

A large, abstract graphic of a digital wave or signal, composed of many thin, glowing lines in shades of blue and red, set against a dark background. The wave starts from the left, rises to a peak, and then tapers off towards the right.

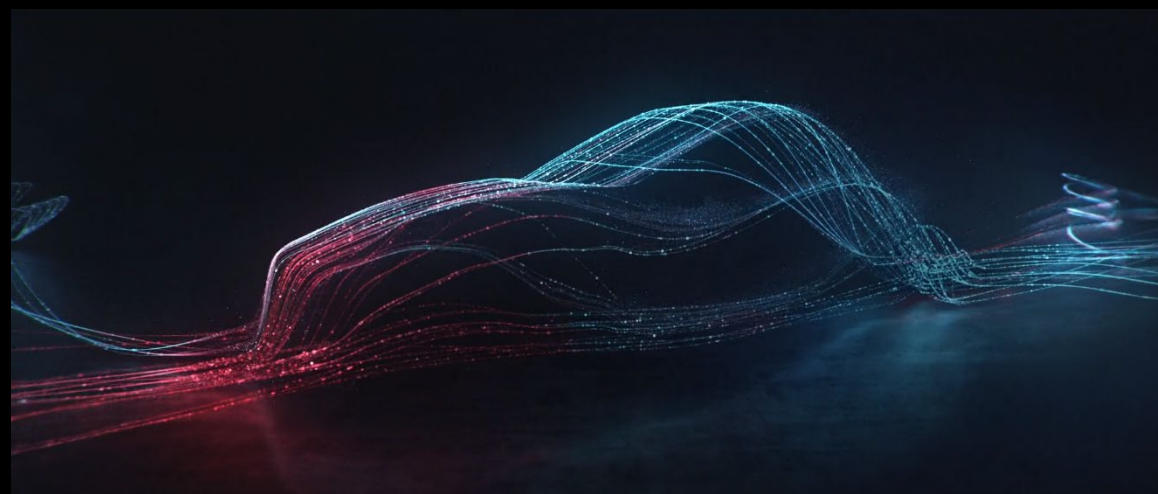
OSR - ARTIFICIAL INTELLIGENCE
ONE BRAIN, ONE COMPUTER

TREATMENT BY: ELI SVERDLOV

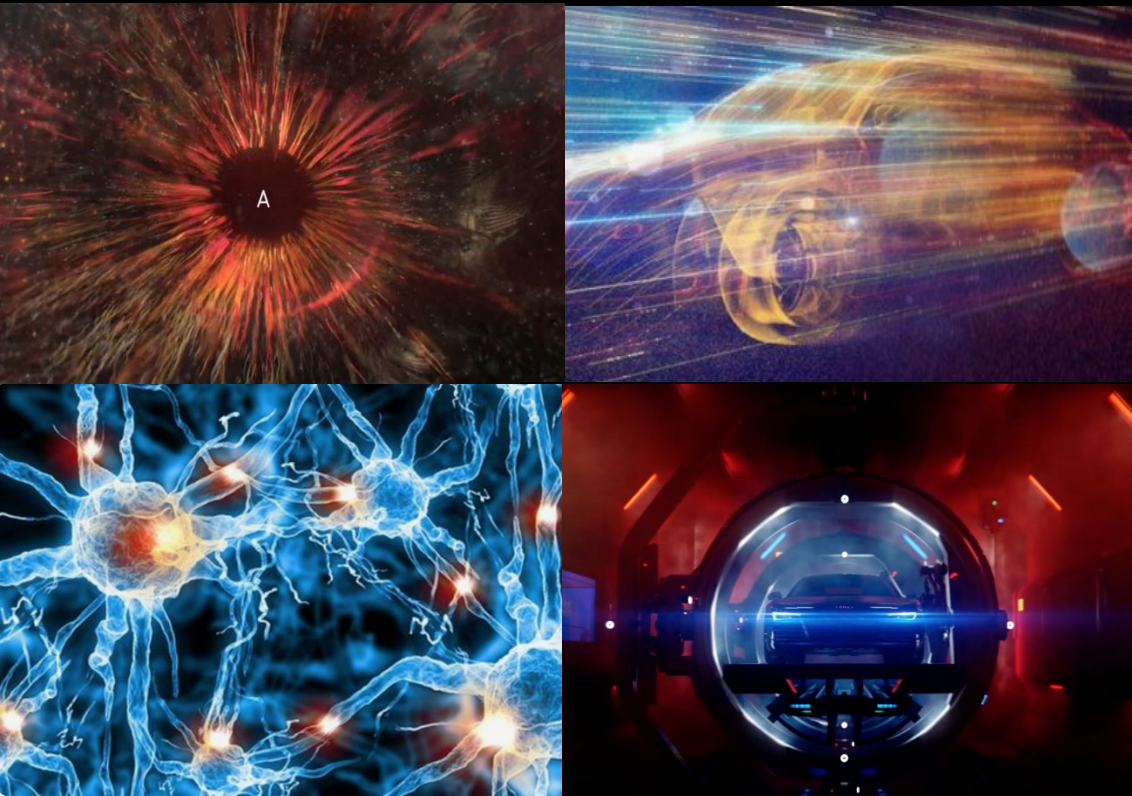




ONE BRAIN, ONE COMPUTER



OSR is the future of mobility – it will free us the drivers to enjoy and maximize our long moments in the car. It has the ability to free us, body and mind, so we can do much more with our time and can experience new things. One brain, one computer - that gathers inside it all the information we can only dream about.



ONE BRAIN, ONE COMPUTER



This computer has all the capacities and options for connecting anything to everything else. It knows all there is to know about the state of our car at any moment, and knows almost everything about you – your habits, your preferences - and it knows a great deal about everything around you and the whole world. It continues thinking and initiating where your brain's limitations start.



ONE BRAIN, ONE COMPUTER





ONE BRAIN, ONE COMPUTER

This computer talks in all languages, it's your personal interpreter and mediator – your bodyguard, your teacher and your friend.

This is the platform that will allow everyone to go wild with creativity, to dream and develop and make accessible a completely new world for drivers.

It's the new world of mobility.

In this campaign, we are presenting two movies, in a continuing experience that completes the idea of one brain, one computer.

A close-up, low-angle shot of a man's face and upper torso underwater. The water is a deep, clear blue, and numerous small bubbles are visible around him. The man has dark hair and is looking downwards with a slight smile. He is wearing a light-colored, short-sleeved shirt.

MOVIE # 1

NOW YOU'RE FREE

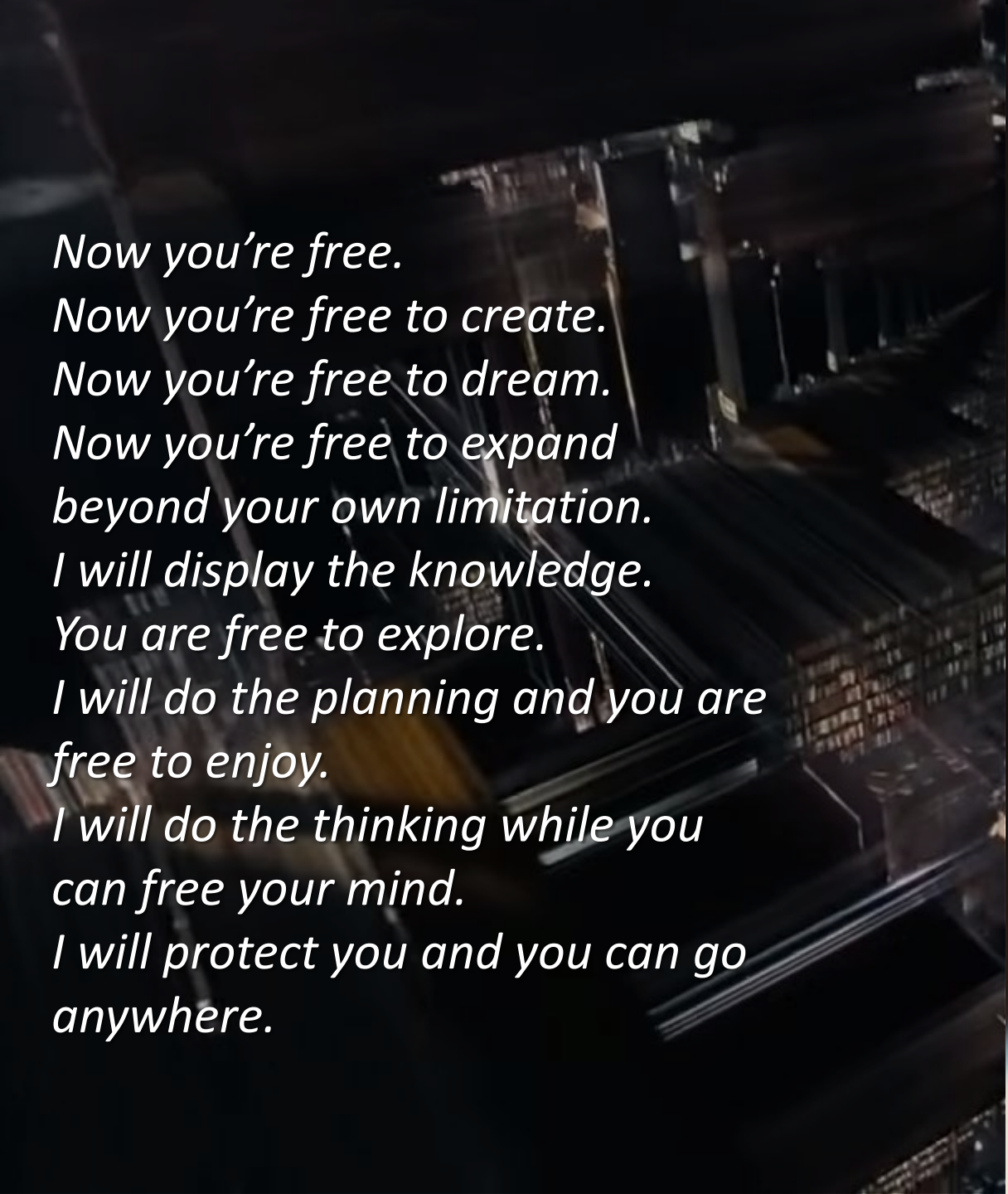


N O W Y O U ' R E F R E E


It's an eye-catcher movie that draws people to watch it, due to its very surreal powerful image.

It's talking about freedom in the digital world.

My inspiration comes from the iPad movie of Apple and the famous final scene in *Interstellar*, I'm sending the links for you to watch. It's accompanied by dramatic text and music that gets you into the mood.



*Now you're free.
Now you're free to create.
Now you're free to dream.
Now you're free to expand
beyond your own limitation.
I will display the knowledge.
You are free to explore.
I will do the planning and you are
free to enjoy.
I will do the thinking while you
can free your mind.
I will protect you and you can go
anywhere.*



N O W Y O U ' R E F R E E



N O W Y O U ' R E F R E E T O C R E A T E

This is the future of mobility - now you are free. In the movie we see a man wearing regular clothes, floating in a surreal limbo which could be space or maybe underwater. In the beginning he's in a driving position but then he releases his body, stretches out to the side, starts to kind of dance with zero gravity in the air.





NOW YOU'RE FREE TO DREAM





N O W Y O U C A N



F R E E Y O U R M I N D



The background of the image is a dark, atmospheric scene. On the left side, there is a wall composed of numerous horizontal, slightly blurred lines in various shades of grey, black, and a few hints of blue and orange, suggesting a digital or data-driven environment. In the center-right, a person is visible, appearing to be floating or walking in a surreal, limbo-like space. The overall lighting is low and moody, with some light reflecting off the digital wall.

N O W Y O U ' R E F R E E T O E X P A N D

We notice this very surreal limbo is made up of walls apparently constructed from digital materials - very sophisticated that seem to breathe. A combination of something synthetic and organic.

Beautiful colors, constantly moving. The guy is floating and creating an artistic composition with his body. He seems to be walking along a wall, almost touching it with his feet or hands, sometimes coming close to the wall. It's as if he's lifting shutters, looking to the other side, very like the movie *Interstellar*.



MOVIE # 2

I KNOW YOU



I KNOW YOU

This movie tries to explain in an artistic, poetic way, what this computer is capable of, what is its uniqueness and how it connects up to so many things.

It's not a movie that explains, but it dives more into visualizing how this brain situated in your car can link you and your car to the whole world.