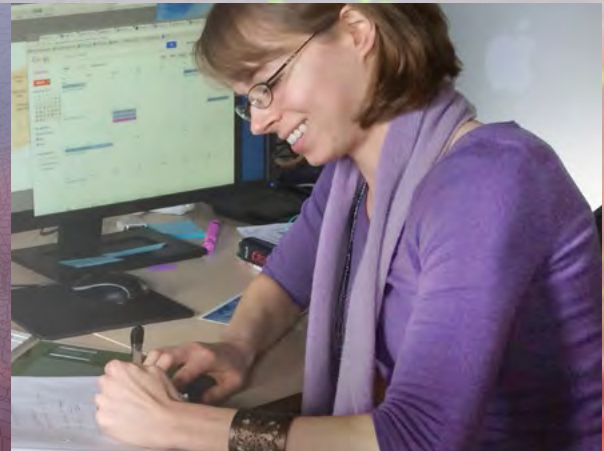


Our Creative Process

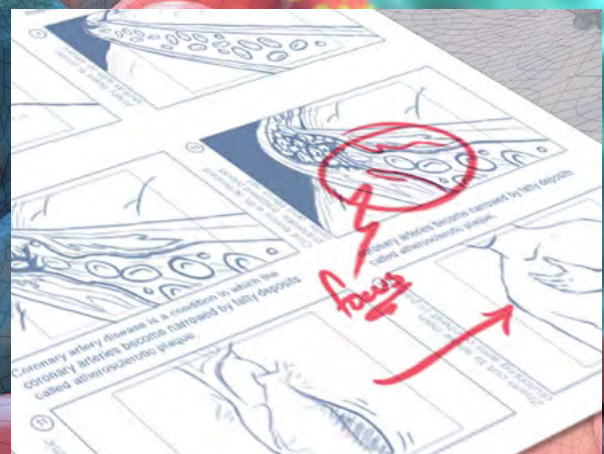
Consulting

We help you determine your project's scope and objectives in order to best meet your needs.



Pre-Production

Preparatory work lays the production foundation, and allows you to previsualize your final product.



Production

Our expert team fully creates your cost-effective and impactful high-quality animation.





1 Consulting

...determine the goals and scale of your project.

Audience and Learning Objectives

- Who is your audience?
 - Investors
 - Sales force
 - Physicians
 - Patients / lay audience
- What do you want them to learn?
 - Features and benefits of your product?
 - How it works?
 - Key differentiators from other products?

Scope, Terms and Fees

- We work with you to balance scope, terms, and fees to make sure you meet your goals within your budget.
- The scope is determined by focusing on key priorities and content outline, and then estimating the optimal length of the animation.
- Cost effective corporate terms are used to match your needs.
- Our fee is based on \$250/sec of final run time of HD animation plus any custom modeling.

Written Proposal

- Options with scope, terms, and fees to match your priorities.
- Exhibits with preliminary suggestions, storyboard thumbnail drawings, and/or script drafts are often part of the written proposal.

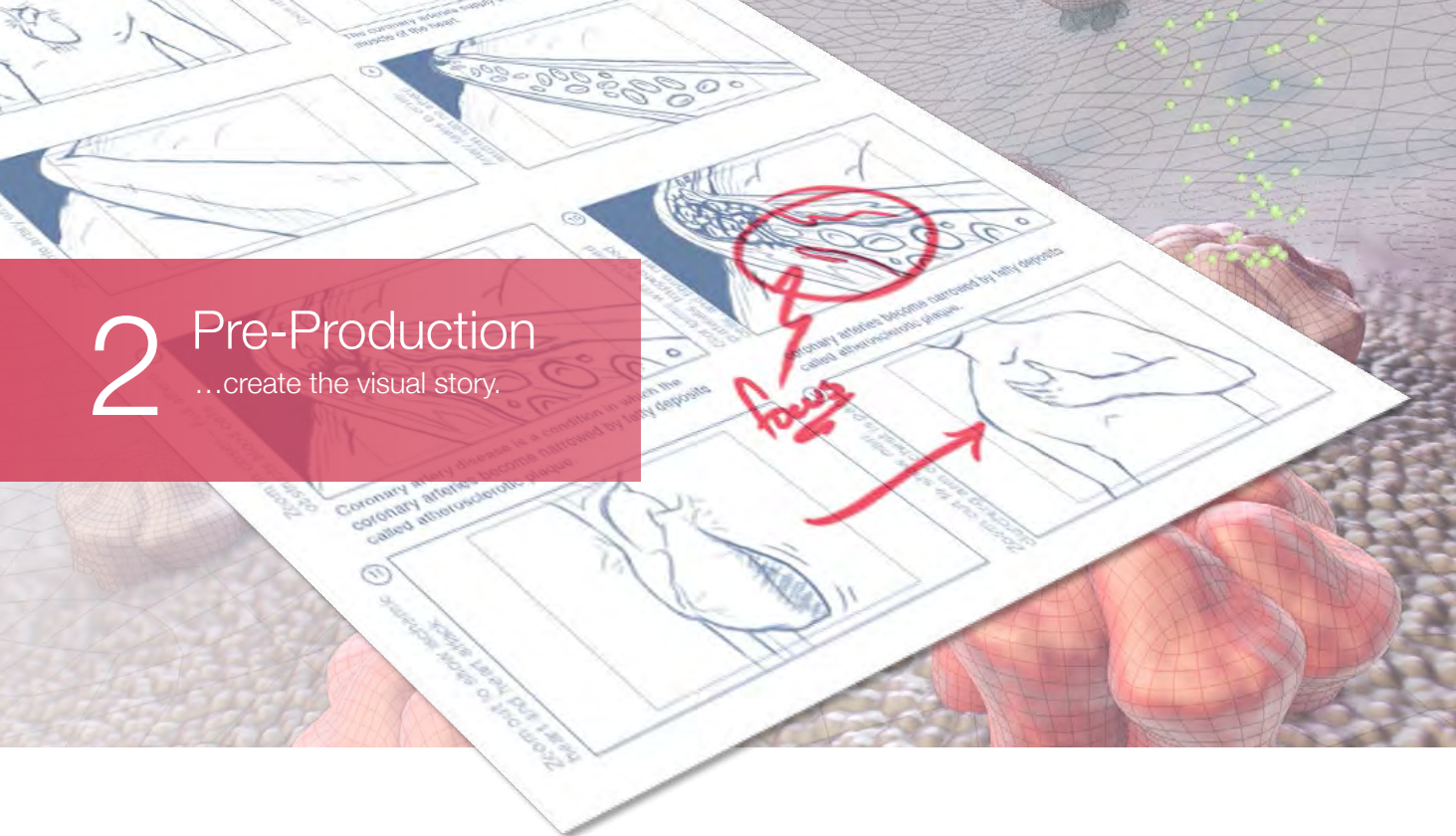
“...exceptional ability to understand and synthesize complex subject matter into powerful visual tools...”

You are an integral part of any project team, contributing to the brainstorming, preproduction and final delivery.”

*David Good, Editorial Director
WebMD / Medscape Health Network*

2 Pre-Production

...create the visual story.

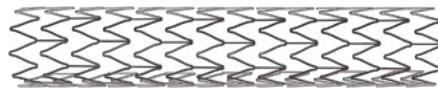


Client Materials and Research

- We review your existing product manuals, marketing materials, and schematics.
- Your pre-existing CAD (Computer Aided Design) 3D model files help assure technical accuracy.
- Research by our team ensures scientific accuracy and provides a preliminary survey of similar visual solutions.

Story Outline and Script

- Detailed outline of content with key points and priorities.
- Preliminary draft script is either provided by you or can be created by us to get started.
- We then revise until approved.



Your CAD files can be used to build complex instruments/technology for the animation.

Storyboard and Motion Test

- Storyboard of images that depicts all the key visual steps in your story.
- A motion test provides a preliminary online video allowing you to make early decisions about the pace and flow of your animation.
- Your feedback at this phase allows us to work together to brainstorm the best visual solutions possible without increasing the cost because of late changes.

“They make an illustration so interesting and simple that it makes an indelible mark on the audience - and the sales process.
[Medmovie] is an integral and invaluable part of our marketing team.”

*Jeff Sorenson,
Director of Marketing
GE-Imatron, GE Medical Systems*



3 Production

...let the magic begin!

Modeling, Lighting and Texturing

- Models from our collection and other databases are reviewed. Pre-existing or customized models may be selected. Anatomy models from our collection have been used for clients including:
 - American College of Cardiology
 - US Food and Drug Administration
 - American Society of Echocardiography
 - US Centers for Disease Control
 - Heart Rhythm Society
 - GE Healthcare
- Lighting, coloring, and texturing these models creates the desired look and feel and can relate to your branding color schemes or be customized for a unique powerful impact.
- Receiving feedback on rendered key frames keeps you in control.

Animation

- Final movements of tissue, molecules or devices are rendered.
- Interactions are visualized with atmosphere, camera effects, shadows and reflected lighting.
- 24/7 access to your private web portal to view the versions as they come hot off the press.

Post Effects

- Titles and labels
- Voice over
- Music and audio effects
- Addition of logos and other graphic elements.

“[Medmovie’s] work often serves as the foundation of the product’s brand ‘image’. Their ability to illustrate and animate new devices engaged in medically accurate anatomy... has resulted in a number of marketing ‘home-runs’ for me over the years.”

Sally Pellegrino, Director, Marketing, X Technologies Inc.

Contact:

895.225.6400
mail@medmovie.com
medmovie.com®

Richard Gersony, CEO
cell phone: 859.494.7654