

MEADE INSTRUMENTS CORPORATION
“YOUR ADVENTURE IN ASTRONOMY”
WAL-MART P.O.S. VIDEO

Scriptwriter: Richard Bellikoff

VIDEO

Stock footage: Spectators watching NASA
rocket launch at Cape Canaveral

Family member setting up telescope in
backyard

Montage - shots of at least some of the
following, possibly with computer graphic
labels:

- Comets
- Earth-orbiting satellites
- Rings of Saturn
- Titan (Saturn's moon)
- Cloud belts of Jupiter
- Jupiter's moons
- Phases of Venus
- Craters & mountain ranges of the moon
- Andromeda galaxy
- Orion nebula

Montage - nature shots, such as:

- Bird
- Butterfly
- Seashore
- Mountain

AUDIO

NARRATOR (V.O.):

So you're thinking about visiting the moon -- exploring the planets --
even traveling to other galaxies. Well, you can, tonight --

(Music up for montage)

-- right in your own backyard, with your new Meade telescope.

Experience some of nature's most awesome celestial spectacles up-
close and personal.

(Music up for montage)

You can also view an endless array of fascinating objects right here
on Earth.

(Music up for montage)

Group shot, Meade telescopes: 60AZ-S, DS-60, DS-60EC, DS-114EC, ETX-70AT

Wal-Mart offers a wide selection of Meade telescopes to meet your needs.

Intercut close shots of 60AZ-S & telescope in use by family member

The 60AZ-S is the perfect telescope for the beginning astronomer --

Computer graphics:

60AZ-S

- **60mm glass optical objective lens**

- **Includes:**

- **2 eyepieces**

- **Free astronomical software - \$79 value**

Montage, shots of:

- Craters & mountains of the moon
- Rings of Saturn
- Cloud belts of Jupiter

Montage, nature shots:

- Bird
- Butterfly
- Seashore
- Mountain

-- or the casual nature lover.

Intercut close shots of DS-60 & telescope in use by family member

Superb optics make the Meade DS-60 an out-of-this-world choice for the novice stargazer.

Computer graphics:

DS-60

- **60mm refractor lens = sharp images**

- **Advanced aluminum tripod = added stability**

- **Advanced mount = superior precision**

- **Includes 3 high-quality eyepieces**

- **Upgradeable**

Montage, shots of:

- Andromeda Galaxy
- Orion Nebula
- Other galaxies

Intercut close shots of DS-60EC & telescope in use by family member

Computer graphics:

DS-60EC

- **All the features of DS-60**
- **Adds ease & convenience**
- **Electronic tracking at the push of a button**

Montage, shots of:

- Deep space galaxies
- Star clusters
- Nebulae
- Planets
- Various land objects

Intercut close shots of DS-114EC & telescope in use by family member

Montage, shots of selected deep-space objects

Computer graphics:

DS-114EC

- **361% brighter images**
- **Observe fainter objects in greater detail**
- **Provides lifetime of serious observing**

#492 EC in use by family member

Computer Graphics:

#492 Electronic Control (EC)

Standard with DS-60EC & DS-114EC telescopes

For the more serious astronomer, the DS-60EC includes the Meade Electronic Control System as standard equipment -- allowing push-button tracking of astronomical and land objects.

The DS-114EC is designed for a lifetime of astronomical study. The stunning images it produces are 361% brighter than the DS-60EC's, allowing you to observe fainter and more distant deep space objects in greater detail.

The Meade Electronic Control system is the biggest innovation in telescope design in the last 25 years. It lets you track celestial objects that would normally move out of the telescope's field of view as the Earth rotates. Four precise tracking speeds are right at your fingertips.

Intercut close shots of ETX-70AT & telescope in use by family member

Computer graphics: **ETX-70AT**

Montage, detailed shots:

- Star clusters
- Galaxies
- Nebulae
- Panoramic land views
- Birds

#495 Autostar in use by family member

Computer Graphics:

#495 Autostar Computer Controller

Optional with DS-60EC & DS-114EC telescopes

Standard with ETX-70AT

ECU - Autostar LCD display, scrolling down "guided tour" menu of a celestial object, e.g.:

- Rings of Saturn
- Andromeda Galaxy

The ETX-70AT is the ultimate Meade telescope. Its extremely versatile, compact 70 millimeter optical system makes it the choice of those who seek bright, wide-field images of star clusters, galaxies, and nebulae, as well as panoramic land views. The ETX-70AT includes the revolutionary Autostar Computer Controller as standard equipment.

The amazing Autostar lets you explore the universe with the confidence of a professional astronomer. Plug it in, and you're ready to locate virtually any astronomical object -- automatically! Autostar's database contains over 1500 objects. Just enter the name into the Autostar display and press "Go To" -- and the telescope moves to perfectly place your object in its field of view, then tracks it across the sky as the Earth rotates.

Autostar's liquid-crystal display offers daily "guided tours" of the sky and directs you to showpiece objects, including the moon and any planets that are visible. There's a detailed description of each object. Most Autostar users see more celestial objects in 20 minutes than Galileo saw in a lifetime.

CU - cover of 5/99 *Sky & Telescope* & inside page showing article, "A Hot Telescope Gets Even Hotter" (Shoot from Meade promo brochure)

Computer graphics:

"The ETX/Autostar concept will go down as the greatest happening in amateur astronomy yet. . . . The EXT/Autostar is not just a new telescope system. It's a revolution!"

**Sky & Telescope
May 1999**

Montage, Meade manufacturing footage

Computer graphics:
**Meade Instruments
Irvine, California**

Sky & Telescope Magazine called Autostar "the greatest happening in amateur astronomy yet . . . not just a new telescope system. It's a revolution!"

No matter which Meade telescope you choose, you can count on the Meade name for quality, performance, and value. Since 1972, Meade has led the way in telescope technology for the serious amateur. Meade Instruments -- the world's largest manufacturer of telescopes for the amateur astronomer.

CU - Wal-Mart Vision Center logo

(Music up for close)