



AngelVision Technologies

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## A Client Experience

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The following company has graciously volunteered their experiences (regarding AngelVision and their Impact Movies)

### ■ L3 Communication

**Location:** [www.impactmovie.com/l3\\_communications](http://www.impactmovie.com/l3_communications)

**Released:** April 23, 2008

**AngelVision:** In what ways has the Impact Movie improved your sale and marketing efforts?

**Client:** We're using the Impact Movie in many of the ways that AngelVision suggested. We're using it on our website, in emails, as part of our email signature line, distributing it on CD's and we've also included the link in our printed sales literature. We use it all over the place. When we hire new sales people, the first thing they say is "unbelievable, can I get a copy to use?" The sales people carry a copy of the Impact Movie with them and show it when face to face with prospects. They also leave a copy for the prospect to share with others.

**AngelVision:** What is your Impact Movie "WOW" story?

**Client:** Yesterday, our Sales Manager was looking all over for me. He said you are not going to believe this. I said probably not. He says that there was this policeman who was having a hard time with our competitor's in-car police video camera system, so he called one of our customers who happened to be in his local area and asked him what in-car video system he was using. Our customer said, "I have a movie to show you and emailed him the link to our Impact Movie about Mobile Vision." So, the guy views the Impact Movie and then clicks through at the end of the movie and contacts our sales manager. These were the prospects words. "Look, I just watched your movie and your product is exactly what we need." This was a \$70,000 sale with no effort.

**AngelVision:** What did you enjoy most about the production process?

**Client:** The Impact Movie looks so simple. I know many people probably think, "I can do that." That's what I thought until we got started in the process. It was hard for me to envision the value. Then we started production and I was amazed. The scripting, the design work, the narration, everything... I now really understand what make an Impact Movie unique. Not everyone can do this. Our project manager at AngelVision kept me on track and on focus. She let me know every week what the deadline was and what she needed from us. It was great. The value is priceless.

**AngelVision:** What difference have you noticed with your sales team?

**Client:** For me, it's all about making sure that our sales team has the tools to excel in their jobs. There is no doubt and by far, that the Impact Movie has paid for itself. My sales team loves it. They use it daily. Sales have increased. It's that simple.