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### **Haley Productions and RSVP Merge to Become Allied Pixel**

Two well-known Philadelphia media production firms have merged to create Allied Pixel, the region's first integrated media production company. The merger uniquely positions Allied Pixel to capitalize on the convergence of high definition video and the web.

RSVP is a leader in HD production and pioneered the concept of digital cinematography in the market. It has the region's largest selection of HD cameras and a staff with expertise in HD production.

Haley Productions is an award-winning rich media firm, providing seamless integration of video, web and multimedia. Its work includes rich web applications, webcasts, podcasts, mobile applications, DVDs, digital signage, kiosks and CD-ROMs.

Allied Pixel, the new entity, replaces RSVP and Haley Productions. "This is a logical evolution of our two companies, and positions us to take the lead in the integration of HD video and the web," said Brian Connor, president of video operations. "This merger is bigger than the sum of its parts," said Bill Haley, president of interactive. "By combining our resources, we can do things that have never been done in this market before."

Allied Pixel is located at Haley Productions' prior site in Media. The merger was preceded by an extensive build out of the facility and investment in new technology. The facility includes three HD edit suites with Smoke and Final Cut, a digital audio project studio, networked interactive workstations and a equipment rental division.

The new website, [alliedpixel.com](http://alliedpixel.com), provides numerous video case studies demonstrating the company's unique capabilities.

*Logo and stills available upon request.*