

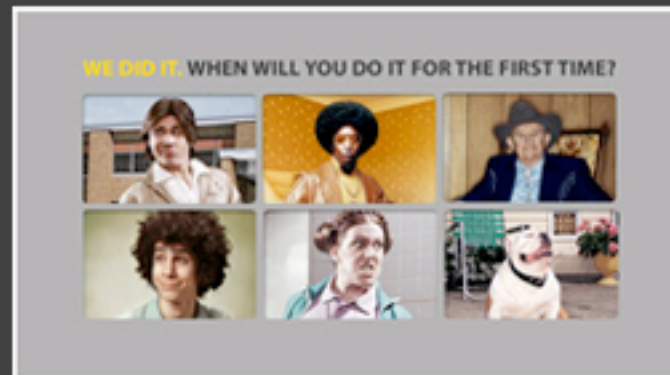
**HELIX**  
HELIX

**I did it for the first time...**

## Concept

Everyone remembers their first time. Create momentum around the launch of the Inno and the Helix by playing off of the double entendre of "the first time" as a way to explain all of the firsts that these devices and services will now make possible--the extreme portability of satellite radio, the ability to record live programming, the ability to bookmark broadcasts and songs for later reference and download, the ability to merge radio and MP3, etc.

## Storyboard



### Scene 1

User enters on the landing page where he can select one of the six stories. Each story will start with an **I did it...** headline, describing a mood, location or situation in which they have used the BunA.



### Scene 2

Story opens up: headline intrigues to explore further.

If not interested in the character's story, user can click directly to go the demo of the BunA at the bottom right.



### Scene 3

After clicking to go deeper into the personal story, the user will discover how the character is using the BunA through a short animated story.

Each character story will center around one of the value proposition related to the BunA: Save It, Bookmark It, Discover It, Go with It, Manage It.

At the end of the short story, one can click to the demo or select another story at the bottom of the screen.

**WE DID IT.** WHEN WILL YOU DO IT FOR THE FIRST TIME?







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SELECT ONE OF OUR FIRST TIMERS



**HELIX**  
HEAR IT. CLICK IT. SAVE IT.



XM SATELLITE RADIO - LISTEN LARGE



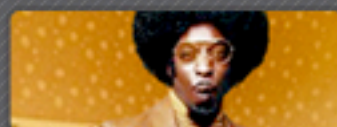
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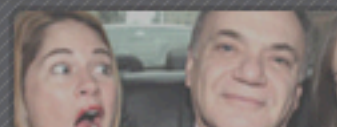
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SELECT ONE OF OUR FIRST TIMERS



**HELIX**  
HEAR IT. CLICK IT. SAVE IT.



KM SATELLITE RADIO - LISTEN LARGE

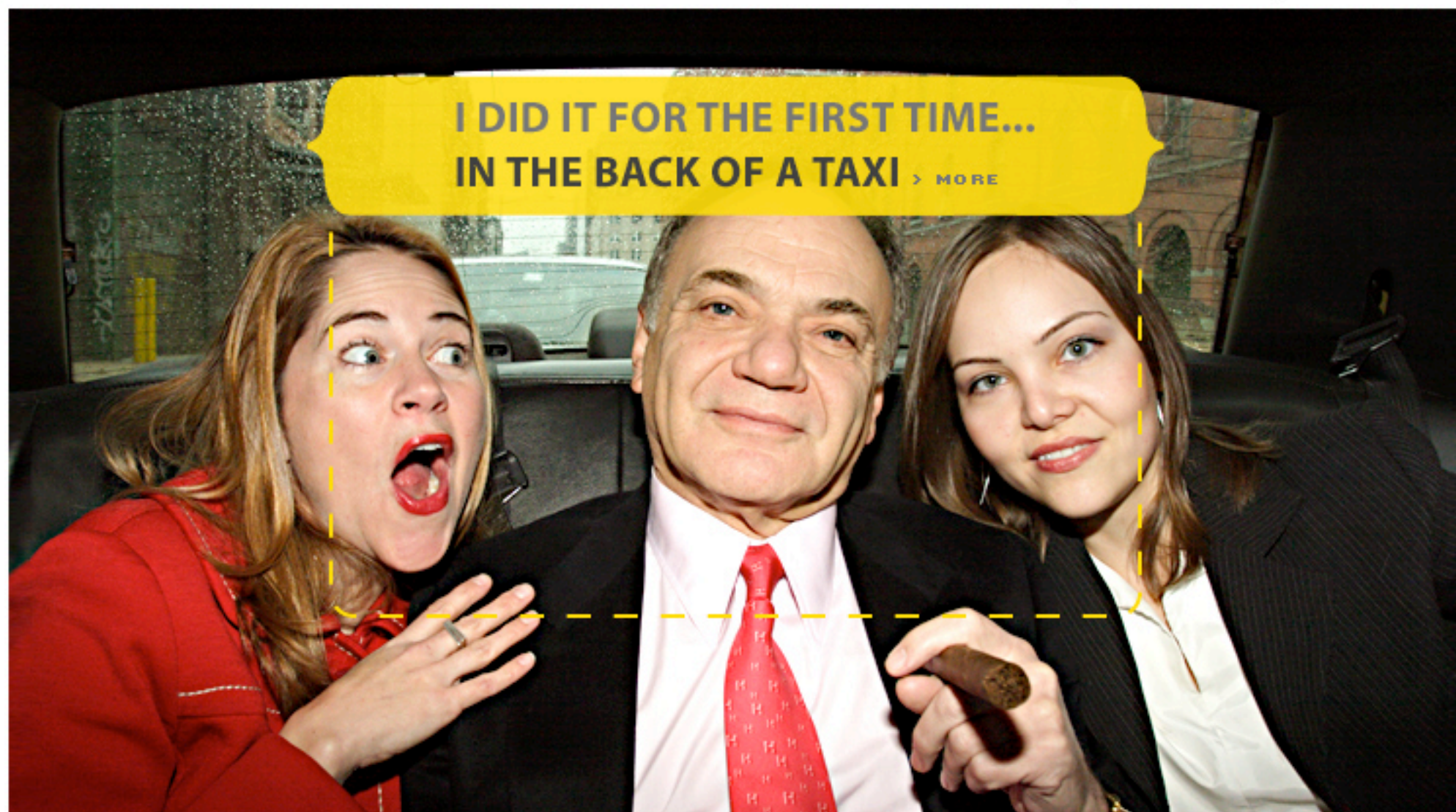




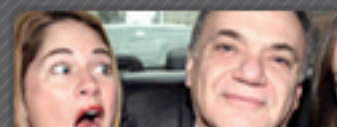
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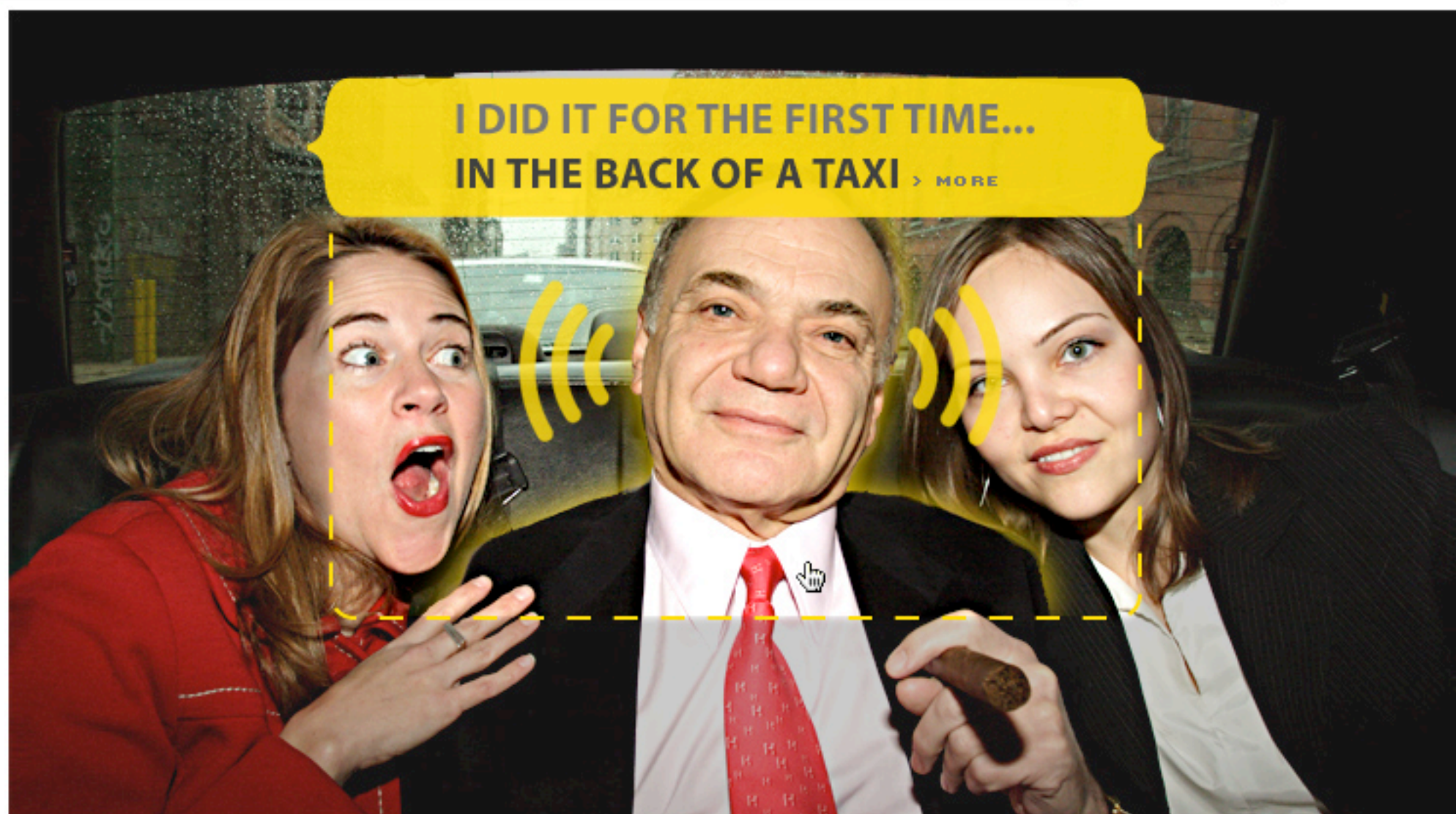




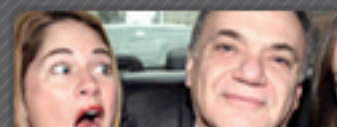
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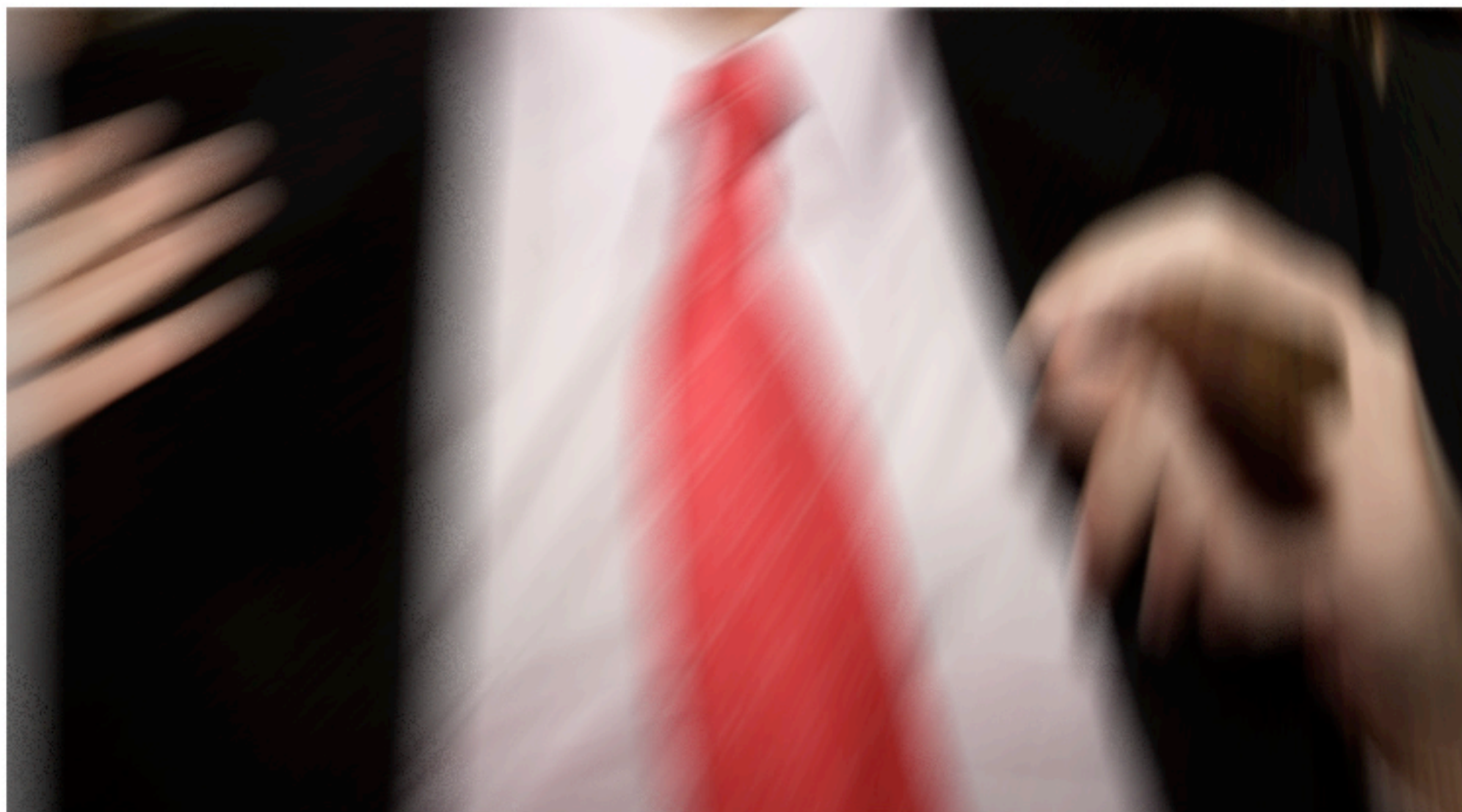
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→ **DEMO HELIX**

→ **BUY NOW**



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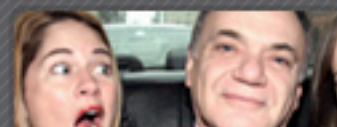
# SAVE IT.

I DON'T ALWAYS KNOW THE NAMES  
OF ALL THE SONGS, BUT IF I **HEAR**  
SOMETHING I LIKE, I **CLICK IT**,  
AND **SAVE IT**.

IF I CAN KEEP THE DAMN GIRLS' HANDS  
OFF OF IT, LATER AT HOME, I CAN SEE  
WHO THE ARTIST WAS.

WORLD OF FANTASY ON **THE FLOW** 

SELECT ONE OF OUR FIRST TIMERS



**HELIX**  
HEAR IT. CLICK IT. SAVE IT.



XM SATELLITE RADIO - LISTEN LARGE





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# SAVE IT.

You can save up to 50 hours of XM programming on your Helix. Then store the content by song, channel or scheduled session. Use it when you are on the go or back at home.

[▶ PLAY AGAIN](#)

[SHOW ME HOW I USE THE HELIX TO RECORD](#)



WORLD OF FANTASY ON **THE FLOW**

SELECT ONE OF OUR FIRST TIMERS



**HELIX**  
HEAR IT. CLICK IT. SAVE IT.



XM SATELLITE RADIO - LISTEN LARGE





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## EXPLORE THE HELIX

If it's your first time, or your tenth, the Helix is the future of satellite radio.



- SPECIFICATIONS
- FEATURES
- PHOTOS
- ACCESSORIES
- PROMOTIONS & OFFERS

SELECT ONE OF OUR FIRST TIMERS



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HEAR IT. CLICK IT. SAVE IT.



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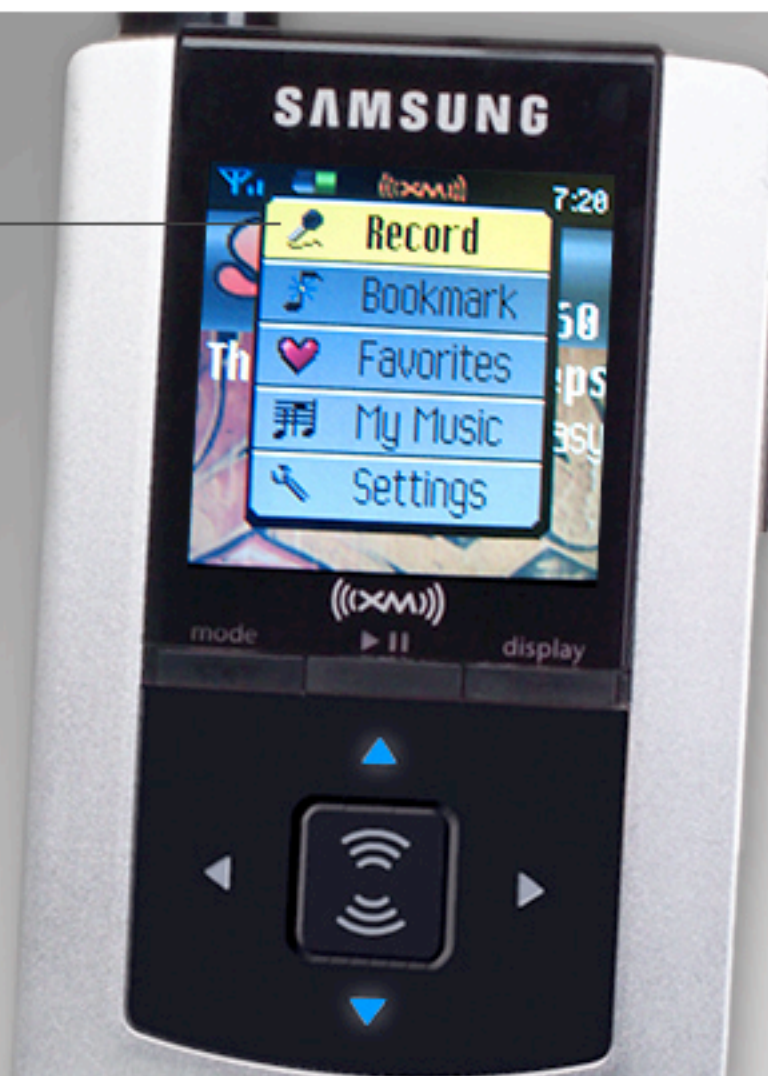
## SAVE IT •

You can save up to 50 hours of XM programming on your Helix. Then store the content by song, channel or scheduled session.

→ SEE HOW BEN DID IT



→ BUY THE HELIX



→ SPECIFICATIONS

→ FEATURES

- One Touch Recording
- Bookmark Your Favorites
- Create & Manage Playlists
- Store MP3s
- Purchase from XM+Napster
- More than 160 Channels
- 100% Commercial-free Music

→ PHOTOS

→ ACCESSORIES

→ PROMOTIONS & OFFERS

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