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Allied Pixel Shoots Promotional Video for SunGard

PHILADELPHIA, PA (April 2009) - SunGard, one of the world's leading software and IT services companies, contracted with **Allied Pixel** to produce a new video for its upcoming open house. SunGard wanted something that would promote their new high tech facility to potential clients. Allied Pixel's Tom Shustack shot the video in HD, giving it a long shelf life and the ability to be used in future projects. The production team used a dolly in shooting to give the shots a more cinematic look and feel.

The job also included two other components. Virtual tours of the facility were shot for SunGard's website using IPIX technology. Still photos of the facility were shot using the HDR (high dynamic range) process for promotional use by the company. Numerous locations and setups were involved, with crews leap-frogging during the schedule to accommodate the job's one day turn around time. Bill Haley, Allied Pixel's head of Interactive, said, "This is a good example of how Allied Pixel's integrated media approach provides a comprehensive set of tools and expertise, allowing us to essentially do the work of three different companies with one team, in one day."

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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