

**SHARP PROJECT
"UNIFIED THEORY"**

	September 12, 2004	October 11, 2004	October 17, 2004	October 25, 2004	October 31, 2004	November 7, 2004	November 15, 2004	November 22, 2004	November 29, 2004	December 1, 2004	December 12, 2004
BROADCAST	Aquos Teaser commercial begins airing	First Perspective Spot airs: "Color"	"Color" commercial continues	Second Perspective spot airs: "Detail"	"Color" and "Detail" commercials continue airing	"Color" and "Detail" commercials continue airing	"Detail" commercial continues	Third Perspective spot airs: "Sound"	All spots running	All spots running	Perspective spots stop running
NARRATIVE	Back story of the Urn begins, including Peter's finding of the 1st Urn	Peter's story: The car crash confirms Peter's suspicions about Natalie and Mike. In his blog, he reveals the precautions he took to prevent Natalie from discovering Peter's "Detail" Urn Research, including rearranging the pins on his globe puzzle. Natalie's story: Natalie returns the key instead of stealing it, but also discovers what she believes is a detailed clue in the pin arrangements on his globe. At this juncture, Natalie admits her deal with Xavier and her plot with Mike in the back-story journal entry. Natalie also foreshadows that she might also be double-crossing Mike. Mike's story: Mike plays dumb, but deep inside, seethes at Natalie for letting him sit in jail overnight after the crash. Mike's anger plants the seeds for his own double-cross of Natalie.	Peter solves another piece of the "Detail" urn puzzle, always guarding his research from Natalie. Natalie also solved a puzzle of her own (the globe), but, when she delivers the clue to Xavier, he immediately knows it's a red herring and berates her. Mike, still handicapped by his "singing tooth," bugs Peter's library and overhears the details of Peter's discovery. Mike places a clue "up for sale" on ebay.	Mike finally makes direct contact with the elusive Xavier and trades him the "bugged" clue for another minor "Detail" clue that Xavier has. Natalie is furious and, will do anything to stay in the search. Peter learns about the ebay auction and through a series of internet "breadcrumbs," traces the auction to Mike.	Peter finds Mike's listening device and kicks Natalie out of his house. Natalie is out of the hunt for the "Detail" Urn and begins to work her way back into Xavier's good graces, while undermining his scheme. Mike discovers that the "minor" clue Xavier traded him is actually the key to the "Detail" Urn cipher puzzle. More surprisingly, Mike reveals that he is actually a master cryptologist; a savant with numerical and alphabetical codes.	Mike solves the Detail Cipher. He is ecstatic with his success, but realizes Xavier either didn't realize its importance or is much closer to finding the "Detail" Urn. Peter suffers a huge setback by not solving the "Detail" Cipher and is contacted by Xavier in a glowing message. Natalie discovers that Xavier is a former associate of Peter's and fellow puzzler who dropped out of sight after Peter found the "Color" Urn. Natalie also uncovers Xavier's plot to play the three against each other in order to find the "Detail" Urn himself, and that he has uncovered a clue that none of the three had been aware of.	Natalie, motivated both by her love of Mike and her concern for Peter, arranges a meeting. Natalie arranges to get Peter and Mike together for a meeting. Revealing what she has learned about Xavier, the three realize they must join forces to find the "Detail" Urn before Xavier does. Still harboring deep suspicions and resentments, the three form an uneasy alliance.	Peter, Natalie and Mike work together to take down Xavier but also watch their respective backs. Peter, Natalie, and Mike formulate a plan to take Xavier, down and provide them with the final "Detail" clue. They each lend their unique talents and information to the effort and successfully "sting" Xavier. They misdirect their enemy and gain the final "Detail" Clue.	Clue in hand, the characters must still hold their shaky partnership together and undertake the journey to actually unearth the "Detail" Urn. Peter, Natalie and Mike travel to its distant location and carefully go through the clues that lead them to its hiding place. After a perious search, they find the "Detail" Urn. Despite the "happy ending," we make it clear that their relationships remain complex and it's unclear about whether or not they will try to find the "Sound" Urn as a team	Narrative remains the same	Narrative status TBD
www.moretosee.com	Website launches with a splash page that opens to a full-screen image of a painting. By clicking on the painting, the page animates to a 4-sided cube. One side will contain the narrative visual. The remaining 3 sides will contain countdowns to the release dates of the three Perspective spots. From the cube page, the user always has a persistent link to the product range section, containing 21 product benefits.	Now on the moretosee.com homepage, the cube has the narrative visual, one face depicting the opening frame of the "Color" spot and two remaining countdown faces. The "Color" spot side of the cube is a videoplayer/flipbook of the entire spot. Items and people in the videoplayer/flipbook of the color commercial will be clickable via icon-some being clues and puzzles related to the narrative, some items directly related to product details.	Site is still live and active, all content still accessible	The second commercial, "Detail," is added to the videoplayer/flipbook and more narrative back-story is now available to the user.	Site is still live and active, all content still accessible	Site is still live and active, all content still accessible	Site is still live and active, all content still accessible	The third commercial, "Sound" is added to the videoplayer/flipbook and more narrative back-story is added and now available to the user.	Site is still live and active, all content still accessible	Site is still live and active, all content still accessible	Site status TBD
STORY SITES	By clicking on the painting, the user goes to a new site: www.bardalebenpuzzlers.com —home of the deep story of Horace von Bardaleben, his book entitled "Legend of the Sacred Urns" and the mysteries surrounding his life and work. A history of Peter's discovery of the first urn and the mysteries of two other unbound urns. This website is also the home of a discussion board—community vehicle where users can discuss the narrative.	When a user clicks on the characters themselves in the "Color" spot, it will take the user to the links of each of the characters: www.peter.moretosee.com , www.natalie.moretosee.com , and www.mike.moretosee.com . The diaries of each character are like a view into their head—an internal voice blog, presenting each character's perspective in their quest to solve "The Legend of the Sacred Urn." Each site embodies unique character traits that are representative of the Sharp TV's key attributes (color, detail, and sound). At this point the diaries are the back-story of each character—leading up to the car crash and their immediate reaction to the car crash. The user can also link from Natalie and Mike's sites to www.xavier.com , which provides the user information on the mysterious Xavier character. First clue website launches and expands upon the clues in the Urn puzzle.	Second clue website launches. Update character diaries to track the Urn narrative.	Third clue website launches. Update character diaries to track the Urn narrative.	Fourth clue website launches and expands on the Urn puzzle. Launch of www.morewaseen.com —a fan site that summarizes the story to date	Fifth clue website launches and expands on the Urn puzzle. Update character diaries to track the Urn narrative.	Update character diaries to track the Urn narrative.	Update character diaries to track the Urn narrative.	Update character diaries to track the Urn narrative.	Update character diaries to track the Urn narrative.	
EXTERIOR SITES	Link from Bardaleben website to www.amazon.com or similar website for a listing of out-of-print "Legend of the Sacred Urns" book.		Mike's clue goes live and on sale at www.ebay.com								
PAID MEDIA	Global TV and Print running	Global TV and Print running. US and Europe online media begins	Global TV and Print and US and Europe online media running	Global TV and Print and US and Europe online media running	Global TV and Print and US and Europe online media running	Global TV and Print and US and Europe online media running	Global TV and Print and US and Europe online media running	Global TV and Print and US and Europe online media running	Global TV and Print and US and Europe online media running	Global TV and Print and US and Europe online media running	Advertising stops
TEMPORARY SPACE	Narrative event TBD	Narrative event TBD			Narrative event TBD						