Google Lens x Project Witness

Brand Ambassador Script

What to explain	What to do
What is this This activation features the stories of six individuals who were incarcerated as children and youth. You can read about each individual on the bio poster. As you walk around, there are six posters that feature hand-written quotes — one from each of the six individuals. Using Google Lens, a visual search tool that helps you search what you see, we've created a custom experience for more immersive storytelling. It works by opening Google Lens, and scanning each quote. When you do this, a video will begin with audio recordings from the individuals and a custom animation. Each video is around :30-:45 seconds. This is a custom Google Lens experience created specifically for Project Witness.	Point to the poster w/ bios Walk to the first poster with a quote
Let's get started Simply open Google Lens ...	Open Google Lens
Then, point at the quote. Once Google Lens has recognized this custom image, it will begin to play a custom video so you can hear the rest of the story. *It's important to tap the sound icon in the bottom right corner once the video starts playing so you can hear the audio.*	Point Google Lens at the quote [**Important**: make sure the individual taps the sound icon in the bottom right corner once the video starts to play] [**Important**: if experience isn't working, close app, reopen it.]
Once the video is over, it will replay, unless you tap the screen. When you tap the screen, you will see a direct link to the CFSY website, which is the non-profit partner for this experience.	[Let the user watch the video as many times as they would like] Once finished, help the user tap the screen, or close the experience by tapping 'X' in the upper left corner.

There are six posters in total.	[Repeat the above process at each poster]

FAQ

What is Google Lens?
- Google Lens is a visual search tool that lets you search and do more with what you see, simply by pointing your camera. It can help you do things like translate text, identify plants, clothing, landmarks and other objects.

Where can I get Google Lens?
- You can access Lens directly from the Assistant, Google Maps, Google Photos and through the native camera app on many Android devices. On iOS, you can access Lens from the Google Search app.