



***Business cards are the currency of the business world.***

They let clients know how to reach you and tell prospects where to find you for more information. Now, imagine if you had a business card that never got thrown out.

***Enter the Business Video Profile.***

Video on a disc about the size of a business card.

These small CDs are the same size as a paper business card, but with one important difference. Instead of simply carrying your contact information, they can carry an entire business profile video of your company.

A business profile video is a 5 minute video which can show people:

- Who you are
- What you do
- Where to find you
- When you are open for business
- Why you are a one-of-a-kind business
- How to contact you
- Your Company history
- Testimonials and Client list
- Professional Associations

You can combine video, photos and art with studio voiceovers and music. Add in an active link back to your Website and you have a commanding presentation. Show them your best salesperson with their best presentation on their best day.

Show prospective customers:

- Product Demonstrations
- Catalog Overview (link to full catalog online)
- Links to Online Training
- Detailed contact information
- Value-added information

# Intelli- VIDEO

## ***What are the steps involved in producing a BVP***

No matter what your budget level, the same steps apply.

### ***Preproduction***

We listen to your needs and help you to design the concept, assemble all documents and graphics elements and write the script. We work with you to decide on what approach will work best. You define your target audience, list issues that affect your industry and outline all the things you wish to convey.

### ***Script***

You may supply a script or we can create it. When the script is approved, we design a shotlist. A shot list is the list of shots that we will acquire on location.

### ***Production***

#### ***Shooting***

Footage can be shot on location at your office, factory or jobsite. We can also shoot green screen work in our studio in which we place various backgrounds behind a person speaking.

#### ***Editing***

All the elements are assembled into one cohesive piece. Generally, we edit to a piece of music that defines the rhythm of the piece. Animation work and titles are integrated to highlight your most important points and, of course, your brand. If you need logo design, refinement or re-creation of a legacy art piece, we offer complete graphics design and print services as well. Once the video is created it is placed into a template in Flash™

#### ***Approval***

There are specific points in the production process at which you will review and approve the content. After those points, additional charges will apply if it becomes necessary to go back and re-do any element. Written change-orders will be supplied if necessary and you will approve each step.

#### ***Compression***

The original video which is quite large is compressed into a smaller file size so it will fit on a small CD.

#### ***Graphic Design-Label-Packaging***

All your graphic design and packaging needs can be met at our facility. It is important to present your content in a professional manner.



The link to the web is very significant. When clicked on by the viewer, it opens the default browser in the viewer's computer and takes them to any designated page of your website. You can ensure that your BVP disc is always current by placing any time or price-sensitive material only on your website, which is then easily updated.

***How will a BVP help my bottom line?***

Describe your brand with a dynamic and media-rich presentation. Interaction with your brand is one of the most powerful tools in creating further interest in your product or service. The more time that a prospective customer invests in interaction with your brand, the more likely it is that they will make a positive decision in your favor, ultimately of benefit to your bottom line.

***What are some applications for a Video on CD?***

A general Company introduction, an interview with Company officers, a showcase of product line/services, an introduction to new products/services for existing customers, the introduction of new features on your website, a "leave-behind" for initial meetings, a direct link to a credit card purchase on your website.

***How long should it be?***

Not long. Your goal is to bring the prospective customer in to further meetings or a purchase or to have them click on the link to your website. People are generally not willing to spend a great deal of time on an initial presentation. The goal is to get the prospective customer in front of a Company representative who can evaluate the needs of the individual and close the sale.

***How much video can I place on a business card CD or Mini Round?***

Two very practical disc products are the **Business Card CD** which holds 50 megs of content ("hockey-rink" shape) and the **Mini-Round CD** which holds 180 megs of content, a disc 3 inches in diameter. Both of these discs can hold video. The Mini-Round holds approximately ten minutes of compressed video and the Business Card CD holds up to 5 minutes. This number allows for some additional content as well.

***Can I make a Mini DVD?***

At this time we can fit about 1 gigabyte of content on a silver 3" DVD Mini-round. That translates to approximately 30 minutes of video. However, we are generally trying to create a brief marketing piece so the added length may not always be appropriate.



Two excellent disc products are the

- **Business Card CD** which holds 50 megs of content (“hockey-rink” shape)
- **Mini-Round CD** which holds 180 megs of content, a disc 3 inches in diameter.

Both of these discs can hold video and play in standard CD and DVD drives.

Make it short and sweet!

A BVP is surprisingly cost-effective and can be re-purposed as streaming video which prospects and customers can view online. This is Intelligent Video.

Call us to find out how we can benefit your bottom line.

- We listen.
- We evaluate.
- We recommend.
- We build.

Have us build you a Business Video Profile of your Company.  
You will be glad that you did.

## ***Business Video Profile CDs (BVP) FAQ***

### ***What is a Business Video Profile?***

It is a concise, attractive and compelling video profile of your Company and your products and services. It is a powerful marketing tool presented on discs of varying sizes that introduces your Company message to a prospective customer in an interesting and attention-getting manner. This colorful and personal approach greatly increases your chances of achieving a positive response from the prospect.

### ***How does it work?***

Video content is produced and placed on a CD which will automatically play in any PC. First, a brief video pops up and plays in an attractive graphic interface. Then a menu of other options may be offered, creating interaction between the viewer and your brand. These options may include documents selectable by menu type, illustrations of product types, additional brief video segments, detailed contact information and of course, an active link to your website.



### ***Authoring***

All the video, graphics and document content is combined (authored) into a Flash™ template to enable smart navigation of the entire project. The video plays automatically and then defaults to a main menu which offers the additional content so the viewer can interact with it.

### ***Duplicate/replicate***

We make copies. Short run or tens of thousands. We have been duplicating for more than twenty years.

### ***How much does it cost to produce?***

You can produce a BVP for \$2,500, \$5,000, \$10,000 \$20,000 or \$50,000. You can produce a basic colorful and interesting BVP for about the same cost as designing and printing a trifold brochure. Print material, by itself, links mostly to that circular file under the desk. However, a BVP or a print piece reinforced with a BVP, has a much longer life. People just don't throw out discs as they do paper.

### ***What is the difference between duplication and replication?***

**Duplication** is the process of burning the contents of a CD-Rom disc with a laser. The CD burner in your home computer uses this process. We can manually duplicate short runs for you with this process in a matter of a day or two.

**Replication** is a different method of producing CDs. They are pressed from a master by one of the country's leading plants. The machines are worth millions, fully automated and feature extremely high-end error correction. We use this process for runs over 500 pieces. Replication carries a lower cost-per-unit than duplication due to the volume and the automated manufacturing process.

### ***Re-Purposing***

The material created for your BVP can be re-applied to many other uses. This is a cost-effective way to get the most out of your BVP budget. Footage can be placed into segments on the web or become part of a 30 second spot.

### ***Our Up-Front Contract***

We offer a detailed and binding contract that outlines our services and defines a timeline for delivery as well as clear terms for approval and payment.