

F01 Getting started

LIVE ACTION



DESCRIPTION

We open in a bright, modern, minimalist living room. A slow push-in settles on the white D10 resting in its clean dock; the product name rises on the floor.

SUPERS

Shark NeverStress D10
Getting Started

VO

Welcome to effortlessly clean homes.
Let's set up your D10.

F02 What's in the box

LIVE ACTION



DESCRIPTION

Static overhead, knolling style: every accessory laid out and labelled, **main unit, dock, cord, mop pads, side brushes, solution, guide**. Then a hand picks up the power cord, leading us into setup.

SUPERS

What's in the box (labelling out the items)

VO

Everything you need, laid out in one box.

F03 Dock placement

LIVE ACTION



DESCRIPTION

- a. A hand plugs the cord into the back of the dock.
- b. A hand plugs the cord into the wall and sets the dock flat against the wall on a hard floor.
- c. Guide lines draw on the floor: 0.5m clear at the sides, 1.5m clear in front.

SUPERS

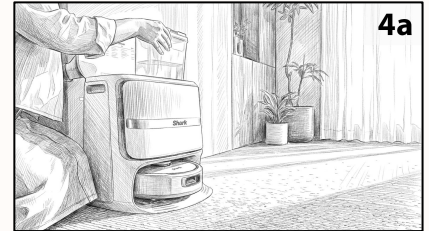
Safe space · 0.5m sides · 1.5m front

VO

Place the dock against a wall, with clear space around it.

F04 Fill the tanks

LIVE ACTION



DESCRIPTION

- a. Close up: the clear water tank lifts out of the dock.
- b. Fill to the max line and add a capful of Shark solution.
- c. Click the tank securely back in.

SUPERS

Fill to max line · Add cleaning solution

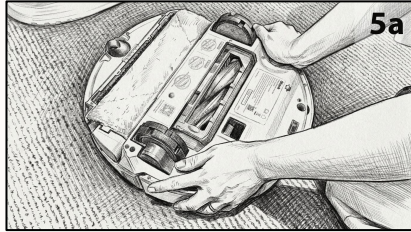
VO

Fill the tank, add solution, and click it back in.



F05 Side brush

LIVE ACTION



DESCRIPTION

- a. Mid-closeup the robot is flipped over and a hand presses.
- b. Macro: the star-shaped side brush onto its corner peg until it clicks.

SUPERS

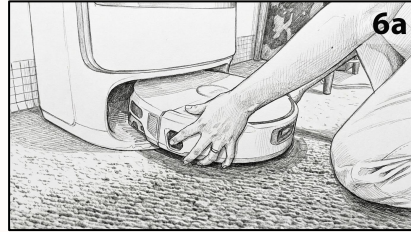
Click to secure · Press firmly

VO

Push the side brush down until it clicks.

F06 Dock & charge

LIVE ACTION



DESCRIPTION

- a. Camera track the robot as it rolls into the dock with a soft beep.
- b. The top light pulses, then gently dims as it settles in to charge.

SUPERS

Charge before first use

VO

Dock it, and let it charge.

F07 App & mapping

LIVE ACTION + 2D



DESCRIPTION

Left: the phone runs the Shark app onboarding and starts Quick Map.

Right: the D10 leaves the dock and scans the walls with its spinning LiDAR.

SUPERS

Precision Mapping · Download Shark App · Run Quick Map

VO

Pair the Shark app and let it map your home.

F08 Ready

LIVE ACTION + 2D



DESCRIPTION

The flat plan lifts into a tidy 3D map of the home.

SUPERS

Your Shark is ready!

VO

Set up, mapped, and ready to go.



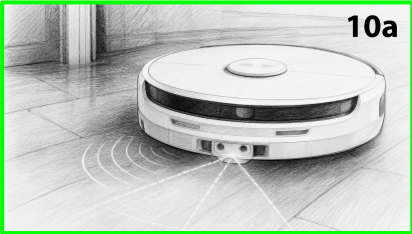
F09 Cleans like a pro
LIVE ACTION

DESCRIPTION
Extreme low ground level tracking: the D10 glides across hardwood that transitions to carpet, dust and pet hair vanishing instantly, a clean trail and zero trace behind it. Cleanup targets will vary by region, from pet hair in Korea to locally relevant household messes.

SUPERS
Cleans like a pro · 10-Detect Sensing System

VO
It cleans like a pro, powered by 10-Detect.

F10 Detect
LIVE ACTION



DESCRIPTION
a. Tight sensor close-up on the robot, ripple arcs waking.
b. The three-panel split screen of the mishaps (stairs · carpet · spill · furniture legs, etc).Back on the robot, the full sensing ring rippling out as it reacts.
c. A few different floor types

SUPERS
10-Detect · 25,000 Pa · 100% edge coverage

VO
Ten senses read every floor and every mess.

F11 Zero tangle
LIVE ACTION → CGI

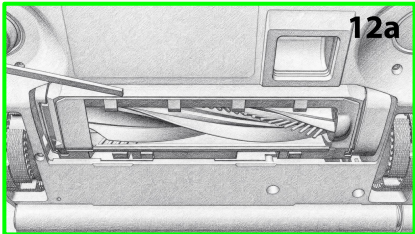


DESCRIPTION
a. Top view [Live Action] - Robo walking into cleaning Pet Hairs, etc
b. Live[CGI], underneath the brush-roll: long hair and pet fur caught as the roller spins.
c. CGI cutaway inside the chamber: the zero-tangle comb shears and feeds the hair straight into the suction inlet, nothing wraps.

SUPERS
Zero Tangle Engineering · 100% hair pickup, Total Capture

VO
Hair never wraps. It just disappears.

F12 EverLOOP
FULL CGI



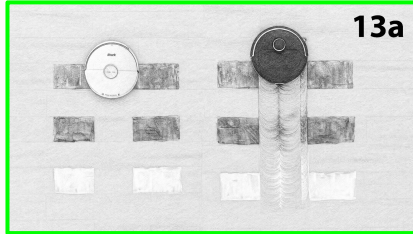
DESCRIPTION
a. CGI showcase: the continuous track-mop scrubs the floor with fresh warm e-water.
b. A scraper clears the dirt off the mop on every turn, so it stays perpetually clean.

SUPERS
Shark EverLOOP · 16X more area per pass ·

VO
The mop even cleans itself, mid-clean.

F13 e-water

LIVE ACTION → CG



13a

DESCRIPTION

- a. Split screen: plain water just smears grease and leaves germs, the D10's e-water leaves it truly clean.
- b. CGI: push inside the electrolysis chamber, a low current turns ordinary tap water into sanitising e-water.
- c. Back on the floor, grease lifts and all the germs are neutralised, spotless and chemical-free.

SUPERS

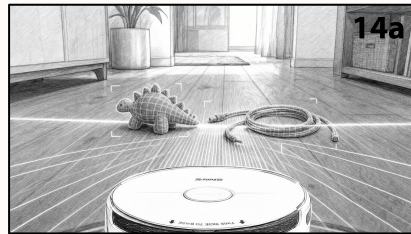
Active e-water sanitisation · Chemical-free

VO

Tap water becomes a sanitiser. No chemicals.

F14 Eye-Q

LIVE ACTION → CG



14a

DESCRIPTION

- a. Front shot: an obstacle ahead (a toy, a loose cable); a glowing wireframe scans it, a scan effect.
- b. Close-up of the dual-camera eyes.
- c. Cut to top-down: it smoothly curves around the object and passes by with clean clearance, showing how smart its eyes are.

SUPERS

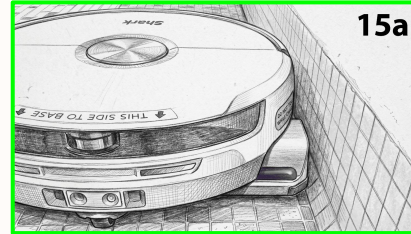
Shark Eye-Q · Dual RGB Camera

VO

Two eyes. It sees and steers around everything.

F15 Intelligence

LIVE ACTION → 2D/3D



15a

DESCRIPTION

- a. Robot safely pulls out its guards to protect from the wall & the corners as it travels in the house.
- b. The D10 enters a dining area with chairs, shoes and a pet bowl.
- c. A label pops above each object as it is recognised, and a best path threads between everything untouched.

SUPERS

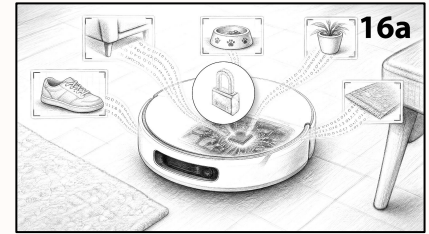
Recognises 250+ household objects

VO

It knows what it's looking at.

F16 Privacy

FULL CGI



16a

DESCRIPTION

- a. A clean CGI schematic: the data the robot sees travels inside, toward the on-board chip.
- b. It passes through a lock and turns secure (green); nothing ever leaves the robot. Minimal and clean.

SUPERS

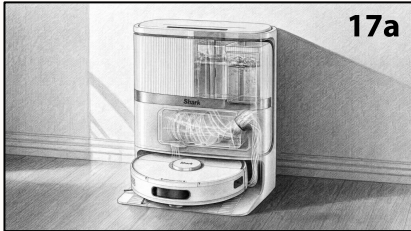
Sees everything, shares nothing · TÜV Rheinland verified

VO

Sees everything. Shares nothing.

F17 See it and Forget it

LIVE ACTION → CG



17a

DESCRIPTION

- a. the robot drives back and settles onto the dock.
- b. Water sprays onto the high-speed spinning mop; scraping teeth clear the dirt.
- c. Dirty water is drawn off and recycled into the waste tank.

SUPERS

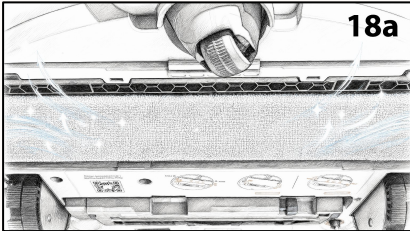
Designed to be forgotten · 120-day dust

VO

A system designed to be forgotten.

F18 Self clean

FULL CG



18a

DESCRIPTION

- a. Hot air dries the pads completely, no damp odours.
- b. A strong burst of suction pulls all the debris from the robot into the sealed dock bag.

SUPERS

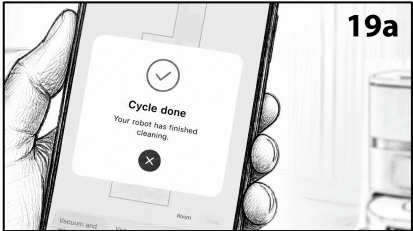
Auto-mop washing & hot-air drying · Full-cycle self-cleaning

VO

It washes, dries and empties itself.

F19 App control

LIVE ACTION + 2D



19a

DESCRIPTION

- a. Over the shoulder, no face: a clean-cycle-done notification on the phone, the user closes it.
- b. They swipe the 3D map and draw a no-go zone around the pet's corner.
- c. Drop a pet-finder pin, then tap to set the next clean. Different functions, all in hand.

SUPERS

Precision App Control · Pet finder · 3D mapping · Scheduled zones

VO

Total control, in your hand.

F20 Outro

LIVE ACTION



DESCRIPTION

Back to the calm, spotless home at end of day, the D10 resting in its dock. A person walks past in the background (legs, no face), the home feels alive.

SUPERS

Shark NeverStress D10 · Ultimate intelligence, effortless clean

VO

Shark NeverStress D10. Ultimate intelligence, effortless clean.

Storyboard Overview



F01 Getting started



F02 What's in the box



F03 Dock placement



F04 Fill the tanks



F05 Side brush



F06 Dock & charge



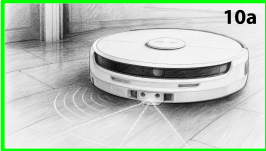
F07 App & mapping



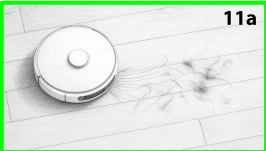
F08 Ready



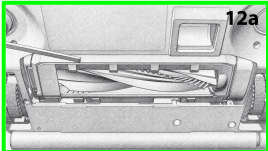
F09 Cleans like a pro



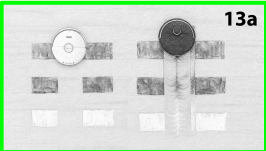
F10 Detect



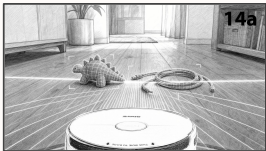
F11 Zero tangle



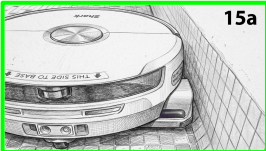
F12 EverLOOP



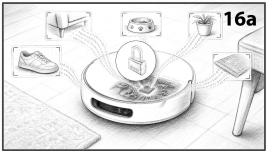
F13 e-water



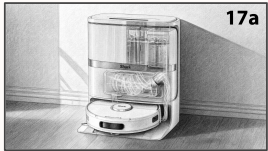
F14 Eye-Q



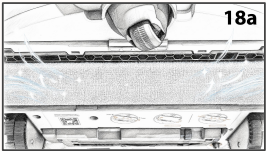
F15 Intelligence



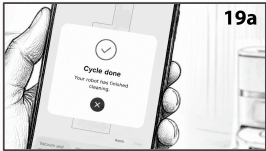
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