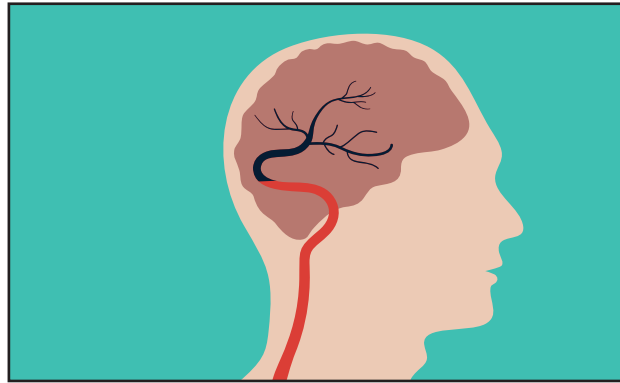




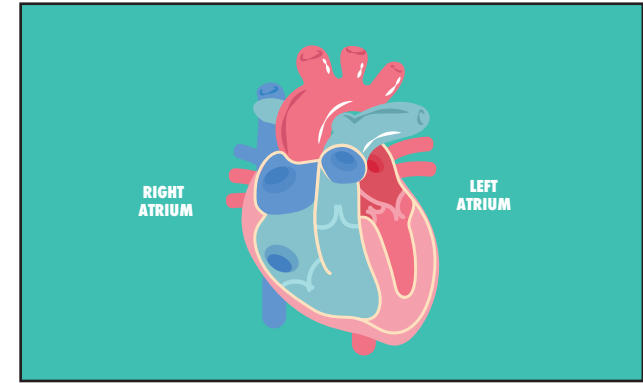
Every 15 seconds someone suffers an AF-related stroke. AF-related strokes are often more severe.

*Action: Fades up to see a clock ticking. video fades up at second hand on 10 seconds and ticks to 15 seconds as VO starts. Clock spins and changes into brain.*



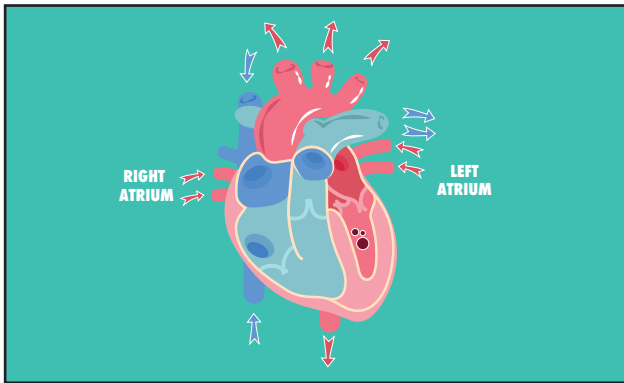
A stroke happens when the blood supply to part of the brain is cut off.

*Action: Lungs scale in size and diaphragm lifts. Sound effect of breath.*



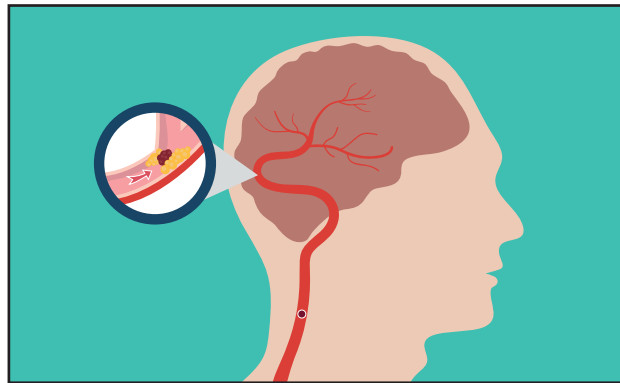
With atrial fibrillation the upper chambers of the heart – the atria - do not pump efficiently and there's a risk of blood clots forming.

*Action: Heart abnormally scales up and down to show the heart beating irregularly. Sound effects subtly in the background. Text appears on screen to label heart.*



These blood clots may move into the lower chambers of the heart – the ventricles - and get pumped into the blood supply to the lungs or the general blood circulation.

*Action: Blood clots start forming, and arrows show blood circulation but the bottom arrow shows clots dropping out with the arrows.*



Clots can then travel up towards the brain and block an artery, cutting off the blood supply to the brain, causing a stroke.

*Action: Clot flows up to the brain and as it gets close we fade up the magnified view showing the clot stopping the flow going through. Brain shakes to show trouble.*