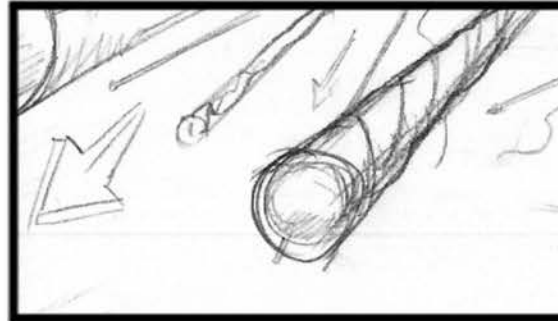Lava | ideas in motion

1. Sphere quickly rotates to reveal stylized representations of MLB stadiums / cities. The sphere shifts four times to different cities. (East - central and west coast)
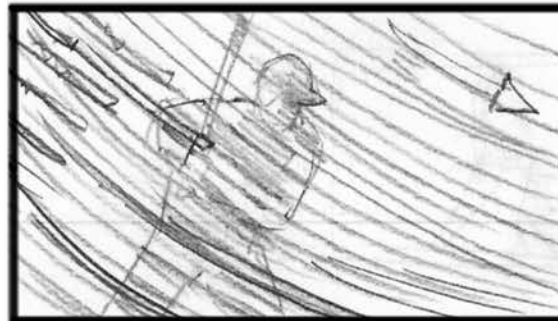Crowd cheer sfx and heavy sound design.

2. Quick shot of strings moving towards camera.

3. Camera pushes through strings, as the strings twirl the overlap briefly reveals players projected on a geometric fractured surface.
In the distance we hear baseball annoucers calls.
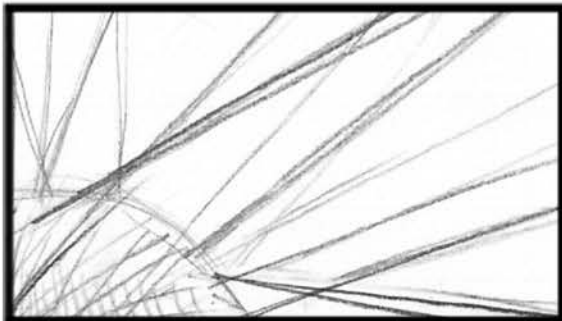
4. Flash cut to very fast shot of abstract sphere wrapping with strings.

5. Cut to strings rapidly circling sphere. Players on string surface animate as the layers build up.
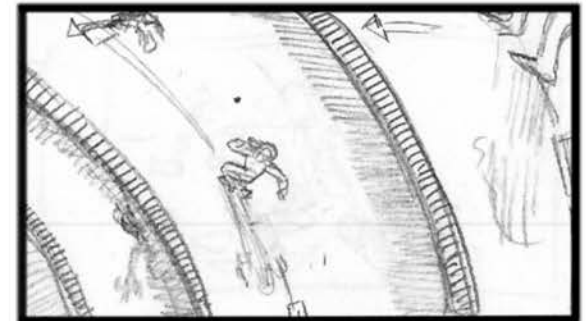
6. Camera moves over abstract view of textured layers building on top of each other. On each layer we see overhead shots of baseball action.
We hear annoucers making exciting calls.
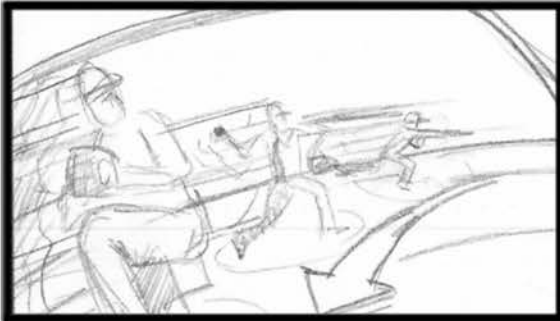
7. Camera moves over curved surface through a pitch sequence of different players matching actions. Streaks of light stream off their motion.
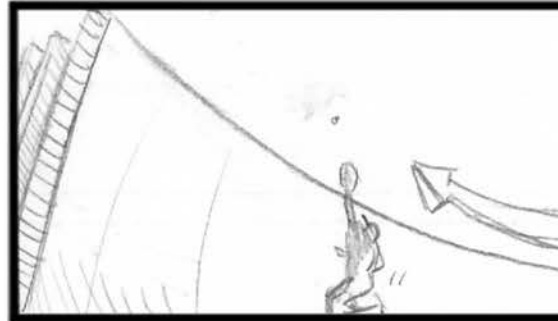

8. Camera moves over building textured layers as player leaps to catch ball.

9. Player takes off running, layers peel away to reveal another player in matching action underneath as he accelerates. The background is affected by the speed and begins to break apart.
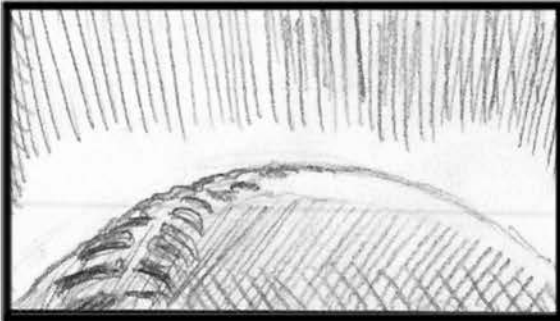

10. On a curved surface a player slides to home-plate as surface breaks apart. Red stitching starts to criss cross frame.
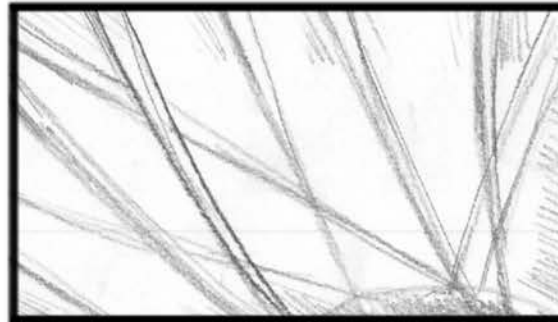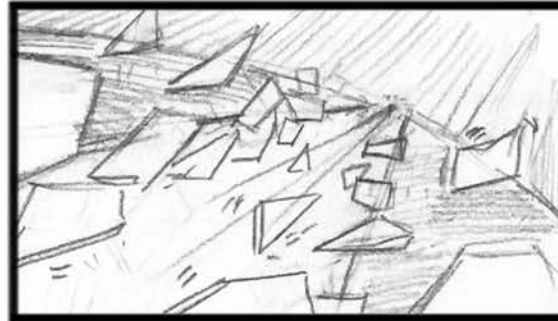

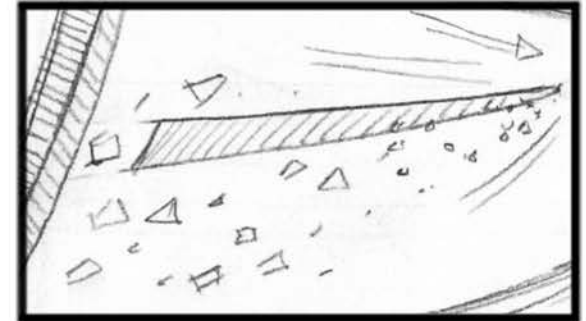11. a series of 10 frame flash cuts move us through strings wrapping...

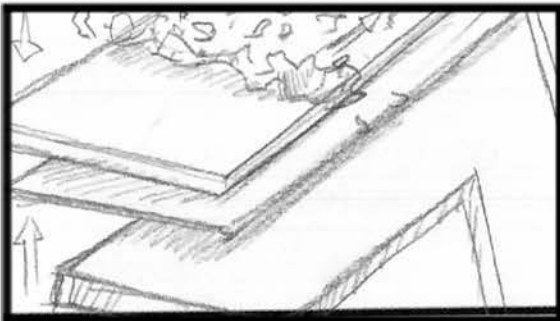12. ...flash cut to 10 frame stitch texture tightening...

13. Flash cut to a 10 frame quick shot of back lite ball quickly rotating.
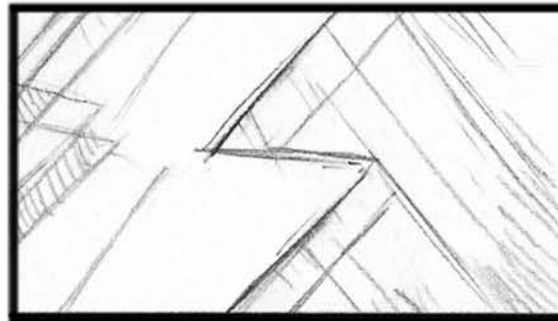

14. Sphere quickly rotates over surface as a streak of light cuts through the surface revealing red surface.
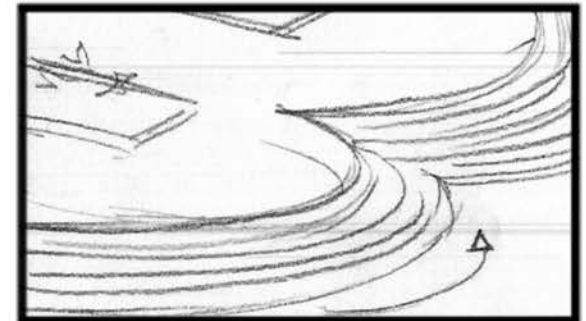

15. Cut wider to reveal red stripe of logo being cut open.

16. Cut to sequence of fast shots. Surface texture peels back as "M" layers form together.

17. Fast shot of light streaks moving through "L" layers.

18. Fast shot of strings looping around to from abstract "B"

19. Camera pulls back as Logo continues to build. Logo resolves over black background. Background cracks in geometric shapes with the cheering of the crowd.