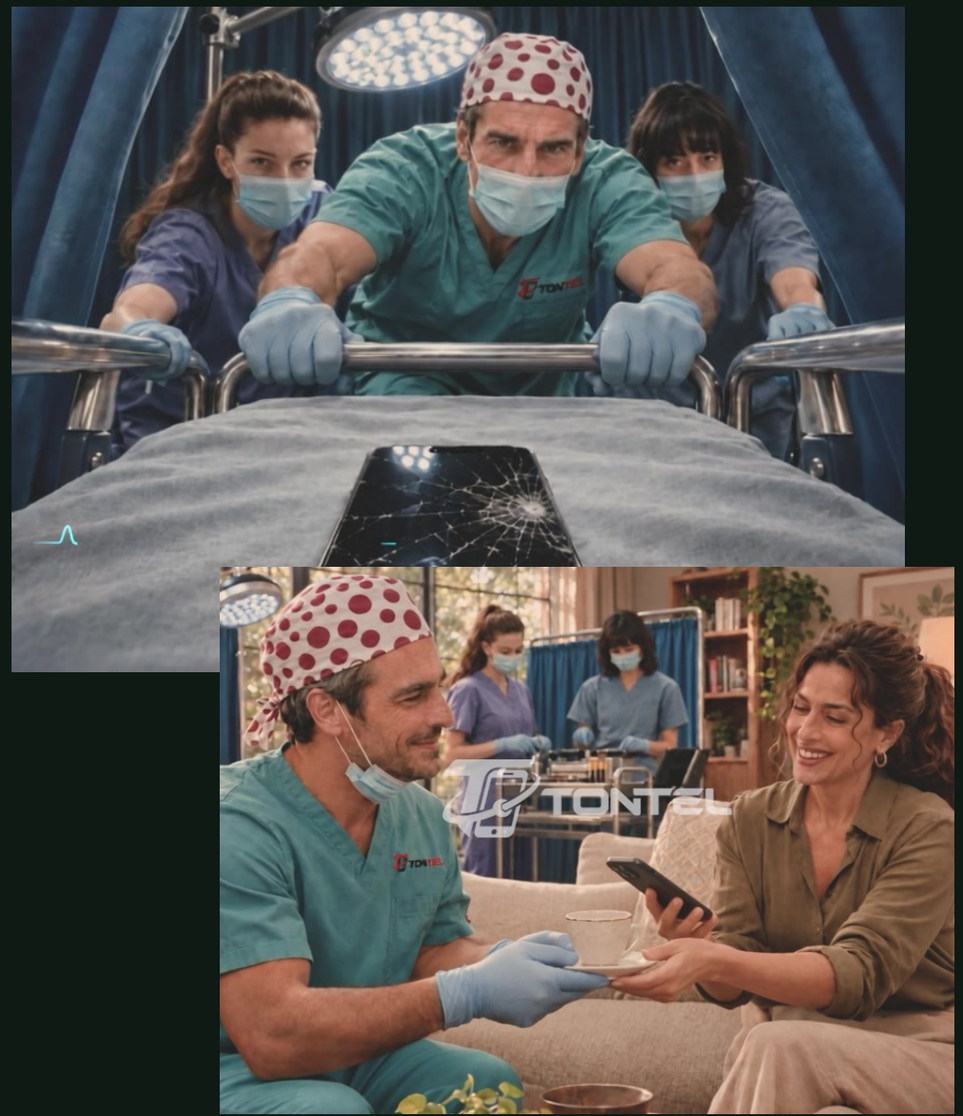
A TONTEL BRAND FILM

# Phone surgery.
# At your place.

A dramatic repair.
A reassuring home reveal.




An English visual storyboard built from the supplied film, with source frames, shot timing and performance direction.

**22.67 SEC / 752 x 560 / 24 FPS**

01 / CREATIVE INTENT

# Expert care, brought home.

A cracked phone becomes the patient in an exaggerated surgical drama. The repair succeeds, the team celebrates, and a wider view reveals the whole operation inside the customer's home.

| | | | |
|---|---|---|---|
| 01 | 00:00.00 - 00:01.50 | **The patient is a phone** | Hook / medical parody |
| 02 | 00:01.50 - 00:04.00 | **Prepare for the operation** | Setup / team coordination |
| 03 | 00:04.00 - 00:06.00 | **Lift the damaged display** | Repair / screen removal |
| 04 | 00:06.00 - 00:08.00 | **A new screen arrives** | Repair / component handoff |
| 05 | 00:08.00 - 00:10.50 | **Seat the replacement** | Repair / reassembly |
| 06 | 00:10.50 - 00:13.00 | **Back to life** | Payoff / powered-on device |
| 07 | 00:13.00 - 00:16.00 | **The team celebrates** | Reaction / successful repair |
| 08 | 00:16.00 - 00:19.00 | **The operating room is home** | Reveal / repair at home |
| 09 | 00:19.00 - 00:21.00 | **Return it to the customer** | Resolution / handover |
| 10 | 00:21.00 - 00:22.67 | **A satisfied final exchange** | Close / brand and reassurance |

Timing ranges are approximate editorial markers. This is a visual breakdown; spoken dialogue and music have not been transcribed. Source aspect ratio is preserved throughout.

**02 / VISUAL STORYBOARD** **BEAT 01**

# The patient is a phone

00:00.00 - 00:01.50 / SOURCE ACTION BEAT



Source frame: 0.50s / Original frame ratio retained

### ACTION

A badly cracked smartphone lies on a draped trolley as a masked team moves into position behind it. The phone occupies the foreground like a patient entering theatre.

### FRAMING & MOVEMENT

Low, phone-level framing creates depth between the cracked glass and the three performers. Surgical lamps and blue curtains sell the visual misdirection.

### PERFORMANCE / CONTINUITY

Play the urgency straight. Retain the green scrubs, patterned cap, blue gloves and two assistants.

**02 / VISUAL STORYBOARD** **BEAT 02**

# Prepare for the operation

00:01.50 - 00:04.00 / SOURCE ACTION BEAT




Source frame: 2.60s / Original frame ratio retained

## ACTION

The central technician leans over the device and works with small instruments. An assistant stays close while another stands behind the trolley.

## FRAMING & MOVEMENT

A wider frontal view establishes the team, instrument trays and phone on the draped surface. A closer exchange follows as the technician requests assistance.

## PERFORMANCE / CONTINUITY

Use precise, restrained hand movements. The theatrical setup is a comic repair metaphor, not a literal medical procedure.

**02 / VISUAL STORYBOARD** **BEAT 03**

# Lift the damaged display

00:04.00 - 00:06.00 / SOURCE ACTION BEAT



Source frame: 5.10s / Original frame ratio retained

## ACTION

Gloved hands lift the shattered display away from the phone body, exposing the internal cavity and connecting ribbon.

## FRAMING & MOVEMENT

Extreme close-up isolates the handset and hands. Metal tools and trays frame the device at the edges.

## PERFORMANCE / CONTINUITY

Preserve the hinge direction, exposed components and extent of screen damage. Keep the repair action readable in the close-up.

02 / VISUAL STORYBOARD  BEAT 04

# A new screen arrives

00:06.00 - 00:08.00 / SOURCE ACTION BEAT



Source frame: 7.30s / Original frame ratio retained

## ACTION

The assistant presents a metal tray holding a dark replacement display. The technician reaches across and lifts the component.

## FRAMING & MOVEMENT

A medium two-shot connects their faces, hands and tray; the overhead light remains visible behind them.

## PERFORMANCE / CONTINUITY

Make the handoff deliberate and coordinated. Keep the replacement distinct from the cracked screen removed in the preceding shot.

**02 / VISUAL STORYBOARD** **BEAT 05**

# Seat the replacement

00:08.00 - 00:10.50 / SOURCE ACTION BEAT



Source frame: 9.40s / Original frame ratio retained

## ACTION

The new display is lowered into the handset and pressed into position. The damaged screen rests in a tray nearby.

## FRAMING & MOVEMENT

Return to a tight overhead-oblique detail of the phone on the drape, with the gloved fingertips at its edges.

## PERFORMANCE / CONTINUITY

Maintain the handset orientation and clean glass surface. Frame the edge pressure clearly without obscuring the entire device.

**02 / VISUAL STORYBOARD** **BEAT 06**

# Back to life

00:10.50 - 00:13.00 / SOURCE ACTION BEAT



Source frame: 11.80s / Original frame ratio retained

### ACTION

The repaired screen lights up with a blue-and-green gradient while the technician steadies the phone.

### FRAMING & MOVEMENT

Hold the close-up long enough to register the change from black screen to illuminated display.

### PERFORMANCE / CONTINUITY

Treat illumination as the visual payoff. Preserve the reflections, intact screen and colour gradient from the source.

02 / VISUAL STORYBOARD BEAT 07

# The team celebrates

00:13.00 - 00:16.00 / SOURCE ACTION BEAT



Source frame: 14.50s / Original frame ratio retained

## ACTION

The technician and the assistant exchange a high-five beside the working phone. The second assistant watches with a tray.

## FRAMING & MOVEMENT

A medium-wide view restores the team around the trolley, with the illuminated handset clearly visible in front.

## PERFORMANCE / CONTINUITY

Time the high-five after the screen reveal. Let the exaggerated relief complete the surgical parody.

**02 / VISUAL STORYBOARD** **BEAT 08**

# The operating room is home

00:16.00 - 00:19.00 / SOURCE ACTION BEAT



Source frame: 17.50s / Original frame ratio retained

**ACTION**

The view widens to reveal the blue curtain and trolley inside a furnished living room. A customer stands beside the setup, watching the team.

**FRAMING & MOVEMENT**

Pull back to include the customer, sofa, rug and warm domestic surroundings around the temporary repair station.

**PERFORMANCE / CONTINUITY**

Protect the reveal: the living-room context changes the meaning of the preceding sequence and communicates on-site service.

**02 / VISUAL STORYBOARD** **BEAT 09**

# Return it to the customer

00:19.00 - 00:21.00 / SOURCE ACTION BEAT




Source frame: 20.20s / Original frame ratio retained

## ACTION

Seated on the sofa, the technician hands the repaired phone to the customer. She receives it with a smile; the repair setup remains visible behind them.

## FRAMING & MOVEMENT

A relaxed medium two-shot replaces the clinical close-ups. Keep the handover central between their faces.

## PERFORMANCE / CONTINUITY

The technician has lowered his mask. Preserve his cap and gloves, the customer's olive shirt and the warm home lighting.

**02 / VISUAL STORYBOARD** **BEAT 10**

# A satisfied final exchange

00:21.00 - 00:22.67 / SOURCE ACTION BEAT




Source frame: 22.00s / Original frame ratio retained

## ACTION

The customer holds the phone and looks towards the technician during the closing exchange. A white TONTEL brand overlay is visible across the scene.

## FRAMING & MOVEMENT

Stay on the sofa two-shot through the end. Keep both expressions, the phone and the source brand mark legible.

## PERFORMANCE / CONTINUITY

Retain the existing TONTEL overlay and source ending. Dialogue has not been transcribed; do not substitute invented lines.

03 / PRODUCTION DIRECTION

# Keep the reveal worth the wait.

## STORY & PACING

Build urgency around the cracked phone, give the repair process clear detail shots, then use the working screen and high-five as the first payoff. Reserve the wider home reveal for the final third.

## VISUAL CONTINUITY

Preserve the green scrubs, patterned cap, blue gloves, assistants, draped trolley and blue curtains. Match the phone orientation across removal, replacement and illumination.

## AUDIO DIRECTION - PROPOSED

A tense opening, delicate tool sounds and a warmer cue after the home reveal could support the parody. These are optional creative suggestions, not a transcript or analysis of the supplied soundtrack.

## BRAND & SOURCE FIDELITY

Keep the original TONTEL overlay at the close. GAAJ document logos retain their original shape and colours with no background panel. Use a dark cover and pale interior pages.

## DELIVERY

Source: Tontel8.mp4 | 752 x 560 | 24 fps | 22.667 seconds. Preserve the supplied near-4:3 frame without stretching or cropping. Verify the phone details and final brand overlay at delivery size.