CyberFirst brand film transcript

[Individuals of different ages and genders appear screen one by one, taking a line of the script each. They appear against a projected background, playing film clips visualising what they're saying.]

00:00 [A woman appears on screen, the film behind is of a bustling, busy place full of people walking around]

>> This is a world where technology is everywhere.

00:04 [A man appears on screen, a high angle view of the tracks outside a large train station can be seen projected behind him.]

>> It's smooth-running trains

00:06 [The woman comes on screen again, the background depicts the sky, and a plane flies across the screen.]

>> and safe flightpaths for planes.

00:09 [A different woman appears, her background is a cityscape at night.]

>> It's power to the grid,

00:10 [A new, younger man appears on the screen from the shoulders up, the film projected behind him shows a crowd of people marching through the street, protesting.]

>> and power to the people.

00:13 [A younger girl appears on the screen, the footage behind her displays images of tweets and the hashtag #metoo.]

>> It's where #twowords can start a movement.

00:16 [A young male comes onto the screen, with a red heart projected over his face.]

>> And where two lonely hearts can meet.

00:19 [A woman comes on screen, with a bustling city road filmed at night behind her.]

>> Technology means news travels fast -

00:21 [The young boy re-appears on screen, a rocket can be seen launching behind him.]

>> and rockets travel faster.

00:24 [A different young girl comes on screen, and behind her we can see footage of a language translation app in use, translating words into French.]

>> It's language translation.

00:26 [A young man reads the line, the footage behind him shows the crowd at a concert, all holding devices in the air to record.]

>> Film and music creation.

00:27 [The first woman reappears, behind her we can see a heartrate monitor recording.]

>> It's the life-or-death surgery that goes without a hitch.

00:30 [A panoramic shot of green mountain tops can be seen projected in the background, whilst a woman reads the next line.]

>> Technology is everywhere.

00:32 [Waves can be seen crashing in the background, whilst a young man appears on screen.]

>> And it means everything.

00:34 [Three faces flash up on screen one by one and speak the next line together.]

>> So it needs protecting.

00:35 [A grandmother and young child can be seen on the projection playing with a VR headset, whilst a women and young girl share the next two lines.]

>> At every age,

>> from every walk of life,

00:39 [The projection shows a rocket taking off followed by a train travelling through a tunnel, whilst a young man speaks.]

>> we'll come together to safeguard our digital planet.

00:42 [A young girl appears on screen, the film behind her shows a cityscape followed by a dark screen with flashing lights.]

>> Because when tech touches lives in a million different ways,

00:45 [Another young girl comes on screen, behind her we can see flashing lights followed by someone using a tablet, more flashing lights and then a heartrate monitor, the images flash on the screen in quick succession]

>> we know that cyber security is our first line of defence.

00:49 [The spirals of the CyberFirst logo fill the screen behind each talking head, changing colour as four different people speak.]

>> This is being a modern citizen.

>> This is finding a calling with purpose.

>> This is a CyberFirst world.

>> So defend it.

00:57 [Four more people come on the screen one by one and repeat the line 'so defend it.']

1:01 [CyberFirst logo emerges on screen]

ENDS