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Allied Pixel Triumphs With a Best of Show Award From Pegasus

MEDIA, PA (September 2008) – AstraZeneca’s Selling Model Video garnered **Allied Pixel** a Best of Show Award from the **Pegasus Awards**. The video was produced as a result of AstraZeneca’s introduction of a new selling model for its pharmaceutical reps. The animated video takes a lighthearted view at why the change was necessary, and what it means to drug 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.

The Selling Model Video was designated by the executive judging panel of the Pegasus Awards to be honored as one of two 2008 Pegasus Awards Best of Show entries. The “Best of Show” designation was created to showcase one exceptional entrant. “Best of Show” is chosen from all Award of Excellence winners. It is a unique way to celebrate the one entry that was chosen as the best of the best for each individual competition. The Pegasus Awards has been the symbol of excellence for exceptional work produced by media professionals for over five years. Since their inception they have been the gold standard that all other competitions have measured themselves against.

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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