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### **Allied Pixel Shoots Southco Project**

**MEDIA, PA (February 2009) - Southco, Inc.** manufactures hinges and motion/positioning assemblies of all kinds that go into a myriad of products used every day. They wanted to convey this idea with a video that would be purposed for web and trade shows. With this in mind, they approached **Allied Pixel** with a script called the Art of Motion. Allied Pixel's editor, Nat Hladio, came up with some great storyboards that had one shot fluidly moving into another.

The project had many challenges. On the production side Allied Pixel had a variety of objects to light, shoot and move, from a tiny hinge on a cell phone, to a 50 inch plasma screen, to a contouring headrest inside a BMW. The shoot took place over three days at Allied Pixel and on location in an operating room. The main challenge in post production was multi-axis compositing of the objects as they were moving within the frame.

The key in making this project a great success was an integrated production approach which allowed the Director, Brian Connor, DP, Tom Shustack and Editor to have vital input by sitting in on test shots prior to the start of production. Producer, Paul Trumbore did an excellent job of breaking out the script and scheduling a complex shoot. It ran like clockwork.

### **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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