

Transcript for the \$5 Digital Unveiling Video

VIDEO	AUDIO
<p>Opening Animation: Montage: colors, bill, production images</p>	<p>Narration: IT'S NEW. IT'S MORE ADVANCED. IT'S MORE SECURE. INTRODUCING THE NEW 5 LIKE YOU'VE NEVER SEEN IT BEFORE.</p>
<p>LARRY FELIX Bill moves across screen and dissolve to bill transaction shots (toll, vendor giving change)</p>	<p>WE WANT TO MAKE SURE THAT THE BILL IS SAFE. IT'S EASY TO USE AND THAT PEOPLE WHO USE THE BANK NOTES ARE PROTECTED.</p>
<p>MICHAEL LAMBERT Bill moves across screen with superimposed: "Watermarks" and "Security Thread"</p>	<p>I LIKE THE CHANGES THAT WE'VE MADE ALREADY FOR THE 10, THE 20 AND THE 50. WE'VE UPDATED THE SECURITY FEATURES FOR THE NEW 5.</p>
<p>ANNA ESCOBEDO CABRAL Bank Transaction: Teller's hand counting out 50s and passing them through slot</p>	<p>PUBLIC EDUCATION CAMPAIGN IS VERY IMPORTANT BECAUSE ESSENTIALLY OUR FIRST AND BEST LINE OF DEFENSE AGAINST COUNTERFEITERS IS A WELL-EDUCATED PUBLIC.</p>
<p>MICHAEL MERRITT 10, 20 and 50 bills slide across screen with dissolve to tight shot of 5 bill and security thread highlighted</p>	<p>THE NEW SECURITY FEATURES WHICH WE ADDED IN THE 20, 10 AND THE 50 AND AS WE ARE DOING IN THE 5, DO MAKE IT MORE DIFFICULT FOR THE COUNTERFEITERS TO REPRODUCE NOTES USING HIGH-QUALITY PRINTERS, SCANNERS AND COPYING MACHINES.</p>
<p>LARRY FELIX 5 bill floats across screen with zooms into watermarks and series of 5s</p>	<p>THERE ARE SEVERAL CHANGES WITH THE NEW \$5 BILL, BUT NAMELY THE MOST REMARKABLE ONES ARE THE WATERMARKS. WHAT WE'VE DONE IS REMOVED THE LINCOLN PORTRAIT WATERMARK AND REPLACED IT WITH TWO SEPARATE WATERMARKS. WE'VE GOT A</p>

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<p>ANNA ESCOBEDO CABRAL Tight shots of watermarks with quick wipe to man holding up sheet of 5s and then placing it on table and cut to 5s on production conveyor</p> <p>MICHAEL LAMBERT Tight on Lincoln face with dissolve to shot of bill showing highlighted security thread</p> <p>MICHAEL MERRITT 5s on production machine with dissolve to man inspecting bill on computer where we see the 5s watermark and a pan down the security thread. Followed by more 5 production.</p> <p>ANNA ESCOBEDO CABRAL Montage of 10, 20 and 50 interactive notes with dissolve to Great Seal seen through magnifying glass and tight shots of symbols of freedom; tight shot of stars around Lincoln's head with dissolve to sheets of 5 on table and hands fanning through stack of 5s.</p> <p>MICHAEL MERRITT Tight shots of lavender section of bill where we see small "usa" and quick montage of security features such as security thread.</p>	<p>VERY LARGE 5 NUMERAL. NEXT TO THAT IS A SERIES OF 5S, MUCH SMALLER 5S.</p> <p>IF YOU HOLD THAT \$5 BILL UP TO THE LIGHT, YOU'LL IMMEDIATELY DETECT THESE TWO WATERMARKS EMBEDDED IN THE PAPER.</p> <p>IN ADDITION TO THE WATERMARKS, WE HAVE A NEW POSITION OF THE SECURITY THREAD. THE SECURITY THREAD WILL NOW BE PLACED ON THE RIGHT OF THE PORTRAIT, AND IT WILL HAVE 'USA 5' ON THE SECURITY THREAD.</p> <p>THE SECURITY THREAD IS AN EMBEDDED SECURITY THREAD IN THE PAPER OF THE BILL. IT CAN BE SEEN BY HOLDING THE BILL UP. IN THE NEW \$5 BILL IT WILL READ, IN ALTERNATING PATTERN: '5, USA, 5, USA'.</p> <p>WHAT WE'VE ADDED IS A SYMBOL OF FREEDOM, VERY CONSISTANT WITH OUR PATTERN IN THE 2004 SERIES. IN THE CASE OF THE \$5 BILL, OUR SYMBOL OF FREEDOM IS THE GREAT SEAL OF THE UNITED STATES WHICH OF COURSE IS THE EAGLE AND THE SHIELD. AND WE HAVE ELIMINATED THE TRADITIONAL OVAL AROUND THE PRESIDENT'S PORTRAIT. INSTEAD, WE HAVE NOW A BEAUTIFUL CIRCLE OF STARS.</p> <p>IT IS QUITE FRANKLY VERY EASY TO DETERMINE WHETHER A NOTE IS GENUINE OR COUNTERFEIT BY TAKING A FEW SMALL MEASURES TO OBSERVE</p>
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<p>ANNA ESCOBEDO CABRAL Tight of 5 floating across screen to illustrate large numeral 5</p>	<p>THE CURRENCY CLOSELY AND BE FAMILIAR WITH THE SECURITY FEATURES IN THE CURRENCY.</p> <p>ON THE BACKSIDE OF THE BILL, WE'VE ENLARGED THE NUMERAL 5 THAT YOU FIND IN THE LOWER RIGHT HAND CORNER.</p>
<p>LARRY FELIX Continued zoom into large numeral 5 with dissolve to bill zooming into camera</p>	<p>THE COLOR IN AND OF ITSELF IS NOT SOMETHING THAT BECOMES A SECURITY FEATURE, BUT IT DOES HELP PEOPLE WITH VISUAL IMPAIRMENTS THAT THEY CAN QUICKLY LOOK AT THE NOTE AND MAKE A DETERMINATION YEP, THIS IS A 5.</p>
<p>ANNA ESCOBEDO CABRAL Zoom into tiny 5s in shades of yellow with pan across bill to Great Seal of the United States.</p>	<p>YOU'LL SEE TINY LITTLE 5S IN SHADES OF YELLOW ON BOTH THE FRONT AND THE BACKSIDE OF THE BILL SORT OF SCATTERED THROUGHTOUT. SO IN THE CENTER OF THE NEW \$5 BILL, WE'VE GOT THIS GORGEOUS COLOR, THESE STARS, A WONDERFUL SEAL OF THE UNITED STATES AND THEY FADE AT THE EDGES IN TERMS OF COLOR.</p>
<p>LARRY FELIX Montage of various 5s on the bill with pan across bill followed by closing animation.</p>	<p>WHAT THIS DESIGN IS SCREAMING OUT TO YOU IS, 'I'M A 5. I'M A 5. YOU NEED TO PAY ATTENTION, I'M A 5.' AND IT'S REALLY DONE SO THAT USERS CAN BE ASSURED THAT THEY HAVE A \$5 BILL, AND WE THINK THAT'S, THAT'S CRITICAL.</p>