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Allied Pixel Wins EMPixx National Awards

MEDIA, PA (September 2009) - Out of hundreds of entries from across the country, **Allied Pixel** has won five **EMPixx Awards** for 2009. The EMPixx honors excellence in production of five categories of Moving Pixels: TV Commercials; TV Programs; Corporate Videos; Internet Moving Pixels; and Independent Films & Videos.

Allied Pixel received a platinum award for a video done 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 gold award 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.

A second gold award was won for **Drexel University's College of Engineering** Undergraduate Recruitment Video. Drexel University's College of Engineering asked Allied Pixel 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.

Another gold award was received for **Crestron Electronics** TPS-6X Teaser Video. Crestron is a leading manufacturer of AV control devices for homes and business. Their new TPS-6X is a new generation of touchpanel controls. Allied Pixel was asked to create a video teaser that would provide a preview of the unit's appearance and features, without ever showing the unit in its entirety, as it was still in development. Working from still photos of prototype units, motion graphics, visual effects and sound design were used to produce an engaging 30-second teaser.

A fourth and final gold award was won for **Allied Pixel's** Holiday Animation. Each year, Allied Pixel produces an online holiday greeting which is sent out to clients. They attempt to push the

envelope by using the core toolsets they are best known for. This year they produced a Flash animation that drew inspiration from the Guinness “Brilliant” campaign. Flash animator Devin Vail led an effort that involved the entire staff in a humorous recap of the company’s accomplishments over the past year.

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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