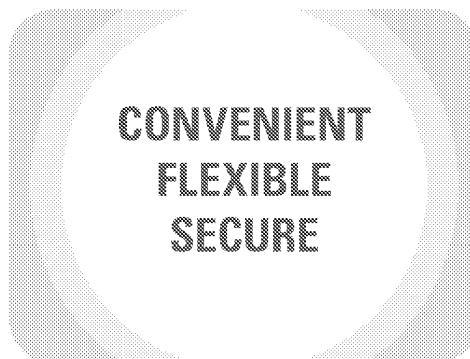
You'll soon be able to tap into PRESTO in many more convenient ways: with your smartphone, with a PRESTO mobile app, and even with your credit or debit card as you board.

SFX: PRESTO Card tap

SUPERS:

CONVENIENT FLEXIBLE SECURE

Show people tapping the PRESTO Card against card readers.



PRESTO is not only convenient, it's also flexible when it comes to paying fare. Either pay as you go, load a pass or autoload. It's also secure and protects your balance should you lose your card.



PRESTO takes you further than you ever thought possible

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TELEVISION SCRIPT

MX_ADVERTISING00000585.0004

VIDEO:

SUPER:

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

Alternatively, we can
show a bus with a bus
king poster that features
the PRESTO logo and card
driving off camera.

**TAP INTO AN
EASIER COMMUTE**

prestocard.ca

AUDIO:

SFX: PRESTO Card tap

Find out more about PRESTO
at prestocard.ca.

PRESTO. TAP INTO AN EASIER
COMMUTE.