

Tapkey.com Home Page Video
Script
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VIDEO	AUDIO
<p>IMAGES: A house key.</p> <p>A car key.</p> <p>A magnetic-stripe hotel key.</p> <p>Our HERO burdened with lots of keys, at all the places described.</p> <p>HERO stressed, confused...</p> <p>...locked out of his own house... his car... frustrated...</p> <p>A BAD GUY “borrows” Hero’s magnetic-stripe card and swipes it into a reader, secretly cloning it.</p>	<p>VOICEOVER: This is a key.</p> <p>And so is this.</p> <p>And so is this.</p> <p>You use lots of them all the time—at home, work, hotels, cars, rental cars, the gym, parking garages, and more.</p> <p>That’s a lot to keep track of.</p> <p>If you ever lose one, you’re locked out. So you have to change the lock—not fun, or cheap.</p> <p>And some keys can be cloned—not too secure.</p>
<p>A gleaming smartphone.</p> <p>Hero looks at it longingly in one hand, while burdened by all his keys in the other...</p>	<p>VOICEOVER: This is your smart phone.</p> <p>Wouldn’t it be great if it could replace all those keys—and be even <i>more</i> secure than they are?</p>
<p>Tapkey logo.</p> <p>Tapkey turning a phone into a key.</p>	<p>VOICEOVER: Now it can. Introducing Tapkey.</p> <p>[MUSIC starts.]</p> <p>Tapkey. The smart way in.</p> <p>Tapkey turns your smart phone into a smart key, that you access with a secure digital ID, like Facebook, Google, or your hotel rewards ID. Just tap your phone against the lock—and you’re in!</p>
<p>Hero waiting in an ENDLESSLY</p>	<p>VOICEOVER: Wouldn’t it be great if</p>

<p>LONG LINE at a CAR RENTAL COUNTER.</p> <p>Hero—with WIFE and SCREAMING KIDS?—waiting in a LONG LINE to check in at a HOTEL, where the overworked, weary STAFF can't keep up the pace.</p> <p>The Hotel Chain [represented by an ICON] sends a unique “key” to Hero’s phone.</p> <p>Logging in [leverage existing video].</p> <p>Hero taps to enter his hotel room. (Walks past the front desk—where there’s only one worker, and no line?)</p> <p>The Rental Car Company [another ICON] sends another unique “key” to Hero’s phone—which now looks like a KEY RING, with the Tapkey logo at the center, and all these new KEYS (that look like room keys, car keys, etc.) getting added to it.</p> <p>Hero taps to unlock his rental car.</p>	<p>you didn’t have to wait in line to rent a car?</p> <p>Or check in at a hotel?</p> <p>With Tapkey, these companies can quickly and easily send a secure, unique key right to your phone. There’s no waiting!</p> <p>Just log in once, with your digital ID, and it’s all set.</p> <p>Then tap to get in.</p> <p>Tap to drive off.</p>
<p>Show all these applications: Hero (in workout clothes) taps to enter the gym as ANOTHER KEY gets added to his “Tapkey key ring” ...</p> <p>The office... [Another key]</p> <p>Hero cuts in front of a HUGE LINE waiting to get into a cool museum event or concert... [Another key]</p> <p>HEROINE (new character) uses Tapkey as described... keep it romantic/humorous...</p>	<p>VOICEOVER: You could also tap to enter the gym.</p> <p>Tap to get in the office.</p> <p>Tap to get into that museum exhibit or concert...</p> <p>Use it to let your boyfriend into your apartment—or to keep your ex-boyfriend out!</p> <p>The possibilities are endless!</p>

<p>Show lots of NFC and BLE (Bluetooth Low Energy) devices: PHONES, WATCHES, FOBS, TABLETS, PHABLETS. And lots of different-looking locks and NFC and BLE chips... all stamped / "branded" with the Tapkey logo.</p> <p>Perhaps each "non-requirement" described can be shown, with a big "X" or slash through it (as in: "No Special SIM Card!")</p> <p>Imagery of a bank vault slamming shut, perhaps with a tough looking GUARD standing watch...</p>	<p>VOICEOVER: Best of all, Tapkey works with virtually any smart phone.</p> <p>It doesn't require a special SIM card. It doesn't involve the phone company. It doesn't require a dedicated phone or phone number. It doesn't even need an Internet connection—for phones or locks—once it's set up.</p> <p>And, Tapkey is as secure as the world's best-defended digital technology, just like the banking and credit cards you already use.</p>
<p>Tapkey logo.</p>	<p>VOICEOVER: Tapkey. The smart way in.</p>