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Allied Pixel Shoots Music Video

MEDIA, PA (November 2009) – Singer/Songwriter, **Tori Bella** approached **Allied Pixel** to produce her music video *Soul Brother*. The video was shot at their facility in a single day. “This was a bit of a departure from what we normally work on. It was a chance to flex our creative muscles,” said Brian Connor, head of video at Allied Pixel and director of the video. “We shot entirely on green screen with a very open method. This let us experiment and discover in post-production what worked best in the video.” The post-production required many days of multi-layered compositing of the High Definition footage with motion graphics to develop the finished product. Says singer Tori Bella, “What I loved about working with Allied Pixel is that they are totally professional, made me feel right at home, and they were amazingly creative. The end product was awesome!”

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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