

Oxford Media Sdn Bhd

# **Watch This Cyberspace**

## **SCRIPT**

Videotape Documentary  
for launch function  
and on-going marketing purposes  
Kuala Lumpur

**30th June 1997**

**Produced by  
Odyssey Films  
in association with  
Newton's Pty Ltd**

# 3rd Draft and FINAL - June 10 1997

| <b>VISION - GRAPHICS</b><br><i>Vision is indicative only and<br/>may change during production</i>   | <b>NARRATION</b><br><i>Those sections in italics are<br/>direct quotes from the recorded<br/>interviews. All other material is<br/>narrated.</i> |
|---|--|
| <p>The opening must be eye-catching, attention grabbing and very different.</p> <p>It will begin first with a black screen and sound only.</p> <p>The sound will be a sub-sonic tone, beginning soft and increasing in intensity.</p> <p>As it reaches very audible levels, the sky will appear on screen. Some futuristic imaging will be developed to denote space and communication through space.</p> <p>A second sound effect will come through - that of a modem with its quirky blips and scrambled statics. Every now and then, for a second only, a <b>modem</b> control panel, in extreme close up, will flash on screen, with lights leaping from side to side as contact is made.</p> |  |
| <p>The narration begins about 5 seconds into the vision.</p>  | <p>When the telephone was invented, people asked "Brilliant technology..... but what will we use it for?"</p>                                    |
|   | <p>More than a hundred years later, we're asking the same questions about the Internet.</p>  |

|   |  |
|---|--|
| Continuation of generated computer images depicting cyberspace  | The Internet is a volatile and rebellious medium of global expression and interaction.   |
|   | It's time consuming, it's difficult to navigate and it doesn't keep its secrets very well.   |
| Stock footage:<br><br>Kids on computers in an Internet environment  | But it continues to grow at a feverish pace.... it's expected there will be more than TWO HUNDRED MILLION web users by the turn of the century.  |
| Stock exchange images - showing computer banks, activity on the floor etc.  | Surveys predict that an ability to conduct business on the Internet will drive its future success.   |
| Montage of newspaper cuttings indicating that security is still biggest single problem<br><br>Graphic:<br><b>KPMG BUSINESS STUDY QUOTED ON THE INTERNET</b> | But concern about transaction security is still the single most significant barrier to electronic commerce.  |
| SOS call for world wide help for recent medical problem   | What's happening out there in Cyberspace is exactly what the frustrated Internet community predicted - <u>one day, somewhere, someone</u> will harness this unruly child, teach it some discipline and put it to work for the global good. |

|   |   |
|---|---|
| <p>General business images - bank frontages, business types with briefcases rushing from buildings, catching cabs, limos.</p> | <p>Before this can occur, a mechanism for conducting business on the Internet has to be devised..... one that can demonstrate accountable security for the electronic transfer of money, goods, services....even documents.</p> |
| <p>Opening Titles</p> <p><b>Watch This Cyberspace</b></p>   |   |
| <p>General downtown KL images at night.....activity, lights glinting off corporate logos.<br/>Stock shot...LRT</p>            | <p>It should come as no surprise that a Malaysian company took up the challenge.</p>  |
| <p>Images extracted from MSC video footage</p>  | <p>Malaysia is already turning world heads with the Multi Media Super Corridor initiative of the National Government.</p>   |
| <p>Images extracted from MSC video footage</p>  | <p>The MSC is integral to Malaysia's Vision of becoming a fully industrialised nation and an information rich society by the year 2020.</p>   |

|   |   |
|---|---|
| <p>Images extracted from MSC video footage</p> <p>Stock images of education and government offices</p>  | <p>The futuristic concept is designed to foster information technology and its many derivatives.....like smart cards, virtual medicine and education, and the utopian concept of paperless government.</p>  |
| <p>Prime Minister launching the MSC concept....he talks about the vision and narrator talks over....</p> <p>Introduce the Saterus Resources logo, supered over the "blue" image of the computer hubs in the Oxford Media office</p> | <p>Encouraged by Malaysia's fertile Government environment, the Malaysian public company, Saterus Resources Berhad, has become the first in the world to devise a series of inter-linking technologies which will, at last, bring commercial stability to the Internet.</p> |
| <p>Stock images from footage supplied by TV3</p>  | <p>Saterus Resources is itself a stable corporation, with substantial projects in its portfolio covering housing, commerce, industry and leisure.</p>   |
| <p>Stock images from footage supplied by TV3</p>  | <p>In China, Saterus is building the second World Trade Centre and its associated resorts.</p>  |

|   |   |
|---|---|
| <p>Stock images from footage supplied by TV3</p>  | <p>The company has interests in hotels and timber complexes in Fiji, engineering plants in Australia and even a chocolate factory in Shanghai.</p>  |
| <p>Establish name and spin out new Cybank logo in animated form.</p>                      | <p>Another company in the group, Oxford Media, has assembled the resources and the technical brains to develop <b>Cybank</b>.</p>   |
| <p>GRAPHIC</p> <p><b>Dato' Mohamed Kamal Hussain</b><br/><b>Oxford Media Chairman</b></p> | <p>00:11.33</p> <p><i>Our system has brought the world the closest it has ever been to a truly paperless and cashless environment that enables virtual commercial life.</i></p>                       |
| <p>From stock images, TV3 footage</p>   | <p>Dato' Mohamed Kamal Hussain is a visionary who is challenging the conventional - and time consuming way the world conducts its banking and commerce.</p>   |
| <p>GRAPHIC</p> <p><b>Dato' Mohamed Kamal Hussain</b><br/><b>Oxford Media Chairman</b></p> | <p>02:05:04</p> <p><i>Cybank provides a secure communication system between customers and merchants, customers in the widest sense of the word and merchants in the widest sense of the word.</i></p> |

|   |   |
|---|---|
|   | <p>In short, Cybank is a world-wide accounting and communication system, which allows real time on-line banking, instant electronic payments, document transfer and international trading at all levels - all conducted in a secure environment.</p>  |
| <p>Extra C/U credit card into slot in ATM</p>                                       | <p>The Cybank system dispels fears of credit card fraud.</p>  |
| <p>Cut to screen in C/U. Show curser clicking on pertinent interactive buttons.</p> | <p>00:05:29</p> <p><i>The purchaser, or the buyer will have to disclose his credit card number only once</i></p> <p><b>(EDIT OUT "to us and all his transactions with merchants who are on the Cybank Mall. ")</b></p> <p><i>He will not have to disclose his credit card number each time he wants to make a purchase, quite unlike the situation with the other systems in existence.</i></p> |
| <p>More of the same</p>   | <p>Cybank is activated by anyone, anywhere in the world, with a free software download.</p>   |

|                         |  |
|-------------------------|--|
| <p>More of the same</p> | <p>In a one-stop transaction, which is safeguarded by the most advanced encryption protocol available, the Cybank customer lodges funds in a Cybank account.</p>   |
| <p>More of the same</p> | <p>From there, customers can direct funds to purchase goods or services around the globe, pay bills, or move funds electronically....all with the simple press of a key.</p>   |
|                         | <p>As merchants, banks, utilities and governments come on-line, the possibilities of virtual commerce are limitless.</p>   |
|                         | <p>00:18:05<br/> <i>It will enable governments to feel safe operating the various government departments for example that require payments for various things, rates, rent, electricity, telephone charges. Even enable simple documents to be sold by government departments..forms, application forms etc, through the Internet.</i></p> |



|  |   |
|--|---|
| <p>Images extracted from British Telecom wilds</p> | <p>Oxford Media has developed some powerful global partnerships to ensure the successful delivery of its services.</p>  |
| <p>More of the same</p>                            | <p>Its electronic communication links are in the hands of <u>Concert</u>, the new alliance between British Telecom and the American communications giant MCI.</p>                                     |
|  | <p>Between them, they operate the world's largest Internet backbone network.</p>  |
|  | <p>It provides Cybank with the opportunity to promote phone-cash as the new, convenient source of finance for Internet trading.</p>   |
|  | <p>Rapidly spreading from USA and Australia to the rest of the world, phone-cash allows Internet customers to establish and maintain Cybank trading dollars by debiting their telephone accounts.</p> |
| <p>Citibank external images</p>                    | <p>An alliance with the world-wide Citibank, provides a proven banking platform for electronic funds transfer and money management.</p>   |

|   |   |
|---|---|
| Banking scenes interiors in C/U   | ...but all banks will be able to capitalise on the Cybank system, once they see that Cyberbanking is an opportunity - not a threat to conventional banking.   |
|   | 00:02:40<br><br><i>What we have today is an accounting system which can integrate into the banking system and allow transactions to be done between branches of all banks worldwide and between individuals from any part of the world.</i> |
| Everyday commodities on shelves...tangible items like fine shoes, clothes, antiques | Cybank is not competing...it is providing a mechanism which can be used by all to offer free trade in any commodity around the world.   |
| C/U ATM kiosks showing bank names...people using                                    | The current closed networks allow only communication between a financial institution and its customer.....closed-circuit banking, if you like.  |
|   | Cybank is a much wider platform - effectively putting control and choice back where it belongs, in the hands of the people.   |

|   |   |
|---|---|
|   | Now, for the first time, a value can be attached to all Internet commodities because Cybank can deliver a system of safe payment and delivery - right down to a value of one U.S. cent. |
| Racks of CD's, fine books (novels), art.                                | Cybank's technologies end the world debate on copyright and royalty infringements for Internet intellectual and artistic property.  |
| Newspaper racks. C/U of titles  | Newspapers around the world need no longer fear the day when newsprint becomes obsolete.  |
| New York Times home page on computer screen, scrolling through articles | A Cybank customer can buy the New York Times in Kuala Lumpur and will pay for the privilege - by the full edition, the page, the article or the paragraph.                              |
| Home page of Cyber Mall   | The global trading technologies developed by Oxford Media are already being proven through the Cybank Mall.   |
|   | 02:10:47<br><i>What we have created through the Cybank mall today is in fact a virtual world trade centre.</i>  |

|  |  |
|--|--|
| <p>C/U on appropriate interactive buttons on screen</p>                          | <p>With a speed and security never thought possible, Cybank customers are buying goods and services from their computer terminals.</p>                               |
| <p>More of the same</p>  | <p>Using their Cybank account, they can buy instantly and pay instantly - without divulging their credit card number.</p>  |
| <p>More of the same followed by item being shoved into a FedX bag or similar</p> | <p>The merchant is guaranteed of payment, and through an international courier arrangement, delivery of goods is also guaranteed.</p>                                |
| <p>RCA stock footage</p>   | <p>The leading Malaysian trading company RCA is among the first to exploit the global possibilities of online shopping in a secure, cashless Cybank environment.</p> |
| <p>INTERVIEW SEGMENT EXPLAINING PROJECTED GROWTH PATTERN.</p>                    | <p><i>To come</i></p>  |
|  | <p>Cybank is an open book system....it can never be considered an electronic loop-hole for international money laundering.</p>                                       |

|   |   |
|---|---|
| <p>Plain brown paper bag with a fistful of money being shoved inside and sealed</p>       | <p>Every transaction can be audited - down to the second it was transmitted, so Governments and central banks need have no fears about unaccountability.</p>  |
| <p>GRAPHIC</p> <p><b>Dato' Mohamed Kamal Hussain</b><br/><b>Oxford Media Chairman</b></p> | <p>00:30:40</p> <p><i>When our system is integrated into a banking system, the transmission, the free transmission of money or value worldwide becomes possible. At the same time every transaction is recorded and it is possible for a central bank to determine the level at which they would want to be informed and this can be done with the system that we have put in place. Therefore while it is safe and secure for transmission it is open for investigation at any time.</i></p> |
| <p>Stock footage of industrialisation images followed by traditional banking images.</p>  | <p>The Cybank system will be at the leading edge of the world shift from the industrial age to the age of information technology. In doing so, many concepts taken as the ultimate today, will be challenged - but not threatened.</p>  |

|  |   |
|--|---|
| <p>Mood shot of lonely computer casting desk shadow....no-one using...a screen saver slowly dancing around the screen - something very ordinary (the fish in the bowl screen saver or similar)</p> | <p>Among them will be the computer.</p>   |
| <p>C/U Hand slides smart chip from a phone. Show card in extreme close up</p>  | <p>00:13:56<br/> <i>...what would be possible with the introduction of smart card technology is for the Cybank account to be transferred into a smart card, making a smart card as we know today a lot smarter.</i></p> |
|  | <p>00:14:24<br/> <i>Then it would be possible for people to conduct all kinds of commercial transactions without being confined to a computer terminal.</i></p>   |
| <p>C/U A Cybank smart card being placed into a wallet.</p>   | <p>With Cybank technology, concepts of financial portability and flexibility establish new benchmarks.</p>  |
| <p>A phone card chip placed in the palm of a hand and the hand closes on it.</p>   | <p>It empowers the people - The world is, literally, in the palm of their hand.</p>   |

|   |  |
|---|--|
| <p>GRAPHIC</p> <p><b>Dato' Mohamed Kamal Hussain</b><br/><b>Oxford Media Chairman</b></p> | <p>02:12:39</p> <p><i>I foresee a situation in time,...and this is I think, every person's dream, every political masters dream, to create a situation, where the entire world will exist without the use of cash in all its known forms today, without the use of documents with all its various encumbrances today....but operating merely by thoughts...through the use of smart cards.</i></p> |
|   | <p>There is no limit to the scope of Cybank commerce on the Internet.</p>  |
| <p>Montage of images of bank, shop fronts, people</p>                                     | <p>Every bank, government department and seller of goods and services can gain instant international access.</p>   |
| <p>People pics - long telephoto shots showing mix of faces walking down street</p>        | <p>Except for purposes of tracking corporate finances, the world no longer has boundaries.</p>   |
|   | <p>The ultimate tests are around the corner.</p>   |

|   |   |
|---|---|
| <p>Stock exchange images and C/U of share script</p> <p>Script placed in envelope, stamped and sealed</p> | <p>Using a Cybank account, stocks and shares are traded on the stock exchange, and the scripts delivered over the Internet - probably a lot safer, and certainly a lot quicker than by any of today's conventional means.</p> |
| <p>Montage of shots showing commerce, banking, education (from stock) and medicine (from stock)</p>       | <p>Oxford Media's technologies already meet most of Malaysia's MSC imperatives - in the areas of commerce, banking, education, medicine and international trade.</p>  |
|   | <p>00:24:50</p> <p><i>Cybank will become the world standard (introduce vision before he looks down) or the bench mark for the world as a generic system for internet commerce.</i></p>  |
|   | <p>00:27:24</p> <p><i>We are committed to a continuous program of research and development and we intend to stay at the leading edge.</i></p>   |
| <p>Petronas towers at night with zoom in to blinking images high in the night sky</p>                     | <p>The sky is the limit ---</p> <p>Cybank is the brightest new constellation in Cyberspace.</p>   |



|  |  |
|--|--|
| <p>Closing Titles</p> <p>The same title which appeared earlier (Watch This Cyberspace) zooms out from background...suddenly, a curser in extreme close up hits an appropriate key and the screen goes black</p> <p>The Cybank World spins out with Cybank logo typeface.</p> <p>.....and graphic appears under.....</p> <p><b>Oxford Media Sdn Bhd</b></p> |  |
|--|--|

**SCRIPT SIGN-OFF**

**On Sign-off by the authorised officer of the Client company, the script will have reached a point of no return with regard to further changes in narrated text. Following Sign-off the script will be submitted for narration, therefore further changes will incur a cost penalty.**

**This script, subject to vision selection and the interview segment yet to be shot, was Signed-off as read and approved on**

.....

**by**.....

**Title**.....