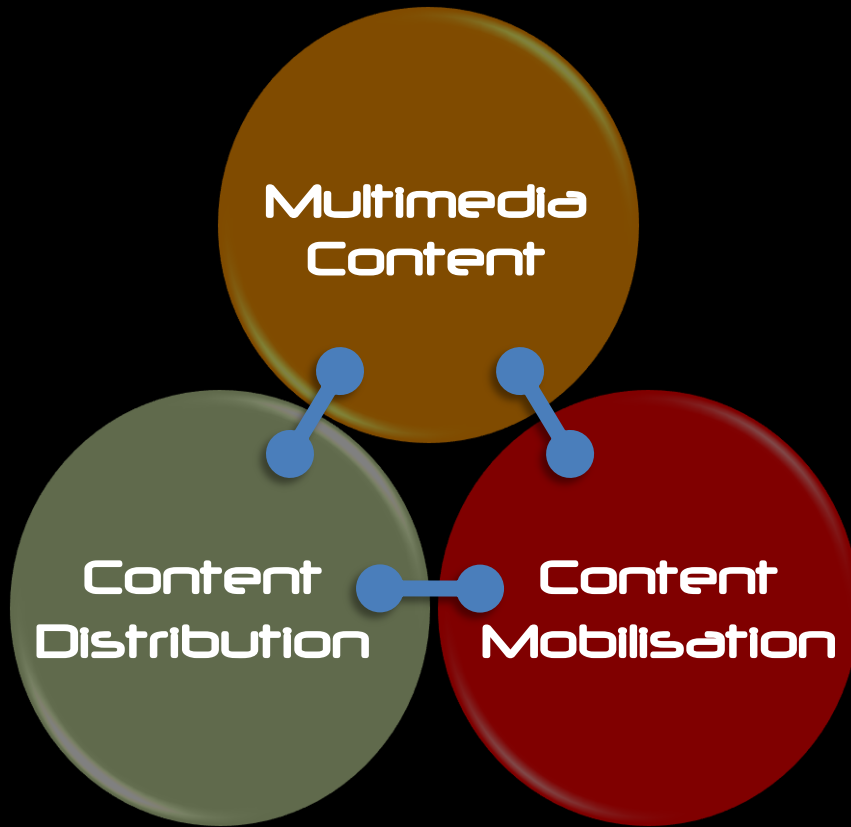


# Multimedia Services for Medical Applications

*This document highlights the unique multimedia and video services that are offered to Medical Companies*

# Factors for consideration...



## Capturing the Audience's attention using multimedia – across all channels and on any device

Medical Companies have their own set of unique challenges. It is essential to communicate complex products and services to a wide and varied target audience. Whether you are looking to promote your solutions, improve training and internal communications, facilitate social collaboration and community among employees, enhance product marketing – rich media is the ideal means of distributing information across every aspect of business.

To gain maximum audience exposure, and marketing impact, there are 3 key elements to consider:

- **Multimedia Content**  
*The Multimedia Content (and video) needs to be engaging, informative, relevant and impactful.*
- **Mobilisation of the Multimedia Content**  
*Your audience needs to be able to access the multimedia content from any device (Mobile, PC and Smartphone)*
- **Distribution of the Multimedia Content**  
*You need to reach your audience across all available communication platforms – SMS Text messaging, Email and Website*

*Above all the service must be simple to use.*

# Multimedia Production for Medical Applications

## Multimedia Content



### 3D animation and Video

We offer unique and specialist 3D animation and CGI services that communicate your messages with maximum impact and clarity.



3D animation and CGI can be more powerful than video in explaining medical processes and procedures. It also has the added benefit of visually engaging the audience – eliminating unpleasant imagery that can be part of an actual live video.

### Voiceovers and Professional Presenters

As a part of our service we will source and record professional voiceover artists to present your multimedia.

### Additional images & graphics

We can add graphics, such as product and company logos to the multimedia together with a call to action at the end.

*3d animation*

*Live Film*

*Photography*

*Voice Over*

*Images*

*Presenters*

# Accessing Multimedia from anywhere!

## Content Mobilisation



### **Mobilisation Service**

Using our advance content mobilisation service, we ensure that all multimedia can be accessed from any device – PC, Mac and MOBILE.

*Please note that this service can be used to mobilise all of your existing digital content and multimedia assets.*

This means that the target audience can receive & view multimedia content on any device that they choose - mobiles (iPhone, Blackberry, Android, S60 etc) and PCs.

*Medical Companies can deliver multimedia right into the hands of their target audience – and hence reduce communication costs and accelerate content distribution.*

### **Mobile Multimedia Communications (SMS & QR Codes)**

Reach your audience directly on their mobiles and smartphones.

We provide a unique SMS short-code and QR Code service that you can use anywhere (brochures, signage, tradeshows, publications etc) to enable your target audience to access your multimedia from their mobiles.

*In this way the audience (and target clients) gain immediate access to your multimedia on their mobiles – helping you generate sales, improve communications and reduce marketing costs.*

*Furthermore the multimedia can be forwarded on to others – thereby increasing market coverage.*

# Distributing the Multimedia



## Publish your multimedia everywhere!



We provide a comprehensive service that enables you to distribute the multimedia across all available marketing channels.

### The multimedia can be used as follows:

1. On your website
2. In your electronic newsletters
3. On your Social Media pages (facebook, Twitter, LinkedIn etc)
4. On marketing collateral, tradeshows, and promotional material
5. On other websites

## Distributing the multimedia for you



SMS

We can also distribute your multimedia on your behalf. *For example, potential customers, internal colleagues and business partners can receive the links to suitable multimedia - either via email or sms text message*

*We manage this process for you if required – with a fixed price service.*

Email

SMS Text

Websites

Social Media

Newsletters

QR Codes