

## Storyboard #1 with the group



Frame 1: A man named Carl is walking around in a career day.

Frame 2: Carl talks to a businessman and gives him his business card.

Frame 3: The businessman then takes out his smartphone and holds it over the card

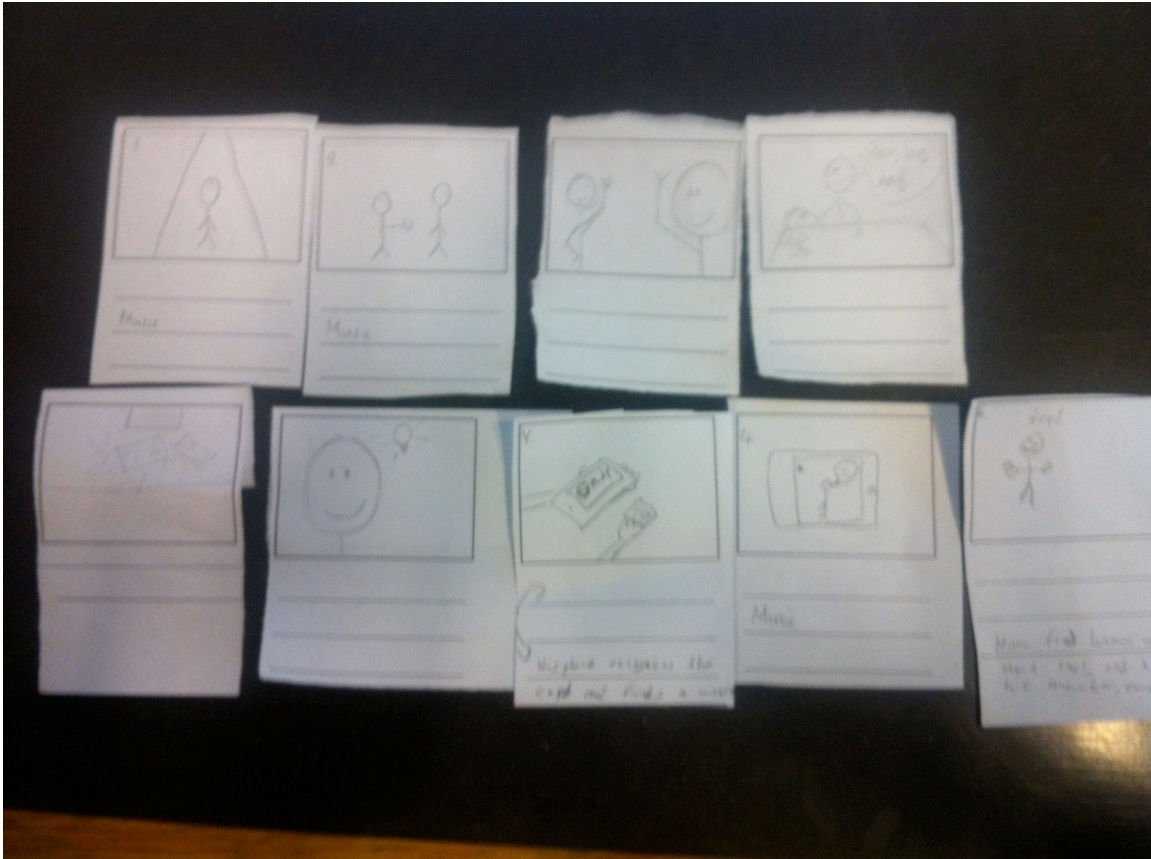
Frame 4: A hidden video appears on the phones display.

Frame 5: Plays the video and it's a presentation of Carl.

Frame 6: Now the businessman knows more about Carl!

So here we got the story about Carl and that the businessman gets his business card and immediately takes out his smartphone and by using an app he can find the hidden video and plays it. This is what our app is about, image recognition and making items like business cards hold this hidden information witch in this case is a movie.

## Storyboard #2 with the group. Final.



Frame 1: A man named Carl is walking around in a career day.

Frame 2: Carl talks to a businessman and gives him his business card.

Frame 3: Carl thanks the businessman for his time and says good-bye.

Frame 4: The businessman comes back to his office after the career day had ended.

Frame 5: He puts all his gathered business cards on his desk.

Frame 6: He then remembers that Carl said he could find a video in the card using an certain app.

Frame 7: The businessman already has the app and holds his smartphone over the business card.

Frame 8: The phone finds the hidden video in the card and it's a presentation of Carl.

Frame 9: The businessman now knows more about Carl and wants him for an interview.

Here we switched around all the different frames we've got and came up with a story that we really like and therefore is our final story. The process here was that

we thought it was kind of strange that the businessman immediately started looking at the video, instead of doing this back at his office. We therefore added these frames and also extended the story a bit so it becomes clear what is actually happening and that you feel this is a great idea and concept.