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

**Allied Pixel Wins Six Horizon Awards**

**MEDIA, PA (June 2008)** – From a record setting entry field, **Allied Pixel** has received six 2008 Horizon Awards, a competition that honors the most talented developers of interactive media. The Horizon Interactive Awards is a prestigious international competition recognizing outstanding achievement among interactive media producers. The awards showcase the best web site design, CD-ROMs, DVDs, video, kiosks, video games and other interactive media.

Allied Pixel has received a gold award for their video, “Change Is Good.” Designed to announce the merger of Haley Productions and RSVP, the fun, short video was shot in one day and posted the following day - in time for a January 2<sup>nd</sup> online launch.

A second gold has been won for the **AstraZeneca** Selling Model Video. The lighthearted, animated video introduced a new selling model, told why the change was necessary and what the change meant to its pharmaceutical reps. Miniature sets were built, then 2D animation was composited in the scenes. The video makes use of character voices, extensive sound design and an original score.

A silver award has been won for **Cabrini College**’s 50<sup>th</sup> Anniversary Video. Commissioned to commemorate its 50<sup>th</sup> anniversary, the video was shot over a six-month period. The video makes use of interviews, campus beauty shots and archival photographs. It has an original score, and debuted to a standing ovation at a gala event at Ellis Island.

Allied Pixel has received three additional silver awards for projects for **Genesis Rehabilitation Services**. The Genesis Capabilities Program is an interactive sales program that demonstrates the company’s healthcare specialties, such as Wellness Care, Short Stay Rehab and Aquatic Therapy. An online interface allows an administrator to create a customized presentation for the client, which can be distributed as a CD-ROM or as a web link.

The Genesis Integrating Technology Video shows how the company is taking the lead in the use of high-tech tools to aid patient care. This video, intended for therapists, shows how those tools provide better care in less time. The video was shot on location at various Genesis rehab gyms using real therapists and actor patients.

The third and final silver award was to the AOTA/GRS National Partnership Video. The American Occupational Therapy Association partnered with Genesis to develop a program to encourage young people to enter the Occupational Therapy profession. The video is the cornerstone element of the program and utilizes interviews, b-roll and motion graphics to create a compelling story.

**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](http://www.alliedpixel.com).

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