



In Five Productions

Is...

The perfect combination of

**Video Production skill and multimedia know-how
News sense and practical PR experience
Qualitative and Quantitative Results**

Successful video public relations production requires a unique blend of news savvy, technological know-how and marketing sense. You need the *right* producer to capture the *right* video for the *right* audience via the *right* media.

At ***In Five Productions*** we are uniquely qualified to ensure that your message captures the attention of your target audience – TV news decision makers and viewers, public service directors, financial or corporate professionals – whether on TV sets, projection screens or the Internet. ***In Five Productions*** produces:

- ***Video News Releases (VNRs)***: Produced in broadcast news style with a scripted story and compelling video that appeals to newsroom decision makers that effectively communicates your message.
- ***B-roll Packages***: Edited, eye-catching footage – a video package that makes it appealing for TV news producers to air in their newscasts.
- ***Public Service Announcements (PSAs)***: Cause-related, advocacy videos with a community service message for TV viewers.
- ***Electronic Press Kits (EPKs)***: Movie and entertainment news produced behind-the-scenes and aimed at providing news producers with hard to get interviews with the stars.
- ***Videoconferences***: Live, full motion, presentation-quality interactive video events produced around town or around the world for private audiences such as stockholders, employees or the press.
- ***Satellite Media Tours (SMTs)***: One-on-one, pre-booked interviews, linking your spokesperson or celebrity via satellite with TV reporters from a studio, or from a remote location.
- ***Live Satellite Press Conferences***: Video production, satellite or fiber optic transmission and technical coordination at your broadcast press conference or media event.
- ***Corporate Video***: High-end production that promotes your company's image, product or initiative to internal or external audiences.
- ***Animation***: Dynamic 2-D and 3-D graphics and animations that illustrate visually a technical or complex story.
- ***Live and On-Demand Webcast Video Production***: Technical coordination, analog video signal production and transmission for encoding and distribution via the web.
- ***Trade Show Presentation Videos***: High-energy, high-end marketing videos designed to promote a trade show, product or keynote speaker.



In Five Productions' MISSION

In Five Productions is a full-service video production firm specializing in complete video campaign development.

Our mission is to help our clients better express their messages through the use of creative techniques and focused distribution. With our breadth of experience we look to serve as a consultative partner to our clients to help them better understand the ever changing technological terrain, shape the appropriate message, and identify what means of distribution (broadcast, web, hard-copy) will yield the best results.

At In Five Productions we produce:

- Focused video campaign strategies tailored to communicate client's objectives
- Innovative productions that exceed client expectations but not client budgets
- Qualitative and Quantitative Results.

In Five Productions prides itself on being a creative partner to our clients. We assist our clients at every step of the process from concept to distribution. We are committed to providing personalized service, innovative ideas and measurable results.



The In Five Team

Amy Fisher: Amy has over 13 years of broadcast public relations experience. She previously held the position of Senior Producer with Medialink Worldwide and was responsible for building their in-house video production unit. Prior to joining Medialink she was the Executive Producer at Bankers TV Network. She is a CIPRA and American Corporate Video Award winner.

Eric Mangol: Eric is the primary sales contact for **In Five Productions**. An experienced public relations professional, Eric has over 13 years of experience in video production, webcasting and Internet sales. Eric has served as a senior producer at Hill and Knowlton Worldwide, Deputy General Manager at Medialink and Director of Sales at MediaOnDemand.com. He has also held positions with RR Donnelley and Sons Online Services and Engage|AdKnowledge.

Mark Sofer: Mark has over 15 years of experience producing/directing live single and multiple camera events for a variety of Fortune 500 companies. As a key member of Medialink Worldwide's in-house Live Events production group, Mark directed well over 1,000 Satellite Media Tours. He also held the position of Senior Vice President with the Satellite Conference Network. Mark has received awards for production and direction achievement from the PRSA and ITCA.

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In Five Productions offers a full array of video production services for public relations, investor relations, corporate communications and webcasting clients. We provide both full-service video production services and ad hoc services including producers, directors and coordinators for clients who have in-house capabilities. These video production services include:

- Video News Releases
- Electronic Press Kits
- Satellite Media Tours
- Video Conferences
- Live Satellite Press Conferences & Events
- Live Webcast and On-Demand Video Production
- Corporate Videos
- Trade Show Presentation Videos
- Dynamic Graphics and Animations



Satellite Media Tours

In Five Productions has produced SMTs for such clients as:

American Association of Health Care Professionals

American Dairy Council

Anheuser-Busch

Baskin Robbins

Bayer AG

Biogen

Borden's Foods

Century 21

ConAgra Foods, Inc.

Food Network

Ford Motor Company

General Motors

Goodwill Games

Hunt's

Johnson & Johnson

Mademoiselle Magazine

Major League Lacrosse

Merck

Michelin Tires

National Institutes of Health

National Peanut Board

National Psoriasis Foundation

Ortho-McNeil Pharmaceuticals

Parkay

Pfizer

Philips Electronics

Procter and Gamble

Schering-Plough

Sears

Serta, Inc.

The Wellness Community

Warner Lambert

Wells Fargo

Zeneca



Video News Releases and Electronic Press Kits

In Five Productions has produced VNRs and EPKs for such clients as:

American College of Chest Physicians	Merck
American Diabetes Association	Michelin
Avis Rent A Car Systems, Inc.	Motown Records
Centers for Disease Control & Prevention	Nasdaq – Amex Market Group
Coldwell Banker	Parker Brothers
Delta Airlines	Pfizer
Dow Jones	Porsche
Elan	Recording Industry Association of America
Federal Reserve	Richard Petty Racing Team
Food & Drug Administration	Sara Lee
Food Manufacturers Association of America	Sony
GlaxoSmithKline	The Ohio Art Company
Heinz	TheStreet.com
Hershey Food Company	Time Magazine
Jaguar	Travelbiz.com
Johnson & Johnson	Twentieth Century Fox
Kodak	Volvo
Lockheed Martin	Warner-Lambert Consumer Group



Live Events

In Five Productions has produced Live Events for such clients as:

Midas

Prudential PLC

Vivendi Universal Studios



Webcasts

In Five Productions has produced on-demand and live Webcasts for such clients as:

JP Morgan Chase

Intel

Prudential PLC