

APS.COM VIDEO

VISUAL

1. A CURSOR TYPES "APS.COM"
INTO A BROWSER

2. SCREEN SHOT OF APS.COM
HOME PAGE

**FX: FADE IN TEXT OVER VIDEO IN
SYNC WITH NARRATION:
FAST
CONVENIENT
EASY TO USE**

AUDIO

FADE IN MUSIC

*A valuable new resource for APS customers is
just a click away.*

A CLICK FROM A COMPUTER MOUSE

*Welcome to APS.com, a one-stop website where
APS customers can take control of all their
energy needs. With its clean design, innovative
functionality and state-of-the-art Web technology,
APS.com provides customers with a powerful tool
for managing their home or business accounts
that's fast, convenient and easy to use.*

VISUAL

3. TRANSITION TO SCREEN
SHOT OF APS.COM HOME
PAGE

**FX: CURSOR SCANS ACROSS THE
TOP MENU AND CLICKS ON A TAB,
OPENING A NEW PAGE**

4. TRANSITION TO SCREEN
SHOT OF APS.COM HOME
PAGE

**FX: CURSOR SCROLLS DOWN A
PULL-DOWN MENU AND CLICKS
ON A TOPIC, OPENING A NEW
PAGE**

5. TRANSITION TO SCREEN
SHOT OF APS.COM HOME
PAGE

**FX: CURSOR HOVERS OVER KEY
WORD AND ADDITIONAL INFO
DISPLAYS**

AUDIO

Throughout APS.com, information is presented in a clear, easy-to-understand manner that's consistently customer focused. And the site delivers a host of features that make it easier for customers to do business with APS.

THE CURSOR CLICKS

Streamlined navigation makes the most popular pages quick to access right from the home page. Quick links to frequently used pages are conveniently located throughout the website.

Layered functionality makes it easy to find more detailed information on key topics.

THE CURSOR CLICKS

Interactive text allows customers to acquire additional information by simply hovering their cursor over key words.

VISUAL

6. TRANSITION TO SCREEN
SHOT OF APS.COM HOME
PAGE

**FX: "GREEN CHOICE PROGRAMS"
IS TYPED INTO SEARCH ENGINE;
THE CURSOR CLICKS AND THE
SEARCH RESULTS ARE
DISPLAYED**

7. TRANSITION TO SCREEN
SHOT OF APS.COM HOME
PAGE

**FX: CURSOR MOVES OVER TO
"PAY NOW" LINK AND CLICKS ON
IT**

8. TRANSITION TO SCREEN
SHOT OF APS.COM HOME
PAGE

**FX: CURSOR MOVES OVER TO
"REGISTER FOR MY ACCOUNT"
LINK AND CLICKS ON IT. BLANK
REGISTRATION FORM OPENS.**

**FX: FORM IS POPULATED WITH
NAME, CONTACT INFO, ETC.,
FOR SAMPLE CUSTOMER**

AUDIO

*And easy search functions help customers locate
what they're looking for quickly and efficiently.*

THE CURSOR CLICKS

*From the APS.com home page, residential and
business customers alike can conveniently pay
their bills or make a security deposit. It's never
been easier for customers to go paperless and
manage their accounts electronically.*

THE CURSOR CLICKS

*By registering online, customers gain full access
to their APS accounts.*

THE CURSOR CLICKS

*Smart forms are easy to complete, with helpful
call-outs and pop-up examples to assist
customers throughout the process.*

VISUAL

9. TRANSITION TO “MY ACCOUNT” PAGE.

FX: CURSOR CLICKS ON A LINK TO A PAGE (COMPARE BILLS?) THAT FEATURES A CHART. THE CHART OPENS.

10. TRANSITION TO SCREEN SHOT OF THE “SAVE MONEY & ENERGY” DROP-DOWN MENU ON THE APS.COM HOME PAGE

FX: CURSOR SCROLLS DOWN TO “ENERGY SAVING TIPS” TAB AND CLICKS ON IT. THE ENERGY SAVING TIPS PAGE OPENS.

AUDIO

On the “My Account” page, customers will find a wide variety of tools to help them monitor and manage their energy usage, including billing and payment history.

THE CURSOR CLICKS

Easy-to-understand, interactive charts throughout the site provide customers with up-to-date information on their energy usage. They can easily track their account history to see how much energy they’re using and when they’re using it.

THE CURSOR CLICKS

Valuable tips are also available to help customers reduce their energy consumption, make smarter decisions and plan for the future.

VISUAL

11. TRANSITION TO FINGERS
TYPING ON A LAPTOP
KEYBOARD. FADE IN A
TABLET COMPUTER AND A
SMARTPHONE.

12. TRANSITION TO SCREEN
SHOT OF APS.COM HOME
PAGE

13. TRANSITION TO APS LOGO
**FX: LOGO GLOWS AS SCREEN
FADES TO BLACK.**

AUDIO

*APS.com is easy to access and use on any
computer or mobile device. Customers can log-
in anywhere, anytime.*

*With innovative functionality, easy navigation and
a relentless customer focus, APS.com is a
significant online resource. And for APS
customers, it's a great place to take charge of
their energy consumption.*

FADE OUT MUSIC
