



iPosture B-roll Guide ***B-Roll Only (No Sound)***

Chapters 1-14: The iPosture/Posture in the Home and Office

Chapter 1 0:00:0

Close-up of man putting on iPosture

Chapter 2 0:00:18

Man chopping vegetables/posture correction in kitchen

Chapter 3 0:00:29

Woman cleaning/posture correction in kitchen

Chapter 4 0:00:50

Man at computer in home office

Chapter 5 0:00:58

Man at computer in home office/posture correction

Chapter 6 0:01:11

Man putting on iPosture in living room

Chapter 7 0:01:20

Man slouching while watching TV

Chapter 8 0:01:30

Man slouching/correcting posture while reading

Chapter 9 0:01:49

Woman slouching while typing on laptop

Chapter 10 0:02:23

Woman slouching while reading magazine

Chapter 11 0:02:36

Close-up of woman putting on iPosture

Chapter 12 0:02:48

Man playing piano/correcting posture

Chapter 13 0:02:59

Woman in office typing/correcting posture

Chapter 14 0:03:13

Close-up of typing

Chapters 15-19: B-roll of iPosture Creator Dr. Moacir Schnapp

Chapter 15 0:03:19

iPosture creator Dr. Moacir Schnapp with patients in clinic

Chapter 16 0:03:38

Close-up of iPosture creator Dr. Moacir Schnapp working with patient

Chapter 17 0:03:52

iPosture creator Dr. Moacir Schnapp examining monitor in operating room

Chapter 18 0:04:14

Wide shot of iPosture creator Dr. Moacir Schnapp walking down clinic hall

Chapter 19 0:04:29

Close-up of iPosture creator Dr. Moacir Schnapp with patient chart



iPosture B-Roll Guide **Sound Bite B-Roll**

Chapters 20-33: About the iPosture

Chapter 20 0:04:42

Why create the iPosture?

Chapter 21 0:05:08

Who created the iPosture, and how did you come up with the idea for the device?

Chapter 22 0:05:35

Why would a pain management specialist care about posture?

Chapter 23 0:05:53

What is perfect posture, and how does the iPosture help?

Chapter 24 0:06:16

Explain the technology of the iPosture.

Chapter 25 0:06:31

Is it easy to use?

Chapter 26 0:06:56

How does it work?

Chapter 27 0:07:15

How often do you program it?

Chapter 28 0:07:37

Exactly how does the sensor work, and when should you not wear the iPosture?

Chapter 29 0:07:56

Can you wear the iPosture during exercise?

Chapter 30 0:08:05

What are the ways you can wear the iPosture?

Chapter 31 00:08:28

Where do you and when can you wear the iPosture?

Chapter 32 00:08:43

How does the iPosture alert me, and can other people around you hear it?

Chapter 33 00:08:55

Is the iPosture expensive?

Chapters 34-37: Posture, Spine, Health and Pain

Chapter 34 0:09:09

Explain the spine/good posture.

Chapter 35 0:09:35

What does good posture do for your spine?

Chapter 36 0:09:52

Does posture affect overall health?

Chapter 37 0:10:10

What does improving posture do for someone's health?

Chapters 38-40: Posture and Women

Chapter 38 0:10:24

Can bad posture cause a belly pooch?

Chapter 39 0:10:54

How can improving posture help with a belly pooch?

Chapter 40 0:11:13

Is posture a bigger concern for men or women?

Chapters 41-42: Posture and Aging

Chapter 41 0:11:29

What role does posture play as we age?

Chapter 42 0:11:52

Does posture influence/worsen osteoporosis?

Chapter 43: General Posture Improvement Tips

Chapter 43 0:12:08

Can you give us some posture improvement tips?

Chapter 44: Posture and Confidence

Chapter 44 0:12:26

Can posture affect confidence?

Chapters 45-46: Posture and Work

Chapter 45 0:12:39

Is posture important for professionals?

Chapter 46 0:13:00

Can time at work actually worsen our posture?

Chapters 47-48: Posture and Men

Chapter 47 0:13:15

Should men care about posture?

Chapter 48 0:13:36

Explain how poor posture can affect men?

Chapters 49-50: Posture and Sports

Chapter 49 0:14:00

Does posture play a role in sports?

Chapter 50 0:14:20

Can you wear the iPosture on the golf course?

Chapters 51-53: Posture and Young People

Chapter 51 0:14:32

What happens to a young person with bad posture as he/she gets older?

Chapter 52 0:14:46

Is bad posture a common problem for young people now?

Chapter 53 0:15:10

What contributes to young people's poor posture?

Chapter 54: Posture and Musicians

Chapter 54 0:15:31

Is posture important for certain professions, such as musicians?