

Colfax High School  
Television  
**Product Review**

**Beginning:** What product are you introducing and how will it be used?

**The EGO Power 21 Select Cut Mower**

	<b>Video</b>	<b>Audio</b>
1	Camera Position: Eye Level Shot Composition: Full Shot Motion: None Description: Me Standing with the Mower	Welcome to Weekend Warrior I'm your host Wade Wolff. Today we are going electric with the EGO 21' Select Power Mower  Soundtrack
2	Camera Position: Eye Level Shot Composition: Medium Motion: None Description: Me Squatting next to the mower	I like working in my yard when I have good tools. So for lawnmowing, I am looking for something that I can set up quick, has plenty of power and makes my lawn look good . . .well as good as my lawn is going to look.  Soundtrack

Middle: Features, set up, demonstration of equipment

	Video	Audio
3	<p>Camera Position: Eye level            Shot Composition: Full            Motion: None            Description: Setting up the Mower  <b>Cut-In's:</b> Tight Shot of Green handle, Clips and extending the mower arm</p>	<p>I just pull it out, set it flat, unfold the bars and I am ready to insert the battery.</p> <p>Soundtrack</p>
4	<p>Camera Position: Eye Level            Shot Composition: Medium            Motion: None            Description: Squatting next to the mower  <b>Cut-In:</b> High/Tight Shot of battery install</p>	<p>The EGO boasts a 56 volt battery it is the powertrain for this entire machine and it goes in as easy as this.</p> <p>Soundtrack</p>
5	<p>Camera Position: High            Shot Composition: Tight            Motion: None            Description: Holding the bar and pushing the button</p>	<p>To start the motor we just hold the power button, pull the safety bar and we are good to go.</p> <p>Nat Sound: Machine starting up</p> <p>Soundtrack</p>
6	<p>Camera Position: Low            Shot Composition: Wide            Motion: None            Description: Standing behind the machine</p>	<p>Not going to lie I do not miss pulling and pulling and pulling to get my poorly maintenance gas machine to start.</p> <p>As you can see we have a variety of grass height, let's see how the Ego Power mower handles it all.</p> <p>Soundtrack</p>
7	<p>Camera Position: Eye-level / low            Shot Composition: Wide            Motion: None            Description: Standing behind the machine, start it and start pushing the mower towards the camera.</p>	<p>Nat Sound: Fire up Machine</p> <p>Soundtrack</p>
8	<p>Camera Position: Low            Shot Composition: Wide            Motion: None            Description: Me mowing the lawn</p>	<p>NAT Sound: Machine</p> <p>Soundtrack</p>
9	<p>Camera Position: Low            Shot Composition: Tight            Motion: None            Description: Mower going by camera, low angle showing it cut.</p>	<p>NAT Sound: Machine</p> <p>Soundtrack</p>

End: Re-cap of product, use and overall opinion and/or where someone could engage this product.

	Audio	Video
10	Camera Position: Eye Level Shot Composition: Wide Motion: None Description: Me breaking down the performance to include star ratings	Summary of performance : Ease of set up Maintenance Power Star rating for each