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### **Allied Pixel Shoots Wyeth Program in Puerto Rico**

**Guayama, Puerto Rico (May 2009)** – Just back from Puerto Rico is **Allied Pixel** director Brian Connor, who travelled to the island for a **Wyeth Pharmaceutical** shoot. Wyeth is looking to add to their library of available footage, specifically for the rollout of four brand new Centrum formulas. The video was shot in HD to future-proof it for other uses. On location in labs in the small town of Guayama, the shoot did have its share of challenges. The constant gowning and re-gowning of crew in clean areas of the lab did bite into the schedule; as did coordinating the shoot and plant schedules, the small language barrier, and the noise of a steady barrage of machines running in the labs. “These considerations were just minor though,” remarked Connor. “Certainly nothing to cause a major headache.” In the end Connor was able to deliver impressive footage to be used in promotional videos for the Centrum launch meeting, as well as some remarkable stock library footage for the consumer division.

#### **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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