


RATED - S 



STORYWORLD REBOOT

PRE-VIZ+STORY DEVELOPMENT

▶ THREE VERTICES OF STORY STRUCTURE

1. A branded and recognizable character.
2. A relevant and timely social issue.
3. A rich story world that is new.

SMART GUNS

The Second Amendment and Smart Guns



STORY

BLUE BEETLE

A DC character with a young, quirky perspective



SPACE CORPS

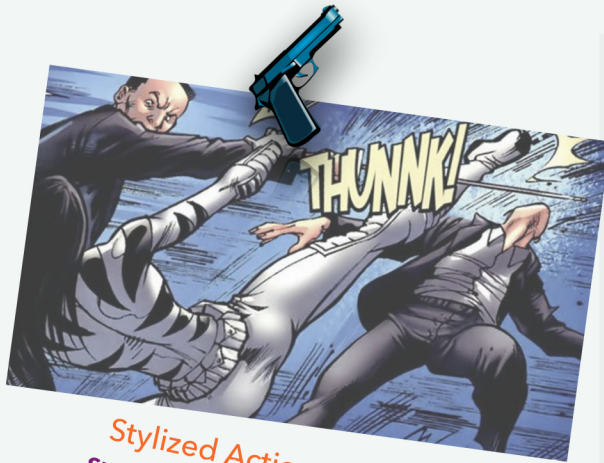
Congress passed legislation



DIRECTOR'S VISION

*A comic book movie, made on a low budget, with social relevance.

▶ WHY SO VIOLENT?



Stylized Action Sequences

Stylized violence can be achieved through montage, frame rate and POV camera design.

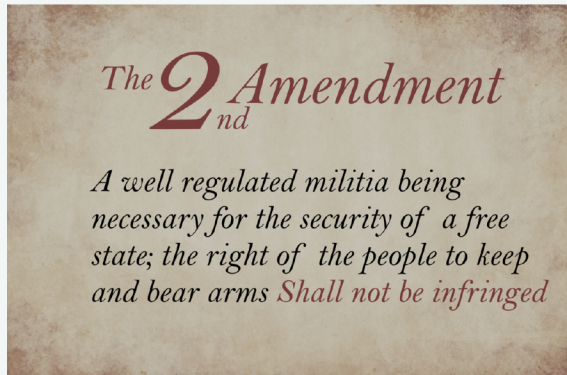
- It's a **Crime THRILLER** with a SUPERHERO origin.
- Limited locations and **DAY FOR NIGHT Neo-Noir**.
- **Dystopian** futurist look at **SMART GUN** technology.
- Treats **GUN VIOLENCE**, HORROR and TERROR *stylistically*.
- Uses a multi-point subjective camera aka **3D/360 ZOOM TIME**.

- 3D/360 ZOOM:**
- 1) **MONTAGE**—Hitchcock's *Psycho* shower scene used 78 shots across 45 seconds of screen time, creating an emotional field-of-view that allowed the actual violence to be left in the viewer's imagination.
 - 2) **VARIABLE FRAME RATE**—Super-SLOMO and one-shot multi-angle frame rate changes add objective visual drama.
 - 3) **SPHERICAL/POV CAM**—Body cameras and continuous field-of-view shots create hyperreal subjectivity.

GUN VIOLENCE STATS+THEMATIC ZEITGEIST

*A controversial social issue with an epidemic rate of mass gun violence.

▶ SECOND AMENDMENT RIGHTS



- Private citizens own 350 million guns in the U.S.
- There are 113 guns per 100 citizens in the U.S.
- The CDC is prohibited by law from funding gun violence research.
- 1 out of 3 homes with guns have kids. Accidental gun discharge at home is 89% fatal among children.
- **District of Columbia v. Heller** (2008) gun legislation presents the most controversial and misunderstood protected constitutional right.

By presenting arguments using narrative, Americans can pre-visualize new gun technologies.

SUPREME COURT RULING: <https://supreme.justia.com/cases/federal/us/554/570/>

FICTIONAL SMART GUN TECHNOLOGY

**High concept guns designed to stimulate real world innovation.*



▶ SCI-FI PROTOTYPES^{POINT-N-SHOOT}

- **PHASAR** – practice shooter / arcade sim; ALSO SHOTS BUBBLES; can be used for AV recording or citizen's arrest.
- **FRENZY** – micro-bullet w/ nanotech neurotoxin; neuro inhibitor; non-lethal target deactivation.
- **F-RAY** – short-range ultrasound wave; causes temporary hearing loss; disequilibrium; and sun burn; non-lethal.
- **SLEEPER** – guided smart dart (pistol or drone); lethal without anti-serum; target needs immediate life support.

REAL WORLD SMART GUNS + VENTURE CAPITAL

***Hollywood and Silicon Valley join forces to launch Blue Beetle narrative.**

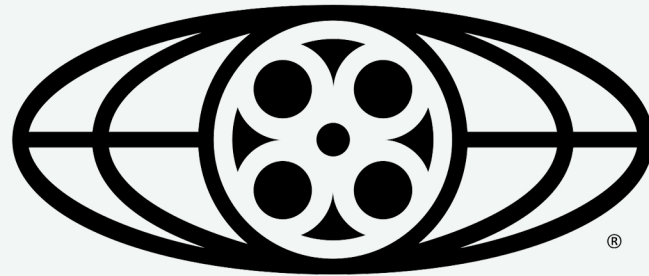


30,000 people will die from accidental gun discharge this year.

It's taken 40 years to make cars safer – but now the whole industry is focused on safety.

▶ INVESTOR PROFILE

- **DON KENDALL, Jr.**— son of Pepsi Co. CEO Don Kendall, who is a gun owner, avid hunter and serial entrepreneur.
- Had a child in first grade, and lived two towns from Sandy Hook Elementary, at time of massacre.
- Got 40 investors together to launch SMART TECH FOUNDATION which funds smart gun technology.
- Supports innovation in user-recognition, biometrics and RFID, as well gun safety ecosystem.



MOTION PICTURE ASSOCIATION OF AMERICA



MPAA RATINGS INNOVATION

Procedural updates can improve ROI and the quality of content in Hollywood.

Historically, ratings creep has supported more tolerance of violence, language, sexuality, drug use,... pushing the limits of each category.

Operationally, the MPAA runs on subtraction (it will be recommended you remove certain scenes, camera angles, dialogue, etc.), since the content is already made.

The S-rating, instead, starts at the beginning of the filmmaker process. Just like Kellogg's fortified breakfast cereals (necessarily due to milling), any genre-based IP can be fortified by essential story values generated by a brain trust the filmmaker assembles.

At heart, Rated-S is a QC development process where qualitative tools support metric factors in the greenlighting process. But it is also branding. The movie industry is perhaps the only major consumer-facing marketplace that does not have a recognizable sustainability initiative.