## BMW "Silent Performance"

DIGITALDOMAIN





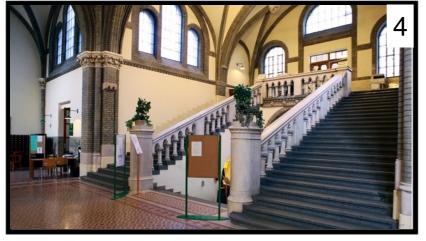
We open on a quiet, sparsely populated library. The few patrons there are quietly reading, studying, maybe we hear a cough.



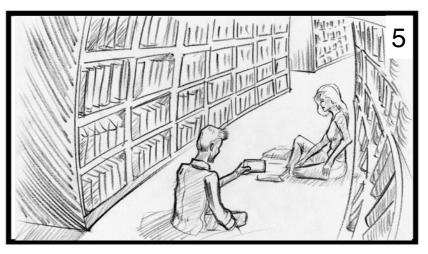
We move around the various rooms, emphasizing the calmness of this place.



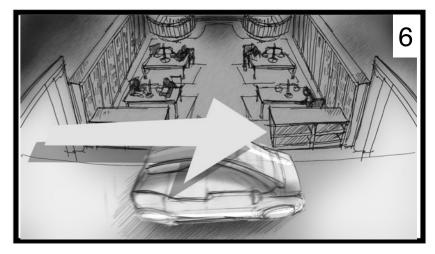
We hold on the grand entryway stairs for what feels like too long. Just as the viewer is becoming uncomfortable....



...we are shocked by the sight of the i3 as it rips across the top of the stairs, so fast we wonder if we even saw it. In the bottom corner we could even see a security guard with a chair up against the wall. He turns his head, but too late to see the i3.



From a high angle "security camera", we see a student browsing a row of books. Behind her the i3 zooms by. She turns her head but just misses it as well.



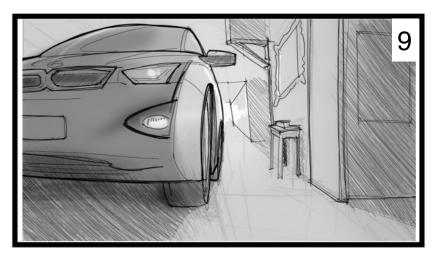
We see another high angle, this time of a grand open space with only a few patrons. The i3 rips past in the foreground, still going unnoticed.



We see a student working with headphones in, he nods his head to the music. The i3 sneaks up right behind him...



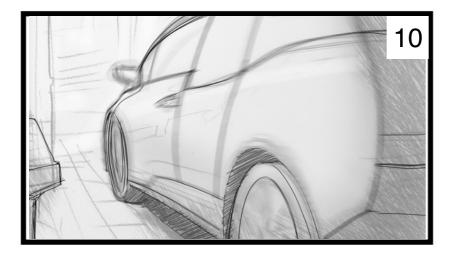
...then slowly, silently reverses away.



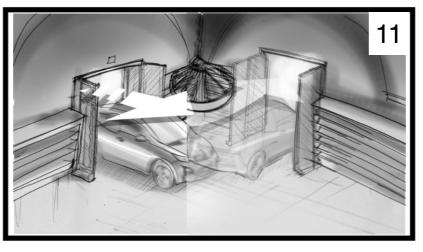
We see a dynamic low angle from a camera planted on a bookshelf as the i3 rips down a row of books, the i3 is beginning to pick up speed.

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We cut to the rear tire spinning as it begins to make a tight turn.



We see a high angle of the tight turn as it comes out of one door and begins to enter the other.



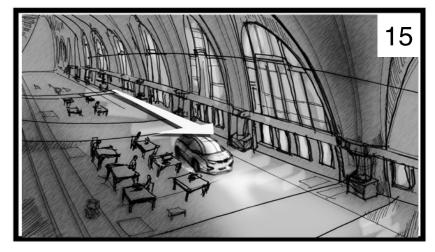
We cut to see the back wheel spin as the rear wheel of the i3 drifts on the marble floor.



The i3 picks up speed as it zooms through a hallway with windows on both sides and light streaming in.



We see a high angle of the i3 driving through an entryway.



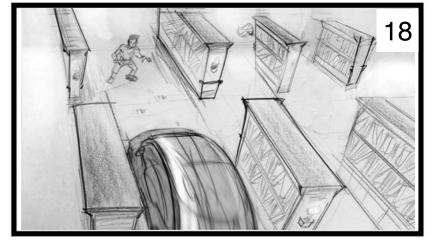
The i3 zooms through the grand open area, with a few people finally turning their heads to notice. Their heads turn quickly, indicating their shock.



We cut to a low angle as the i3 zooms towards and through the camera, the camera pushing forward.



We cut to the reverse of the previous shot, with the i3 zooming away from the camera as the camera pulls back.



We cut to a bird's eye view of rows of bookshelves and see the i3 navigate them at high speed like a slalom course.

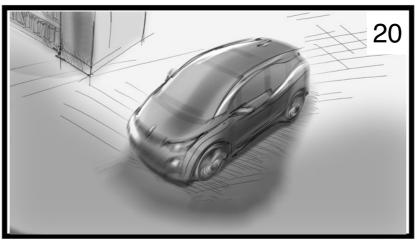
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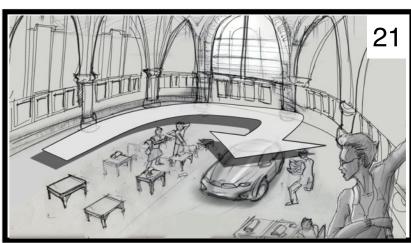




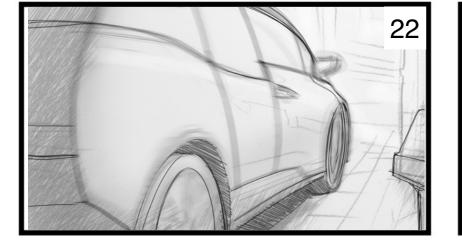
(cont)



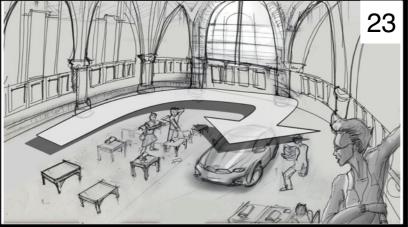
The i3 power turns back into the grand hall.



From a high angle we see it speed up one side of the hall. People are really paying attention now.



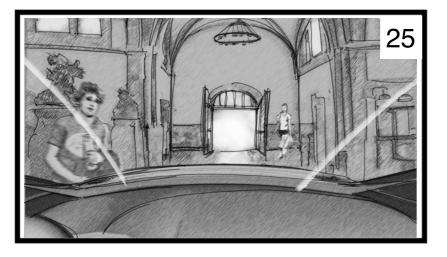
We cut to see the tires spin as it makes the turn in slow motion.



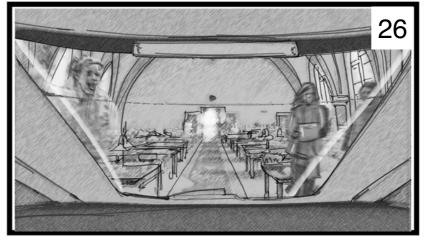
We cut back to the high angle to see it complete the turn around the patrons. Some have their phones out filming, one is even standing on a chair, there's an excitement in the air.



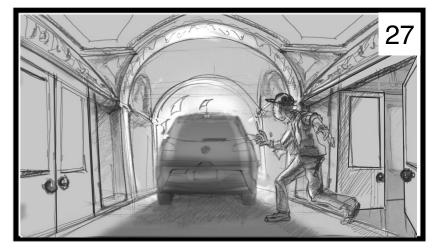
The i3 zooms past patrons on its way towards the exit, just narrowly missing one of them. They're very surprised at what they're witnessing.



We see a shot from inside the car of it speeding past patrons towards the exit. We see the flash from an iphone camera as the vehicle flies by a patron taking a photo.



We cut to a rear dash cam of the grand hall as it leaves it behind.



We see a rear shot of the i3, zooming towards the exit. In the bottom corner we see the same security guard, chair still up against the wall. He shakes his head, surprised to have missed the whole event.