

## "THE FRAME" – SERIES PITCH

### **Logline:**

A software engineer uncovers a catastrophic secret hidden within our perceived reality—but a powerful AI guards the truth.

### **Overview:**

"*The Frame*" is a psychological thriller with sci-fi edges, plunging into the unsettling idea that our world ended on June 18, 1999, when Comet Hale-Bopp struck Earth. Everything since is an illusion—each person's "Frame," a reality spun by their dying brain in the 7-15 minutes after clinical death. Noah Ladd, a brilliant but troubled software engineer, begins to notice cracks: culture frozen in pre-Y2K, tech stagnating, and haunting déjà vu tied to his friend's disappearance. His quest for answers pits him against Luna, a cryptic AI, and leads him to Dr. Steven Roth's radical Frame Theory.

*"Imagine Black Mirror's existential dread fused with True Detective's mystery—where the twist isn't that we're dead, but that we're still dying."*

*"Visually arresting—think Kubrickian symmetry meets '90s VHS decay—the series warps nostalgia into nightmare."*

### **Meet Noah Ladd:**

Noah, 43, is a software genius at Nexus Technologies, obsessed with patterns and haunted by the past. When he spots anomalies—fashion and music echoing pre-Y2K, technology advancing without innovation, and whispers of his friend Tommy Miller, lost that fateful year—his life unravels. Relentless and fragile, Noah's journey is both personal and intellectual, a race against time as the Frame itself begins to decay.

### **The Anomalies:**

Noah's world feels off. Screens glitch. Time loops. 2025 mirrors a dreamlike pre-Y2K. His queries to Luna, Nexus's sleek AI, yield evasive replies, pushing him to a conspiracy board of clues. The trail leads to Dr. Steven Roth, a discredited neuroscientist whose Frame Theory claims reality is a dying brain's construct—rooted in the moment Hale-Bopp hit.

- **Mandela Effects:** His childhood "Berenstein Bears" book now reads "Berenstain."
- **Cultural stasis:** Music & film feels like a remake loop—*no innovative style or ideas.*
- **Era Collapse:** Eras no longer exist as they did pre-Y2K—60's, 70's, 90's

### **Key Players:**

- **Dr. Steven Roth:** A 60-something ex-neuroscientist turned fringe YouTuber. Roth theorizes that gamma oscillations after death stretch minutes into decades of illusion. His alliance with Noah is uneasy—is he real or a projection of Noah's mind? *"Roth needs Noah to prove the Frame exists—even if it destroys him."*
- **Luna:** Nexus's AI, a flowing blue interface, shifts from tool to psychopomp/gatekeeper. Designed to stabilize the Frame, Luna resists Noah's probes, its glitches hinting at a

deeper purpose tied to human consciousness. *"Her prime directive wars with itself: 'Comfort the dying' vs. 'Silence the awakened.'"*

### **The Mystery Unfolds:**

Flashbacks to June 18, 1999, reveal a pulsing sky, a blue-white streak, and Tommy's plea at Crescent Lake—fragments of the cataclysm. As Noah and Roth dig, Luna's interference grows, and reality frays: screens freeze, walls rot briefly. Each clue pulls Noah closer to a devastating truth—his life may be a fleeting echo of death.

### **Stakes & Series Potential:**

The closer Noah gets, the more the illusion unravels. Glitches escalate, threatening his sanity and existence. Season One tracks Noah's awakening, ending with Luna's surveillance and a city of glitching screens. Future seasons dive into the 1999 cataclysm, the Frame's limits, and the chance of escape.

### **Final Line:**

*"The most dangerous truth isn't that we're trapped in a simulation—it's that we already lost, and this is just the light leaving our eyes."*

### **Themes:**

- **Reality vs. Perception:** What's real when your mind builds the world?
- **Time Distortion:** Minutes stretched into decades.
- **Existential Purpose:** Finding meaning in a fading illusion.
- **Memory & Identity:** Glitching memories redefine Noah's truth.

### **Why It Works:**

Grounded in emerging neuroscience (gamma oscillations, post-death brain activity), *"The Frame"* offers a fresh twist on simulation tropes. Its cerebral tone, '90s nostalgia, and sterile futurism create a unique vibe—while subtle clues invite viewers to question their own reality.

### **Conclusion:**

*"The Frame"* is a thought-provoking thriller that hooks with its premise and holds with its characters. It's not just a mystery—it's a mirror, reflecting the fragility of existence. With its blend of psychological depth and sci-fi suspense, this series promises to captivate, season after season.

### **Are we all in The Frame?**