

The Cemetery

Viral video concept for IdeaPad S1w

The plot

It's a short film made like a horror-movie. It shows the ghosts of dead keys of the dead keyboard. Throughout the film, the ghosts take offense if you do any action without using the keyboard.

Music : Eerie, spooky throughout the video.

Messages : Most will be formed using the keys (unless otherwise mentioned)

C E M E T E R Y

↵ Enter

The Cemetery – The most horrifying story of the decade : Skeleton of the script.

A prelude of the horror flick will play showing spooky visuals (which are scary but not very clear).

“RATED PG 20 [messages are formed using the keys of the keyboard]

IF YOU ARE SURE YOU WANT TO WATCH THIS, PRESS THE ENTER KEY TO PLAY.

CAUTION : DON'T CLICK, ONLY PRESS THE KEY.”

The video will be designed to detect input methods. If the user CLICKS, ‘scary messages’ will be displayed such as :

“YOU’VE ANGERED THE KEY SPIRITS. BAD OMEN WILL BEFALL YOU.

IF YOU WANT TO BE FREED FROM THE CURSE, PRESS THE ENTER KEY 3 TIMES.”

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The video begins.

The camera angle is from the user's point of view. The “graves” are made of keys. Suddenly, some keys will dig themselves out and form text messages:

Hello! Holy hands. It's after XXhrs that someone has come to help the dead. Please follow the 'key clues' to find who killed us .

Some keys will overturn to show messages such as :

YOU WILL SOON SEE A SYMBOL OF WINDOWS, PLEASE OPEN THE WINDOWS AND HELP US!

When a windows symbol appears, the video will stop and a question will be displayed :

ARE YOU SURE YOU WANT TO OPEN THE WINDOWS?

YES NO

[Reference interactive video](#)

On picking one answer, the user will be taken to another video. The user will be able to view a series of such videos.

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Finally, a clue will lead to a graveyard. The graveyard will be dug and the user will find a box. The mud will be brushed off the box. Lenovo logo will be on top of it.

The person will open the box. As the box is being opened, evil keys will start moving towards the person. As the tablet inside the box shows up, the keys will get even closer. The music will become even more horrifying. The keys will attack the person and there will be a blackout.

You just discovered the IdeaPad S1w tablet. The ghosts of the keyboard will forever haunt you now.

Visit www.thekeyboardisdead.com to help yourself.