

HYPHEN — FLEX FIT

STORYBOARD • 60s



THE LINE

iPhone 18 Pro Max Grip Case with Stand — a product film

A hyphen is a line that connects.

HYPHEN's strap is literally a line down the back of the phone. So the whole film is built on one thin line of light: it appears as a dash, becomes the strap, scans the product, draws its parts, absorbs the drop — and rewrites the case's color.

Four rules for every frame

01 Black void

Pure black studio. The only light in the frame comes from the line.

02 One ice-white line

A single thin line of light is the film's only accent — the hyphen.

03 Macro & blueprint

Extreme close-ups and technical line drawings explain every feature.

04 Color by light

The line sweeps across and rewrites the case color in the same shot.



BLACK



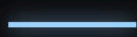
NAVY



PLUM



WHITE



THE LINE

From one dash to four colors

Reveal

0-11s



Detail

11-20s



Features

20-33.5s



Protect

33.5-41s



Color

41-52s



Close

52-60s



The line appears, becomes the product, explains it, protects it — and finally connects all four colorways into one word.

F01 - 00:00 > 00:02

The Dash

ACTION

Total darkness. One thin dash of ice-white light appears — the hyphen.

CAMERA

Locked, dead center. Slow 5% push.

SOUND

Silence, then one soft electric hum.

ON SCREEN



F02 — 00:02 > 00:05

The Line Becomes the Strap

ACTION

The dash turns vertical and lands on the case: the strap lights up, HYPHEN glows.

CAMERA

Locked front view, slight drift.

SOUND

Low pulse. Music enters.

ON SCREEN



F03 - 00:05 > 00:08

The Scan

ACTION

A horizontal beam sweeps down the back, revealing the case from the camera down.

CAMERA

Front view, slow push-in.

SOUND

Scanner shimmer on the sweep.

ON SCREEN



F04 — 00:08 > 00:11

Drawn by Light

ACTION

Half real, half blueprint: the line draws the product in precise technical strokes.

CAMERA

Static, perfectly symmetrical.

SOUND

Fine drafting ticks.

ON SCREEN

FLEX FIT — Grip Case with Stand



F05 – 00:11 > 00:13.5

Letters of Light

ACTION

Macro: the line traces the embossed letters H, Y, P one by one.

CAMERA

Macro slide, left to right.

SOUND

Three soft ticks.

ON SCREEN



F06 – 00:13.5 > 00:16

Grip

ACTION

Two light rails run along the strap's edges — the grip, defined by light.

CAMERA

Low-angle macro push up the strap.

SOUND

Rising whoosh.

ON SCREEN

GRIP.

F07 - 00:16 > 00:20

Anatomy

ACTION

Exploded view: strap and SmartTrigger™ layers float out, each part labelled.

CAMERA

Slow 15° orbit.

SOUND

Mechanical release clicks.

ON SCREEN

Feature labels, in frame

Removable Grip Strap —



— SmartTrigger™ Button

— Metal Stand

— Corner Impact Cushions



F08 - 00:20 > 00:23.5

MagCore

ACTION

Rings of light pulse out from the magnetic ring across the navy case.

CAMERA

Top-down, slow push-in.

SOUND

Three magnetic pulses on the beat.

ON SCREEN

MagCore 7™ — 3x Magnetic Hold



F09 – 00:23.5 > 00:26

The Angle

ACTION

The metal stand flips open; an arc of light draws its opening angle.

CAMERA

Side macro, hinge in focus.

SOUND

Sharp metal click.

ON SCREEN

STAND.



F10 - 00:26 > 00:30

Two Modes

ACTION

Portrait and landscape, side by side, standing on one line of light.

CAMERA

Slow lateral track, low.

SOUND

Two soft landings.

ON SCREEN

Portrait & Landscape Stand



F11 – 00:30 > 00:33.5

Carry

ACTION

The line runs through the carabiner and down the wrist strap; the chrome flares.

CAMERA

Diagonal macro, tilting down.

SOUND

Carabiner snap and a chime.

ON SCREEN

Detachable Wrist Strap



F12 – 00:33.5 > 00:38

Impact

ACTION

The case drops onto the line. It bends like a sound wave and throws sparks.

CAMERA

Low, at the impact point. Speed ramp.

SOUND

Half a second of silence, then the bass hit.

ON SCREEN

ProGuard™ Drop Protection



F13 – 00:38 > 00:41

Four Corners

ACTION

Darkness. Only the four corners light up, like brackets around the phone.

CAMERA

Static front view.

SOUND

Four ticks, one per corner.

ON SCREEN

Corner Impact Cushions



F14 - 00:41 > 00:47

The Line Rewrites Color

ACTION

A vertical line sweeps across; behind it the case changes: black, navy, plum, white.

CAMERA

Locked. Same position for every color.

SOUND

A whoosh on every pass, on the beat.

ON SCREEN

Four colors.



F15 — 00:47 > 00:52

Connected

ACTION

All four colorways in a row, joined by one line of light — dashes in one word.

CAMERA

Slow push-in.

SOUND

Music swells.

ON SCREEN

BLACK — NAVY — PLUM — WHITE

F16 — 00:52 > 01:00 • END CARD



Strapped for Comfort.
Ready for Action.

H Y P H E N

The line shrinks back to a single dash, then becomes the hyphen in the logo. Final sound: the metal stand click from the opening.

Format & pipeline

Item	Spec
Duration	60 seconds · 16 frames
Format	16:9 master · 9:16 social cut-down
Frame rate	24 fps, speed ramps on impact and macro moments
Music	120 BPM — every cut and color change lands on the beat
Pipeline	AI stills from brand renders → AI motion → compositing for light lines, labels and color swaps
Colorways	Black · Navy · Plum · White