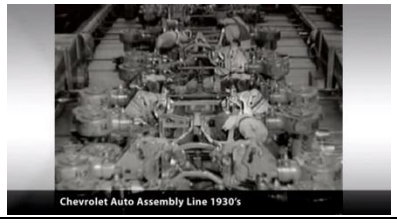
SEGMENT: NANOSTEEL	Length: 1:25
TITLE: Increasing Formability with NanoSteel	

OPENING TIME **:07**	STEEL HAS BEEN ABLE TO ACHIEVE HIGH STRENGTH. BUT THE ISSUE IS THAT IT CAN'T ACHIEVE DUCTILITY WITH THAT HIGH STRENGTH, THE ABILITY TO FORM THE PARTS. 
TITLE TIME **:05**	**TITLE** - REDEFINING STEEL® **SUBHEAD** - FOR THE AUTOMOTIVE INDUSTRY 
TITLE TIME **:05**	**TITLE** - INCREASING FORMABILITY **SUBHEAD** - WITH HIGH STRENGTH AND HIGHLY DUCTILE STEEL 
DAVE PARATORE - CEO TIME **:03** B-ROLL: Chevrolet 1930s assembly line – shot 1	STEEL HAS DONE A FABULOUS JOB OVER THE LAST 100 YEARS OF CONTINUING 

DAVE PARATORE - CEO TIME **:04** B-ROLL: Chevrolet 1930s assembly line – shot 2	TO EVOLVE SO THAT YOU CAN USE LESS STEEL AND MAINTAIN 
DAVE PARATORE - CEO TIME **:04** B-ROLL: Chevrolet 1930s assembly line – shot 3	SAFETY AND THEREFORE MAKE IT LIGHTER. THE PROBLEM IS 
DAVE PARATORE - CEO TIME **:01** B-ROLL: Modern Chevrolet assembly line – shot 1	THAT AS STEEL HAS CONTINUED TO 
DAVE PARATORE - CEO TIME **:03** B-ROLL: Modern Chevrolet assembly line – shot 2	EVOLVE, IT'S REACHING A LIMIT. AND THAT LIMIT 
DAVE PARATORE - CEO TIME **:03** B-ROLL: Modern Chevrolet assembly line – shot 3	IS THE ABILITY TO FORM THESE REALLY STRONG STEELS. 

DAVE PARATORE - CEO TIME **:09**	SO THE CHALLENGE THAT STEEL HAS HAD FOR THE LAST CALL IT FIVE YEARS IS WE CAN MAKE HIGH STRENGTH BUT WE CAN'T MAKE HIGH STRENGTH AND EASILY FORMABLE MATERIAL. 
B-ROLL: aluminum part TIME **:02**	AND THAT IS GIVING THINGS LIKE ALUMINUM 
B-ROLL: carbon fiber part TIME **:04**	OR CARBON FIBER A LARGE OPPORTUNITY TO COME INTO THE AUTOMOTIVE SPACE 
DAVE PARATORE - CEO TIME **:04**	AND SAY HEY WE CAN DO THAT AND MAKE YOUR CARS LIGHTER AT THE SAME TIME 

DAN BRANAGAN - CTO TIME **:08**	IN MANY CASES, THESE NEW HIGH STRENGTH MATERIALS HAVE VERY LIMITED DUCTILITY, THEY ARE VERY DIFFICULT TO FORM, THEY ARE VERY DIFFICULT TO HANDLE AND PROCESS. 
DAVE PARATORE - CEO TIME **:13**	SO WHAT NANOSTEEL DOES, IS ACTUALLY GIVE YOU THE CHANCE TO INCREASE THAT FORMABILITY AND THEREFORE USE THAT HIGH STRENGTH AND HIGHLY DUCTILE MATERIAL CALLED NANOSTEEL AND SUBSEQUENTLY KEEP STEEL IN THE GAME. 
CLOSING TITLE TIME **:07**	MUSIC SCORE ANIMATED NANOSTEEL LOGO