



FOR IMMEDIATE RELEASE

Contact: Juanita Berge
(610) 892-7970 ext. 22
juanita.berge@alliedpixel.com

Allied Pixel Brings Print Pieces to Life for Wyeth Launch in Las Vegas

COLLEGEVILLE, PA (June 2008) – **Allied Pixel** was selected by **Wyeth Multimedia** to produce a series of opens and bumpers for Wyeth’s Las Vegas launch meeting of their new drug Pristiq. Unique about this project was that existing designs from print pieces were made to “come alive” on screen. Always a challenge working with green screen, quite a bit of creative license was allowed with the silhouetted characters that were used. Some segments were scripted and others were totally improvised. Normally each actor would be shot separately then composited together in post production, but due to the quick turn around deadline, all four actors were used on screen at the same time. Directed by Allied Pixel’s Brian Connor with outstanding editorial by Wyeth editor Jason Young, the project was a hit with audience and client.

About Allied Pixel:

Allied Pixel is a next-generation integrated media production company that specializes 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. Its clients include some of America’s best known companies and institutions. Allied Pixel creates 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.