

ASTUCIA SOLAR POWERED ROAD STUDS. VNR SHOTLIST AND CONTENT.

40 SECOND INTRO.

TC	Visuals	Guide V/O
00.00 – 00.14	GV driving on rural road	British inventor Martin Dicks is making a big improvement to driving safety on night time roads. Astucia solar road studs take power from the sun during the day and stay lit through the night. They mark the road ahead, ten times further than a traditional “cats-eye”.
00.14 - 00.28	Solar road stud inventor Martin Dicks Close-up of road stud	10 second soundbite
00.28 – 00.40	Solar road studs in use	The former London fireman’s invention is now being installed in roads across the UK. Where they’ve been fitted, night-time accident rates have fallen as much as 70%.

3 MINUTE FEATURE

TC	Visuals	Guide V/O
00.00 – 00.24	GV driving on rural road Close-up of road stud	Night time driving is a major source of accidents. Only a third of journeys are made at night, yet currently over half the serious or fatal accidents occur after dark. British inventor Martin Dicks is making a big improvement to driving safety on night time roads. Astucia solar road studs take power from the sun during the day and stay lit through the night. They mark the road ahead, ten times further than a traditional “cats-eye”.
00.24 – 01.14	Solar road stud inventor Martin Dicks interview	Out phrase: “.....If you look at active road marking saving one life on the road, it’s paid for itself really.”
00.28 – 02.37	Interview: Kevin Adams CEO. Astucia Limited CGI visual of solar stud	(Interview includes segment on “How It Works”, Cost of accidents, safety implications of night-time driving) Out phrase: “..enabling them to respond sooner and quicker”
02.37-03.00	Solar road studs in use	There’s clear proof that the Astucia studs work. On the A4226, a busy commuter road in Glamorgan, there has been a 72% reduction in accidents compared with the past three years. On the A143, Norfolk County Council reports a 76% reduction in night-time accidents. The smart Astucia stud is already saving lives.

B-ROLL

00.06 – 01.04 01.07 – 02.00 02.01 – 03.30 . . 03.30 – 04.47 04.47 – 05.18 05.18 – 06.32	Roadside Interview: Martin Dicks, inventor, Astucia solar road stud	How he came to create the solar road stud Challenge in bringing a British invention to production Comparison with original Percy Shaw “cats-eyes”, ten-fold improvement in visibility, safety benefits. How it works..... Cost-benefit analysis. Cost saving, saving lives. Future developments, “smart” studs warning of hazards ahead, guiding traffic.
06.36 – 07.05 . . 07.05 – 07.35 07.35 – 08.00 08.00 – 08.35 . . 08.36 – 09.19 . . 09.24 – 10.10 10.11 – 11.10 . . 11.11 – 11.54	Interview: Kevin Adams CEO. Astucia Limited	Statistics show far more accidents happen at night. Ten-fold benefit in visibility. How it works, description Cost of a fatal accident, £ 1.7 million. Other benefits as well as safety, sustainable. Street light switch off, energy, carbon savings. (Business angles) Very much a British success story. Martin Dicks’ invention. John Madejski involvement. Challenges in getting the product to the market place. Competition in market place, cost benefit over whole- life period. Future development, future markets
11.55 – 12.34	Close-up images of Astucia road stud	Kevin Adams explains how it works (see above 07.05 – 07.35)
12.35 – 13.40	GVs.	Close ups of road stud installations.
13.41 – 14.35	Road side filming	A413, Padbury, Bucks. Busy rural road.
14.36 – 15.24	Drive through, showing road studs through wind screen	A413, Padbury, Bucks
15.24 – 16.15	Road side filming	A413 Wendover Bypass. Modern trunk road into roundabouts
16.16 – 18.11	Drive through, showing road studs through wind screen	A413 Wendover Bypass. (Shows transition to-from solar road stud areas)
18.12 – 18.54	Road side filming	A413, dual carriageway. Gerrards Cross.
18.54 – 20.15	Drive through, showing road studs through wind screen	A413, dual carriageway. Gerrards Cross. (Shows transition to-from solar road stud areas)
20.15 – 20.55	Road side filming	A4128 High Wycombe-Hughenden. Transition from street lit urban to winding rural road
20.55 – 22.14	Drive through, showing road studs through wind screen	A4128 High Wycombe-Hughenden. Transition from street lit urban to winding rural road
22.15 – 22.45	CGI Graphics	Follows beam of light from sun, into solar stud, out as illumination from LED and towards drivers’ eyes.

ENDS