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The Project:

Our Philosophy

Quality, Integrity and Commitment (QIC) is the triad that forms the core of our business philosophy. QIC is a sound business ethic that we firmly believe in and carry with us to all our engagements.

The Results:

Motion Graphics for the Web An Effective Approach

Client: State Government (US)

Project: A state wide portal for services, support systems, & information

The project requires the use of streaming video to deliver advertisements of client's products & services – Streaming Online Advertisement. Also, critical to establishing and introducing clients/visitors is the need to have the ability to provide a tour of various facilities and sites of interest.

Industry leading graphics and video tools are being used to create compelling content for the web.

- Video footage obtained in many mini-DV (Digital Video) format to capture video footage in digital format, allows for high quality images tailored for the client
- Digital Video capture using IEEE-1394 (Firewire)
- Video Footage Edited with a Non-Linear Video Editing Tool (Adobe Premiere) is essential for targeting and optimizing content. This helps in maximizing richness and the delivery of a targeted message to the audience
- Still images added using Adobe Photoshop and Illustrator to further enhance the viewer experience
- Motion graphics created making use of Macromedia Flash to capture the attention and interest of the Viewer and may also function as a streaming advertisement
- Vector Graphics created in Flash and/or Adobe Illustrator to keep image size small
- Final export and compression for streaming, using the most advanced compression techniques for video and audio to optimize and retain viewer interest and maintain crisp image clarity

The project is ongoing and initial reactions are very positive. Reactions to examples are very encouraging and positive.

At WiseSoft® we focus on making “Your Need, Our Concern”™