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Contact: Bill Haley  
(610) 892-7970 ext. 102  
bill.haley@alliedpixel.com

### **Allied Pixel launches Personalized Video service**

MEDIA, PA (February 2017) – Allied Pixel has pioneered an innovative new method to create personalized videos that are tailored to individual viewers. The process draws data from the client’s CRM (customer relationship management) software and feeds it into a proprietary rendering engine that combines pre-built video segments based on an individual customer’s purchase history or preferences. Allied Pixel principal Bill Haley said, “Our Personalized Video service is revolutionary. For the first time, our clients can engage with their customers and prospects on a one-to-one level.”

A demo of the service is available at [www.alliedpixel.com/services/personalized-video/](http://www.alliedpixel.com/services/personalized-video/).

#### *About Allied Pixel:*

Allied Pixel is a digital studio specializing in video production, web development and live webcasting. We bring a unique blend of creative and technical capabilities to clients across a range of industries. For more information, visit [www.alliedpixel.com](http://www.alliedpixel.com).

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