

Hardware and Software Commercial
60 Second Video Spot
Episode 1: Odd Couple Roommates

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Characters:

Hardware is based on the character of Felix Ungar. He's buttoned-down and rigid in his processes. His back is sore from working too hard, he's constantly cleaning his hard drive, and frankly bored by running the same programs all the time.

Software is based on the character of Oscar Madison. He's a slob, homeless guy pushing a shopping cart of belongings and constantly bragging about his new features and capabilities - but only if he can find a home. Software is always clicking and scrolling through an invisible computer monitor.

Scene:

Both characters appear on an empty stage. Hardware is reading the classified ads in a newspaper and glancing over at Software who is surfing the web on an invisible computer monitor.

Music:

Music in background starts 3/4 way through. Odd Couple theme song: "Da-do-doo-doo-do-doo..."

ACT ONE: They are both looking for a new home.

Hardware: Hey there Software, uhmmm, what are you doing?

Software: Hey Hardware dude, I'm surfing the web for a new casa. Surf's up!

Hardware: *Looks puzzled because he can't see what Software is looking at.*

Uhmmmmm, OK. Do you see a lot of homes listed on...in...over...there?

Software: Ahhhh man! There's like condos and apartments and everything. Hey, how much does a ranch cost, because with all my new software features I'm going to need a righteous amount of space.

Hardware: *(Shrugs at question)*

So where are you living now?

They both look at the shopping cart. Software is embarrassed, whereas Hardware is just confused.

ACT TWO: Midpoint & Confrontation.

Software: Yeah, I really hate to let people see me like this. If I don't find something soon the next version of me will be out and I'll be called back.

Hardware: To Software Heaven?

Software: Redmond, WA *(sighs)*

Hardware: *(Adjusts collar and jacket smugly.)*

You know, you'll never be able to use any of your features without hardware to run it on. And frankly, I'm getting soooo tired of the same old programs all the time.

(Looking dejected now while pulling a broken expansion board out of his jacket and dropping it on the ground)

I mean LOOK AT ME! I'm capable of just about anything....

They both have the same idea at the same time as shown on their faces – a light bulb simultaneously lit by two switches.

Hardware: You know Software, I see here *(shows classified ad in newspaper)* there's a nice big place with plenty of room and amenities, and even services. *(drops more hardware)* It's affordable and nearby.

(motions to a direction with his head)

(Music fades In)

ACT THREE: Resolution.

Software: You'd do that for me Hardware dude?

(Flicks a large bug off his own shoulder)

Hardware: Consider it done. I think we're going to be great together.

They both turn around and walk away. Software has large bugs (insects) following him as he pushes the shopping cart. Hardware is trailed by peripheral cables braided into a long tail sticking out of his "SCSI port".

The camera pans out to show them walking towards a door with a Company sign.

As they walk away their voices trail off as music volume increases.

Software: Dude, I have some great websites to show you.

Hardware: Defrag! Defrag! Defrag!

Software: Oh no problem man; I can do that and you won't even know I'm home....

Fade to white, Company logo fades in.

End