

Agency	ELANCE	Writer	ELIZABETH ORR
Client	ED HASKINS	Producer	ED HASKINS
Project	ANATOMYMAPP	Director	"
Title	"	Art Director	
Subject	"	Medium	VIDEO SCRIPT
Job #	309	Contact	ED HASKINS
Code #	1	Draft	3

<u>VIDEO</u>		<u>AUDIO</u>	
<p>OPEN WITH COVER OF TRAIL GUIDE TO THE BODY TEXTBOOK, THEN FLIP TO: FRONT PAGE AD OF ANATOMYMAPP.</p> <p>ILLUSTRATE HOW AN IMAGE OR CARD CAN BE MAGNIFIED.</p>		<p><u>V.O.:</u></p> <p>Trail Guide to the Body -- one of the best selling anatomy books of all time -- announces AnatomyMapp -- its new application for iphones or iPads. AnatomyMapp is the ideal tool for studying and being tested on anatomical facts illustrated in Trail Guide to the Body. But here the images come to life. Imagine enlarging the trapezius muscle with just a wisp of your fingers, magnifying it to ten times its size. Extraordinary magic that reveals the musculoskeletal system up close and personal.</p>	
<p>SPREAD THE CARDS INTO A FAN SHAPE. THEN PLACE THE TRAIL GUIDE TO THE BODY STUDENT WORKBOOK NEXT TO CARDS.</p> <p>DRAWING OF PELVIS THIGH, THEN FLIPPING OVER TO QUESTIONS ON BACK OF CARD.</p>		<p><u>V.O.:</u></p> <p>AnatomyMapp also contains 364 flip cards to help you ace your next exam PLUS quesitons from the Trail Guide Student Workbook. You learn faster through multiple choice questions, locating specific structures, or identifying AOIN points.</p>	
<p>DEMONSTRATE EASY SEARCH AND BOOKMARKING A SPECIFIC CARD SUCH AS THE PELVIS THIGH</p>		<p><u>V.O.:</u></p> <p>The easy search capability allows you to bookmark special cards to review later or cruise through all</p>	

<u>VIDEO</u>	<u>AUDIO</u>
<p>CARD. FLIP IT OVER TO: PELVIS/THIGH PSOAS MAJOR WITH DETAILS OF MUSCLES ETC.</p> <p>SHOW PAGE REFERENCE ON CARD. THEN TEXTBOOK PAGE.</p>	<p>cards as needed. More importantly, you can flip cards to view illustrations on one side, details on the other; just like flash cards only easier to handle.</p> <p><u>V.O.:</u> Also, each card contains a page reference for the Trail Guide to the Body textbook., making studying easier. When there's a detail you need from a card, just go to the textbook page number.</p>
<p>DEMONSTRATE MOVEMENT OF PAGES AND OTHER TECH WONDERS.</p>	<p><u>V.O.:</u> Studying with AnatomyMapp is an educational adventure because of the options and technology now available. It makes reading Trail Guide to the Body just the first step. And when you're pressed for time, AnatomyMapp zooms you exactly where you want to go, beyond the printed page into magnified images. Any doctor or massage therapist will tell you that this is the future. It gives you the edge over standard books.</p>
<p>FRONT PAGE AD OF ANATOMYMAPP.</p>	<p><u>V.O.:</u> AnatomyMapp is available only for iPhone and iPad. Offered only at The App Store. Click on the App Store icon below to view multiple screen shots and to purchase. Studying anatomy just got a whole lot easier. Get AnatomyMapp today!</p>