



Video Script

Client: Three Pillars Media/MetalQuest

Contact: Matt Sherman

TITLE: Central City Cart Scale Kits

Visual	Time per Shot	Audio
OPENING LOGOS, BACKGROUND SHOTS		[MUSIC UP]
TITLE: Central City Scale - Grain Cart Scales & Libra Cart App		[MUSIC OUT OR UNDER]
GENERAL LONG SHOT OF HARVEST WITH CART		[V.O.] During the rush of harvest, every minute and every bushel counts.
MS GRAIN CART; ZOOM IN TO SCALE		When time and load volume mean everything, a grain cart scale from Central City Scale can make a real difference.
FARMER WALKS UP TO CART AND ACTIVATES SCALE TO CHECK A LOAD		Central City cart scales weigh crops right in the field -- typically with almost 100% accuracy.
FARMER IN CAB WITH YIELD MONITOR AND LIBRA CART APP ON IPAD		That makes it easy to get maximum loads, check on crop yields on the fly, and calibrate yield monitors.
ON SCREEN INTERVIEW: Tyler Siegfried <u>Caption:</u> Tyler Siegfried Precision Ag Solutions Redwood Falls, MN		[SIEGFRIED:] "Central City grain cart scale kits are a good, quality product. And there are more than 800 different variations, which covers most--if not all--of the needs you'll find in North America.
CREW WORKING ON MANUFACTURING IN THE PLANT		[V.O.]: Central City's grain cart scales can be <u>customized</u> to just about <u>any</u> cart--even older models not designed for scales!
SOMEONE LAYING OUT THE PARTS IN A RETRO-FIT KIT AND/OR WORKING ON INSTALLATION		With retro-fit kits, you can even install yourself.
ON SCREEN INTERVIEW: Joe Hawthorn <u>Caption:</u> Joe Hawthorn [his title] Precision Ag Solutions		[Joe:] "We've produced grain cart scales and data management software since the company started. So we can provide a very high level of service to our customers based on exactly what they need. The most popular solution right now is the Libra Cart app, combined with the new bluetooth moisture sensor.

CUTAWAY: FARMER HOLDING SMART PHONE AND CHECKING APP -- MAYBE WHILE VISUALLY CHECKING LOAD (IF THAT'S SOMETHING THEY WOULD DO)		"The app records loads automatically. It eliminates time-consuming manual entry and instantly calculates commodity shrink."
GENERAL HARVEST SHOT: GRAIN GOING INTO CART		[V.O.:] With the Libra Cart bluetooth app, a humble grain cart becomes a powerful information source and risk management tool.
SHOTS OF APP ON DESKTOP SHOWING A REPORT(S)		The app's reports are invaluable for yield tracking and planting decisions. For example, it instantly calculates Average Production History.
INSURANCE FORM SHOWING SECTION ASKING FOR SETTLEMENTS/BIN MEASUREMENTS		Reports are also helpful for crop insurance claims that require documentation of grain settlements and bin measurements.
SHOT OF LIBRA CART DEVICE MOUNTED ON CART		The Libra Cart device mounts directly onto the cart...
SHOT OF DEVICE IN TRACTOR CAB SHOWING THE APP TRACKING AS THE HARVESTER IS MOVING		...and wirelessly communicates with a tablet or smartphone in the cab. It automatically tracks the load as it travels, recording date, time, weight, and GPS location of each unload.
ON SCREEN INTERVIEW: Tyler Siegfried <u>Caption:</u> Tyler Siegfried Precision Ag Solutions Redwood Falls, MN		[Tyler:] "We've been offering the Libra Cart app for a few years now--and it has gotten great customer feedback. It's definitely the way to go."
ON-SCREEN INTERVIEW: Keith Bankson <u>Caption:</u> Keith Bankson Farmer		[Keith:] "The Libra Cart application simplified our data management by leaps and bounds. We don't have to rely on ticket printers or USB sticks. It's really easy to use -- and even fun!"
HARVEST UNLOADING SHOTS AND PAYMENT SHOTS (A PAYCHECK?) TO SHOW ULTIMATE BENEFIT TO FARMER: PAYMENT. MAYBE SHOT OF SMILING FARMER TAKING THE CHECK.		[V.O.:] A Central City grain cart scale, with Libra Cart technology, means you can work faster AND more efficiently -- for maximum loads and greater yields, with better data management. And that's what farming is all about.
ON-SCREEN INTERVIEW: Keith Bankson <u>Caption:</u> Keith Bankson Farmer		"Central City Scale offers many levels of sophistication in scale applications, and they have a reputation for being the very best in this area. We highly recommend them."
GENERAL HARVEST SHOTS		[V.O.:] Let Central City Scale help you maximize production with a cart scale solution that fits just right.
LOGO		[MUSIC UP AND OUT]

