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### **Allied Pixel Wins Six Communicator Awards**

**MEDIA, PA (September 2009)** - Out of thousands of entries received from across the US and around the world, **Allied Pixel** has been honored with six **Communicator Awards**, the largest and most competitive awards program honoring creative excellence for communications professionals. The Communicator Awards is an annual competition that recognizes the best in advertising, corporate communications, public relations and identity work for print, video, interactive and audio.

Allied Pixel received a first place Award of Excellence for **Drexel University's College of Engineering** Undergraduate Recruitment Video. Asked by the school to produce a recruiting video for undergraduate students, over a dozen interviews were shot with students, professors and staff at numerous locations on campus. A substantial amount of post production work was done to create a fast-paced, visually engaging program.

A second place Award of Distinction was received for **Genesis Rehabilitation Services'** video "Achieving Remarkable Rehabilitation Outcomes." The video was an explanation of the role of therapy to patients, their families and caregivers. Working with GRS clinicians, Allied Pixel wrote the script and shot the video on location at eight different GRS facilities. There is an extensive amount of b-roll footage illustrating various concepts in Physical Therapy, Occupational Therapy and Speech Therapy.

A second Award of Distinction was received for the **Southco** Positioning Technology Video. Southco manufactures specialty fastener components that are used in a wide variety of applications. Allied Pixel produced a video for them that gave a glimpse of the many types of products that make use of Southco components. Allied Pixel developed detailed storyboards that provided a blueprint for intricate moving shots that were later composited into the end program.

Allied Pixel received another Award of Distinction for a video produced for **Cabrini College**. The Cabrini video commemorated Antoinette Iadarola's accomplishments during her 16-year tenure as president. Working with Cabrini's marketing and communications departments, Allied Pixel wrote the script and then set out on the arduous task of researching thousands of archival photos. Numerous interviews were shot on campus. The finished program makes use of motion graphics and sound design to build a compelling and emotional story.

A fourth Award of Distinction was won for **TelVue**'s Website Redesign. TelVue Corporation engaged Allied Pixel to combine their three existing (and disparate) corporate websites into one, using their new branding elements. This redesign project involved substantial navigation engineering. Strict CSS and XHTML web standards were adhered to while implementing numerous Flash animations and video streaming.

A fifth and final Award of Distinction was bestowed for **Roska Direct**'s Bio-Imaging Website Redesign. As one of the world's premier independent imaging labs, Bio-Imaging required a cleaner and more structured online presence to help assist in presenting their array of services. Allied Pixel partnered with Roska Direct to take the new designs and develop an entirely new website for Bio-Imaging with a focus on highlighting the company's unique resources and capabilities in a user-friendly and standards-compliant manner.

#### **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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