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Allied Pixel Shoots Three Videos for Elsevier

MEDIA, PA (September 2009) - Elsevier is the latest company to make use of **Allied Pixel's** superior production services. The medical publishing company currently has Allied Pixel working on three videos that will be added to what is already a 15 part series that AP completed for them in 2005. The videos are made to be companion pieces to a Physical Examination textbook for Nurse Practitioners that Elsevier publishes. The original 15 installments of the series each concentrated on a different body system as described in the textbook. The current three videos are part of what Elsevier calls their Special Topics series, which are Physical Examination of the Hospitalized Patient, Effective Communication, and Pediatric Examination.

Allied Pixel handled all of the production and post-production on this job, including DVD authoring. The Hospitalized Patient installment of the video was shot on location in a hospital. The two other installments were shot in studios that Allied Pixel had built by a local set designer.

Elsevier is a leading publisher of health science books and journals, incorporating a family of outstanding imprints. With titles available across a variety of media - print, online and CD-ROM, they are able to supply information in the most convenient format.

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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