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Allied Pixel Adds Spoken Name to Personalized Video

MEDIA, PA (February 2018) – Allied Pixel has developed a technique to include a spoken name in Personalized Videos. The first application was for Villanova University, whose acceptance video begins with “Hi [name], congratulations on being accepted at Villanova.”

Allied Pixel is leading the way in Personalized Video, a new technology that uses an organization’s CRM data to create a unique, personalized video for each recipient.

“We are pushing the boundaries of what is possible,” said Allied Pixel president Bill Haley. “Personalized Video has incredible potential and this is another big step forward.”

About Allied Pixel:

Allied Pixel helps clients tell compelling stories through cinematic video production, personalized video and live webcasting. With 2,000 projects wrapped and 200 awards won, we never stop working for the wow. For more information, visit www.alliedpixel.com.

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