



REEL SOLUTIONS

Contents

- 3 Introduction**
- 4 What We Do**
- 5 Brand Reinforcement Promos**
- 7 Corporate Storytelling**
- 9 Core Competence**
- 10 Competence**
- 11 Editing**
- 12 Effects**
- 13 Encoding/Delivery**
- 14 Reel Solutions - AV Lite**
- 15 AV Pro**
- 16 AV Platinum**
- 17 Reel People**
- 18 Press Accolades**
- 19 Contact Us**

Introduction

As the Internet and company intranets move toward the next generation, they will increasingly rely on a richer online experience – not just text and still images that echo a bygone era of newspaper and magazine layout structures.

Instead, sound and moving image formats are today's currency. It is video and sound that is fuelling online communities. Viewing publics have long been used to a televisual experience. The growing take-up of broadband connections to the Internet is leading to increased bandwidth online and it won't be long before all of today's flat web pages are transformed into true multimedia online experiences.

What We Do

Reeltime defines itself as **Creative Mixed Media Specialists.**

We create moving images, turning them into creative promos for intranets and the web using video, sound and graphics.

With a solid background in News, factual television and the creative medium, at notable institutions such as BBC Newsnight, Channel 4, GMTV and CNBC, we believe we know what people want to watch and how to effectively sell corporate in-house themes to the end user.

Our work adds value to our clients. We deliver:

- **On/offline Brand Reinforcement Promos**
- **Corporate Storytelling Films**

On and Offline Brand Reinforcement Promos (BRPS)

What Are They?



Taken from a Brand Reinforcement Promo

Brand Reinforcement Promos are Flash or QuickTime-based 'message movies.' They can either be sent by clients to customers' e-mail addresses (in the case of Flash BRPs) or left on client web sites to be viewed by end users (QuickTime movies or Flash). The Promos are similar in nature to television advertisements or promotional material except that they are made for on or offline use.

Benefits

- A global distribution platform.
- Fast-loading; either as downloaded items or viewed online.
- Interactive; end users can respond, for example, to offers, competitions or client surveys using BRPs.
- Inexpensive; compared with TV advertising and some forms of direct mail.
- Effective; compared with banner ads because BRPs are new and different, containing sound and moving images.

Corporate Storytelling

What Is It?

Using Reeltime's skills as network TV programme makers and corporate promo makers, Corporate Stories are crafted around a desired subject, product or service. They remain on a client's site to be viewed by the intended parties. As with other Reeltime solutions, Corporate Stories can be re-purposed for other media.



Taken from our **Grey Gamers**
Corporate Story

Benefits

- A rich form of story-telling that relies heavily on sight and sound instead of just text.
- Informative, and tends to suffer less from viewer cynicism compared with television advertisements. End users do not feel as though they're caught-up in a 'hard sell.'

Case Study

Reeltime Productions was taken on board by the client to produce a Corporate Story that would fit in with other promotional activity. The brief was to broaden out debate to the wider games market, with more than one angle i.e. a financial/demographic stance and a social angle.

Reeltime arrived at a Corporate Storytelling solution, which incorporated comments from a leading UK charity and a financial industry spokesman working for a top-four High Street bank.

The item was used both internally and externally (shown on Channel 5 television).

Core Competence

Producing

Reeltime Productions has a unique insight into producing. Years spent in TV news and factual television have refined our methods of telling stories, professionally, swiftly and with the core principle to engage the viewer.

Coupled with this has been our time spent in the creative industry and our work, which has won plaudits for its creativity. One of our showreels was published in Computer Arts, the UK's most popular creative magazine and one of Reeltime's members has been featured on Apple Computer's 'Pro' website, lauded as 'A One Man Hurricane.'

Competence

Video - Filming

Reeltime Productions undertakes its own filming on behalf of its clients.

Reeltime 'films' using one of, or a mixture of, the below elements.

- DV (digital video)
- DVCAM (higher quality digital video from Sony®)
- HD (High Definition)

Our strength is in interpreting client briefs and communicating them to reveal the heart of the client message. Filming is just the beginning of that process.

Editing

Reeltime edits its own material on behalf of clients using the following industry-standard equipment.

- Final Cut Pro – non-linear editing equipment from Apple Computer®
- AVID™ non-linear editing equipment

Effects

To give video, and other moving images a certain 'look' or 'feel', Reeltime often employs visual effects. In the main, these tools consist of;

- Adobe® After Effects™
- Discreet® Combustion™
- Adobe® Photoshop™
- Adobe Macromedia® Flash™
- 3D Studio Max™

Encoding/Delivery

Once a project has been completed, it needs to be made ready for its delivery platform. In the case of the Internet or intranets, this usually means the process of encoding. Reeltime offers encoding as part of its standard service to clients. We encode for;

- Flash™ - Flash video from Adobe®
- QuickTime™ - from Apple Computer®
- Real Player™ - from RealNetworks®
- Windows Media™ - Microsoft®
- DVD (universal access from laptops to DVD players)
- iPod (downloadable audio/video experiences)

Reel Solutions

AV Lite

For clients wishing a one-off service with a fast turnaround time using video.

- Consultancy to determine clients' online media needs
- Creative work
- Filmed using DV (digital video)
- Edited using Final Cut Pro – non-linear editing equipment from Apple Computer®
- Effects work, using • Adobe® Photoshop™ and/or
- Adobe® After Effects™
- Encoding/Delivery to the required platform

AV Pro

Offers clients a mixed media solution using video and Flash.

- Consultancy to determine clients' online media needs
- Creative work
- Filmed using DVCAM (higher quality digital video from Sony®)
- Edited and composited using AVID™ non-linear editing equipment
- Effects work includes Flash
- Encoding/Delivery to the required platform

AV Platinum

For clients requiring the highest level of Reeltime service. Includes the best acquisition equipment – to commercial high-end standard - with the highest level of mixed media content and creativity.

- Consultancy to determine clients' online media needs
- Creative work
- Filmed using HD (high definition) equipment
- Edited using Apple Computer's Final Cut Pro HD
- Effects work includes all available tools
- Encoding/Delivery to the required platform

Reel People

Reeltime's directors have more than 20 years of combined media experience - working for some of the most prestigious media organisations including ABC, the BBC and CNBC in broadcasting, promos and Mixed Media.

The team aims to continue pushing the envelope at the forefront of new media practices.

Work

- Produced broadcast features for NRK Norway
- Created multimedia promos for the London Borough of Tower Hamlets
- Filmed online advertisements for Lloyds TSB/Modem Media

Press Accolades

- “Young, Gifted and British” – London Evening Standard
- A One Man Hurricane – Apple Computer
- “Undertook the research, filming and partial editing of a two-part ‘special’ for the Company” – CNBC
- “An original and good producer” – Jon Snow, Channel 4
- “Cool work” – Computer Arts magazine
- “Thank you for making Reportage a success”
Janet Street-Porter
- “We would be very interested in having your comments in our new book on editing” Friends of ED publishing
- “Thoughtful and Intelligent stories” – Nick Pollard Head of News, Sky News.



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