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Allied Pixel Shoots Baseball's National League Playoffs

MEDIA, PA – (November 2008) Allied Pixel was called upon by **Fox Sports Network** to do the National League Playoff shoot. At the last minute AP got the call from Fox, who was looking for an experienced HD crew who also knew the city. The 3-day shoot was comprised of scenic shots of Philadelphia and the stadium that Fox used as commercial wraparounds during the playoff games. They also did team roster presentations for games 4 and 5 by local Philadelphia sports-casting legends Larry Bowa for the Dodgers, and Harry Kalas for the Phillies. Senior cinematographer Tom Shustack used an HDX900 camera package for broadcast for the shoot. "Because of our extensive high-definition production stock, we're able to handle 720p high definition production for Fox Sports as well as our usual 1080p film style production for our regular clients," commented Shustack. Following the Playoffs, Fox continued to use the shots for the World Series games.

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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