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Ed Curley, Executive Producer, Imageworks, a motion media company that provides digital design and production services, works on an employee tribute project.

Getting the **WORD** Out

Local firm helps produce
high-tech videos to
promote businesses

By Barbara Greenwald, STAFF WRITER (article excerpts)

Today, a small or midsize firm can market its products using the same kind of high-tech, interactive videos employed by a corporate giant --- and no one can tell the difference.

"The idea is to look big and reputable. We are a fairly small company but we want to create the impression that we are a large, established firm," said Jim Doody, Sr. Vice President for CPS.

The question, Doody said is "What does the way you talk to the market say about your image and your stature?"

"The bar has been raised to produce fast moving media spurred by TV-style graphics" said Ed Curley of Imageworks, a motion media company that produced CPS' marketing videos. Curley said low-cost digital technology has enabled interactive video to begin emerging as today's premiere business-to-business marketing tool.

After meeting with CPS' marketing executives, Curley came up with a script for a virtual tour of their facility, which he then filmed. The tour included live interviews with all of CPS' department heads, as well as a view of the company's physical setup.

"We're providing them with a distinctive way to promote their products and services," Curley said, adding the video, in the form of a CD-ROM, also gives viewers of sense of place and a sense of who CPS' employees really are.

"They'll go to a trade show and they'll want something like this to hand out. They can bring it to a seminar or a one-on-one presentation or as a leave-behind," he said.

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