



Super Pre-Roll specification sheet

SAMSUNG

full interactive experience

Preroll video begins



Bug animates in, with two S3's demonstrating the picture and data transfer abilities of the S-Beam feature. Below, the lock-up and CTA fade into place.

23s Use Your Mouse to Interact with Ad



The video player shows a scene with a woman and a man. The woman is holding a Samsung GALAXY S III smartphone, and the man is holding another one. A blue beam of light connects the two phones, illustrating the S-Beam feature. The text 'Samsung GALAXY S III' is displayed in the center, with the tagline 'designed for humans, inspired by nature' below it. A blue button with the text 'Roll Over to Learn More' is positioned at the bottom of the text area. The video player interface includes a progress bar at the bottom, showing '00:00' on both ends, and a 'PLAY' button.

Samsung GALAXY S III
designed for humans, inspired by nature

Roll Over to Learn More

00:00 00:00

▶ PLAY 🔊

When Activated, the Slate animates in with a rotating gallery of feature demos for the S3, as well as a pop-up button displaying a store locator to help the user find the product.

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Samsung GALAXY S III

SAMSUNG

S Beam

It shares what's in your heart: place two Samsung GALAXY S III's back-to-back and you can transfer pictures, videos, and more.

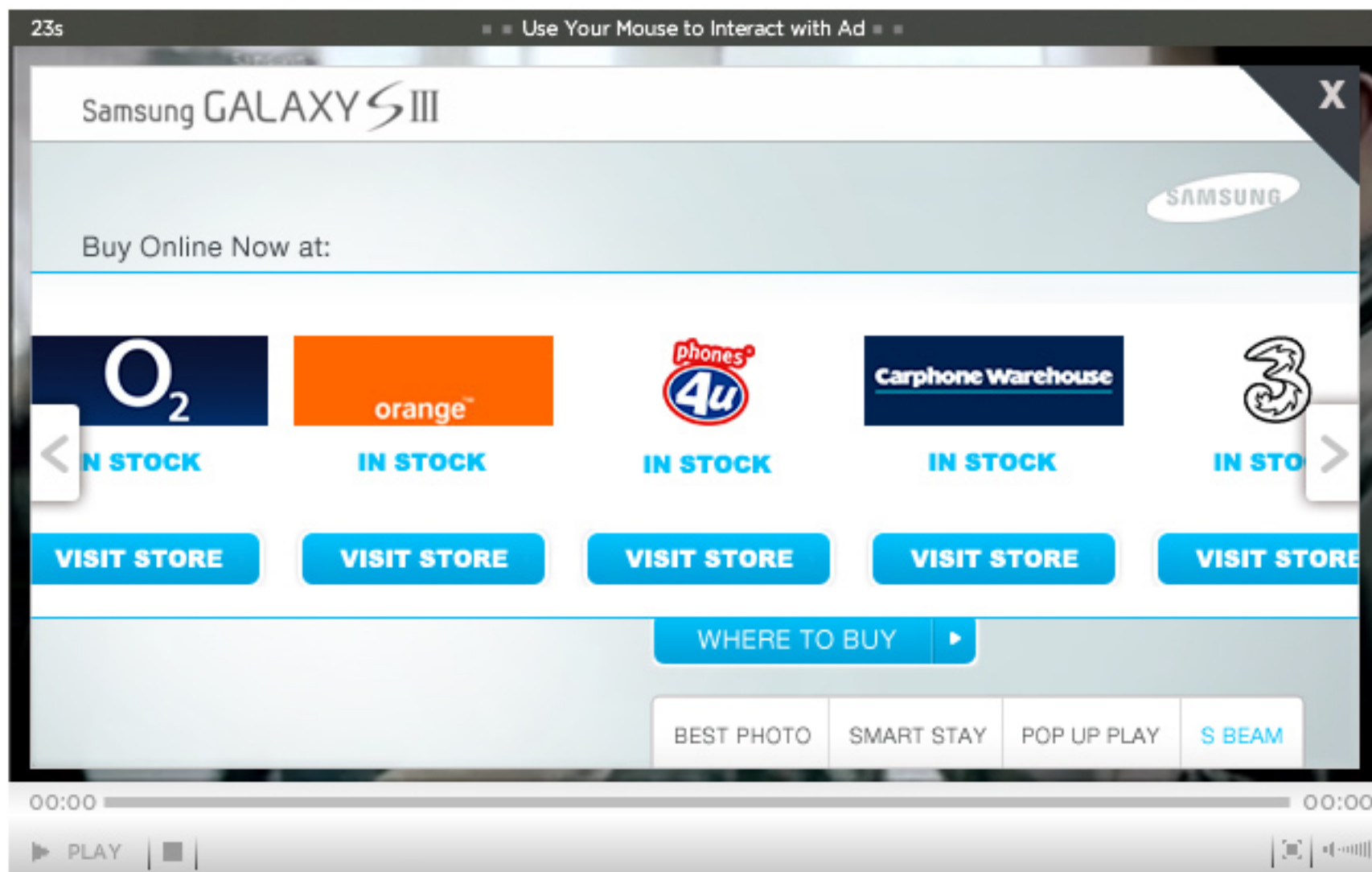
WHERE TO BUY

BEST PHOTO SMART STAY POP UP PLAY S BEAM

00:00 00:00

PLAY

When the user rolls over the “Where to Buy” button, a scrollable menu appears showing locations where users can buy the phone online.



TREMOR
VIDEO