

**W**elcome to the **Gold Standard Demo DVD**. On this disc you'll find a broad range of projects that have come through our shop.

To help put these projects in the right context, this Program Guide includes a short synopsis that describes the unique features, strategies and other items of interest about each project. With each description is also a navigation path to help you breeze through the menus with a minimum of searching.

*Are you ready? Let's dive in!*



**GOLD STANDARD**  
PRODUCTIONS

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## MAIN MENU

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### "PLAY DEMO"

MAIN MENU > **PLAY DEMO**

Your time is valuable, so I've kept the demo brief. This 5 minute showcase features clips from several projects and includes a healthy sampling of After Effects "eye candy". Of course, this sampler is only meant to whet your appetite and tempt you to explore the other areas of the disc!

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The **Main Menu** is organized so that viewers may quickly access specific areas of interest. The sections on "**Commercials**", "**Trade Shows**", and "**Corporate Communications**" offer full-length samples of various projects. The "**Meetings**" section leads to additional menus and programs that are specific to this market.

Finally, the "**DP/Camera Op**" section is intended primarily for Producer/Directors who are looking to book me as shooter, jib operator, or other specialty work such as extreme camera and underwater. Be sure to check out these short montages as they're fun to watch in their own right.

*OK.... let's peek inside each menu....*

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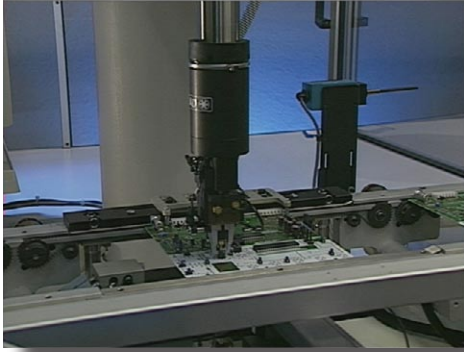
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## TRADE SHOW MENU

### "Tools That Mean Business"

CHAD Industries

MAIN MENU > TRADE SHOWS > **TOOLS THAT MEAN BUSINESS**



This multi-award winning project is a corporate image piece for an innovative company in the PCB assembly industry. The client was very particular about the quality and appearance of their products and were thrilled with look and message of this program.

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### "CHAD IQ"

CHAD Industries

MAIN MENU > TRADE SHOWS > **CHAD IQ**

In another project for CHAD Industries, the task was to unveil the next generation in PCB assembly equipment and show off the numerous features and benefits of this cutting edge machine.



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### "Abilities"

The TORO Company

MAIN MENU > TRADE SHOWS > **ABILITIES**

This project highlights the features and benefits of a new line of golf sprinklers for a major player in the turf industry.



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### "D-400 Zoom"

Olympus Camera

MAIN MENU > TRADE SHOWS > **D-400 ZOOM**



As part of Olympus' exhibit at the Photo Marketing Association trade show, this program interweaves an explanation of the camera's features with a behind-the-scenes documentary on the making of the World's Largest Panoramic Image. This 4 min. program is designed to loop seamlessly, thereby

never dipping to black and losing the attention of the exhibit viewers.

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## CORPORATE COMMUNICATIONS MENU

### “Kwikset Rekeying Video”

Black & Decker

MAIN MENU > CORPORATE COMMUNICATIONS > KWIKSET REKEYING VIDEO



The next time you visit The Home Depot to have a Kwikset key made, the store associate helping you would've learned how to make it from this video. This award-winning video was produced for home improvement retailers to help their employees unlock the mysteries of rekeying doorknobs, levers, and deadbolts!

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### “Discover the Opportunity”

Arbonne International

MAIN MENU > CORPORATE COMMUNICATIONS > DISCOVER THE OPPORTUNITY



It's well known that testimonials can deliver a compelling message. In this fast-paced program, a collection of sound bites are cleverly edited together to promote the business opportunity of this network marketing company.

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### “Olive Garden Wine Institute”

Darden Restaurants

MAIN MENU > CORPORATE COMMUNICATIONS > OLIVE GARDEN WINE INSTITUTE



Join a group of Olive Garden managers as they tour the Napa and Sonoma wine regions of California, learning about the growing, harvesting and production of wine, the pairing of wines with foods, and how to share their passion with their employees.

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## COMMERCIALS & PROMOTIONS MENU

Where do we watch TV commercials? On TVs of course! Click on any of the vintage televisions to view a selection of broadcast spots and other promotions.



## MEETINGS MENU

### “Awards Bumpers”

MAIN MENU > MEETINGS > AWARDS BUMPERS



Need a way to introduce your company’s recognition segment? Here’s a sampler of several awards bumpers.

## MEETING OPENERS

### “We Are the Power” Household Auto Finance Corp.

MAIN MENU > MEETINGS > MEETING OPENERS > WE ARE THE POWER

For a company whose business is automotive financing, this auto-themed meeting opener proved to be a sure-fire hit.



While attendees enjoyed a pre-event cocktail hour with high-energy music, this program smoothly segued onto the screens, 10 minutes (original



Countdown to meeting time...

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length) before the start of the meeting. The high-speed intro was sprinkled with interviews of familiar Team Leaders which grabbed the attention of attendees, and the recurring countdown clock was an effective means of informing the group that the meeting would be getting underway shortly.

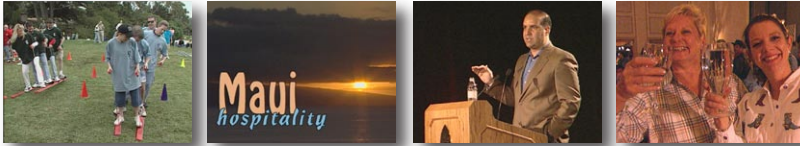


At the end of the countdown the music energy builds, along with the visual animation of an energy beam writing out the name of the company on



screen, ultimately putting the audience into an excited frenzy as the logo explodes on screen and introduces the meeting theme music.

## CANDIDS MENU



Why are these shows so successful? People like to see people they know! Our approach to this type of program is to engage the participants... not just capture the activity as an “observer”. We get “right in the action” where we can. The end results show people at their best... having a great time. This makes for great memories and becomes a fantastic selling tool for future events.

### “National Sales Meeting”

Household Auto Finance Corp.

MAIN MENU > MEETINGS > CANDIDS > NATIONAL SALES MEETING

### “Own the West”

PacifiCare

MAIN MENU > MEETINGS > CANDIDS > OWN THE WEST

### “Boot Camp”

Allstate Insurance

MAIN MENU > MEETINGS > CANDIDS > BOOT CAMP

The 3 programs listed above were all shot with a single camera crew and edited on site at the meeting venue. The final programs were screened for the groups at the end of their respective events.

### “The Magic of Maui”

Arbonne International

MAIN MENU > MEETINGS > CANDIDS > THE MAGIC OF MAUI

This program covers a week-long incentive trip for a network marketing company. The event was shot with a single camera crew utilizing a variety of cameras to capture everything from interviews, to parties, to high adventure activities. The final program was posted upon return.

## DP & CAMERA OP MENU

### “Talking Heads & Lifestyle”

MAIN MENU > DP & OTHER CAMERA WORK > TALKING HEADS & LIFESTYLE

Most of the shooting I do for other producers includes capturing interviews and testimonials, so having a montage of past subjects seemed like a good idea. Editing together some of the sound bites was an opportunity to have some creative fun.



### “Jib Operator”

MAIN MENU > DP & OTHER CAMERA WORK > JIB OPERATOR

As an owner/operator, producers want to see how well you handle the gear. Here’s a short collection of shots from various projects.



### “Extreme POV Camera”

MAIN MENU > DP & OTHER CAMERA WORK > EXTREME POV CAMERA

Sometimes I get a little adventurous with the camera gear... all in the name of bringing back some interesting perspectives. Haven’t lost a camera yet!



### “Underwater”

MAIN MENU > DP & OTHER CAMERA WORK > UNDERWATER

A tour of inner space, culled from numerous trips. (For enhanced effect, I recommend wearing a mask and snorkel while viewing!)





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