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Allied Pixel Receives Three National Awards for Genesis Interactive Orientation Program

Allied Pixel has received three national awards for a recent interactive project. The “GRS Orientation Program” for Genesis Rehabilitation Services was awarded a Silver statue from the Davey Awards, a Gold statue from the Marcom Awards and an Award of Excellence from the Pegasus Awards.

The GRS Orientation Program is an interactive training application that explains Genesis employee policies, practices and company philosophy to new hires. It is a rich Internet application that combines video with Flash programming to deliver a personalized learning experience. Genesis Rehabilitation Services hires more than 1,200 new employees every year. The Orientation Program brings these employees up to speed in about an hour so they can get to work quickly. In the past, orientation was done by managers on a one-to-one basis and took up to eight hours.

Using an actor/host guide throughout, the “Orientation CD” is an interactive program that provides comprehensive training on Genesis policies and procedures.

Genesis Rehabilitation Services touches the lives of more than 80,000 patients per year through physical, occupational and speech therapy. They provide rehabilitation services in skilled nursing facilities, short-stay rehab units, outpatient clinics, home-health agencies, acute care and rehabilitation hospitals, independent and assisted living communities and adult day care facilities in 18 states and the District of Columbia.

The Davey Awards is an international award focused exclusively on honoring outstanding creative work from the best small firms worldwide. The Daveys receive thousands of entries from ad agencies, interactive agencies, production firms, in-house creative professionals, graphic designers, design firms and public relations firms.

The Marcom Awards is an international competition recognizing outstanding achievement in the fields of marketing and communications. Entries come from corporate marketing and communications departments, advertising agencies, PR firms, design shops and production companies.

Chosen from entries all over the U.S., the Pegasus Awards is a national competition recognizing exemplary video work in corporate communications in the fields of education, medicine and government.

Allied Pixel is a next-generation integrated media production company. It specializes in the convergence of video production, web development and interactive multimedia production. Its clients include some of America's best known companies and institutions. Allied Pixel create interactive websites, mobile applications, web and desktop-based applications, DVDs, CD-ROMs and kiosks – all with a singular passion for its work and dedication to excellence.

Allied Pixel represents the merger of Haley Productions and RSVP, two media production companies with distinguished reputations for innovation and customer service. As a single entity, Allied Pixel provides unprecedented technical and creative capabilities. For more information, please visit www.alliedpixel.com.

Stills and logo available upon request.