


Shelly Flood Gen4

Script

| VO | Scene Description | Visual Reference |
|---|---|---|
| <p>Life's full of little accidents...</p> | <p>Quick montage of funny everyday accidents</p> <ul style="list-style-type: none">- a person texting and walking into a window- burnt toast smoking from the toaster.- hitting your toe on the table leg |  <p>The visual reference section contains three stacked images. The top image shows a man in a black t-shirt and brown pants walking past a window, looking down at his phone. The middle image shows a white toaster with two slices of burnt toast popping out, with smoke rising from them. The bottom image shows a close-up of a person's foot hitting the dark wooden leg of a table.</p> |

Water damage doesn't have to be one of them.

Water leaking from the kitchen countertop to the ground.

Shelly Flood Gen4 is in the background.



Meet Shelly Flood Gen 4.

Focus changes to Shelly Flood Gen4.

Text appears on the screen: "Meet Shelly Flood Gen4"



Protect the priceless. Whether it's a painting or a family heirloom, Shelly Flood Gen4 detects leaks instantly—even in hard-to-reach spots.

A leak forms next to an old painting. Water is moving closer and closer to the painting.

Cut to the device under, sensor cable extended.



With a 2 m extendable leak sensor cable &

Wi-Fi, Bluetooth & Zigbee connectivity options for ultimate flexibility

There is more: Shelly Flood Gen4 is Matter certified

Visualize how the cable can cover big kitchens

(the same slide as for Gen4 devices)

Phone screen for Matter (without the Hey Siri one)

You can place it behind appliances

The scene shows a laundry room: The sensor cable goes behind the washing machine and dryer.



or in areas you rarely check.

– Kitchen: Cable runs under kitchen cabinet, and focus behind an open dishwasher and a fridge

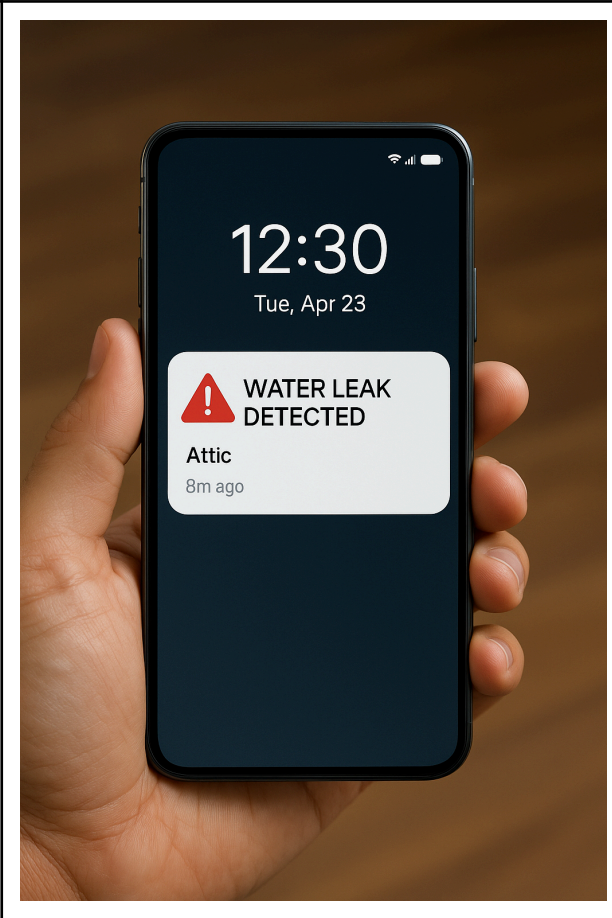


And alerts you—right away, right where you are.

A person takes his phone out of his pocket.

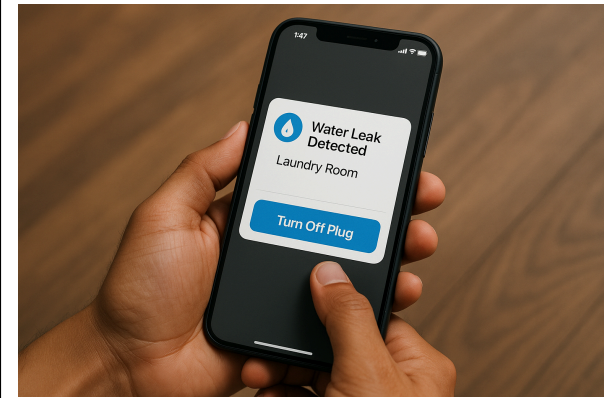
Cut to a close-up of the mobile alert on the phone screen.

Sfx: Buzzing vibration of a phone. Alert noise.



Pair it with other devices to turn off appliances the moment a leak hits.

Phone buzzes. The user shuts off water at home






Slip it under your fridge or dishwasher. With an extendable sensor cable and IP44 protection, it covers more ground—and keeps working in damp environments.

A wide shot of a kitchen.

Close-up of a cable animating around the dishwasher and fridge.



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|--|---|--|
| <p>Battery-powered for flexibility and uninterrupted operation</p> | <p>Close-up on the device. The text is written up on the right side of the screen.</p> |  |
| <p>Two modes - Flood and Rain Detection.</p> | <p>Dark parking garage. Water seeps from a pipe. A small drop falls down from the ceiling. Sfx: Rain</p> |  |

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| <p>Even in rugged conditions, Shelly Flood Gen4 keeps watch—so you don't have to.</p> | <p>The camera moves right on a slider to Shelly Gen4.</p> |  |
| <p>– <i>Rain Mode</i> for increased humidity detection</p> | <p>- Semi-sheltered patio and clouds: an awning is being activated to cover the outdoor furniture</p> | <p>- This can be recreated with shutterstock videos.</p> |
| <p>Place it anywhere a leak could catch you off guard.</p> | <p>Split screen of a garage and attic</p> | |

Wrap. Place. Protect.
That's all it takes to install Shelly Flood Gen4 under your laundry setup.

Visualization of the cable going around the washing machine.



Need more control? Choose between the three main alert styles.

Split-screen: three rooms, each showing different usage modes. Calm graphics overlay: Intense | Normal | Economic.



Intense Mode blasts alerts where every second counts.

Server room



Normal Mode is perfect for everyday peace of mind.

Kitchen



And Economic Mode?
Silent, energy-saving protection—ideal for
vacation homes or remote places.

Mountain cabin



Shelly Flood Gen4.
Detect fast. Act faster.

Hero shot of Shelly Flood Gen4. Subtle
product UI overlay. Logo + tagline appear.

