

**Video**

1. In black, we briefly hear ....
2. Quick transition to graphic / animation of 3D metallic Timken logo
3. The logo rotates, and on the back we see the face of digital timepiece showing 0:00
4. The clock resets to the time for the running length of the video, then starts counting down.
5. Wipe or flash to a dramatic montage of various applications with rapid cuts
6. NASCAR/Track footage, possibly combined with Richard Childress shop footage
7. Any rail footage
8. Steel mill footage with inset image of Status Check unit and a screen shot of data from the Status Check

**Audio**

**SFX:** Digital clock counting off the seconds

**Narrator voice over**

Have you looked at Timken lately?

Give us [running length of video] seconds, and we think you'll be impressed by what you see.

**Music up full:** Pulsing, with a strong beat to carry the images. If possible, the beat of the clock SFX should synch up with the music

**Music under**

Whether it's a wheel assembly for a race car ...

Rail bearing repair services ...

Condition monitoring equipment in a steel mill.....

**Video**

9. Footage from a runway looking up as a huge jet is flying over head just prior to landing – look for cool sunset or sunrise in the background.
  
10. Montage of video supported by text for each. We should see a few seconds of the video from each market (listed below) with the title shown:
  - Rail (passenger or freight)
  - Aerospace (Mars Rover and/or NASA)
  - Distribution (bearing distributors/warehouses/parts)
  - Defense (helicopter, jet turbine)
  - Machine tool (grinding machines, lathes, etc.)
  - Mining/drilling (land or offshore)
  - Construction (earthmoving equipment)
  - Power Generation (coal, nuclear or hydro)
  - Agriculture
  - Primary Metals (steel or other metal mill)
  - Paper Processing (paper mills)
  - Aggregate/Cement (processing plant)
  - Gear Drives
  - Pumps/Compressors

**Audio**

Or precision tapered roller bearings in the landing gear of commercial airliners.....we're supplying the products, services and knowledge to help keep major industry in motion.

From some traditional industries ...

**Video**

11. Continue the montage of images:
- Golf carts
  - Rubber and Plastics (manufacturing)
  - ATVs/4-wheelers
  - Power tools
  - Wind Energy (turbine farm)
  - Motorcycles
  - Marine outboard engine
  - Medical (x-ray machine and or dental drill)
  - Jet ski
  - Material handling lift trucks or conveyors
  - Washing machine
  - Riding mower

**Audio**

... to those you may not think of right away....

...Timken – and its industrial group – delivers friction management solutions, across a broad spectrum of industries.

**Video**

12. After a visual transition, present the title:

Bearing Products

Followed by another montage of images and text. We don't need to show images of all of the bearing types but should key all of the bearing names. Images will be stills.

Tapered roller

Spherical roller

Cylindrical roller

Needle roller

Ball

Spherical plain

Pillow Blocks

Housed Units

Super Precision

Thrust

IsoClass™ Metric

Spexx™ High Performance Bearings

Debris Resistant

**Audio**

These solutions begin with a greatly expanded selection of bearing types in sizes and configurations to meet virtually any need.

**Video**

13. Continue the montage of images and text. In addition to still photos, we could incorporate one of several bearing animations that are available or B-roll of the services.
- Seals (still)
  - Greases (still)
  - Lubrication Delivery Systems (B-roll of SPL)
  - Sensors (still)
  - Integrated Assemblies (animation)
  - Bearing Repair (from mill video)
  - StatusCheck™ condition monitoring systems (screen capture)
  - Mill Repair Services (from mill video)
  - Training Programs (DTS footage can be shot.)
  - Online Ordering Capabilities (screen capture)
  - Solid Lubricants (still)
  - Safety Equipment (?)
  - Induction Heaters (?)
  - Installation Tools (from mill video)

**Audio**

Beyond bearings, we have a growing portfolio of products and services “around the bearing,” that can boost up-time and productivity while reducing maintenance costs.

**Video**

14. Timken engineer talks with a customer, from recruiting video.

Combine with Friction Management logo - Less Friction. More Solutions.

- 15.

Return to opening clock graphic / animation which counts down to zero as the narrator says "...Timken can do."

Transition to / combine with graphic representing the CD-ROM that this video introduces ... the cover graphic, a treatment of the home page, etc.

16. Flashy cut to black

**Audio**

Timken today is a "friction management" company. For our customers around the world, we focus on maximizing bearing life, improving total-system performance... and most importantly... being a company that's easy to do business with.

**SFX:** Clock noise up

Now that you've learned what Timken can do ...

**SFX:** Clock noise end

...learn more about what we can do for you in mining and construction.

**Music up and times out**