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Allied Pixel Wins Five Communicator Awards

MEDIA, PA (September 2008) – The **International Academy of the Visual Arts (IAVA)** and the **Communicator Awards** announced that **Allied Pixel** was the recipient of five awards this season. One first place Award of Excellence and four second place Awards of Distinction were bestowed on the interactive/video agency, with their own Allied Pixel Website pulling top honors in the self promotion category. Allied Pixel wanted to create a website that was video-rich. Being an integrated media production company whose specialty is the integration of HD video with web and interactive technologies, they created a website that demonstrates what's possible both technically and creatively.

Once again, one of Allied Pixel's own, the Change Is Good video, was in line for an Award of Distinction. This fun, short video announced the merger of Haley Productions with RSVP to become a new company – Allied Pixel. The video was shot in one day and posted the following day – in time for a January 2nd online launch.

Also the recipient of an Award of Distinction was the Find Yourself Here campaign Allied Pixel created for **Delaware County Community College**. They were asked by the college's agency, **Schultz & Williams**, to create a series of 30-second spots that brought movement and sound to the existing campaign. They developed a motion graphics treatment and produced an original score. The spots are running on television and in theaters.

The Selling Model Video Allied Pixel did for **AstraZeneca** took an Award of Distinction as well. AZ introduced a new selling model for its pharmaceutical reps. This animated video takes a lighthearted view at why the change was necessary, and what it means to drug reps. They built miniature sets and then composited 2D animation in the scenes. The video makes use of character voices, extensive sound design and an original score.

Finally, their interactive Colgate White Papers Website for **Professional Audience Communications** brought home their fourth and final Award of Distinction. Colgate provides educational materials for dental professionals in the form of White Papers, a print publication. Allied Pixel created an interactive, online version of White Papers that has since replaced the printed version. It makes use of Flash and some innovative JavaScript programming.

The Communicator Awards is the leading international creative awards program honoring creative excellence for communications professionals. Founded by communications professionals over a decade ago, the Communicator Awards is an annual competition honoring the best in advertising, corporate communications, public relations and identity work for print, video, interactive and audio. The 2008 Communicator Awards received over 8,500 entries from ad agencies, interactive agencies, production firms, in-house creative professionals, graphic designers, design firms and public relations firms.

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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