



AngelVision Technologies

Impact Movie Marketing & Advertising Program



AngelVision Client Case Studies and Feedback

6 Case Studies Included in this Document

The following companies have graciously
volunteered to share their experiences
(regarding AngelVision and their Impact Movies)



AngelVision Technologies

Case Study

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

Company: Chentronics

Impact Movie: www.impactmovie.com/chentronics

Release Date: September 12, 2005

Interview Date: January 2006

AngelVision: Have you been able to use your movie?

Client: We have the link attached to all of our company emails. We've used it at three trade shows on a big screen, looping over and over. We keep a copy on a flash drive and use it in face to face sales calls. We have additionally emailed the Impact Movie to all of our current, former and potential customers. We've more then doubled sales since utilizing the Impact Movie.

AngelVision: Were there any reservations prior to working with AngelVision?

Client: I saw the AngelVision website and saw the KNORK Impact Movie and thought it was a totally ridiculous product, but by the end of the movie I was convinced that I had to buy a KNORK. I thought if AngelVision can create a message that makes me want to buy a ridiculous fork/knife then an Impact Movie might work for us.

AngelVision: What was your overall experience with the production process?

Client: Matt was great as were Emily and August. The best thing about AngelVision is how easy it is go get a hold of you guys.

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

Client: As mentioned, we've doubled in sales since using the Impact Movie. A company from Australia recently saw our Impact Movie and wants to represent our company and be a partner throughout Australia. It opened up a whole new territory that we're very excited about.

AngelVision: What were your main sales challenges before the movie?

Client: Conveying to our prospects how easily one small device can change their lives for the better. It was difficult to explain our solution effectively utilizing traditional sales tools. The Impact Movie and the Website that AngelVision created quickly conveys how people can benefit from our product and the difference our product can make in their lives.

AngelVision: What would you share with someone looking to invest in an Impact Movie?

Client: I would tell them how to get a hold of you and that they should do so immediately. If I had more time, I'd be an AngelSight and would be reselling your Impact Movies.

AngelVision Technologies, Portland, Oregon

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Case Study

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

Company: Grip-On Tools

Impact Movie: www.ImpactMovie.com/gripontools/

Release Date: July 11, 2005

Interview Date: January, 2006

AngelVision: Have you been able to use your movie?

Client: We have had over 2000 viewers so far. We personally direct people to the movie, use it in email campaigns, have added it to our signature lines. We've added the URL to our business cards and have it on our website. We are getting instant respect from prospects we meet at trade shows who had never heard of us prior as a result of having our Impact Movie playing at these shows.

AngelVision: Were there any reservations prior to working with AngelVision?

Client: At first we didn't know if the cost was justifiable. We weren't sure it would relate to our type of business and customers. We didn't realize how much it could be personalized. We weren't sure we could get someone to watch the Impact Movie. At the time, we were doing only half the sales we're doing now. In six months we've doubled our sales from the previous year. A lot of larger prospects didn't take us seriously before.

AngelVision: What was your overall experience with the production process?

Client: We were impressed with the fact that AngelVision stuck with the initial timeline that was laid out. We were pleased with the communication and with the speed of feedback. Our CEO loved that AngelVision made instant changes for us when needed.

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

Client: In the first 8 weeks, our Impact Movie generated 25 new clients for us. Since we've gotten the movie, we have had such a flurry of interest that Mary, our Admin. Assist. was promoted to a Senior Sales Associate because of all the contact with all the new customers. Our CEO is now starting to offer to buy an Impact Movie for some of our bigger customers. We had two customers in particular that we've been trying to get into for years. Both of them, within days of watching the Impact Movie, contacted us with an interest in doing business versus us having to contact them. We know one of the companies forwarded the movie at least 10 times throughout their organization to others.

AngelVision: What were your main sales challenges before the movie?

Client: Getting people to take import tools seriously. It was very hard to get people to believe in the quality of our tools. We are now able to communicate this up front and then continue those conversations in our sales interactions as potential customers call in.

AngelVision: What would you share with someone looking to invest in an Impact Movie?

Client: What I tell everyone is "that it's worth the money, and that the only thing we're sorry about is that we didn't do it sooner." AngelVision created the perfect message for us.



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

Company: Sonic Mixing

Impact Movie: www.ImpactMovie.com/sonic

Release Date: June 14, 2005

Interview Date: January 2006

AngelVision: Have you been able to use your movie?

Client: We just signed up with a trade magazine to promote the movie with an email newsletter they send out every month. It will go out to 20,000 potential prospects. This is our first widespread promotion. When we first got it, we sent it to everyone in our database (customers and prospective customers) and those who received it either passed it along (this brought in some activity) or filled out the forms themselves to be contacted. We put it on our web site; we have other partner companies who've put the link on their sites. None of our competitors are using anything as exciting as our Impact Movie. The Impact Movie goes into an entire presentation showing features, advantages, and benefits which is a lot more comprehensive.

AngelVision: Were there any reservations prior to working with AngelVision?

Client: No, because we had been doing research on some of the other things out there. The timing was right. Allowing the prospects to see moving animation makes all the difference. Seeing how things can function makes it easier for people to understand.

AngelVision: What was your overall experience with the production process?

Client: Everything went pretty smooth. We're considering a second Impact Movie for another product line. We want the message to communicate the uniqueness of the product.

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

Client: Just about everyone who's seen it, says "wow, that's cool, that's great!" It makes a big difference in getting our message across. Customer and prospect alike always give us a "big thumbs up", saying "what a great tool, we'd like something like that." We tell people all the time they should get in touch with AngelVision, that you guys did a great job and that they should get a movie themselves.

AngelVision: What were your main sales challenges before the movie?

Client: Getting people to picture in their minds eye and understand how our product works. Having a one dimensional photo wasn't working for us. Showing an animated image of what exactly is going on has helped them overcome this issue.

AngelVision: What would you share with someone looking to invest in an Impact Movie?

Client: I tell them how to reach AngelVision and direct them to the web site. I explain from a marketing standpoint what images do instead of just reading. People want to get the message quickly and that's what an Impact Movie does.



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Case Study

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

Company: SolarBee

Impact Movie: http://www.impactmovie.com/sb_freshwater/

Release Date: October 13, 2005

Interview Date: February 2006

AngelVision: Have you been able to use your movie?

Client: Yes, we use the Impact Movie and the files you gave us work perfectly. We have it on the web site, we use it in emails and we have put it on CD. The email mailers work very well. This is our most effective marketing method.

AngelVision: Were there any reservations prior to working with AngelVision?

Client: Mostly the unknown of whether AngelVision was a reliable company or not. We decided to take a chance. The payment terms and the fact that we didn't have to pay for the whole thing up front reassured us that AngelVision's intent was to make the customer happy.

AngelVision: What was your overall experience with the production process?

Client: Emily has infinite patience. AngelVision made the experience a much less painful process than we originally thought it would be. We made a 5-minute video before and this was a much better process. We loved the format, the accessibility. It was a great experience. The level of service reminds me of the level of service we aim for in our own company. It's a very good formula.

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

Client: We just made our first sale in Egypt (a \$240,000 sale) as a result of the Impact Movie. AngelVision taught us how to track how many people are watching the movie. This was very helpful. We can see the key people in the company watching the movie before we go into a sales meeting with them. All of our sales people are getting a good amount of leads every day. All 6 offices are saying the leads are wonderful and the sales results are consistent as a result. We are now getting inquiries from all over the world.

AngelVision: What were your main sales challenges before the movie?

Client: We had one video trying to address multiple markets which didn't make us look like an expert. It was not as versatile or as effective. Having an Impact Movie that targets a specific market has been very useful. It has moved us to being perceived as experts, professional and knowledgeable.

AngelVision: What would you share with someone looking to invest in an Impact Movie?

Client: We would tell them that AngelVision is very professional and easy to work with. It would be a glowing report.



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Case Study

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

Company: Maconomy, Inc.

Impact Movie: www.ImpactMovie.com/maconomy

Release Date: November 15, 2005

Interview Date: January, 2006

AngelVision: Have you been able to use your movie?

Client: We've added it to our email signature line. Our 5 European affiliates are using it. They love it. We plan to use it at trade shows, and to use it on our web site. We are using it with Google ad-words, and we'll soon use it in many of the other ways AngelVision suggested.

AngelVision: Were there any reservations prior to working with AngelVision?

Client: We don't have a marketing department and we've never done anything like this before. We were quickly sold on the idea but weren't sure how much value there would be. (This turned out to be unwarranted). The Impact Movie has taken us to another level in our customer's eyes.

AngelVision: What was your overall experience with the production process?

Client: It was great. Anytime I needed information or help, it was efficiently provided. Every request, however minute, was taken with a "we can do that" and it was taken care of. We never heard a "no". AngelVision was so accommodating that we found ourselves able to make many minor changes that we thought might not be possible. It was a lot of fun and very easy.

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

Client: We are just recently onto a potentially very big sale solely because of the Impact Movie. Our prospective customer saw our Impact Movie and may be making a \$300,000 purchase based on the message the Impact Movie delivered. We we're immediately added to the "short-list" of vendors for this prospect, when we weren't even in the running before. This was the ultimate "wow".

AngelVision: What were your main sales challenges before the movie?

Client: In the United States, we don't have a big footprint. We were relying on 'cold calling' and getting the word out was a big struggle. With the Impact Movie and all the ways we can use it, we're quickly changing the size of our footprint in the US market. It is a very cost effective means for someone like us who is working on a limited budget.

AngelVision: What would you share with someone looking to invest in an Impact Movie?

Client: The AngelVision employees are some really good people with some excellent technology and you should call them as soon as possible. The process from start to finish was made to be very easy and I would recommend this to anyone.



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Case Study

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

Company: C/S Group

Impact Movie: www.ImpactMovie.com/cs_group

Release Date: November 21, 2005

Interview Date: January 2006

AngelVision: Have you been able to use your movie?

Client: Yes, it's been going very well. We've mostly been using it as an introduction to our product in an email campaign and whenever making first contact with a prospect. It has worked very well and we're happy with the forwarding function which is working very well for us. We're also using it at trade shows and have distributed it amongst our sales reps to help with consistency in our messaging.

AngelVision: Were there any reservations prior to working with AngelVision?

Client: No, not really. We went to the Coffee with AngelVision presentation and what spoke to us was the "how to avoid cold calling". The AngelVision website and the ability to review some of the Impact Movies in the portfolio was also very helpful.

AngelVision: What was your overall experience with the production process?

Client: Everyone was very helpful and we could tell that they were committed to creating for us an Impact Movie that we really wanted. The experience was great. At times, almost too helpful. It was exactly what I needed.

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

Client: When we engage with clients, it's very early in a design stage. We haven't generated huge orders just as a result of the Impact Movie, but we have generated a greater number of prospects that we're communicating with. We've had several clients very excited to speak to us after viewing the Impact Movie. The "wow" has been how the Impact Movie has removed the pain of 'cold calling' and how well the forwarding feature works. There have been several cases where we've been able to speak to the right person as a result of the Impact Movie being forwarded to them. It's a perfect lead-in.

AngelVision: What were your main sales challenges before the movie?

Client: Our products are new and they go to market through independent reps and it was difficult to get the message out correctly and cost-effectively. The Impact Movie fits that bill and has worked perfectly to solve this issue.

AngelVision: What would you share with someone looking to invest in an Impact Movie?

Client: First thing would be to direct them to the AngelVision website and then outline for them how we are using the movie and how easy the experience to get it produced was. We intend to do future Impact Movies for our various product lines.



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Case Study

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

Company: Lightspeed Systems, Inc.

Impact Movie: www.ImpactMovie.com/lightspeed/

Release Date: January 6, 2006

Interview Date: 2 weeks after release

AngelVision: Have you been able to use your movie?

Client: We just started using our Impact Movie and started sending out some email teasers this last week. In the first week, we had 7 people register for our online presentation already.

AngelVision: Were there any reservations prior to working with AngelVision?

Client: Cost was an issue, but we felt that AngelVision created a sense of value and in the end felt that it was a great deal. We also weren't sure if it would work in our industry.

AngelVision: What was your overall experience with the production process?

Client: The production process was very well organized and was well thought-out. We felt very comfortable after the Initial Interview. The production process was completed 1 month ahead of schedule for which we were very grateful.

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

Client: We just got our movie at the beginning of the year. Ask me again in a couple of months. We did have a 'dead' lead who became very interested after he received an email and viewed our Impact Movie. We love the low-pressure, educational feel of the movies and the resulting email campaign.

AngelVision: What were your main sales challenges before the movie?

Client: Travel expenses for our sales reps. We were sending them all over the country for maybe one or two good leads. Now we can just send out an email, handle the inquiries and cut our costs significantly.

AngelVision: What would you share with someone looking to invest in an Impact Movie?

Client: It's a very effective advertising medium and sales tool. The Impact Movie has received a lot of ooh's and aah's for our whole team as well as those that we have sent it to thus far. So far it is working very well and just as planned. The production team was wonderful to work with, professional and the communication was perfect.