

Digital Video Script: Global Energy, Inc.

Intro

VO: Energy. It's an indispensable part of our lives, from the cars we drive to the infrastructure that sustains our nation. Today, we rely heavily on foreign oil and gas – the world's scarcest and most expensive sources of energy.

Visuals: ENERGY (as floating text). Any photos/footage of people at gas pumps, highway traffic, power grids, nighttime city skylines, etc. might work well.

Scene I

VO: The fact is, 70 percent of the world's fossil energy supply is coal. Yet our demand for the remaining 30 percent, oil and gas, is growing exponentially. While America lays claim to a quarter of the world's coal supply, coal has never held the promise of oil and gas – until now.

Visuals: 70% COAL / 15% OIL / 15% GAS (floating text, perhaps over a shot of the planet earth? Maybe the text could be sized proportionately...the coal figure could be much larger than the other two figures?). Graphics might include pipelines, oil refineries, oil tankers, and related.

Scene II

VO: Global Energy, Inc., a leading environmental energy technology company, is helping steer Americans toward a better future. We've developed a revolutionary way to harness our country's huge coal reserves – a high-tech, low-cost, ultra-clean system that converts coal and renewables to synthetic gas for use in power, gas, transportation fuel, and hydrogen markets. Imagine the possibilities...by converting just half our nation's coal supply to clean synthetic gas, we would command the energy equivalent of 900 billion barrels of oil – more than three times the size of Saudi Arabia's oil reserve. Global Energy's plants have successfully produced synthetic gas at prices well below the market. Its Wabash plant is the cleanest coal-based power station in the world.

Visuals: Global Energy logo on top of nature scenes. American flags/homeland feel-good shots would work well here, too, including one or several of hometown Lima (to be supplied by mayor). SYNTHETIC GAS (floating text to coincide w/mention in script). Photos of 1) Wabash & 2) Westfield plant.

Scene III

VO: Now, we're bringing our solid fuel conversion system to Lima, Ohio, a center of innovative energy production for more than a century. John D. Rockefeller's Standard Oil refinery

introduced modern oil production right here in Lima, and now, next door, the Lima Energy IGCC will usher in a new era in energy technology innovation. It will provide new opportunities for the people of Lima, including 1,000 construction jobs over the next three years and more than 100 permanent positions. It will allow the nanotechnology industry to expand to Lima by providing low-cost synthetic gas for production use. And it will use gasification technology to produce low-cost hydrogen from coal, paving the way for the hydrogen economy. By producing ultra clean, low-cost energy products, Global Energy's IGCC and SNG facilities will help build a stronger America.

Visuals: LIMA, OHIO (floating text). Old photo of Standard Oil plant and/or Rockefeller? Old photo of Lima Locomotive Works (Dwight sending-). Rendering of Lima plant. INTEGRATED GASIFICATION COMBINED CYCLE (floating text which fades to acronym, IGCC, within the Lima Energy IGCC logo. Make sure to use slide with Global Energy's logo appearing above Lima Energy IGCC's logo). This should probably get underway just before mention of Lima Energy IGCC in narrative. Maybe some shots of workers to coincide w/discussion of new jobs and industry growth.

Closing

VO: Global Energy is pursuing its mission of energy independence, energy security and a cleaner environment by tapping the power of our country's largest energy resource. As a founder of the Gasification Technologies Council in Washington, D.C., we are leading the charge to develop environmental energy technologies that are cleaner, less expensive, and more efficient than ever before. [pause] Global Energy... power to light the way with Clean Energy.

Visuals: More landscapes, American flags, home & hearth shots. Global Energy logo to appear at the beginning, then become more pronounced to coincide with closing. Client has requested that the end slogan appear on screen. "Clean Energy" should have initial caps; and text should float so that "Clean Energy" becomes more pronounced and "Clean" and "Global" are somehow interchanged.