Technology commercial scripts

30 practice scripts from VO Journey Academy. Free to record, free to use in your reel. Download the PDF to mark up in the booth, or print it straight from here.

Speed Is Everything

Consumer tech, phone · Young adult (18-25) · Neutral American · 15 seconds

Tap. Done. Swipe. Done. Shoot, edit, send. Done, done, done.

The new Quillon Q9 is built for people who don't wait. Faster chip, quicker camera, and apps that open before you finish thinking.

Quillon Q9. Keep up.

Coffee On

Smart home · Adult (30-45) · Neutral American · 30 seconds

It's six forty-five. The kids are yelling about socks, the dog wants out, and you've got one arm in a coat.

So you just say it. Lights on in the kitchen. Coffee on. What's the weather? Play something that isn't cartoons.

Hearthly listens, even over the chaos, and handles the little things so you can handle the big ones. Like finding that other sock.

Hearthly. Your home, finally listening.

See the Unseen

Consumer tech, phone · Adult (40-55) · Neutral American · 30 seconds

Look closer.

The frost on a window is a city of tiny ferns. A moth's wing is a mosaic of tiny scales. The thread on your sleeve is a rope, twisted a hundred times.

It was always there. You just couldn't see it.

The Orrin 7 has a macro lens that gets closer than your eyes ever could, and lets you keep what you find.

Orrin 7. The world is bigger than it looks.

Lid Open, Go

Consumer tech, laptop · Adult (25-40) · Neutral American · 15 seconds

Big project? Open the lid.

The Arvell Slate 14 wakes up instantly, renders fast, and runs all day on one charge. Bright screen, quiet fans, zero excuses.

Arvell Slate 14. Do the work you came to do.

Loading Screen, Gone

Consumer tech, gaming · Young adult (18-25) · Neutral American · 30 seconds

Remember loading screens? Neither will you.

The Kestrel Arc drops you straight into the game. No waiting. No stutter. No excuses. Just worlds so sharp you'll see the rain on the armor, and hear the footsteps behind you before you turn around.

Grab the controller. Your squad is already in. The boss is already awake. And you are already late.

Kestrel Arc. Press start and mean it.

The Meeting About the Meeting

B2B / SaaS, duet · Adult (30-45) · Neutral American · 30 seconds

Cast: DANA SAM

DANA Did you get my email about the doc?

SAM Which doc?

DANA The one with the notes from the call about the meeting.

SAM Version four, or version four final?

DANA ...There's a version four final?

SAM Kidding. It's all in Tandemly now. One doc, everyone's edits, live. The chat's right there on the side.

DANA So I don't need the email.

SAM You never needed the email.

DANA Tandemly. Fewer meetings about meetings.

The Boring Parts

Consumer tech, automotive · Adult (40-55) · Neutral American · 60 seconds

Your commute used to be seventy-two minutes of brake lights. Seventy-two minutes of the same four songs and the same gray bumper in front of you.

Now picture it differently.

The Calder Meridian warms the cabin before you leave, because it read your calendar. On the highway, it holds its lane, keeps its distance and handles the stop-and-go, while your hands rest easy on the wheel, ready when you want it back.

The cabin is quiet enough to hear yourself think. The screen shows you the road ahead, not a wall of settings. And when you'd rather drive, really drive, it steps aside.

That's the idea. Not a car that takes over. A car that takes the boring parts.

The Calder Meridian. Electric, intelligent, and very good at traffic, so you don't have to be.

Book a test drive at your nearest Calder studio.

Notice the Little Things

Consumer tech, wearable · Adult (30-45) · Neutral American · 30 seconds

Some days you're running on four hours of sleep and three coffees, and you don't even notice.

Pulsewise does.

The Pulsewise Band tracks your sleep, your steps and your stress through the day, then gives you one gentle nudge at a time. Get up and stretch. Take a breath. Maybe bed a little earlier tonight.

No lectures. No guilt. Just a better picture of you.

Pulsewise. Small signals, better days.

One More Episode

App, streaming · Adult (25-40) · Neutral American · 30 seconds

It's eleven fifty-two. You have work in the morning. And the episode just ended on a cliffhanger. Literally, someone is hanging off a cliff.

Couchlight has thousands of shows and movies, from the series everyone's talking about to the film you forgot you loved. New stuff every week, on every screen you own.

So go on. One more episode. We won't tell.

Couchlight. Try it free for thirty days.

Sunday Dinner, Wherever

App, social · Mature (55+) · Irish · 60 seconds

My family is scattered all over the place now. One son in Boston, a daughter in Melbourne, and a granddaughter somewhere in Portugal, learning to surf, apparently.

For years, Sunday dinner was just me and the telly.

Then my grandson set me up with Kinfold. He did it in about four minutes, which he reminded me of several times.

Now there's a little family page that's only ours. Photos of the surfing, which I try not to look at too closely. Voice notes from Boston. A recipe thread that has gotten very competitive about my own soda bread.

And on Sundays, we all ring in at once. Somebody's eating breakfast, somebody's eating supper, and I'm talking over all of them.

It's not the same as having them home. But it's closer than I thought I'd get.

Kinfold. Keep your people close.

Capture Every Moment

Consumer tech, phone · Young adult (18-25) · Neutral American · 30 seconds

Birthday candles in a dark room. Your friend's band in a basement bar. The fireworks everyone films and nobody can watch later.

Most phones give up when the lights go down. The Fennec 8 doesn't.

Its night mode pulls in color and detail you didn't know were there, and the video stays steady even when you're dancing.

So stop apologizing for blurry photos.

Fennec 8. Made for after dark.

Coffee Shop Headquarters

Consumer tech, laptop · Adult (25-40) · Neutral American · 30 seconds

Nine a.m., it's a laptop at the kitchen table. Eleven, it folds back into a tablet for the client walkthrough on the train. Two p.m., it's propped up in a coffee shop, taking notes with the pen while the latte gets cold.

The Foldwell Flex. Full keyboard, touchscreen, all-day battery, and light enough that you forget it's in your bag.

Wherever you sit down, that's the office.

Foldwell Flex. Work from anywhere, actually.

Step Through

Consumer tech, virtual reality · Adult (25-40) · Neutral British · 30 seconds

Put it on. Breathe.

The room you were standing in is gone. Now there's a cliff edge, and wind, and a sky that goes on forever.

Turn your head, and the world turns with you. Reach out, and your hands are there.

Race a friend across a frozen lake. Take a boxing class on the moon. Or just sit on that cliff for a while.

Veyra One. Somewhere else is closer than you think.

Quiet Thunder

Consumer tech, automotive · Adult (30-45) · Neutral American · 60 seconds

The first thing you notice is the silence.

No rumble. No idle. Just a soft chime, and a dashboard that glows awake.

Then you press the pedal, and the silence becomes something else entirely.

The Wrenfield Talon is fully electric, with instant torque that presses you gently into your seat and keeps pulling long after you expect it to stop. It corners flat and low, because the battery sits right where the weight should be. And it charges while you grab lunch, so the road trip stays a road trip.

Inside, it's calm. Warm light, real stitching, and a sound system that makes your old playlist sound new.

Outside, it's the car people turn around to look at in parking lots. You'll get used to that.

Zero tailpipe emissions. Zero apologies.

The Wrenfield Talon. Quiet, until it isn't. Visit a Wrenfield showroom and feel it for yourself.

Keep the Shows

Internet & mobile, streaming TV · Adult (25-40) · Neutral American · 15 seconds

Still paying for two hundred channels to watch four?

Switchyard TV gives you live sports, local news and the networks you actually watch, streaming on any screen. No box, no contract.

Switchyard TV. Keep the shows, lose the bill.

The House Remembers

Smart home · Mature (55+) · Southern US · 30 seconds

I used to walk around this house every night checking things. Back door locked? Stove off? Porch light on again?

Now I just ask. Hollis Home tells me what's what, turns down the heat, locks up, and shows me who's at the door before I get out of my chair.

My wife says I finally got a hobby. I told her the house has the hobby. I get the chair.

Hollis Home. Your house, looking after you.

Precision Perfected

Consumer tech, wearable · Adult (40-55) · Neutral American · 15 seconds

Your calendar, your messages, your morning run, and the call you can't miss, all on your wrist.

The Castor Series 3. Sapphire glass, all-week battery, and quietly brilliant.

Castor. Time, well kept.

The Blank Page

Consumer tech, tablet · Young adult (18-25) · Neutral American · 60 seconds

I used to carry three sketchbooks, a pencil case the size of a lunchbox and a laptop that sounded like a jet engine every time I opened a big file.

Now it's this.

The Sketchwell Pro. A screen big enough to lose yourself in, colors so true I stopped double-checking them, and a pen that feels like a pen, not a plastic stick pretending.

I sketch on the bus. I ink on my lunch break. Last week I painted an entire album cover on a park bench while a pigeon supervised.

When the idea shows up, and it never shows up at a convenient time, I'm ready. No setup. No cables. Just open it and go.

People ask me what app I use, what brush settings, what's the secret.

Honestly? The secret is that it's always with me.

Sketchwell Pro. Make the thing you keep thinking about.

Before the Sun

Consumer tech, wearable · Adult (25-40) · Australian · 30 seconds

Five a.m. Headlamp on. It's just you and the road.

The Stridecraft Trail is already counting. Pace, distance, heart rate, elevation, the lot. It maps the route so you won't get lost, and tells you when to push and when to back off.

Finish, and it shows you exactly how far you've come since last month.

Rain, mud, forty degrees in the shade. It keeps going.

So do you.

Stridecraft. Earn the sunrise.

The Open-Plan Office

Consumer tech, audio · Adult (30-45) · Neutral American · 15 seconds

The open-plan office. Keyboards. Chewing. Someone's speakerphone.

Put on the Hushline H7. And... gone.

Rich, clear sound, and noise cancelling that actually cancels.

Hushline H7. Hear only what you choose.

The Dog's Name

Cybersecurity · Adult (30-45) · Neutral American · 30 seconds

Your password is your dog's name and your birth year.

We know this. Because everybody's password is their dog's name and their birth year.

Keywarden creates strong, different passwords for every account, remembers them all, and fills them in for you. It even warns you if one of your logins turns up in a data breach.

Your dog doesn't need that kind of pressure.

Keywarden. Log in like nobody's guessing.

The Shoebox

B2B / SaaS · Adult (40-55) · Neutral American · 60 seconds

I run a landscaping company. Twelve people, four trucks, and until last spring, one shoebox.

The shoebox was for receipts. And invoices. And a few envelopes I was afraid to open.

Every Sunday night I'd sit at the kitchen table trying to work out who'd paid, who hadn't, and why a client in Maple Ridge thought we'd charged him twice.

My accountant finally staged an intervention. She set us up on Tallyforge.

Now the crew logs jobs from their phones. The invoice goes out the same day, with photos of the finished work attached. Clients pay online, and I get a little ping I've learned to love. Reminders go out on their own, so I'm not making awkward calls.

I got my Sundays back.

The shoebox is in the garage. It holds screws now.

Tallyforge. Invoicing for people who'd rather be working.

Out Past the Water Tower

Internet & mobile · Mature (55+) · Southern US · 60 seconds

Out here, past the water tower, the internet used to be more of a rumor.

My granddaughter would come visit and hold her phone up in the yard like she was trying to catch rain. Video calls froze on my face mid-sentence. For a while there, the whole family thought I just made the one expression.

Then Ridgeway Fiber ran a line down our road. Real fiber, all the way to the house. Local crew, too. The installer's mama goes to our church.

Now my granddaughter streams her shows from the porch swing. My son works from the spare room two weeks a month. And I watch the ball game without it freezing every time somebody scores.

If you live out where the maps get vague, give them a call.

Ridgeway Fiber. Fast internet, for the rest of us.

Four Days In

Internet & mobile, duet · Adult (40-55) · Neutral American · 30 seconds

Cast: JESS MOM

JESS Mom. Mom. Mom.

MOM Hi.

JESS I'm out of data.

MOM It's the fourth.

JESS I know what day it is.

MOM You used a whole month of data in four days?

JESS There was a video.

MOM What video?

JESS A lot of videos.

MOM Okay. We're switching to Ferncell. Unlimited data on every line, one bill, and a price I can actually read.

JESS So I can watch the videos?

MOM You can watch the videos. After homework.

JESS ...Define homework.

The Fish on the Pier

App, cloud storage · Mature (55+) · Neutral British · 60 seconds

There's a photo of my father, aged about nine, standing on a pier in Brighton, holding a fish that is clearly bigger than he expected.

It's my favourite picture in the world. And for thirty years it lived in a biscuit tin, next to a leaking radiator.

These days, the photos aren't in a tin. They're scattered across three old phones, a laptop that won't switch on and a memory card in a drawer somewhere.

Keepsake Cloud gathers them all up. Every photo and video, backed up automatically, sorted by date and by face, and kept safe even if your phone takes a swim.

I scanned the pier photo too. Last Christmas, I shared the whole family album with my nieces. They laughed at the fish for ten minutes.

That's the thing about memories. They're only worth keeping if someone gets to see them.

Keepsake Cloud. Keep what matters.

What's for Dinner

App · Adult (25-40) · Neutral American · 15 seconds

It's six o'clock and nobody knows what's for dinner. Again.

Mealwright plans your week, builds the grocery list, and turns what's already in your fridge into something good.

Mealwright. Dinner, decided.

Three in the Morning

Cybersecurity, B2B · Adult (40-55) · Scottish · 60 seconds

At three in the morning, your business is closed. The lights are off. The staff are home asleep.

But somewhere, someone is trying the door.

Not the front door. The digital one. A fake invoice in an inbox. A password reused one too many times. A laptop that missed last month's update.

That's all it takes. And for a small business, one bad night can mean a very long month.

Stonewatch Cyber watches while you sleep. Our team monitors your network around the clock, spots unusual activity, and shuts it down before it spreads. We train your staff to spot the dodgy emails, and we keep every device patched and every backup tested.

And if something does get through, you'll have a real person on the phone, not a ticket number.

Stonewatch Cyber. Book a free security check today.

The Only Room With Wi-Fi

Internet & mobile, duet · Young adult (18–25) · Neutral American · 30 seconds

Cast: THEO PRIYA

THEO Where are you?

PRIYA The bathroom.

THEO Why?

PRIYA It's the only room with Wi-Fi.

THEO You've been in there forty minutes.

PRIYA I'm on a work call. I put a plant behind me. It looks like an office.

THEO ...It does not.

THEO I ordered Reachly Mesh. Three little units, strong signal in every room. Even the kitchen.

PRIYA The kitchen?

THEO The kitchen.

PRIYA I think I'm going to cry.

THEO Do it in the kitchen.

Both Eyes Open

App, finance · Young adult (18-25) · Neutral American · 30 seconds

Okay, confession. I used to check my bank balance with one eye closed. Like a horror movie.

Then I got Tillwise. It sorts every purchase automatically, so I could finally see where my money was going. Spoiler: iced coffee. So much iced coffee.

Now I set a little goal each month, Tillwise keeps track, and I actually saved for my trip to Montreal.

Both eyes open.

Tillwise. Know where it goes.

There's Still Kevin

B2B / SaaS · Adult (30-45) · Neutral American · 30 seconds

I cut hair for a living. What I don't do anymore is answer the phone with clippers in my hand.

Chairtime takes bookings for me, day or night. Clients pick a slot online, get a reminder the day before, and if someone cancels, the next person on the waitlist gets the spot automatically.

No more no-shows. Well, fewer. There's still Kevin.

Chairtime. Booking software for people who work with their hands.

Practice with these, record them, post them as demos or reels, use them in auditions. Please do not resell them as scripts. © VO Journey Academy · avosjourney.com