

The soundtrack begins with an image of a young girl enjoying a cup of coffee while looking at her laptop in a casual setting. The text “Welcome to an improved digital banking experience” appears alongside the image.

The image wipes into an image of the laptop screen on the left hand side shows the home screen with a “Good morning” greeting, while displaying the “Current Account”, “Savings Account”, “Foreign Currency Account”, “Credit Card” and “Personal Loan” balances as well as the “Next due date” for the “Personal Loan” account. The text “With a cleaner design and easier navigation” also appears on the right of the screen.

The image zooms in to highlight the buttons “Home”, “Move money”, “Account services”, “Other services”, “General support” available on-screen one by one.

The image swipes across to show the laptop screen animated from the right hand side with the text “Quick links at your fingertips for easy access” on left of screen. The mouse moves to the button “Quick links” on the top right hand side of laptop screen and clicks same. A dropdown menu appears with the links “Pay and transfer”, “Manage payees”, “Manage future requests”, “eStatements”, “Secure message”, “Link/De-link GV accounts”, “Contact us”, highlighted by a bold red animated border. A magnifying effect is then used to highlight these dropdown menu links one by one.

Screen wipes again with the laptop with home screen animated from the left. The text “All your accounts in one dashboard” appears on the right. A bold red animated border indicates each account displayed on the home screen one by one. As each account is highlighted, the relevant text “Account balances”, “Loan details” and “and Credit Card details in a single view” appears on the right side of the screen.

A red arrow cursor clicks on the “Credit Card” link. This animates into a magnified pop up of the relevant credit card screen displaying the Credit Card number and a drop down link to “view more details”. The text “Detailed view of all your accounts” appears on the left side of screen. The magnified zoom area moves to the right to show the “Outstanding amount”, “Last statement payment due date”, “Credit limit”, “Available credit limit” which is highlighted with a bold red animated border at the same time. The text “Key details at a glance” appears on the left hand side of the screen. The buttons “Pay and manage” and “Search and filter” are also visible on the screen.

The red cursor moves across the laptop screen to the drop down link “View more details” and clicks same while the text “Click for more details” appears on the left side of the screen. With this click, the screen changes to the detailed menu indicating “Account status”, “Last statement balance”, “Pending transactions”, “Last statemtn date”, “Current minimum payment due”, “Minimum amount due at last statement”, “Standing instruction amount”, “Standing instruction due date”, “Payments since last statement”.

The laptop screen scrolls up, showing detailed transactions which is further highlighted by a bold red animated border. The text “Scroll down for transactions” appears on the left hand side of the main screen. The screen scrolls to the right revealing more details of the transactions. The text “Peruse the details” appears on the left hand side of the main screen.

The screen animates with the laptop screen appearing on the left hand side of the main screen while the red cursor moves to centre of laptop screen and click on “Change account”. The text “Switch accounts with ease” appears on the right hand side of the main screen.

The box “Search and filter” is highlighted with the bold red animated border while the text “Easily find a transaction” appears on the right side of the main screen.

The link “Pay and manage” is similarly highlighted while the bold red animated border with the text “Pay with just a click” appears on the right side of the main screen.

The screen animates with the laptop appearing on the right hand side of the main screen showing the “Log on” page with the text “Your login process via www.hsbc.lk will not change, nor will your user ID, password, or secure code.” The bold red animated border highlights the log in box on the laptop screen.

The HSBC logo appears at the end and the music fades out.