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**Allied Pixel produces two videos for Carpenter Technology Corp.**

MEDIA, PA (May 2012) – Allied Pixel recently completed two videos for Carpenter Technology. The videos were used to frame the first combined sales force meeting between Carpenter and its newly integrated Latrobe Specialty steel company. Directed by Brian Connor, the production involved covering two vast plant sites as well as interviews in Reading and Latrobe, in four days. “We had to maximize our footage so we incorporated using Go Pro cameras in places like overhead cranes, numerous vehicles, and a few danger-laden shots. While my DP concentrated on beauty shots with the F800, our Go Pros were picking up time lapse and action shots that really fleshed out the edit.” The videos were designed to highlight the people and products that make Carpenter such a great company while focusing the sales force on the company’s ever growing potential.

*About Carpenter:*

Since 1889 Carpenter has been a leader in the development, manufacture and distribution of cast/wrought and powder metal stainless steels and specialty alloys including high temperature (iron-nickel-cobalt base), stainless, superior corrosion resistant, controlled expansion alloys, ultra high-strength and implantable alloys, tool and die steels, and other specialty metals as well as cast/wrought titanium alloys. With more than a century of experience, Carpenter’s dedicated engineers and metallurgists continue the quest to provide next-generation materials that will meet customers’ newest design challenges.

*About Allied Pixel:*

Allied Pixel is an integrated media production company that specializes in the convergence of video, the web and interactive multimedia. Allied Pixel brings a unique blend of technical and creative capabilities to clients across a broad range of fields. For more information, visit [www.alliedpixel.com](http://www.alliedpixel.com).

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