



COPY

May 10, 2004
FINAL AD Skit
Scottsdale, AZ

COURTYARD AMBIANCE

Courtyard area has Sarsaparilla Bar with bartender so our cowboy can take some swigs. Area can be decorated with real and plastic cactus and rolling sage brush.

ACTION

Five minutes before action begins, highly distressed woman dressed in western type apron, bonnet and calico dress comes running through designated areas. She is all a dither and is yelling to everyone she sees:

WOMAN

Careful fer your lives! There's a shootout between Crusty Rusty and The Nouveau Kid in the courtyard in 5 minutes! Don't miss it!! (She repeats lines or variation on it as she darts around to different groups of people)

SFX

One minute to action spaghetti western gunfighter music comes up on speakers hidden around the courtyard.

ACTION

(MUSIC UNDER AND FADES OUT AS ACTION UNFOLDS) Crusty Rusty dressed in black from hat to boots, looks mean and dirty; only 2 white teeth aren't blacked out. He gallops in on a stick horse with yarn main. He's hootin and a hollerin and waving his

pistol. He's wearing a double-holstered gun belt with 2 black guns. He also carries a small saddlebag over his shoulder and neck. He weaves in and out of the crowd yelling.

RUSTY

Ya seen The Nouveau Kid! Where's he hide-en!?? That yellow belly chicken of a man. Is he hide-en behind you??? (LOOKS BEHIND VARIOUS ONLOOKERS AS HE DARTS AROUND GROUP ON HORSE.) Come out chicken man!! Cock a doodle doo!! Come out and show yur face!

ACTION

Suddenly a voice rings out from the balcony over looking courtyard. It's The Kid. He's dressed in white from hat to boots and maybe even a few sparkles. He's wearing a double-holstered gun belt. He yells down to Rusty:

THE KID

Crusty Rusty!! You lookin for me!? Hold your ground boy, I'm coming down!! (He disappears).

ACTION

While we wait for The Kid to come down, Rusty is ranting and raving and galloping on his horse through the crowd. The length of this part will have to depend on how long it takes The Kid to get from the balcony to his white golf cart, which is how he will ride into the courtyard.

RUSTY

(STILL RUNNING IN THE MIDDLE OF AUDIENCE AND SHOUTING) The Nouveau Kid thinks he's taken over my territory, but he's wrong! I'm gonna send him back where he belongs! (STARTS TAUNTING) Come on Kid...I'm waiten!!

ACTION

The Kid cruises in smiling and waving to crowd and parks his golf cart near the sarsaparilla bar. He's chewin on a big piece of straw. He hops out of the cart and bellies up to the bar for a drink. He's very cool, calm and collected.

THE KID

(LOOKS AT BARTENDER) A tall cool one bartender. (TURNS TO RUSTY) Your startin to git on my nerves Rusty! You and your kind belong in the days **of Pong!** The world of business is movin on to Automation Desktop. Your ways *are old*. They're *losin* ways. They lose time, they lose money – they're losers like you! (HE GULPS HIS DRINK)

ACTION

Rusty gallops back to central area and jumps off his horse. He throws horse aside then feels bad and runs over and props him up against something and pats his head.

RUSTY

(TO HORSE) Good boy. (TO THE KID) Don't you talk to me that way Nouveau! You ain't so different You manage your projects just like the rest of us...one CD and printout at a time!!

THE KID

(STILL LEANING AGAINST THE BAR. SPEAKS VERY CASUALLY) Not really Rusty. With Automation Desktop your project never has to leave the computer – it all stays in one application – ya store the project as its built... easy for storage, easy for accessibility...Our data management handles your whole project fir ya. It's always on the server and ya never have to worry which version your looking at.

RUSTY

(PULLS 3 RING BINDER FROM HIS SADDLE BAG) But *we use* this handy 3-ring binder!

THE KID

(PULLS OUT GUN AND CASUALLY SHOOTS THE BINDER OUT OF RUSTY'S HAND) Forget it Rusty. This ain't high school...(SHOOTS GUN IN THE AIR) Yee Hah!!

RUSTY

Watch it Kid! Don't get smart! You still have to go huntin for applications when you need them!! (PULLS OUT CD FROM SADDLEBAG AND HOLDS IT UP IN THE AIR)

KID

Not really Rusty (SHOOTS CD OUT OF RUSTY'S HAND AND BLOWS ON TOP OF GUN BARREL BEFORE PUTTING BACK IN HIS HOLSTER.) The installs are stored right on the server; there ain't nothin ya have to look for. And all of your versions are right there too...makes that little government validation necessity a mighty purrtie thing...With Automation Desktop you open any project and it'll git ya what you need.

RUSTY

Ya don't have ta even click to git it?

KID

Not a single click...

RUSTY

Dang that's good!

KID

Yee Ha!!! (PULLS GUN AND SHOOTS A SHOT IN THE AIR)

RUSTY

What about enforcing standards, that's still a passel of hassle for all of us – and don't ya go telling me anything different.

KID

*I'm telling ya something different Rusty...All your engineers have the same library of reusable ladder, HMI and documentation. No more keeping copies of files on your own hard drive and copy'n em into your own project. Everybody starts from the same stuff. No mess, No fuss. Makes it a might easier to *enforce standards* if ya git my drift.*

ACTION

RUSTY STARTS HUFFIN AND PUFFIN AND STRUTTIN AROUND. PULLS BOTH GUNS AND STARTS SHOOTING AT THE KID'S FEET. THE KIDS STARTS DOING A LITTLE DANCE TO AVOID THE BULLETS.

RUSTY

I ain't dancing to your tune Nouveau! Sounds like no accountability to me!! (STOPS SHOOTING)

KID

Ya seem to be getting a little cranky Rusty! *It's all about accountability* ya dang fool! Everything from who, what and where is stored in the project every step of the way – the whole system provides its own tracking process.

ACTION

The two cowboys come together in the middle of the courtyard and start circling each other.

KID

I don't like dancing for ya Rusty so ya best hop on that sad excuse of a horse and gallop on outta here before I'm tempted to put the old ways COMPLETELY to rest...if ya git my drift.

ACTION

Rusty gallops off stage and scurries off to upper balcony. Kid saunters back to Sarsaparilla bar and starts chewing on his piece of straw again. Swigs back the rest of his drink.

KID

(ADDRESSES AUDIENCE) Rusty's livin in the past folks. Bottom line. With Automation Desktop everything is linked. Everything is one place. Easy to access, update and manage. Improving time to market, quality, productivity and ease of use is the sole focus ... of Rockwell Software Automation Desktop.

RUSTY

(ON BALCONY ON HORSE WITH GUN DRAWN. YELLS LOUD) Yo!! Kid Nouveau!! There ain't enough room in these parts for the two us!! (TAKES AIM AT THE KID)

KID

(LOOKS AT AUDIENCE) Ya know. He's right.

ACTION

Kid draws pistol from *other* holster. Takes aim at Rusty on the balcony and shoots. (SFX gun shot) and flag pops out of gun that says RS Automation Desktop. Rusty does overly dramatic dying scene with lots of dying noises and sinks to his knees and out of site. (MUSIC UP LOUD- "HAPPY TRAILS") The Kid jumps into his golf cart, tips his hat to the crowd and drives quickly off into the sunset.

KID

YEE Haw!!! (SHOOTS NOISY GUN REPEATEDLY IN AIR AS HE DRIVES AWAY.)

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