



AngelVision Technologies

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## Case Studies

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### ■ Sonic Mixing

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

**Released:** June 14, 2005

**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.