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### **Allied Pixel Produces Patient Care Video for Genesis Rehabilitation Services**

**Media, PA (March 2009)** - Allied Pixel was asked by Genesis Rehabilitation Services to produce a video that explains the role of therapy to patients, their families and caregivers. Working with Genesis clinicians, Allied Pixel wrote the script and shot the video on location at eight different Genesis facilities. In addition to three days of shooting on location, Allied Pixel pulled shots from what has become an extensive library of related rehab footage. This also helped keep production costs down. Since all of the footage, even the archived footage, was shot with the same DP and director, it all came together as a cohesive whole. There is an extensive amount of b-roll footage illustrating various concepts in Physical Therapy, Occupational Therapy and Speech Therapy. The video is being distributed nationally to patients and caregivers.

#### **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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