



PRODUCTION BROCHURE

textvideos ... made clear

We offer production & transmission of professional, broadcast-spec video messages, delivered to individuals via their mobile phones & email. Textvideos may be used for 'brand awareness, as a direct marketing tool, and as a means of personal customer communication.

We will produce a short (20-30secs) video, converted to a format compatible with mobile phones or email. The file is hosted at madeclear.tv and the link to the video is transmitted via SMS (text message) or email.

The end user only has to open, or download, the link and the video is stored on their phone or pc for viewing.

A 4-stage process: Production, Conversion, Hosting, Transmission.

We are offering a 'network neutral' WAP portal which can distribute mobile content (downloadable clips). This takes 'User Generated Content' to a new level; professionally produced and personally delivered.

- Over 90% of mobile handsets can access the web to download mobile content.
- On average, emails are opened within 24 hours and replied to in 48 hours. SMS are read within 15 minutes and responded to within 45 minutes. 65% of email is spam. Less than 5% of SMS is spam.

The key is 'Added Value' – a textvideo is a logical, innovative and incredibly effective extension to your existing dialogue with your audience.