


Shelly Presence Gen 4_v3

Script

VO	Scene Description	Visual Reference
<p>Traditional motion sensors only see movement. Stop moving... and they stop caring.</p>	<p>Dark toilet cubicle. Slow camera push-in movement.</p> <p>A person waves frantically at a PIR sensor → light turns on after a long delay.</p> <p>We only see the hand waving above the cubicle.</p> <p><i>Sound effect(SFX): Exaggerated sigh of frustration.</i></p>	

Shelly Presence Gen4 is a smart detection sensor that knows you're there, even when you're not moving.

Product beauty shot.
Shelly Presence Gen4 is on a shelf in the living room with a spotlight shining on it.
At the back is a person watching TV out of focus,



Wi-Fi, Bluetooth, Zigbee.
It fits right into your smart home.

Transition:
The camera moves to the right-hand side, and the previous background disappears.

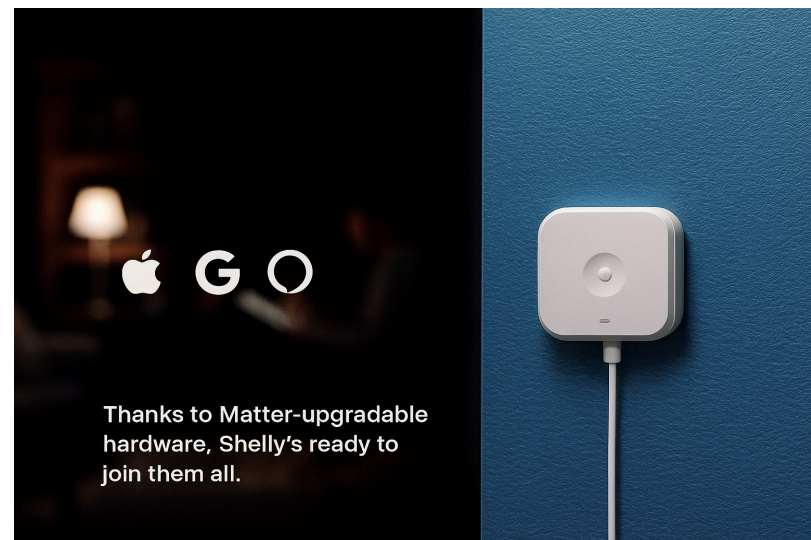
The device is now in 3D space.
The icons animate to its right.



Apple, Google, Alexa — thanks to **Matter-compatible hardware**, Shelly's ready to join them all.

Transition:
The background changes again with a quick camera movement to the right-hand side.

The device is on a wall, and the icons appear to its left.



With **radar precision**, it detects presence instantly - no waving required.

Blue lights scan the room like radar while the camera moves back in the living room.

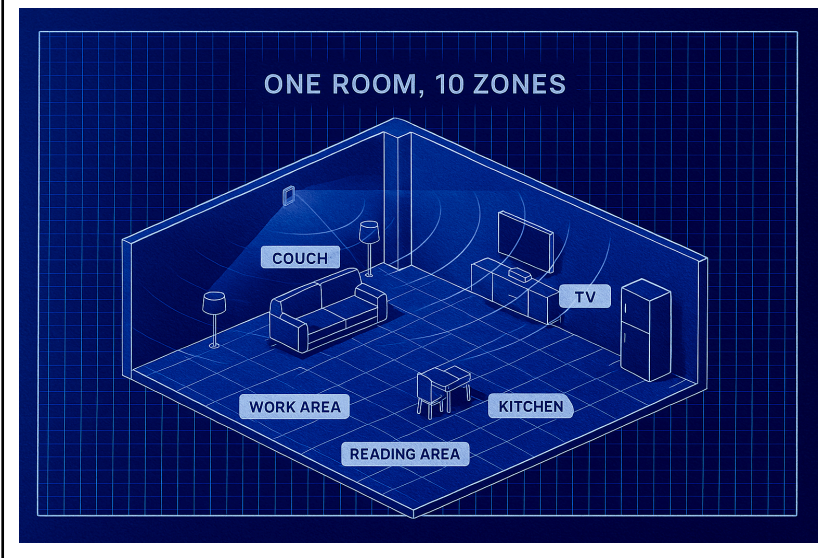


Create up to 10 zones and track 6 people **at once**.

More animated graphics showing on the screen.

6 small dots moving representing the people moving in the space.

Text 42 sq.m. animates on.



Where you go, the **light follows**.

Lights follow someone walking from the sofa to the kitchen.

The light turns off in the living room.

Hard cut to an office space. Same setup.

People walk from one zone to another and lights follow them.



When two people walk in, **Shelly starts the meeting automatically.**

Office meeting room. Two people walk into an office.
The glass wall instantly blurs.

Overlay text on the screen:
Scene ON: Meeting time



When you wake up, **Shelly Presence Gen4** wakes the room with you.

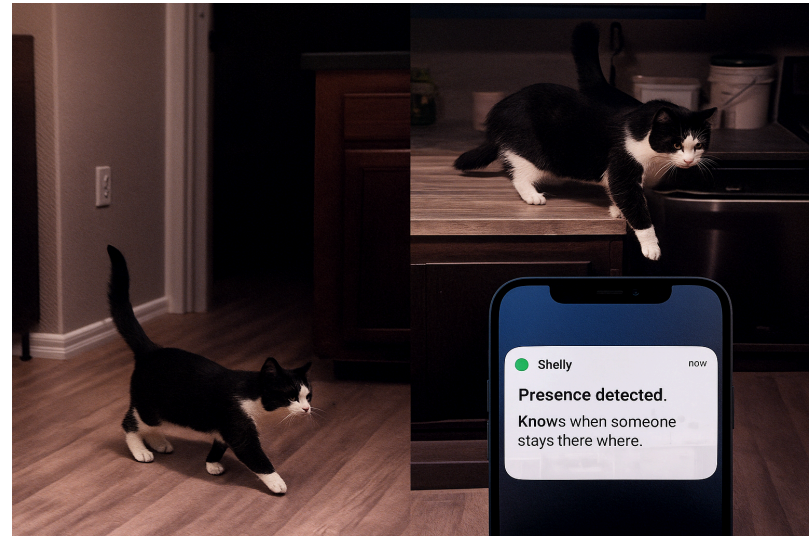
Morning light. A cozy bedroom.
A person touches a fuzzy carpet with their feet
The curtains automatically open — letting warm sunlight in.



Your cat can roam the floor.
Just not the countertops.

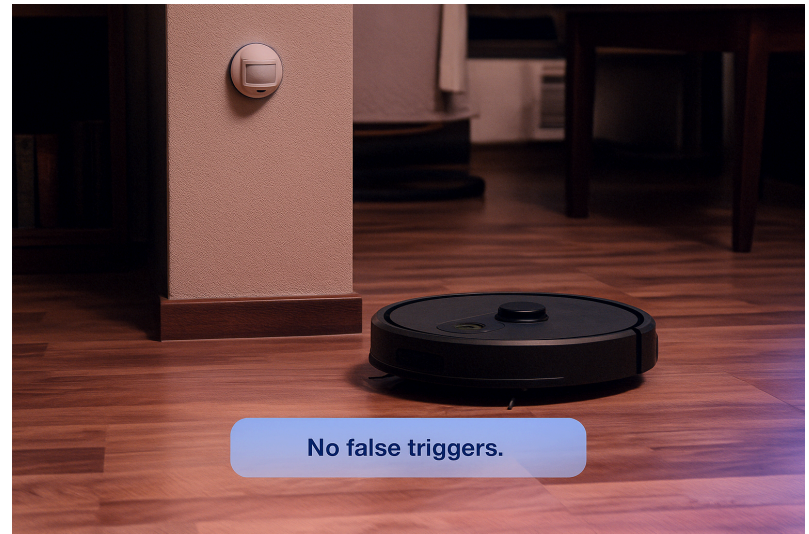
A cat strolls across the floor — nothing happens.

The cat is on the counter → Shelly app instantly lights up “**fluffy presence detected.**”



Forget false alarms from robot cleaners, too.

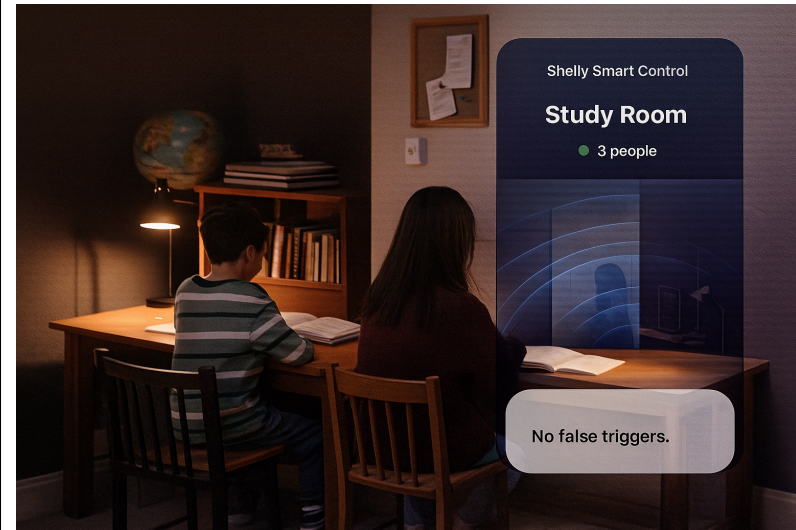
Robot vacuum moves, sensor ignores it



Shelly doesn't guess - it knows when the study session's getting crowded.

Kids are studying in a room. Overlay of Shelly's app shows how many people are in the room.

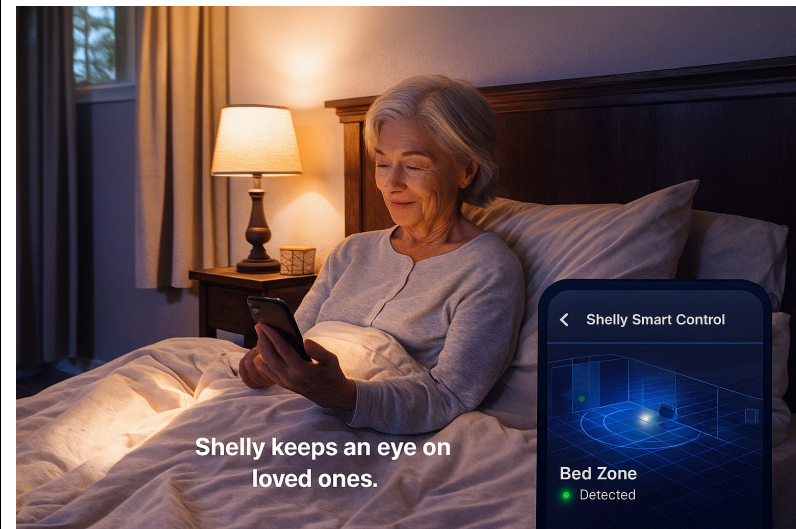
The count gets bigger.



Shelly Presence Gen4 can keep an **eye on loved ones**, too.

Bright, cozy bedroom. An **elderly woman** is comfortably sitting up in bed, reading a book

Overlay of the app shows Bed Zone - Presence detected.



When a room empties, Shelly **helps you save energy** — automatically.

The room goes empty. The app shows dots leaving. Lights turn off.



The built-in light sensor knows when it's dark — and when it's not.

Left side: Living room in **daylight** — bright natural light through the window, lights **off**.

Right side: The same room in **darkness** — curtains closed or night outside, Shelly automatically turns the **lights on**.

Subtle UI overlay on each side

- Left: *Light level: Bright*
- Right: *Light level: Dark → Lights ON*



While you're away, **Shelly Presence Gen4 stays alert.**

Shadow play.
We have a shadow of a window inside the room on the floor.
A figure appears at the window and tries to open it.
Darker light scene.

A notification pops up on the screen saying: Presence detected.



Compact. Discreet. **Easy to place
anywhere.**

Beauty shot, product rotates in 3D.



Lights on. No waving. No waiting.
Just **Shelly Presence Gen4**,
doing its thing.

The same bathroom cubicle from the
start.

The lights are already on.

The person is whistling happily.

Foot tapping on the floor.

Sound of newspaper pages turning.



Shelly Presence Gen4.
Advanced Detection for Smarter
Automation.

End with 3D product shot. Logo and
tagline on the right side.

