

# **NOZNEWZ COMMUNICATIONS**

**Media, Public Relations and Political Consulting**

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## **NEW TECHNOLOGY TOOLS ENHANCE BUSINESS MARKETING AND REDUCE COMPANY TRAVEL**

**(WEST PALM BEACH, FL)**...With the country close to war, businesses are searching for new methods to communicate with clients and employees while marketing their products and services during these austere times.

Utilizing new technology such as web streaming, live video webcasts, interactive CD's, e-cards, video e-mail, and other interactive solutions that link with the Internet and web sites, a company can reduce travel budgets by communicating with employees and clients via computer and has the ability to easily market products and services, explained Lew Pincus, Founder and Executive Producer of Avanti Video and Film in West Palm Beach, Florida. "E-cards are great for marketing products and services," said Lew Pincus. "They can be customized to include mortgage calculations, amortization schedules, insurance quote comparisons, anything you can think of," he added.

Avanti specializes in interactive, multi-media production and presentation services from planning and design to implementation. Some of their national and local clients include the United States Air Force, Citrix, BellSouth, Kravis Center for the Performing Arts, Yahoo, Breakers Hotel, JFK Medical Center, Columbia Hospital, School Board of Palm Beach County, Sheraton Hotels, Sulzer Spine Tech and FPL. The company utilizes digital non-linear post-production suites, the latest interactive and 3-D animation software to fully equipped lighting and camera packages combined with experienced film crews for shooting on location. The company recently created a set depicting a "war room" in the year 2020, a creative component for producing the United State Air Force's informational video presented to the Joint Chiefs of Staff and Congress on the "Joint Battlespace Infosphere; Lifting the Fog of War". Pincus describes himself as a big vision person. Just tell him what you want, and he will make it happen. "Exceeding customer expectations is the mission of our business," he said.

As a Yahoo preferred provider, Avanti is leading Florida's InternetCoast by producing for broadcast live spine-replacement surgery and new product launches on the Internet for companies such as Citrix and Ultimate Software to viewers around the world. The company also produced an Internet broadcast of Vice President Al Gore's campaign speech to the AARP during the last election season live via satellite hookup with interactive technology. The participants e-mailed questions to Gore which he then answered live on the webcast. "Webcasting and video conferencing can reduce a company's travel budget immensely," Pincus noted. "Our strategic alliances with large Internet providers like Yahoo allows millions of people to sign on to the Internet and view both live video and video on demand," explained Pincus. Avanti serves as a beta test site for a new digital video streaming technology that allows real time encoding at most popular computer connection speeds.

"This allows the average computer user to view videos on demand via the Internet and includes features that auto detect

the connection speed and software so that end users don't have to worry about downloading any video viewing software," he said. "Video streaming is a turnkey solution for delivering broadband content," he added. And Avanti has been using this technology since 1996 with the onset of video on the Internet.

Since 1989, Avanti has been recognized as a premier creative services company. Employing state-of-the-art technology, the Avanti team of experienced and skilled media specialists, create award-winning results. Some of those awards include: Cine Golden Eagle Award, District and Local Addy Awards, Telly Awards and International Creative Excellence Awards. The company recently received a National Technical Achievement Award for producing a series on heart disease in conjunction with JFK Medical Center in Atlantis.

Lew Pincus is available for interviews by calling Rachel Ibarra at (561) 840-0510.

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