

“CONTROL ROOM”

ZOIC

Treatment by

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kinetic

**THERE'S A DIFFERENCE BETWEEN
WATCHING A GAME... AND RUNNING IT.**

I love this project. It sits right in that space where subtle humor, grounded surrealism, and invisible visual effects can all work together. The goal isn't to just show a transformation. It's to make it feel like it was always there, just waiting to be revealed.

At its heart, though, this is about the love of the game.

That feeling of not wanting to miss a single angle, replay, stat, or split-second decision. The need to be closer to the action, to understand it better, to follow it as it happens.

A hand holds a black remote control over a wooden coffee table. On the table are a bowl of popcorn, a glass of amber liquid on a coaster, and a book. The scene is dimly lit, creating a cozy atmosphere.

With Kinetic Fiber, everything is immediate and responsive. No lag. No waiting. Just seamless access to every angle, every moment.

What begins as a familiar living room gradually reveals something more capable.



**BY THE END, THEY'RE NOT JUST WATCHING THE GAME.
THEY'RE OPERATING IT.**

A man and a woman are sitting on a grey sofa in a modern living room, watching a football game on a large television. The man is wearing a dark blue long-sleeved shirt and the woman is wearing a light-colored knit sweater. They are both smiling and looking at the TV. The TV shows a football game in progress. In the foreground, there is a wooden coffee table with a glass of beer, a water carafe, and some snacks. A dog is lying on the floor next to the sofa. The room has large windows and a modern design.

THE IDEA, SIMPLY

Tracking plays, without delays.

For fans who want to see more, know more, and miss nothing.
Kinetic Fiber helps you experience the game like never before.

A modern broadcast control room. In the background, a large wall of multiple monitors displays various soccer game feeds. In the foreground, a wooden desk is equipped with a professional mixing console, featuring numerous buttons and sliders. Two computer monitors are positioned on the desk, showing technical data. A black lamp is visible on the left side of the desk. The word "STORY" is overlaid in the center of the image.

STORY

We begin in a familiar place. A couple on their couch, locked into the game. This isn't casual background viewing. They're real football fans. Engaged, opinionated, slightly competitive.

Natural light, nothing heightened. A normal moment.

He picks up the Kinetic remote and clicks.

The experience turns on. No delay. No friction.

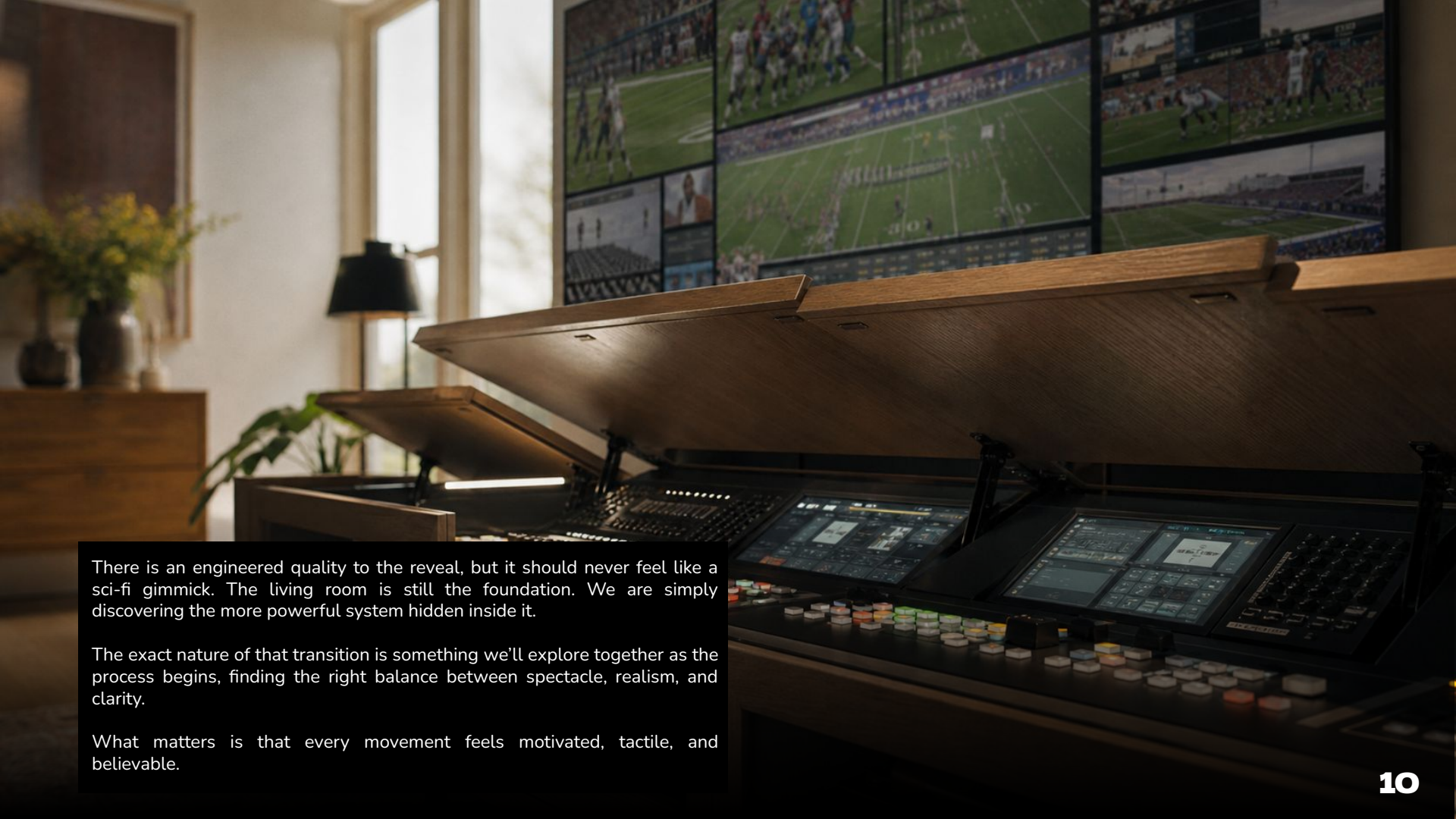




Immediately, the television expands into multiple live feeds and the camera begins to move, the room evolving with it. The transformation is visible, physical, and surprising.

Furniture shifts. Panels open. Screens rise and expand. Control surfaces emerge from within the architecture of the home.





There is an engineered quality to the reveal, but it should never feel like a sci-fi gimmick. The living room is still the foundation. We are simply discovering the more powerful system hidden inside it.

The exact nature of that transition is something we'll explore together as the process begins, finding the right balance between spectacle, realism, and clarity.

What matters is that every movement feels motivated, tactile, and believable.







At one point, we momentarily lose them as the camera passes... and when we find them again, something has changed. She adjusts a headset. He's already wearing one. No introduction. No explanation. Just another layer revealed.

It doesn't feel like the room is just changing, it feels like it's revealing itself: A control room that was always there, waiting to be activated.

They move through it instinctively. Navigating angles. Checking STATS. Tracking plays without delay. Effortless. Precise. As the game heats up, their focus sharpens.

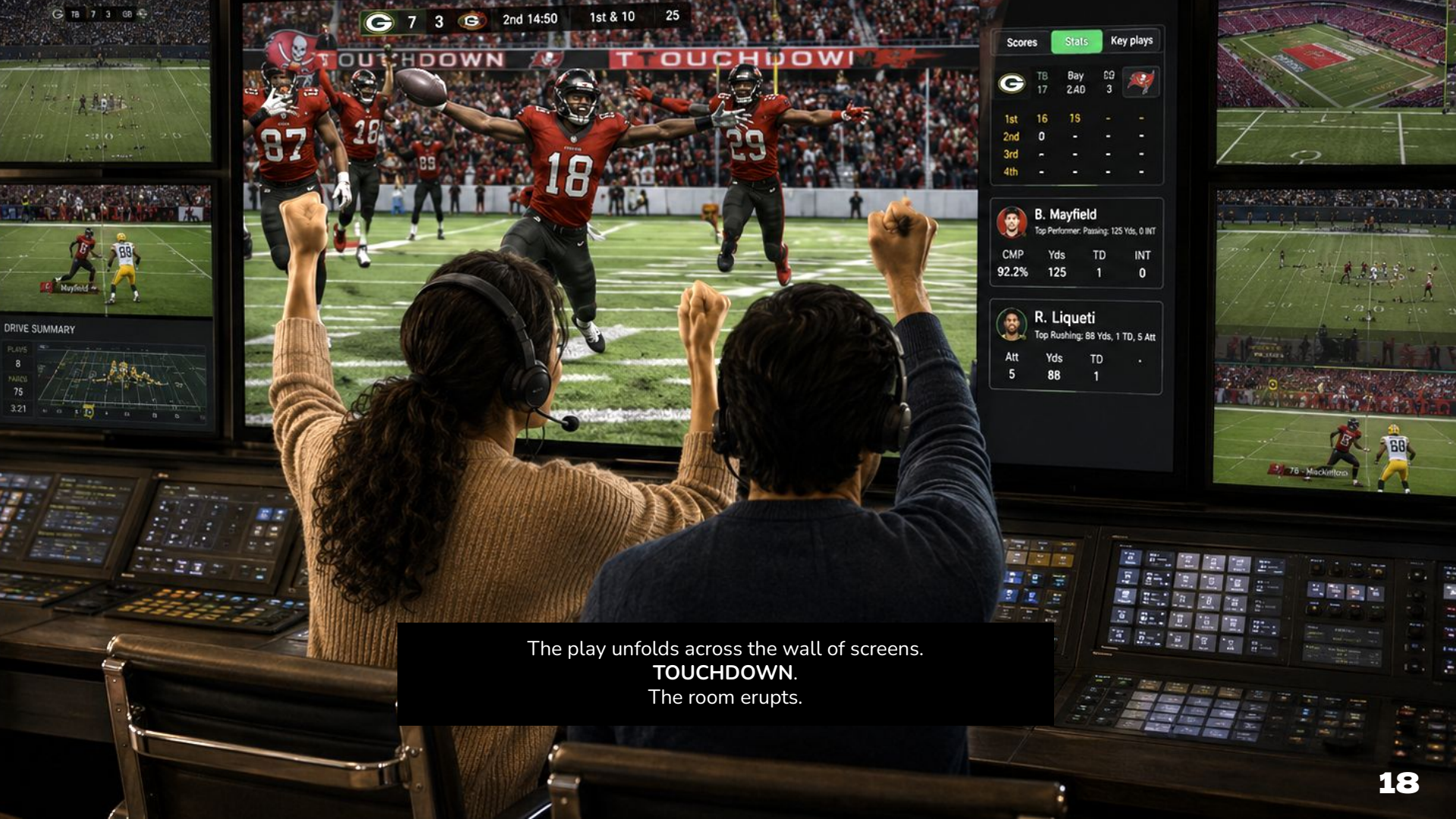






He points and says "Camera 4." Instead, she says, "No... Camera 5!"





G 7 3 G 2nd 14:50 1st & 10 25

DRIVE SUMMARY

PLAYS
8

YARDS
75

TIME
3:21



Scores Stats Key plays

	TB	Bay	GG	
	17	240	3	

1st 16 19 - -
2nd 0 - - -
3rd - - - -
4th - - - -

B. Mayfield
Top Performer: Passing: 125 Yds, 0 INT

CMP	Yds	TD	INT
92.2%	125	1	0

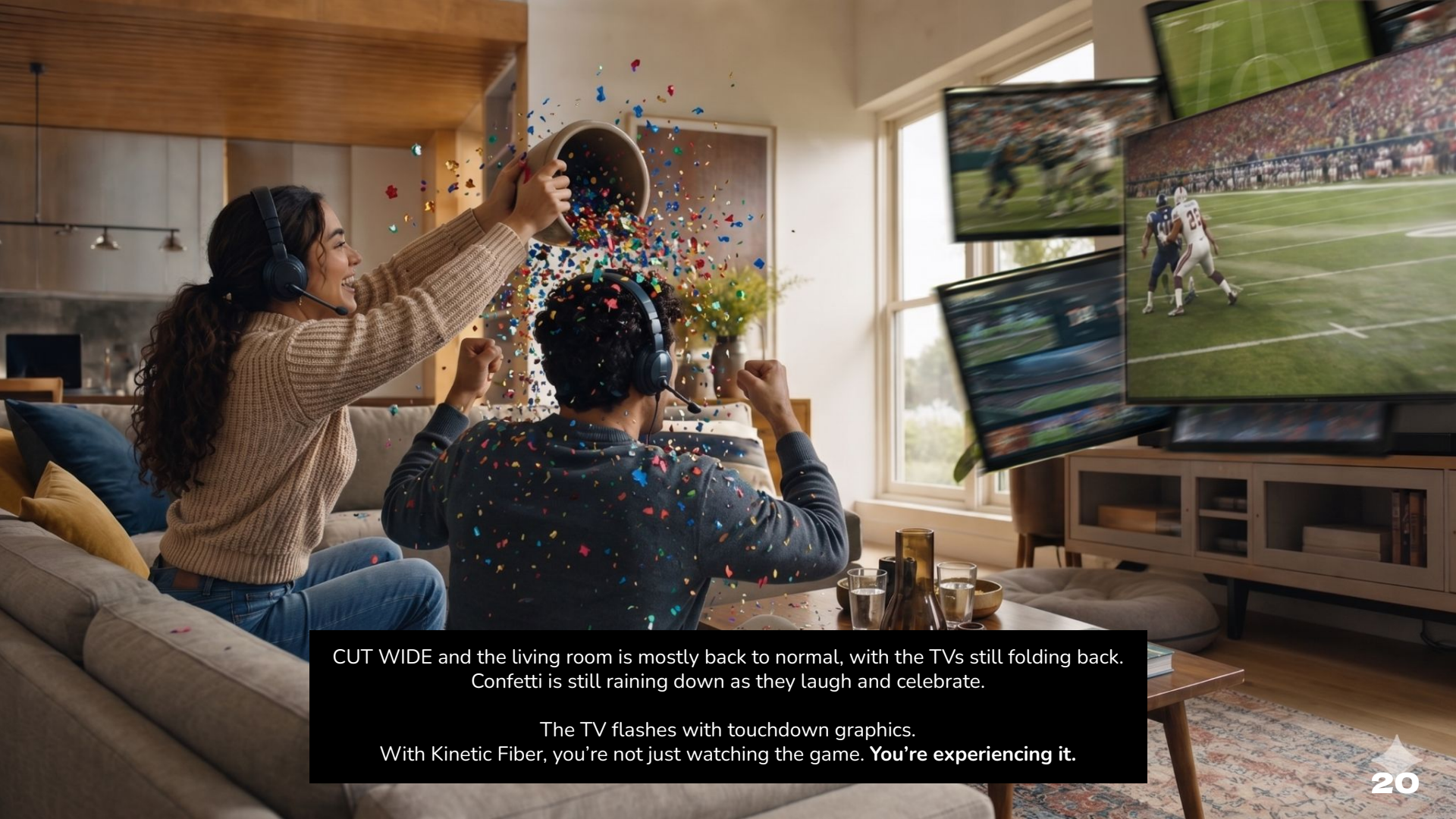
R. Liguetti
Top Rushing: 88 Yds, 1 TD, 5 Att

Att	Yds	TD
5	88	1

The play unfolds across the wall of screens.
TOUCHDOWN.
The room erupts.



She grabs the bowl from the opening scene and dumps it over his head, Gatorade-style. Except instead of popcorn... CONFETTI.



CUT WIDE and the living room is mostly back to normal, with the TVs still folding back. Confetti is still raining down as they laugh and celebrate.

The TV flashes with touchdown graphics.
With Kinetic Fiber, you're not just watching the game. **You're experiencing it.**

The background is a dark, textured surface, possibly a wall or a large piece of fabric, with a light-colored, geometric shape (a corner or a shelf) visible on the right side. The text is centered in the middle of the frame.

CINEMATOGRAPHY & VISUAL LANGUAGE



The visual language is built on a simple tension: A real, lived-in home... revealing a high-performance system beneath it.

By the end, we're in a control room, but one that still carries the DNA of a home.

The relationship between cinematography and VFX is what makes that balance feel real.



Camera movement is controlled and deliberate. A slow, precise orbit establishes the space, with additional moves used sparingly to reframe and reveal. The camera doesn't announce changes. It discovers them. That restraint allows the environment to evolve naturally.

Lighting follows the same philosophy.

We begin with soft, natural daylight shaping the room. As screens and interfaces come online, they introduce motivated, directional sources that subtly shift the space. Cooler tones mix into the existing warmth. Contrast builds, but never becomes stylized. Nothing feels synthetic or futuristic. Surfaces refine rather than transform. Geometry aligns. Screens expand with purpose. Interfaces feel integrated, not overlaid.

The world remains grounded, even as it becomes more sophisticated.





Throughout, camera, light, and VFX work together as a single system. Everything feels continuous, responsive, and physically believable.

**Not imagined.
Revealed.**

A person is shown in profile, looking at a laptop on a wooden desk. The laptop screen displays a progress bar and the word 'RENDER'. In the background, other people are seated at desks in a classroom or workshop environment.

VFX & PRODUCTION APPROACH



The visual effects are designed to be invisible in intent, even as they enable something extraordinary. This is not a transformation. It's a reveal.

I've worked on several projects built around evolving environments, and the principle is always the same: Realism at all costs. Never a gimmick.

So we start with a practical foundation. Real location, real light, and as much in-camera interaction as possible. From there, VFX extends the space. Screens expand. Surfaces refine. Control room elements emerge from within the existing environment.

All changes are progressive and motivated by camera and performance. Nothing appears abruptly. Everything is revealed through movement, occlusion, or shifts in attention.

A man and a woman are in a control room, looking at several large monitors displaying a football game. The room is dimly lit, with the primary light source being the screens. The man is on the left, looking towards the right, and the woman is next to him, also looking at the screens. The monitors show different angles of the football field. The control room has a modern, professional look with a curved desk and various pieces of equipment.

To support this, we will begin with detailed storyboards (yours are great already!), followed by a board-o-matic to refine timing and rhythm. From there, we develop targeted previs for key beats, allowing us to align camera, performance, and VFX ahead of the shoot. This is especially important here, where everything needs to feel seamless and precise.

The goal is not to over-plan, but to ensure the shoot is informed and efficient, while leaving room for discovery.

Given the tight timeline, we'll front-load as much asset development and animation blocking as possible alongside shoot prep, allowing us to make the most of the time available.

This will include early development of the interface design, screen content, stat overlays, and UI elements, so that the visual language of the control room is already taking shape before we step onto set.

The following pages include boards that are TEMP but give us an idea of the flow of the story.



A couple on their couch,



He picks up the Kinetic remote... and clicks



VO: Finally. Get the ultimate football experience and save, with Kinetic Fiber and YouTube TV.



He points and clicks...



The television expands into multiple live feeds and the camera begins to move...

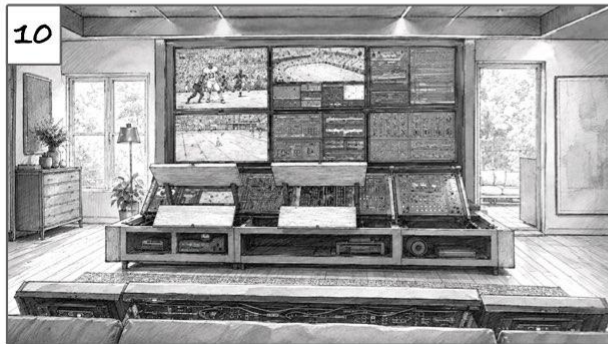




Panels open. Screens rise and expand. Control surfaces emerge from within the architecture of the home.



Our couple, half astounded and half expecting it, move with the transformation



A control room that was always there, waiting to be activated.



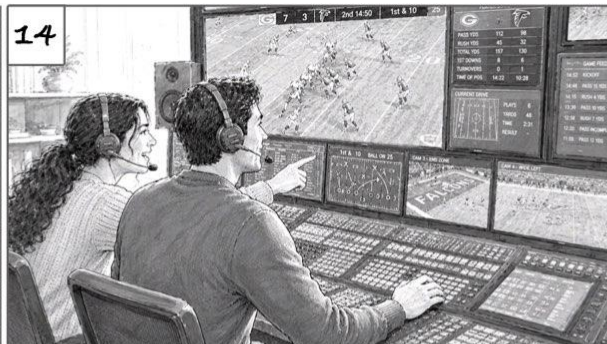
VO: Watch up to 4 live games...



She sits down and begins manipulating the experience...



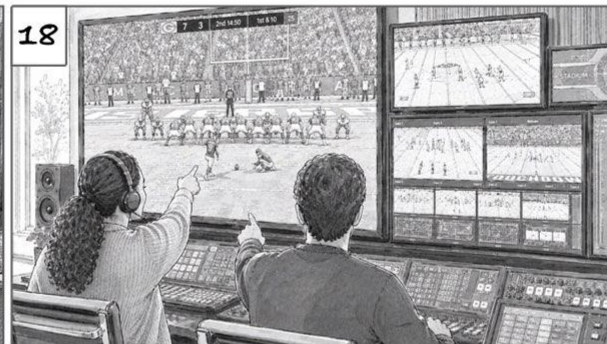
VO: With Multiview



*They move through it instinctively. Navigating angles. Tracking plays, without delays.
Effortless, precise. As the game builds to a critical moment, their focus sharpens...*



VO: Check stats



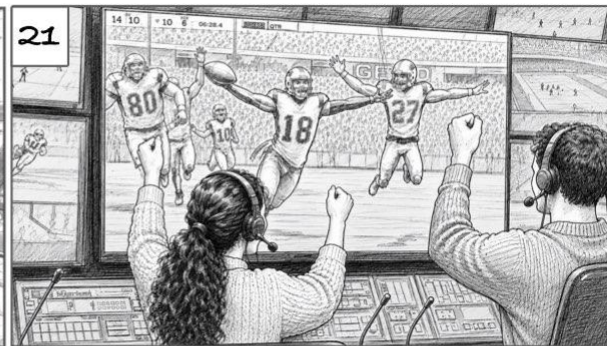
As the play gets heated... He points and says "Camera 4."



Instead, she says, "No... Camera 5!"



She switches cameras and...



TOUCHDOWN!



**VO: now with 100% fiber and You Tube
TV, transform your game day setup...**

The couple celebrates and...



VO: Into the ultimate win..

She grabs the same bowl and dumps it over his head Gatorade-style. Except instead of popcorn... CONFETTI everywhere. CUT WIDE and the living room is mostly back to normal, with the TVs still folding back. Confetti is still raining down as they laugh and celebrate.





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 **kinetic.**
internet better™

26

 **kinetic**

 **YouTube TV**

switch to Kinetic and
get up to \$200

plus save up to

\$120

on your first year of YouTube TV

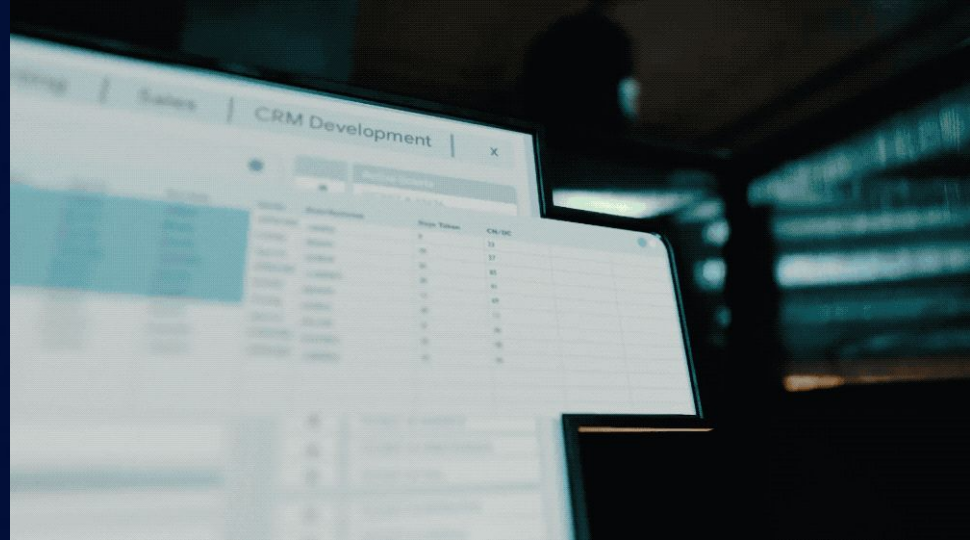
VO: Switch to Kinetic and save on your first year of YouTube TV.



Which brings us to the edit style.

Given the mechanical fluidity of the visual effects, along with the percussive nature of the music and sound design, the spot will be cut with energy and precision.

The rhythm should feel responsive and uninterrupted, reflecting Kinetic's core promise: high-speed connectivity without glitches, delays, or interruptions.





CASTING



The couple should feel natural and easy to connect with. They may be our friends from a smaller city in the Midwest, but with the savvy of Big City tech. We're looking for an ethnically ambiguous pairing that keeps the spot broad without feeling overly defined.

Their dynamic is relaxed and unforced. Comfortable with each other, slightly competitive, and fully engaged in the moment.

Control is shared. Decisions happen in real time. At key moments, she takes the lead without hesitation.

They don't perform the idea.
They live in it.

TONE

The tone lives in a balance between realism and subtle surrealism.

Everything begins with something very human: two fans who care about the game. They're engaged, opinionated, and competitive, which gives the spot its energy before anything visual happens.

From there, the world evolves in a way that feels unexpected but never unbelievable. Something extraordinary happening in a completely real space, hiding in plain sight.

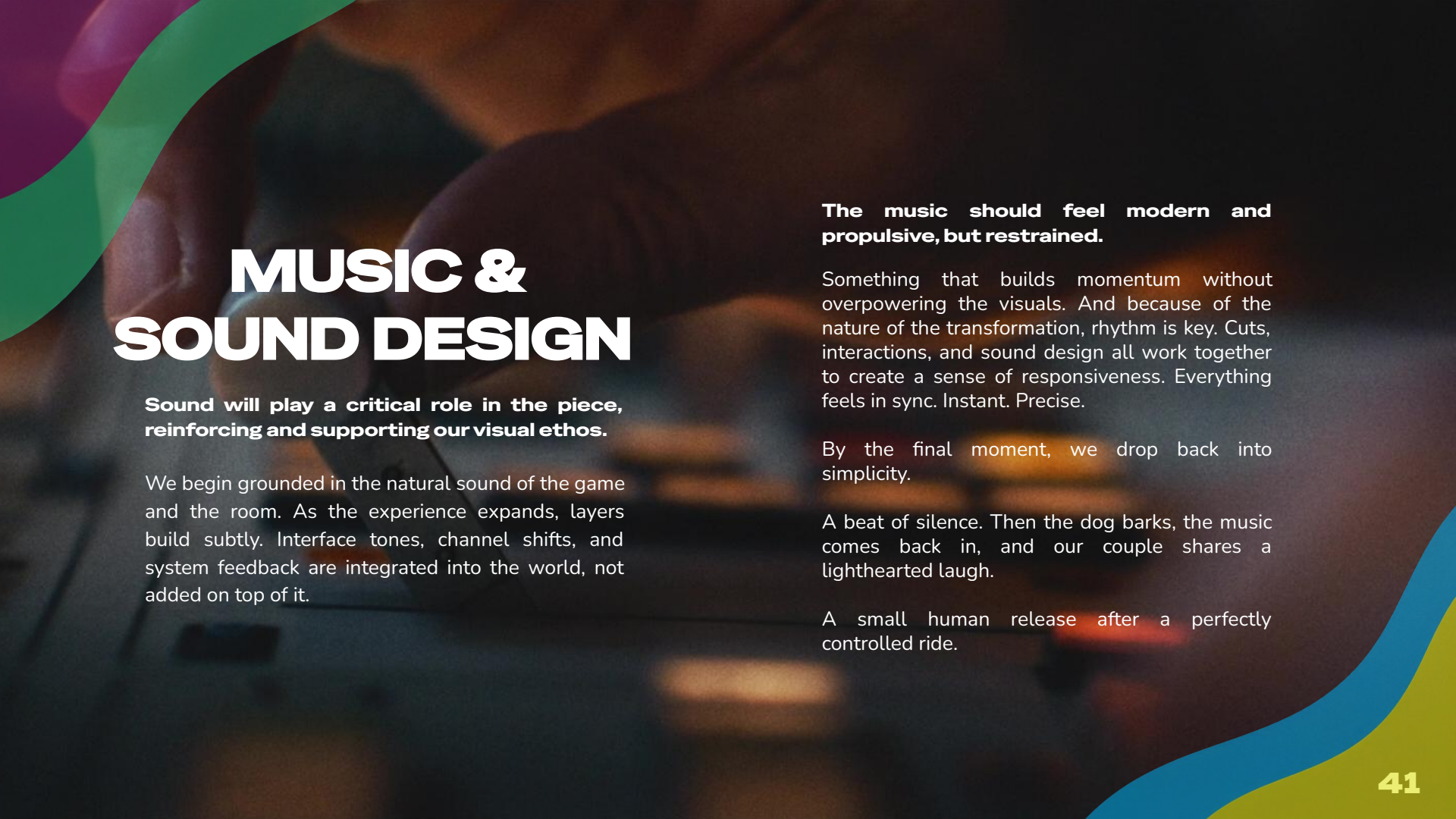




The humor follows the same approach. It's not played for laughs, but it's always present. Small, observational moments that emerge naturally from the situation. The headset reveal. The final beat with the confetti as their room goes back to "normal". A bit of surrealism to end it with a smile.

Nothing is pushed. Everything lands lightly.

The result is a tone that feels grounded, playful, and just a little surprising.



MUSIC & SOUND DESIGN

Sound will play a critical role in the piece, reinforcing and supporting our visual ethos.

We begin grounded in the natural sound of the game and the room. As the experience expands, layers build subtly. Interface tones, channel shifts, and system feedback are integrated into the world, not added on top of it.

The music should feel modern and propulsive, but restrained.

Something that builds momentum without overpowering the visuals. And because of the nature of the transformation, rhythm is key. Cuts, interactions, and sound design all work together to create a sense of responsiveness. Everything feels in sync. Instant. Precise.

By the final moment, we drop back into simplicity.

A beat of silence. Then the dog barks, the music comes back in, and our couple shares a lighthearted laugh.

A small human release after a perfectly controlled ride.



CLOSING STATEMENT

What I love about this idea is that it doesn't ask us to invent a completely new world. Instead it asks us to reveal one that was already there.

And that reveal works because it comes from something real: the love of the game. The desire to see more, follow more, and miss nothing. **Kinetic is the quiet power making it all possible.**

A familiar living room becomes something more capable, not because we leave reality behind, but because we uncover a new layer within it.

With the right balance of performance, camera, design, sound, and visual effects, the transformation can feel seamless and playful.

Not like a trick. Like a discovery.

By the end, the audience should feel the same thing our couple does: Once Kinetic Fiber turns the experience on, you're not just watching anymore: **You're in it.**

Let's play together.

Aladino & the entire Zoic Family.



ABOUT ZOIC

Zoic is a dynamic, multi-platform visual effects company that pushes the boundaries of creative expression and emerging technology in the realm of moving images. As an independently owned and operated entity, we adopt a holistic approach that combines cutting-edge R&D, mixed reality visualizations, strong characters, and compelling narratives, catering to a diverse range of entertainment and commercial clients.

Founded in Los Angeles in 2002, Zoic invests in groundbreaking technology and attracts top talent to craft captivating stories and deliver dynamic visual experiences to our clients. With a team of over 350 exceptional individuals spread across our offices in Los Angeles, Vancouver, and New York City, we draw upon our collective expertise in state-of-the-art visual effects for film, television, and gaming. Our work has garnered numerous accolades, contributing to blockbuster movies such as *Avengers: Age of Ultron*, as well as award-winning television series including *Fargo*, *For All Mankind*, *Chilling Adventures of Sabrina*, *Ozark*, *Sweet Tooth*, *Superman & Lois*, *Stargirl*, *Secret Invasion* and *Battlestar Galactica*.



STUDIOS



LABS



PICTURES

ZOIC



OUR COMPANIES:

STUDIOS

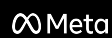
An independent award winning 3D studio that is creatively led and owned by the founders who started it 22 years ago.

LABS

An innovation lab working within and for the Studios and their clients.



OUR CLIENTS:



OUR OFFICES:





ZŌIC

Thank you!