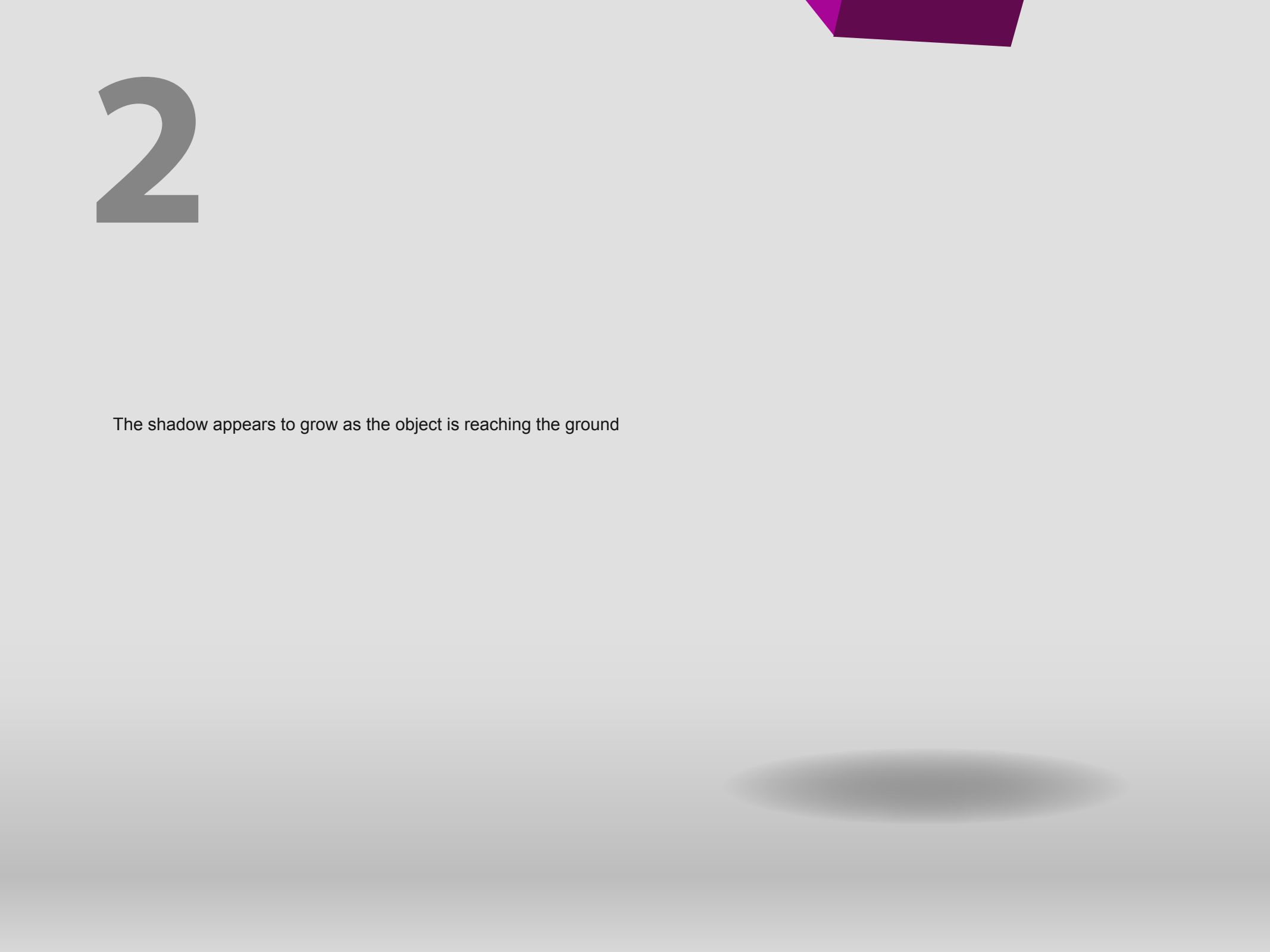
1

The opening animation starts with a shadow implying a falling object from above

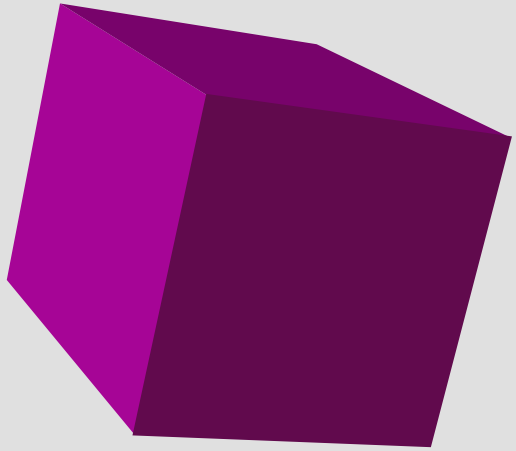
The motion of the object is accompanied with an appropriate sound effect

2

The shadow appears to grow as the object is reaching the ground



3



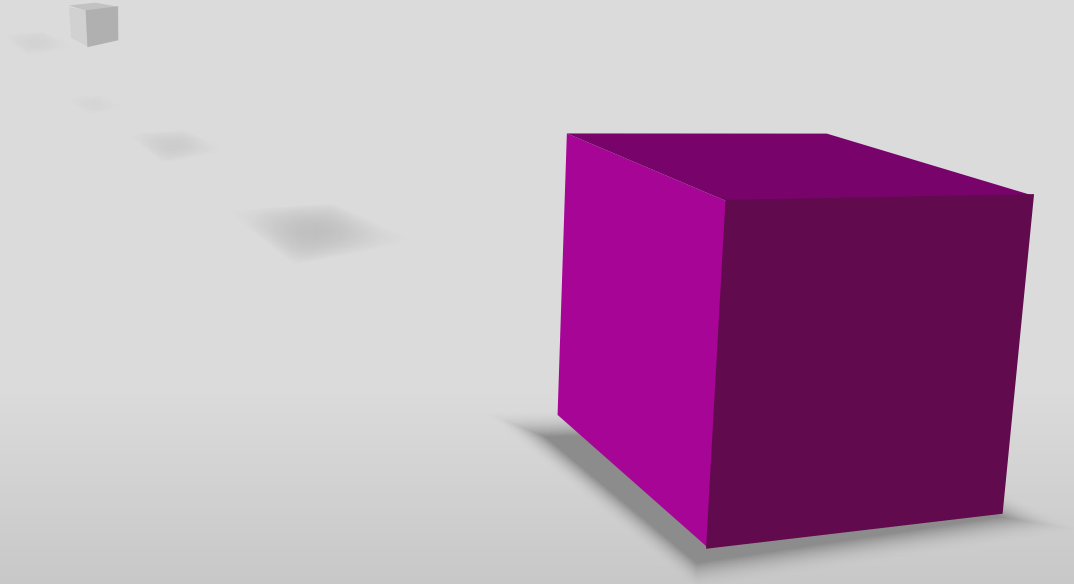
What appears to be falling is a box (preferably a **GIFT** box)

A gif box is considered to be something that has positive associations. It also implies that a present is being given (i.e to the audience) and it’s strongly connected to the visual identity of iENTER as well

The use of the actual logo in the conference animations might be a bit redundant, so I suggest using a metaphor of the gift box to reinforce the content.

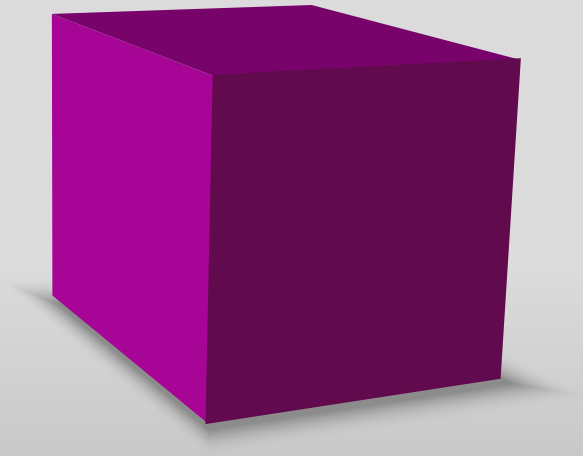
4

As the box finally falls it tilts the screen to indicate the impact. The sound effect as well.
optional: In addition there could be other boxes falling as well in the background (richer animation)

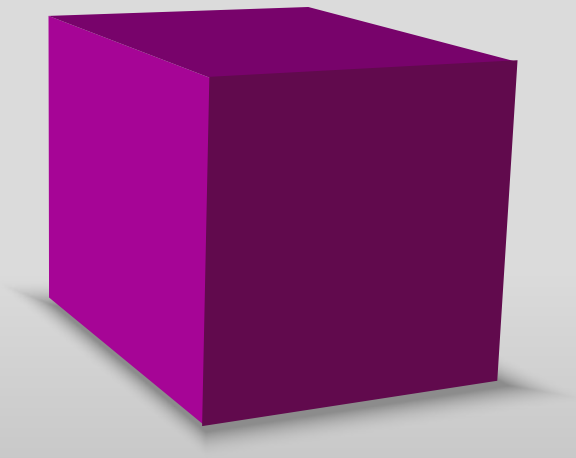


5

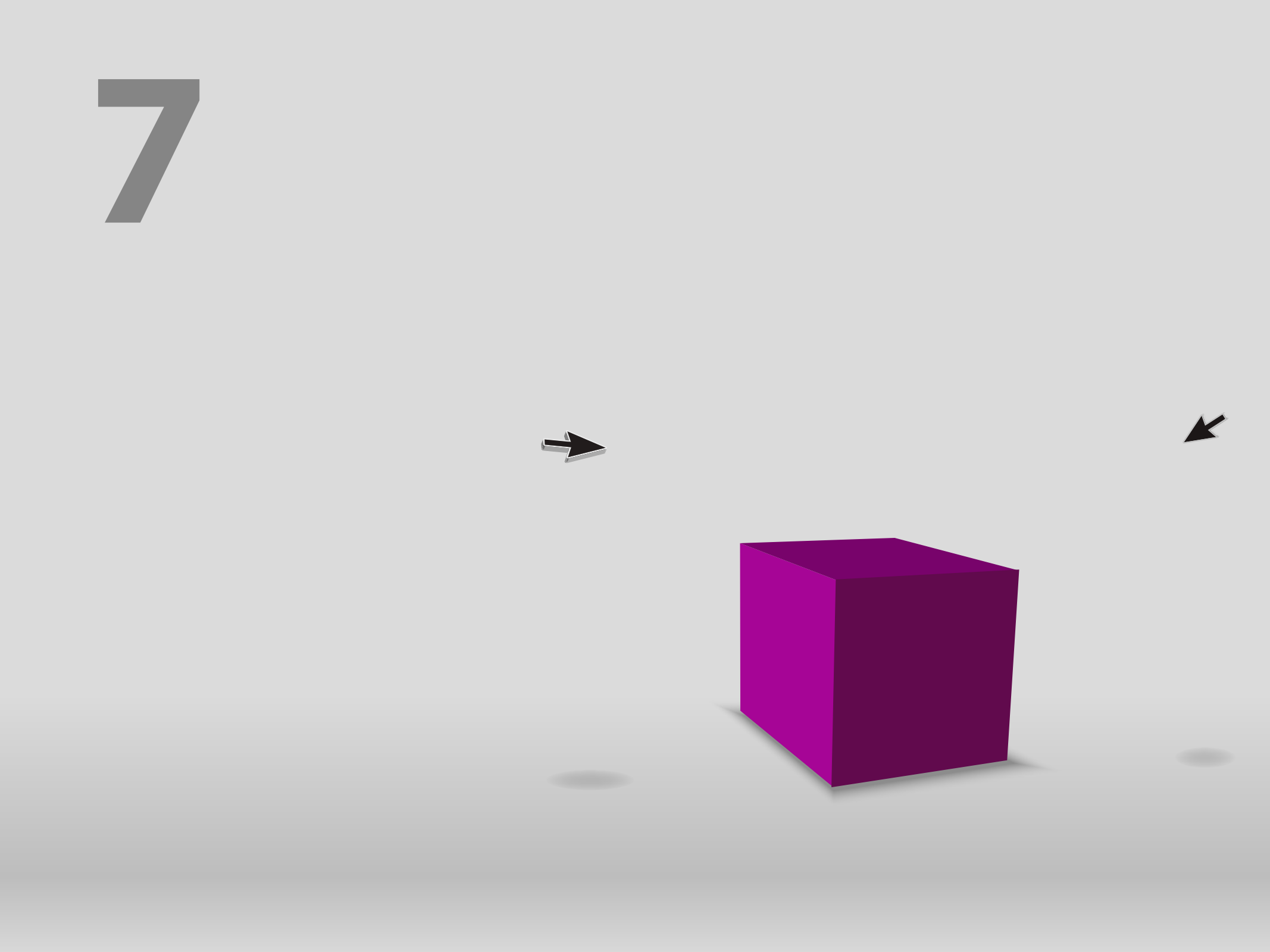
As the box (or the boxes) has/have fallen, mouse pointing arrows start entering the screen in funny movements (as if they were curios to what has just happened - a gift box fallen from the sky)



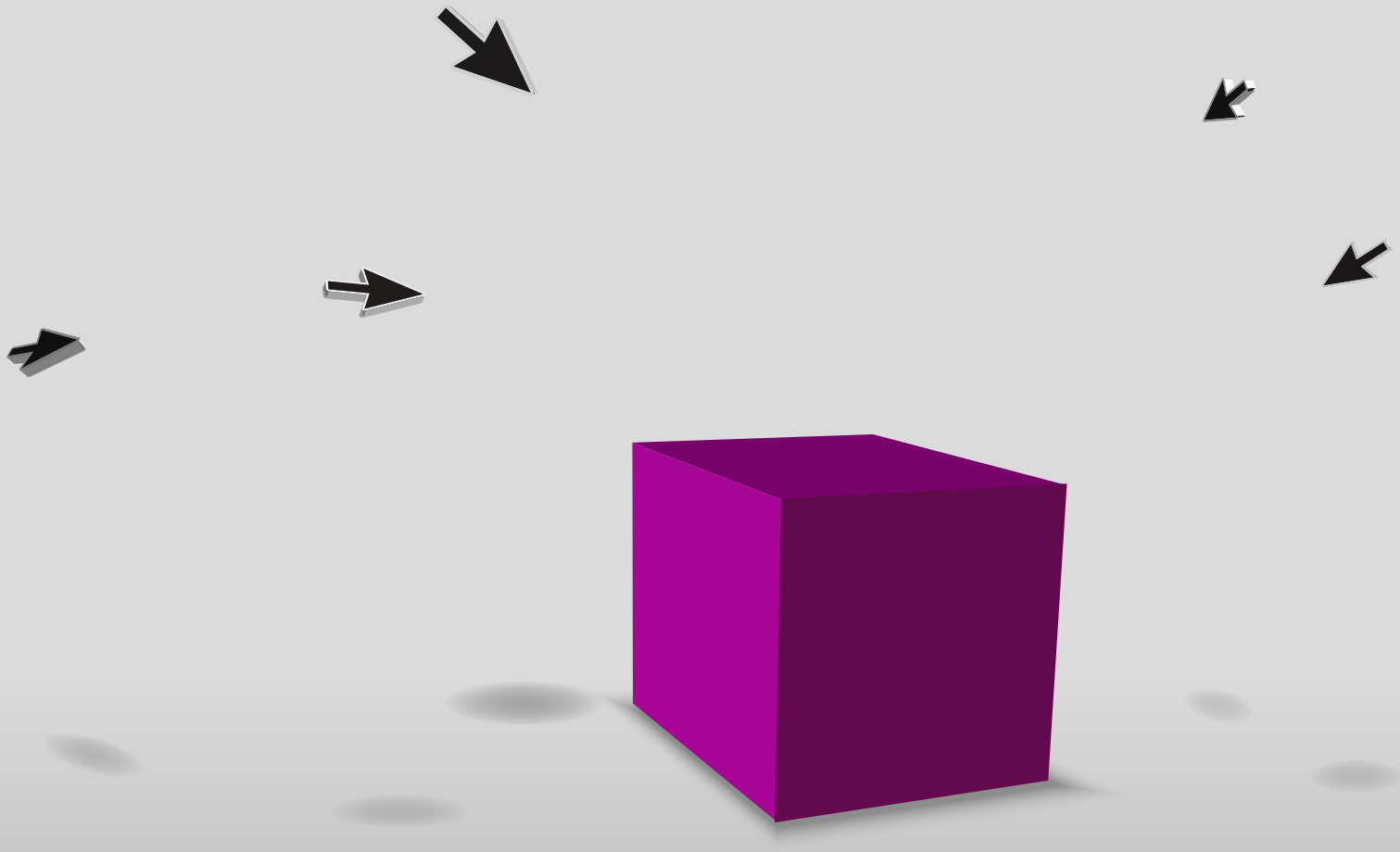
6

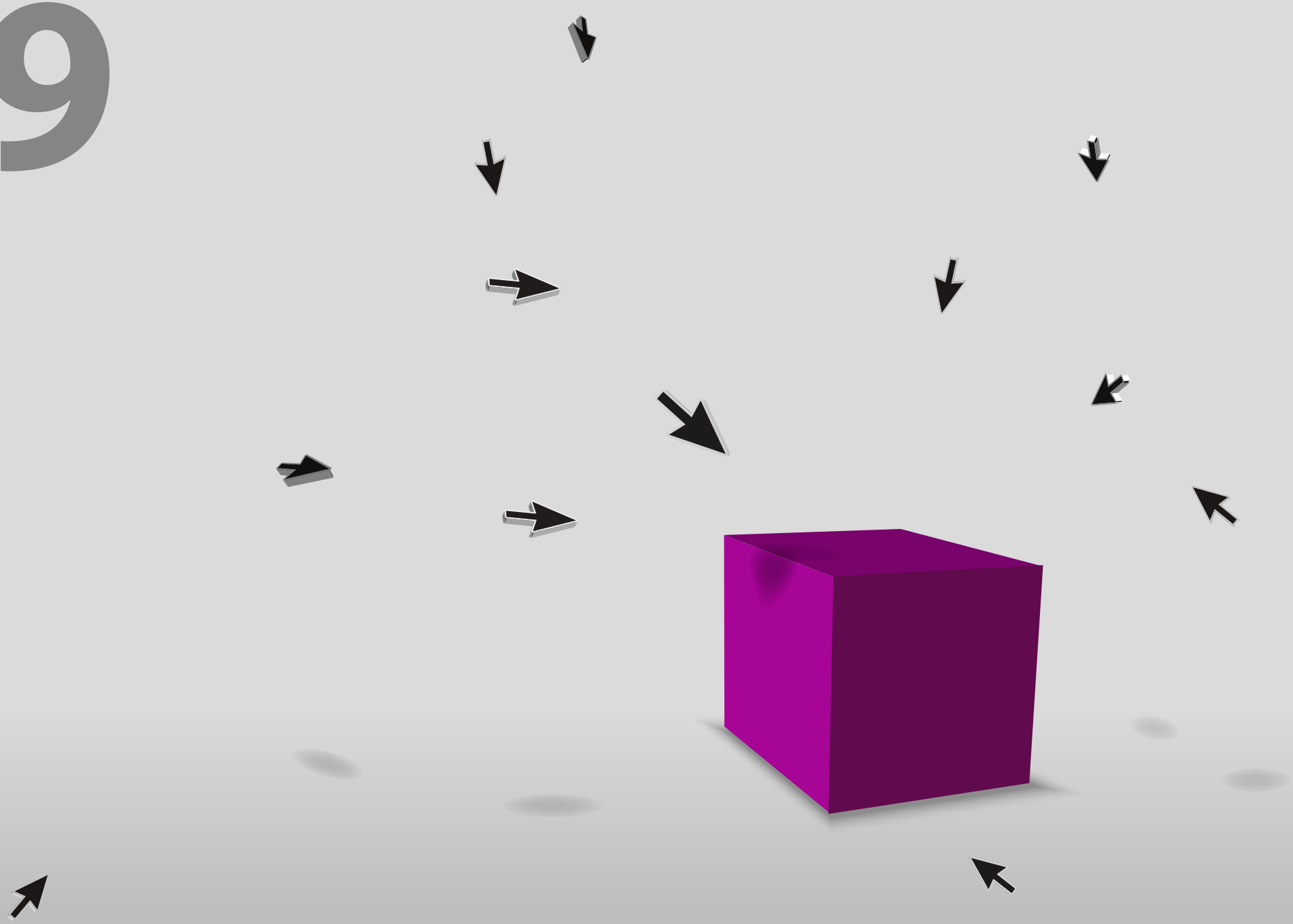


7



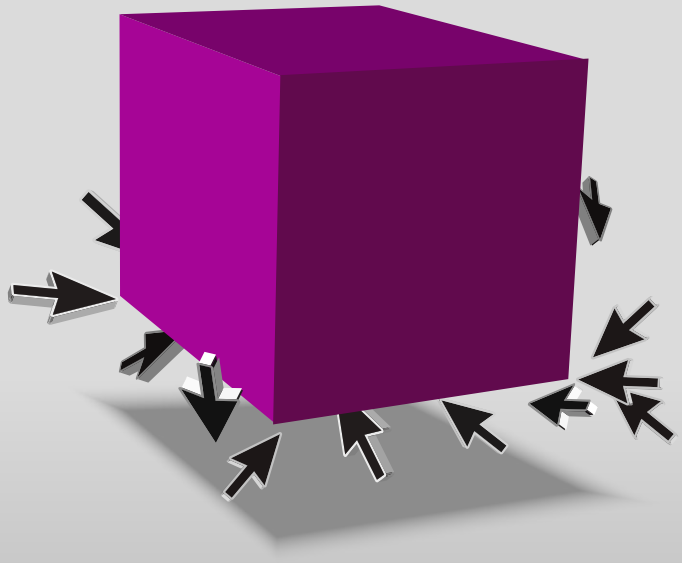
8





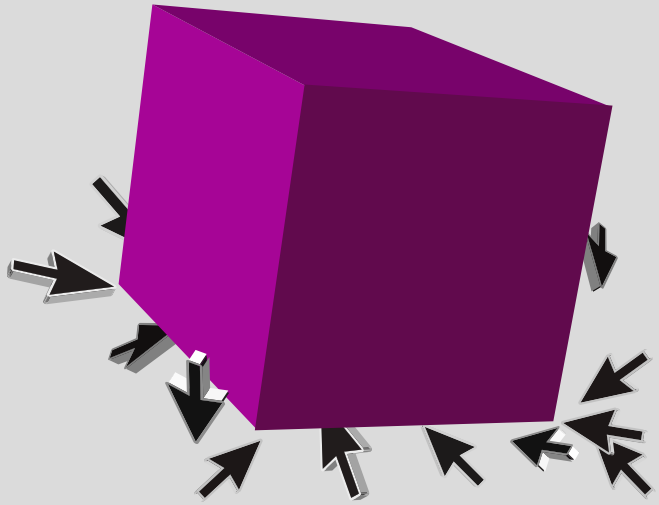
10

The arrows are lifting the box



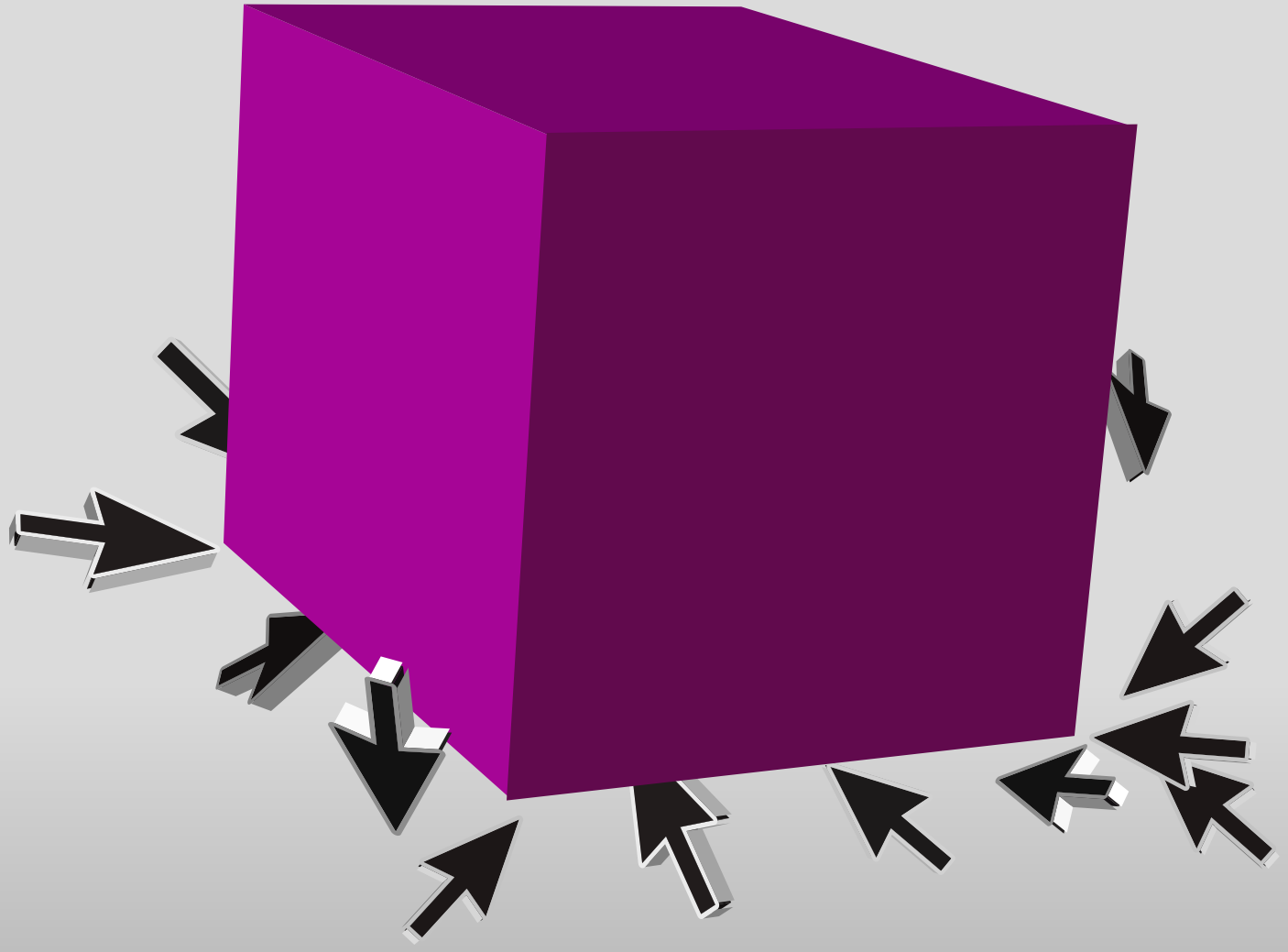
11

Still lifting and slightly turning towards the viewer



12

The box is becoming biger as it flies toward the viewer with an increasing speed and turning around a bit



13

Finally the box covers the screen, and the next sceen is a welcoming screen or whatever is chosen