

Opening graphic: Consumer Electronics

DISSOLVE TO:

In a fairly wide shot, we see a dumpy living room couch. In front of the couch sits a coffee table overflowing with crap. Next to the couch stands a door.

The door opens and in walks The Consumer. Though not outright grungy, he is certainly a bit slovenly. Very casually dressed, and very eager, he happily plops down on the couch and opens a large shopping bag. Tossing the bag aside, he pulls out a big box festooned with photos and splashy graphics. The words "Universal Remote" are plainly visible on the front of the box.

He opens the box, pulls out the first layer of packaging, and tosses it aside. Next comes the manual. He glances at the cover just long enough to identify it as the instructions and then tosses it aside.

Finally, he pulls out the mighty Universal Remote itself, and a huge smile grows on his face. The remote is very large and very impressive-looking. In fact, if you didn't know that it was a remote, you might think it was a weapon of some kind, what with its huge assortment of buttons and seemingly endless array of spindly antennae.

Happy as a clam, the Consumer levels the Universal Remote at his TV and presses the power button. The TV comes on. Pleased that it seems to be operating, he leans back on his couch and prepares to work. He limbers up the fingers of his right hand, places his thumb on the channel button, and opens fire.

ON THE TV

The channels begin changing at an incredible rate, cycling up and down the entire range of 150 channels that the Consumer's Digital Broadband XP eSatellite Server System™ provides.

ON THE COUCH

With the remote shaking in his hand, the Consumer stares in awe at the raw power now at his disposal. He presses a button on the remote and the TV changes channels.

ON THE TV

We see a newscaster.

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NEWSCASTER

--the tornado wiped out 6 square blocks doing an estimated \$1.5 Billion in damage.

ON THE COUCH

The Consumer is visibly pained by the bad news. With a disgusted look on his face, he prepares to hit the channel button when he notices something on the remote.

ON THE REMOTE

We see a close-up of a section of buttons. In a grouping called "News" are two buttons: "Better" and "Worse".

ON THE COUCH

He decides to give it a try.

ON THE REMOTE

He hits the "Better" button.

NEWSCASTER (CONT'D)

--the tornado wiped out 6 square blocks doing an estimated \$1.5 billion in damage. Residents were thrilled at the news, many of them saying "We hated this neighborhood, and now, with all of our stuff gone, it will be much easier to move!"

ON THE COUCH

The Consumer looks at the remote, only now beginning to realize its power. He hits the channel button.

ON THE TV

We see a typical sitcom. Two people sit at a breakfast table.

GUY

Jane, can I ask you a question?

JANE

You just did.

Outburst of laughtrack laughter.

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CONTINUED: (2)

GUY
Alright, then can I ask you another
question?

JANE
You just did.

Even bigger laughtrack laughter.

GUY
Alright, then can I ask you...
(thinks for a moment)
...four questions?

JANE
Shoot.

HUGE laughtrack laughter.

ON THE COUCH

The Consumer can't believe the stupidity of what he's seeing.
He searches the buttons on the remote.

ON THE REMOTE

We see a close-up of a section of buttons. In a grouping
called "Sitcom" are two buttons: "Funnier" and "More
dramatic." He pushes "Funnier."

ON THE TV

GUY
Jane, can I ask you a question?

JANE
You just did.

Outburst of laughtrack laughter.

GUY
Alright, then can I issue a
declarative statement?

JANE
Sure.

GUY
You're a jerk!

Huge outburst of laughtrack laughter.

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ON THE COUCH

The Consumer is very happy. He looks down at his new device.

ON THE REMOTE

We see a group of buttons called "Character" with sub-buttons that include "Better-looking" "Taller" "Shorter" and many others.

He points the remote at the screen and hits a button.

ON THE TV

Guy gets a little better-looking.

ON THE COUCH

The Consumer hits another button.

ON THE TV

Guy gets a little shorter.

ON THE COUCH

The Consumer is very happy. Suddenly, he gets a more serious look on his face. An idea has come to him. He sets the remote down (very carefully, of course) and gets up.

IN A CLOSET

The Consumer snaps on a light and digs for something, a slightly frantic look on his face. Finally he finds it: a small video camera.

IN A CHAIR

He sets the camera on a tripod, raises it up, starts it rolling, and then sits in front of the camera.

IN THE CAMERA'S VIEWFINDER

We see the point-of-view of the camera. The Consumer just sits there. It's very boring. After a moment he reaches toward the camera and presses a button. The screen goes black.

AT THE TV

The Consumer puts a videotape into his VCR and hits play.

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ON THE TV

We see the footage of himself that he just shot.

ON THE COUCH

The Consumer eagerly sits back down and grabs the remote. He looks at the remote, searching the buttons.

ON THE REMOTE

We see the "Character" button group. His finger stabs the "Better Looking" button.

ON THE SCREEN

He instantly looks much better. His hair is fixed, his shirt is pressed, he's clean-shaven, and his posture is better. As the camera pulls back, we see:

THE COUCH

The Consumer sits, looking just as he does on the TV. As he slowly marvels at his newfound good looks, a HUGE smile grows on his face. He looks again at the remote.

ON THE REMOTE

We see his finger stab the "Richer" button.

ON THE COUCH

We see his surroundings immediately change. Suddenly, his couch is much nicer, his clothes are fabulous, the walls are painted a deep burgundy, and the Mona Lisa now hangs behind him. He looks at his surroundings and nods his head in approval. Looking again at the remote, he presses a button.

ON THE REMOTE

We see his finger hit "Smarter"

ON THE COUCH

A huge, thick, scary-looking textbook appears in his hand. The Consumer sets the remote down on the coffee table and begins quickly thumbing through the book, nodding in approval both at the contents of the book, and at his ability to understand them. Finally, he looks up, overwhelmed with happiness at his sudden good fortune.

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Deciding it's time to really get down to business with his new toy, he begins to set the huge book down on the coffee table. Unfortunately, in a fit of clumsiness, he knocks over a glass of the very expensive wine that now sits on the table.

ON THE TABLE

We see the wine quickly spread everywhere, drowning the remote which immediately begins to spark.

ON THE COUCH

The Consumer panicks, trying to grab the remote.

ON THE TABLE

The remote really starts smoking and sparking. Suddenly, it makes a particularly loud crack.

ON THE SCREEN

The Consumer has lost his new-found good-looks.

ON THE COUCH

He assesses the situation and sees the change. He looks more worried than ever and reaches for the remote when it really goes to town. Sparks and smoke flying, it starts repeatedly cracking, and as it does, everything starts changing.

He loses his wealth.

He gets shorter.

His wealth comes back.

His couch vanishes.

He gets taller.

He loses his wealth again.

He gets a beard.

He turns into a pregnant woman.

He turns into a dog.

He turns into a scruffy, ugly, homeless version of himself.

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Intercut with these scenes, we see the remote continuing to burn itself out. Finally, it's over. He's left sitting back on his original couch, but he looks awful. Dirty, unshaven, holes in his clothes.

He picks up the smoldering remote and pushes some buttons, but the image on the screen remains the same. He looks at himself in disbelief and sets down the remote. He leans back on the couch, despondent and worried. Suddenly, his brow furrows with another idea.

Slowly -- he seems to have developed a limp -- he makes his way back toward the TV. He grabs a video tape and looks at the label.

ON THE VIDEOTAPE

We see the label: Extra-strength VCR Cleaning tape.

BY THE TV

He looks at the tape, uncertain as to whether or not this is a good idea. Finally, he musters his nerve and inserts the tape. He hits play and goes back to the couch.

ON THE SCREEN

We see his image slowly start to morph and change.

ON THE COUCH

We see the changes finish, leaving him exactly as he started out before the whole trouble began. He breaths a sigh of relief.

FADE OUT

FADE UP

The same, empty scene that we saw at the very beginning. Again the door opens, and again the Consumer eagerly walks in with a shopping bag and sits on the couch. He opens the bag and pulls out another garish box. This time it reads "Global Positioning System."

He opens the box and tosses the first layer of packaging. Again, he acknowledges the existence of the manual and quickly tosses it aside. Finally, he pulls out the sleek, streamlined device. With an excited grin, he looks it over, stretches his fingers and presses a button. Immediately he vanishes.

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IN A DESERT WASTELAND

He suddenly appears. Stunned, shocked, and obviously concerned, he looks about as the wind howls around him. Sure enough, no one around and nothing but sand as far as the eye can see. He looks at the device and prepares to press another button. Then he hesitates. He mulls it over and decides not to risk it. Resigned, he drops the device and, as the camera pulls back, slowly begins the long walk home.

Fade out.

Credits.