



AngelVision Technologies

---

## Case Studies

---

### ■ AgriGator, Inc.

**Location:** [www.ImpactMovie.com/agrigator](http://www.ImpactMovie.com/agrigator)

**Released:** August 30, 2005

**AngelVision:** **Have you been able to use your movie?**

**Client:** Using the Impact Movie as a sales and marketing tool was a big change in itself for us. We've used it in direct email marketing, trade shows, and general email correspondence. It dramatically cuts down the explanation time and helps us move on to a more substance based conversation. It's quick, concise and compelling. It's been very useful for moving people to the next step in our sales process and a great way to jump-start the deal.

**AngelVision:** **Have you found using the Impact Movie in one way to be better then another?**

**Client:** Not really because we have been using it different ways very consistently. The two primary ways are definitely with emails and trade shows. In both cases, the Impact Movie provides a short-cut to telling our story. What we have found is that we may want to translate the Impact Movie to one or two other languages shortly. We'll be talking to your production team about this.

**AngelVision:** **What's been the biggest Impact for you since using your Impact Movie?**

**Client:** Again, the Impact Movie has simplified our sales process, making it more efficient and saving us time and as a result, money. Our message is consistent and professional and working very well.

**AngelVision:** **Have you experienced a big "Wow" story yet?**

**Client:** **The biggest WOW is that the Impact Movie has brought consistency into our sales process. It has been so effective for us, we have recently started on a second Impact Movie to be part of our sales process as well.**