

In-Store Demo

POP-Audio

Description: Fisher CD Demo
(P.O.P. Sears)

Draft: #9 Length: :90 seconds

Host voice is *Hal*-like character (The voice of the control computer in *2001 A Space Odyssey*). The voice is friendly, in a synthetic kind of way. This voice is compatible with a "hi-tech" product, and will draw more attention to the message.

Host ----- ⇒

Music - Hi tech, non-rhythmic,
suspenseful

Music - Hi energy

Music changes to New Wave
cut.

(Musical accent sound signals
change)

New Wave music plays for
about 15 seconds.

Music changes to Lawrence

Hello. During this demonstration of the **Fisher PCD-5700** with the **Opti-Trac II Anti-skip electronic buffer**, we will simulate *real-life* action...

...and you'll hear what can go wrong with CD players without the Fisher solution. -- that is, portable CD players that can't keep up with you.

Imagine you are exercising. And you want your music... (Energized up-tempo music aerobic music begins) ...your favorite workout CD.

But, your CD player can't keep up...It pulse falls off. It starts skipping.

- Even walking gets a little .. (skip). bumpy.

- And in your car... the *hits just keep coming* and the... skips do to. That's what can happen with a conventional portable CD player.

But now, with the **Fisher Opti-Trac II**, you're listening to *the* CD player that'll let you keep your life in motion...

As you can demonstrate for yourself, by depressing the Anti-Skip button, and causing the player to move...
... the Fisher PCD-5700 can be in *motion* without skipping a beat.

Please *imagine* this is your favorite music..(we listen for

Welk-like theme

moment) I didn't say it would be easy. Have you ever heard a smoother saxophone? S m o o t h and flawless.

Music changes to high energy rock.

...whether you're at the gym, driving on a double dinner-date, or doing a mile on your treadmill. Your music will be uninterrupted and unequalled by an ordinary CD player. (Music resolves, followed by a beat of silence)

Music changes to modern pop country cut.

You won't miss a measure of your music. It's skip free-flawless, and will do wonders for your attitude.

Music change to classical

The **Fisher Opti-Trac II Electronic 10-second anti-skip buffer** goes to work, smoothing out the bumps, and your music.

Music change to high energy 'pop'- type rhythmic

The Fisher PCD-5700's got the moves, plus these added sound enhancing and convenience features... (features overlap slightly) 3-position EQ. It adds just the right amount of bass // 8 times over sampling digital filter // 1 bit digital-to-analog converter, for maximum accuracy in sound reproduction // Search, forward and backward // LCD backlit display // Auto power off // Line output jack. And these exciting accessories... Padded carrying case with belt // Stereo headphones // Plus a complete car kit with re-chargeable battery, and AC Adapter Charger. (Music stops)

So now you know almost everything about the **Fisher Opti-Trac II Electronic 10- second anti-skip buffer**. If you take this amazing player home with you, you'll know the freedom to move with the music... never having to leave your CD music behind. No matter where you go, or how you get there – skip, bike, walk or skateboard.

Now, ask a friendly sales person to tell you more about **Fisher Opti-Trac II**. They love to talk about it.