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Allied Pixel Shoots Engineering Video for Drexel University

PHILADELPHIA, PA (July 2008) – Allied Pixel of Media, PA has shot a promotional video for **Drexel University**'s College of Engineering. The spot focuses on Drexel's historic reputation in the field of engineering and highlights their renowned Co-op Program. After two months of prep time the AP crew utilized the College's state-of-the-art buildings and labs in shooting the piece. It features interviews with faculty, staff and students and captured video of many engineering experiments in process. The piece also made use of the College's urban setting in shooting extensive b-roll of the city and campus. Post production is scheduled with Allied Pixel as well. The College will use the spot as a recruitment piece for high school students considering an engineering program.

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.

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