**SmartScore NoteReader –** Three Minute Spot“There’s an app for that.”

# Red paragraphs represent screen shots composited in post-production.

Post Notes: Chris will prepare, compile and label SmartScore screen shots including moving action shots as “Snap Pro” stills or .avi movies with audio playback and deliver prior to post-production meeting. iPhone / iPad screen shots to be captured by Merge Productions. Chris will attend post-production and have final cut authority.

**PART 1**

# Brad sits hands folded at desk with iPhone and an iPad lying still on the desk. Music stand in background to his left with sheet music on it.

I am really excited to be able to introduce to you the very first smartPhone app that actually reads printed sheet music and lets you play it back:

# Brad picks up iPhone and lightly taps the side of the phone. Continues to look straight into camera.

# Camera zooms out slightly to reveal blank quadrant upper right. Fade in NoteReader logo in upper right quadrant of screen.

This is SmartScore NoteReader for Apple iOS and Android devices from Musitek in Ojai, California,

# Fade out NoteReader logo. Bring up SmartScore X2 logo.

publishers of the world’s leading music-scanning program: SmartScore for Windows and Macintosh

# Fade out logo. Camera zooms and centers Brad back full-screen.

NoteReader truly is truly *Click & Play*… You can capture practically *any sort* of printed music and have it play back in just seconds. …..   
  
And here’s music-to-your-ears… it’s free for you to download onto any of your mobile devices.

# Cut camera angle to Brad’s left side.

# Brad places some sheet music on a music stand. Holds iPhone up to the music as if to take a picture of music on the music stand.

# Show Capture Screen in upper right quadrant of screen. Finger pushes “Capture” button.

# Brad turns page and snaps another shot.

Simply snap photos of your music pages and you’re “Done”.

# Finger pushes “Capture” button again. Finger pushes pushes “Done”.

# Switch to Playback Screen in upper right quadrant of screen

In a few seconds, NoteReader plays back your captured music.

# Finger pushes “Play” button.

# Cut to vertical split screen while music plays: Screen shot of captured music image on left. Live shot of Playback Screen on right with moving green playback indicator.

# Play music for 5 seconds and fade music out.

**PART 2**

# Fade in Overlay: “NoteReader Premier – Just $9.99”

Now here’s the best part… With the in-app upgrade to NoteReader Premier, you can really spread the joy…

# Cut to NoteReader Premier “Send” button (full-screen). Finger selects and pushes “Send”

E-mail SmartScore, MIDI and MusicXML files to yourself or to your friends and colleagues. You can also upload files to Dropbox or Google Drive.

# Cut to SmartScore Player page at <http://www.musitek.com/smartscore-player.html> (full-screen)

Download and install the SmartScore Player for Windows and Mac absolutely free from *smartscore.com*. The Player will open your NoteReader file and it will appear as “standard music notation”, including lyrics, text and chord symbols.

# Cut to SmartScore Player with ENF file loaded.

# Cut to SmartScore Playback Console. Cursor selects instrument parts.

# Voice over:

**PART 3**

Apply a unique instrument sound to each part.

# Cut to Karaoke view. Playback with drum track and bouncing ball.

You can even assign a preset drum track and play it back in Karaoke view.

# Play song for 5 seconds.

With Premier, you can open your NoteReader MusicXML or MIDI files in Finale, Sibelius, Garage Band or *practically any* other music program you might have on your desktop.

# Cut to vertical split screen. On the left, NoteReader Send screen. On the right, Finale screen-capture playing back imported file (.avi). Play for 5 seconds.

# Upgrade to X2 screen on NoteReader.

Last (but not least) once you’ve stepped up to NoteReader Premier, you are eligible to upgrade to any desktop edition of SmartScore for a 25% discount.

**PART 4**

# Back to Brad holding iPhone in one hand and iPad in the other looking straight into the camera…

**Can your smart phone and tablet really read music? -----**

**Yeah... There’s an app for that.**

**SmartScore NoteReader.**

**On iTunes and Google play.**

**Now.**

# Fade to black

* Bring up in white letters:

Work hard. Have Fun. Enjoy Life.