Proton Pass

Launch Video

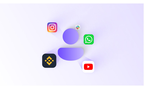
Storyboard

00:00 | The average

Quick zoom on an illustration of an user. Motion blur.

00:01 | person

The camera movement slowly stops.



00:02 | has over

Apps pop out of the user.

00:02 | 100 online accounts.

The user is surrounded by lots of app icons. The icons slightly move and rotate. A camera depth-of-field effect is created via blurs on the icons based on their size.

00:03 | The usernames and passwords

Credentials fields are fading and scaling above the app icons.

00:04 | for these accounts

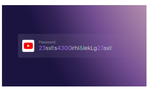
The app icons scales down, only the credentials are visible around the user.

00:05 | are the keys to your digital life.

The user fades out while the credentials morph into keys.

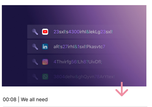
00:07 | That's

The camera zooms inside a key, which changes the background gradient of the composition.



00:07 | why

The zoom reveals a single credential in the centre of the composition.

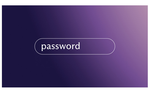


00:08 | We all need

Many organised keys and credentials appear on the screen, one after another. They pile up, which leads the camera to the bottom of the screen.

00:09 | an easy-to-use

We browse through many credentials. At the end, the camera movement reveals a password field.



00:10 | password

The password field is vertically centred. The stars switch one by one to letters, revealing the word "password".

00:11 | manager

The form outline is disappearing via a trim path animation. The word "manager" fades in from the right after a tiny delay, while the text block is re-centred.

00:16 | protected by

Quick cut to the word "protected". The word "by" fades in from the right after a tiny delay, while the text block is re-centred. Background color change.

00:17 | advanced encryption.

Quick cut to the word "advanced". The word "7gv2SyCX" fades in from the top after a tiny delay, while the text block is re-centred.

00:18 |

The second word decrypts to become "encryption". Encrypted text fades in the background. The encrypted characters change very fast.

00:20 | Introducing

We enter inside the world of encryption with a scaling circle coming out out "advanced encryption", which changes the scene to a darker background.

00:21 | Proton

The Proton Pass logo mark appears.
The background gradient shifts position.

00:22 | Pass

The typography fades in from left to right.
The logo is repositioned to stay centred.

00:24 | an identity manager, brought to you by

The Proton pass logo moves toward the top of the screen, while a line appears and start to reveal a product interface (mask movement from left to right).

00:26 | the scientists behind Proton Mail.

The camera moves lower. The line finishes its movement where a shield icon scales up. The line starts to disappear. The icon pulsates waves. 3 badges of password, credit card and identity slides in from the left to the right. The gradient on the background shifts position.

00:30 | It manages your passwords AND online identity.

The text on the 3 badges is decrypted. The journey line continues its movement towards the bottom of the screen. The camera follows the line.

00:32 | Proton Pass has

The camera movement towards the bottom stops as it reveals an encrypted text.

00:35 | full end-to-end encryption.

The text decrypts, letter by letter from left to right. Line after line.

00:36 | Logins and their metadata

The second line decrypts.

00:39 | are encrypted using keys you control.

An unchecked toggle appears on top of the title while a key rotates into the screen (Y axis 3D rotation).

00:41 | Not even Proton can access them.

The toggle switches to being activated, which blurs the key. The camera zooms inside the toggle, which changes the background color of the scene to white.

00:43 | Open-source code means

Some code lines are visible in the background. They are moving. The title fades in while the camera movement stops.

00:45 | anyone can verify

A journey line begins a movement towards the right side of the screen.

00:47 | Proton Pass's encryption.

The journey line continues its movement towards the right side of the screen. The background gradient changes. The flag starts to appear

00:49 | Your data is also protected by strict

The journey line stops. The title is being animated, each word moving separately in different directions.

00:54 | Swiss privacy laws.

A world map fades in the background.

00:57 | With Proton Pass,

The camera zooms out of the scene, which reveals that we were inside the Proton Pass logo mark.

00:58 | each time

The camera zooms out of the scene, which reveals that we were inside the Proton Pass logo mark.

00:59 | you create an account online,

The camera stops zooming out. We are on the web extension browser view. The Proton Pass logo mark pulsates waves, which activates a an UI dialog box (slides in down). The camera follows the movement towards the bottom.

01:01 | a unique and strong password

The text decrypts, letter by letter from left to right. Line after line.

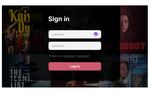
It shows the password generation interface.

01:03 | is automatically generated and saved.

The slider is moved to increase the number of characters. The special characters toggle is switched on. The password adapts accordingly. The background color changes to orange when the switch is activated.

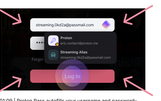
01:05 | Each time

The card rotates to 180 degrees in 3D (Y axis)



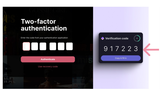
01:07 | you return to the site,

Behind the password card is a sign up card. The background changes.



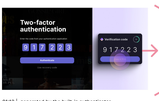
01:09 | Proton Pass autofills your username and password–

Zoom in. The fields gets auto-filled. We see 2 possible accounts. The user selects one account and then clicks on 'log in' (visible cursor)



01:11 | And even any 2FA codes

The two factor authentication flow appears. The screen splits, with a side panel containing the popup from Proton Pass. The panel slides from the right to the left.

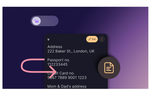


01:13 | generated by the built-in authenticator.

The user clicks on the the button (cursor visible), which adds the code to the central user interface.

01:15 |

The panel slides out when authenticated. The camera zooms in the background to show that the user has access and can enter in the service. (Speed motion blur effect).



01:17 | You can securely store sensitive information

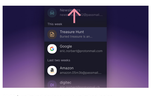
The background fades into the Pass gradient color.
The note interface rotates in 3D (Y axis) to appear. The text is being written on the note. The toggle fades in.

01:21 | with end-to-end encrypted notes.

The toggle switches to being activated. The text is getting encrypted and changes color.

01:23 | You can do all of this on

The toggle fades out. The note UI downsizes, while other UI elements slides in from the top.



01:25 | unlimited devices, with unlimited logins.

All UI elements gather to form an interface containing many logins. We scroll through it.

01:32 | Proton Pass also protects your real email address with email aliases.

The camera moves towards the top of the screen, which reveals an email address.

01:37 | An alias is a randomly generated email address that forwards emails straight to your inbox.

An email alias fades in on top of the email address, which blurs its content. Then, A second email alias fades in on top of the previous one.

01:45 | Using a new alias for each account

The 3 email badges are rescaled and repositioned. The background color changes. Lines are drawn and lock icons scale in.

01:49 | keeps your main email address from being exposed

The line continues to draw and connect to 2 big tech logos that scale in.

01:50 | Plus, if a service is breached, sends you spam, or sells your email alias,

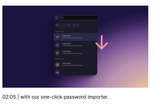
One line gets compromised, the line turns red. A danger icon scales in on top of it. The alias email is outlined by a blinking red color.

01:55 | you can shut that alias down without affecting your other accounts.

The red link is broken, a cross icon replaces the lock icon. The compromised alias turns red.

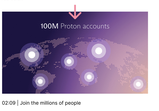
02:00 | Already have a password manager? Switching to Proton Pass is easy

Dark background fades in. The import icon is pulsating waves while a file" is dragged into the interface. Journey line fades out. "The file will have a page turn/3D effect and will scale down.



02:05 | with our one-click password importer.

A loading bar shows that the import is happening. After that, the logins and passwords are piling up in the UI.



02:09 | Join the millions of people

The camera moves down. It reveals a world map. Multiple points pulsates, while the title fades in.

02:11 | and organizations

Famous users badges fade in on top of the world map. The user badges slide from left to right to make it clear that their position isn't location based.

02:15 | who trust Proton.

The camera moves down. Multiple organisation logos are visible.

02:18 | Take control of your online data and identity with

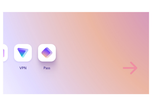
The camera continues to move down, the gradient color shifts to white.

02:21 | Proton Mail, Proton Calendar, Proton Drive, Proton VPN

The camera movement reveals the Proton product range. Each product appears one by one, after each other (without Pass). The background color changes.

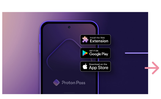
02:25 | And now, Proton Pass.

Proton Pass app icon slides in from the right.



02:28 | Secure your online accounts

The camera moves to the right. The background color shifts to the colors of Pass.



02:31 | with Proton Pass for free

Key visual with a device, app store badges and a badge for the extension slide in. The journey line leads the camera towards the right side of the screen.

02:34 | – because everyone deserves

Motion signature. Toggle is visible at the end of the journey line. The background shifts to the colors of Proton brand.

02:36 | privacy by default.

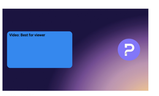
Motion signature. The line closes while the toggle is switched on.

02:38 |

Motion signature. The toggle morphs into the Proton logo.

02:39 |

Motion signature. The tagline fades in below Proton.



02:40 - 02:45

Pass Background alone for 5 seconds to daisy chain to Pass tutorial videos on Youtube.