

The Apple Channel

By

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INT. JOHN'S LIVING ROOM

John sits down on his couch and watches something on his brand new ipad mini.

INT. APPLE CHANNEL STUDIO

MARY

Welcome back to the Apple Channel!
You're in for a treat today,
Nicholas has some brand new goodies
to show us! Nicholas?

NICHOLAS

That's right, Mary! Today's show is
all about the future of personal
computing.

Nicholas looks straight at another camera.
But don't call them PC's.

Think about it; you've just bought
the ipad, then the ipad II. Then,
the ipad mini. What's missing?

MARY

Mary looks at camera, with mouth agape in anticipation

NICHOLAS

That's right, the ipad mini 2/3
scale!

MARY

Oh my God, of course!

NICHOLAS

It's half the battery life and
processing power of the ipad mini,
for 90% of the cost! Enjoy
immersive, user-driven apps such as
Minegraph and Plot the Functions
with Friends!

MARY

And all this for only \$299.99? I'll
take two!

NICHOLAS

But we didn't stop there! It's been
almost seven months since the
iphone 5 came out. In other words,

(MORE)

(CONTINUED)

NICHOLAS (cont'd)
an eternity. Ladies and gentlemen,
the wait is over! Introducing, the
iphone 6.

MARY

Mary puts her hands up to her face and gasps.

NICHOLAS
Utilizing new nano poly-alloy
construction, we've made the iphone
6 10% faster, and 3,200% smaller.
No more lugging around that big,
heavy iphone 5, or trying to find
the room to store it!

MARY

I know we've all been there.

NICHOLAS
Just pick it up, and place it
wherever you want.

Nicholas places the iphone 6 in his pocket.
It's that easy! Then, when you want
to make a call, there it is-

Nicholas tries to pull the phone back out, but cannot find
it. He pulls tons of crap out of his pockets.

MARY

Try the other pocket.

Jump Cut. They've finally found it.

NICHOLAS
"Texting has never been easier.
With the ultra compact keyboard,
every key is only a finger's length
away. (Show the finger just mashing
tons of keys as the user tries to
type a message. Show someone
receiving the text, and squinting
their eyes to try to read
gibberish.)

MARY

Let me ask you, is it any harder to
use the iphone now that it's
smaller?

NICHOLAS

Not at all, Mary. The iphone 6 may be the smallest yet, but this screen is huge! In fact, it's the equivalent of a 55" tv when holding it 0.5 inches in front of your eye!

NICHOLAS

iphone 6 - Makes iphone 5 look like iphone 3, and you loved iphone 3. Beat the crowds, order your iphone 6 today!

MARY

Funny story, I left my kids alone in the car for over 3 hours while I waited in line for my iphone 3.

NICHOLAS

I thought you only had one kid, Mary.

MARY

These iphones are going fast, Nick. What's that? Okay, my producer is telling me we only have three left in stock!

NICHOLAS

That's correct, and don't forget to pick up the all-new proprietary charger for it, too!

MARY

Now, I heard a rumor you had something very special you might be sharing with us today, Nick.

NICHOLAS

You heard right, Mary. Folk's, you're gonna want to start saving up your food stamps for this next one.

An assistant brings a case over to the booth. Nicholas smiles at her.

NICHOLAS

Thanks, babe.

Mary looks at Nicholas, then the girl, then smiles back at the camera.

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NICHOLAS
Presenting, the iphone 7!

MARY
Wow!

NICHOLAS
Maybe you're one of those people
who feels the iphone 6 is a little
too advanced for you? Or Maybe
you're a douchebag elitist who
doesn't know how to save money?
Well, the iphone 7 is the answer to
your prayers.

Weighing in at over 38 pounds, this
bad boy comes with over 400 kB's of
storage in sleek, 1980's design.

MARY
That's nearly 5 seconds of mp3's!

NICHOLAS
Making a call has never been
easier! Just flip it out of
stand-by, extend the antenna, find
the number in your contacts, and
dial it! It's that easy!

Nicholas struggles to hold phone up to ear.

MARY
You make it look too easy.

NICHOLAS
Feeling a little weak in the arm?
No problem, this baby's got
speakerphone built right in!

He flips a switch, the speaker whines from feedback.

MARY
Can you use it for entertainment?

NICHOLAS
Absolutely! A full selection of
apps are available from the App
Store, including Oregon Trail,
Where in the World is Carmen
Sandiego, and Angry Birds!

Nicholas puts one of the games in.
Just give it a second to load...

MARY
Seems to be taking a while.

NICHOLAS
It's not working...

MARY
What's wrong with it?

NICHOLAS
I don't know.

MARY
Read the manual.

NICHOLAS
It doesn't come with one!

Jump cut again.

MARY
The iphone 7 can be yours for just
74 easy payments of \$59.99.

NICHOLAS
Or order the limited edition iphone
7 black for just \$200 more!

MARY
What's the difference?

NICHOLAS
"It's black." He says, like "What,
are you a fucking idiot?"

A warning comes up on screen, "Warning: May Contain
Asbestos" Mary smiles, and places her hand on the phone.

NICHOLAS
Don't touch that.

MARY
(narration)
Don't forget to tune in next week,
when we'll be previewing the iphone
8, plus the brand new ipad III!

An image of a toilet with an iphone duct taped to it pops
up, followed by a menstruary pad.

Apple Logo is shown with funny slogan, end of video.

Extra notes:

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Nicholas wears a turtleneck?

crank that scrolls through contacts list, like the old gas station pumps. The characters don't all spin together.

iphone 6- trying to fit iphone 5 into a wallet, or the tiny pocket in jeans.

MSRP info (set very high), actual selling price. Quantity left. Info slider at bottom of frame. Logo in corner.