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Allied Pixel Wins Three International Awards for Integrated Video Productions

MEDIA, PA (May 2008) – Out of thousands of entries from 25 countries, **Allied Pixel** received three 2008 Summit International Awards, one of the premier arbiters of creative and communications excellence for the past 14 years. The SIA recognized companies and individuals that go beyond the video industry standards. SIA uses rigorous evaluation criteria and blind judging processes to ensure its competitions reward only those firms truly deserving of special recognition.

Allied Pixel received a silver award for their interactive, online interpretation of the **Colgate White Papers**. Colgate provides educational materials for dental professionals in the form of White Papers, a print publication, but has since been replaced by Allied Pixel's creative concept utilizing Flash and JavaScript technologies.

Allied Pixel received a bronze award for their integrated media partnership program of the **American Occupational Therapy Association** and **Genesis Rehabilitation Services** video. The AOTA partnered with Genesis Rehabilitation Services to develop a program that encourages young adults to enter the occupational therapy profession. This video is the cornerstone element of the program. It utilizes interviews, camera zooms and motion graphics to create a compelling story.

Allied Pixel received a second bronze statue for their Genesis Integrating Technology Video. Genesis Rehabilitation Services uses high-tech tools to aid in patient care and this video, intended for therapists, shows how those tools allow therapists to provide better care in less time. Allied Pixel created the video on location at various Genesis Rehabilitation facilities using real therapists and actor patients.

About Allied Pixel:

Allied Pixel is a next-generation integrated media production company who specialize in the convergence of video production, Web development and interactive multimedia production. 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. Their clients include some of America's best known companies and institutions. Allied Pixel create interactive Web sites, mobile applications, web and desktop-based applications, DVDs, CD-ROMs and kiosks; all with a singular passion for its work and dedication to excellence. For more information, visit www.alliedpixel.com.