**2.9.18**

**OSV-15**

**TMW TruETA Video 1**

|  |  |
| --- | --- |
| ***VIDEO*** | **AUDIO** |
| *Open on stock video of trucks rolling down the highway.*  *Over this image, an email with transparent background appears, as the body of the email appears letter by letter. See sample at end of script for content (will need to change to generic… Bob Dobbs@Acme Mfg. or something).*  “Checking on status of load 3661, it’s a hot load and I need to know if it’s running on time. Thanks!” | **Sound design up:**  SFX: road noise to match video, the under SFX of keyboard as email as being typed.  As typing concludes, SFX under dramatic music… |
| *Cut to sequence symbolizing “the old way” of calculating ETAs: Driver Hours of Service calculations, emails, schedules, stock footage of storms, interstate traffic jams, etc.* | **Music under**  **Anncr (VO):**  Simple question…. as long as you know what the driver’s been doing for the past 7 days and what the driver is doing right now. Plus schedules. Plus stops. So you can plan. So you can know if the load is going to be on time.  Oh, and did we mention traffic and weather? |
| *Segue to shot of trucks, then doubled, then tripled, etc. to dozens of panes of trucks driving around.* | OK, maybe not so simple. Especially when you have to account for all that, for every driver, and every load, every day.  In real time. |
| *Segue to reveal TruETA Trip Viewer screen and begin “tour” of software.* | Enter TruETA. The cloud-based solution that automates ETA calculations and shows you where every load is, and when every load will arrive… at a glance. |
| *As above.*  *Super:*  Realtime ETA based on:  Vehicle location  Driver HOS  Scheduled stops  Weather  Traffic | TruETA calculates accurate ETAs for each stop, for each load, along each route line, based on current vehicle position, driver Hours of Service, traffic and weather conditions. At dispatch, and updated at each mobilecomm ping en route. |
| *As above. Cut to shot showing \_\_\_ screens.* | So TruETA can replace guesswork and manual data entry with realtime, fact-based calculations displayed the way you need to see them… on \_\_\_ simple screens. |
| *Cut to CU of software indicating green/yellow/red callouts.* | Clear green, yellow or red indicators reveal ontime loads and warn of exceptions at a glance. |
| *Reveal long list of loads in software.* | So you can manage by exception for greater efficiency… handle more drivers and more loads without more hassle. |
| *Cut to stock shot of happy customer on the phone.(?)* | And most importantly, minimize avoidable service failures and the angry phone calls that go along with them. |
| *Cut to screen shot of TruETA or screen shot supered onto desktop workstation (stock).*  *Super:*  IES logo  TMW.Suite logo  TruckMate logo | TruETA is available to users of TMW’s innovative IES, TMW.Suite and TruckMate transportation management solutions. |
| *Cut to stock of trucks on the road as background for build of supers.*  *Supers:*  No more manual workarounds and  faulty guesstimates.  Monitor ETAs against delivery windows to prevent costly service failures.  Avoid costly penalties and  win repeat business.  Reduce service failures and provide customers with accurate ETAs.  Optimize driver schedules and income | Better functionality, real scalability, real-world traffic and weather conditions make TruETA the logical choice to:   * Increase Productivity. * Improve Operational Costs * Grow Revenue * Enhance Customer Satisfaction * Improve Driver Retention |
| *Cut to final art card with logos & call to action.* | TruETA. Better information, sooner.  So you can do more.  Only from TMW Services.  To learn more, visit [www.\_\_\_\_\_\_\_\_\_\_](http://www.__________). |