

# FUSE New Media

## Video Script

Title: GE Capital I-Sim-SPANISH Market-FIRST DRAFT

Page1

Written By: Michael Jones

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### VIDEO

Opening-shots in Mexico of trucks and vehicles moving through traffic

Student enters I-Sim facility

Historical shots of I-Sim facilities and R&D. Early simulators.

Shots of GE, contrasting with bigger better facilities than I-Sim.

### AUDIO

NARR-VO

With the advent of NAFTA, training of safe and experienced drivers has become of paramount importance. This means more drivers can move across the border seamlessly. But instead of training drivers in actual trucks and cars, driver development in simulators has become a more cost effective and safer method of instruction. Additional advantages of driver development in simulators are that the companies employing these drivers can enjoy improved fuel economy, reduced equipment wear-and-tear, reduced maintenance costs and increased productivity. All of this transfers directly to the bottom line in safety and profits. GE Capital I-Sims Mexico Operations Division puts "Driver Development First" by offering the driver development center concept to an expanding market in Mexico.

In 1994, the I-Sim company opened its doors in Salt Lake City, Utah, and quickly became a leader in designing and building driving simulators. Then in December of 2000, GE Capital acquired I-Sim, which brought the I-Sim world-recognized team of vehicle simulation experts

# FUSE New Media

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Page2

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---

### VIDEO

Shots of engineers and plans

General montage new footage, then specific shots of students in all four simulators.

These shots are 3x4 or letterbox, and are multiple imaged via DVE into a montage rather than full screen.

Graphics integrating students in Sims and signage with points made in narration: Human factor technology, Variable weather, Road surfaces, Payloads, Traffic.

Montage continues with full screen shots in letterbox.

Add supers top and bottom: "Speed and Space Management, Emergency Maneuvering, Fuel Efficiency, Skid Control, Proper Shifting Techniques, Safe Backing Techniques"

Specific shots in letterbox of Mark II-front of cab electronics, electrical cab-lifting devises, steering wheel, pedals

### AUDIO

to the national forefront. Their experience and expertise places GE Capital I-Sim at the leading edge of vehicle simulator engineering, design and development.

GE Capital I-Sim is now the premier manufacturer of wheeled-vehicle driving simulators. The simulators are designed to provide a realistic and totally interactive experience for a wide variety of vehicles and a wide range of driving and operating conditions. They are based on human factor technology, which includes simulation experiences in visual, motion, vibration, sound, and instrumentation scenarios. These scenarios feature variable weather conditions, road surfaces, payloads, and traffic conditions.

The simulators teach speed and space management, emergency maneuvering, fuel efficiency, skid control, proper shifting techniques, and safe backing techniques, just to name a few.

GE Capital I-Sim's technology is far more complicated than that of a flight simulator. They simulate the visual,

# FUSE New Media

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Page3

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---

### VIDEO

Upper Super: "TARGET AUDIENCES"

Lower Super:

"Commercial Truck Drivers

Bus Drivers

Police

Fire Engine Drivers

Ambulance Drivers

Taxi drivers"

General shots of drivers and 3 screens from all 4 simulators

OPCON with TransSim student

Upper Super: "FEATURES"

Lower Super:

"Realistic Real-Time

Environments

Repeatable Scenarios

Special Conditions for time of

day, road conditions and

weather conditions."

Playback from PatrolSim

Mark II dolly shot from OPCON to two units

Upper Super: "MARK II"

Lower Super:

"Focus on Safe Driving"

### AUDIO

mechanical and audio feeling and handling of 4 tires on an uneven surface. The simulators also feature steering wheel feedback, brake pressure feedback, front wheel drive vs. rear wheel drive handling differences, and different acceleration capabilities.

Each driving experience in the simulator responds directly to the student driver's actions.

The instructor controls the simulation from an operator control panel known as an OPCON, and can change the driving conditions, environment, and traffic and pedestrian behavior at any time.

The simulation experience is reinforced by playback of a recorded simulation from various angles for discussion of the student's reactions to correct mistakes.

GE Capital I-Sim has developed simulators in four different types, each with the student end user in mind.

The largest is the Mark II motion based tractor/trailer simulator, which teaches safe driving of large

# FUSE New Media

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Page4

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### VIDEO

Shot of TransSim training

Upper Super: "TransSim"

Lower Super: "Focus on

Efficiency

Shifting, Acceleration,

Clutching"

Single PatrolSim with OPCON in foreground

Upper Super: "PatrolSim"

Lower Super: "Training for

Hazardous Driving Situations"

Closer shot of AutoSim driver

Upper Super: "AutoSim"

Lower Super: "New and

Experienced Drivers of Small

Commercial Vehicles"

Shots of Mark II simulator training.

Upper Super: "FEATURES"

Lower Super:

"Single or Double Trailers

Load Weight

Variety of visual

environments"

Shots of different driving environments

Shots of undercarriage electronic actuators

### AUDIO

vehicles.

The TransSim VS transmission shifting and clutching simulator focuses on equipment and driving efficiency.

The PatrolSim police and emergency vehicle simulator teaches safety in hazardous driving conditions.

And, the AutoSim simulator is for new as well as experienced civilian drivers.

The MARK II is designed for commercial trucks and cross-country buses and features simulations of a wide range of vehicles, and engine and transmission combinations. It has adjustable properties for different vehicles with single or double trailers, and includes a wide variety of visual environments from urban to rural, low speed to high speed, and freeway to off-road.

The driver's station in the Mark II is moved by electronic actuators that make the entire cab respond to the motions of driving on the road.

# FUSE New Media

## Video Script

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Page5

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### VIDEO

3 screens pan from inside the cab, ending on rear view mirror

General montage of shots with driver and simulator

Upper Super: "FEATURES"

Lower Super:

"Balance

Transmission Type

Weather

Lighting

Pedestrians

Other vehicles"

Wipe onto OPCON shot in MarkII area

Upper Super: "FEATURES"

Lower Super:

"Capability of playback of the student's proficiency in handling the scenario"

Shots of TransSim simulator training.

Supers:

"140 Transmissions;

240 Engines"

### AUDIO

3 large screen projection systems give a 170-degree view of the road and surrounding area. Specially formatted screens act as rear-view mirrors.

Such variables as loaded or unloaded weight, balance with or without a trailer, automatic or manual transmission, weather conditions of fog, rain, snow or wind, lighting conditions of day or night, and unexpected moves of other vehicles or pedestrians can all be programmed into a simulator scenario for training.

A student can even train for backing up with a trailer by using mirrors.

The simulator experience is under the observation of an instructor at an OPCON. The instructor can run a pre-programmed scenario, or change it on the fly as dictated by the situation.

The TransSim simulators are designed to teach correct shifting and clutching techniques. The simulator features either 80 particular vehicle scenarios, or a specific engine and transmission combination.

# FUSE New Media

## Video Script

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Page6

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---

### VIDEO

Upper Super: FEATURES

Lower Super:

"Correct gear selection

Progressive shifting

Clutching techniques"

Lower Super:

Has capability of playback of the student's proficiency in handling the scenario.

Shots of PatrolSim simulator training.

Upper Super: "FEATURES"

Lower Super:

"Training Police Officers for Everyday and Hazardous Driving Situations.

Also for Ambulance Drivers and Fire Truck Drivers Going Code 3"

270 degree pan of three stations and OPCON

Shots of AutoSim training.

Upper Super: "FEATURES"

Lower Super: "For New and Experienced Drivers of Commuter and Commercial Vehicles"

### AUDIO

The course of instruction covers correct gear selection, progressive shifting, and clutching techniques. The TransSim can simulate vehicle weights from 35K to 200K GVW.

The TransSim simulator can emulate 58 different types of trucks. The TransSim VS can emulate combinations of 7 brands of engines, 5 different kinds of transmissions, 33 different axle ratios and 10 types of tires.

The PatrolSim emergency vehicle-driving simulator features scenarios that teach threat recognition and post accident training for Police Officers. It has an open driver's station with a 180-degree field of view. The PatrolSim has the ability to network multiple simulators into a single scenario allowing for several drivers and a dispatcher to work a coordinated chase.

The AutoSim is for civilian drivers of taxis and small commuter vans, and features instructional scenarios to teach space management, maneuvering in traffic, visual search, and hazard perception and accident avoidance. Other scenarios cover fuel management, speed

# FUSE New Media

## Video Script

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Page7

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---

### VIDEO

Three panel graphic FX with shots of classroom, CBT and simulator training.

Super: "Instructor Led Training  
Computer Based Training  
Simulators"

Classroom shot zooms to full from three panel FX and goes to Dolly shot

Classroom shot reduces and CBT Shot zooms to full

CBT shot reduces and simulator shot zooms to full  
Simulator shot

### AUDIO

management, intersection analysis, skid control, and safe braking techniques.

The instructor can introduce new elements into the AutoSim and PatrolSim scenarios while they are running. Examples are parallel parking, hazard recognition, and mountain or city driving.

The training in the GE Capital I-Sim driver development centers uses a three-element approach including instructor led training, Computer based training and simulation experience.

The instructor portion covers an introduction of proper driving techniques, and the special features for each course.

Computer based training is an instructor monitored course that reinforces the classroom instruction. Students learn tips and techniques from user-friendly self-paced programs.

Simulation is where students practice newly learned techniques "hands-on", which enhances memory retention.

# FUSE New Media

## Video Script

Title: GE Capital I-Sim-SPANISH Market-FIRST DRAFT

Page8

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### VIDEO

CBT Shots

Simulator shots

Graphic of Pyramid chart

ADD Super: "One Hour of Simulation Time Equals up to 4 Hours of "Behind-the-Wheel" Instruction"

Return to three panel graphic shots and rotate to show how all three affect each other.

Case study of San Antonio-accidents reduced (pictures to come)

Supers:  
"22% reduction in accidents in Broward County Florida"

"75% Fewer accidents at intersections during first 6 months with PatrolSim in San Antonio, Texas"

General montage shots

### AUDIO

The average course takes two hours, and gives the student three opportunities to "learn-by-doing" on the actual simulator.

Statistics show that when people learn, the best results come with a combination of classroom and practical training. Average retention rates climb dramatically as reading; audio-visual, demonstration, discussion group and practice-by-doing elements are included in the overall curriculum. The highest retention rate comes from the combination of all these elements.

This three-element approach is designed to reach all types of learners, visual, audio and hands-on.

GE Capital I-Sims have been winning supporters from all over the country. Many Police departments are praising the PatrolSim for a large reduction in the number of enforcement driving accidents since they have started GE I-Sim driver development with their officers.

GE Capital I-Sim Driver

# FUSE New Media

## Video Script

Title: GE Capital I-Sim-SPANISH Market-FIRST DRAFT

Page9

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---

### VIDEO

Upper Super: "BENEFITS FOR EMPLOYERS"

Lower Super:

"Reduce training time

Improve driving safety

Reduce accidents

Increase fuel economy

Reduce vehicle maintenance costs

Increase driver and fleet productivity

Reduce driver down-time

Increase experience without

risk to personnel & property

Ability to screen and qualify

potential new hires"

Upper Super: "BOTTOM LINE"

Lower Super:

"Increase Profits & Save Lives"

Logo rolls in

With Tag Line

"Driver Development First"

### AUDIO

Development Centers are cutting edge technology tools to increase driver safety. They can actually affect the betterment of the entire country of Mexico. Mexican drivers that cross over into the US will be able to navigate safely to get where they want to go and return. This will help in NAFTA compliance and increase profits for companies using trucking as an integral part of their business. This is also critical for tourism and overall international relations.

GE Capital I-Sim simulators have the potential of becoming the only cost-effective and efficient way to train drivers to be safe drivers, not only to drive on the streets and highways of Mexico, but in the US as well.

GE Capital I-Sim Driver Development Centers is the kind of investment that will take safety on our streets and roads into the 21<sup>st</sup> century.