



...in the news

Contact:

David Haneke

President

Phone: (602) 640-1444

e-mail: dhaneke@openingmoments.com

CUSTOM VIDEO GROWING TREND FOR ORGANIZATIONS LOOKING FOR UNIQUE MOTIVATIONAL TOOLS

Opening Moments Offers Micro Motion Salesforce 'Inspiration For Success'

Phoenix, Ariz. [March 2, 2004] – When Performance Improvement Specialist Susan Graber needed a way to grab the attention of her company's America's sales force she knew a tired old series of PowerPoint slides wasn't going to inspire anyone to reach new heights. But she also didn't have the budget or the time to produce an elaborate motivational video. A frantic Internet search led her to one of the latest trends in corporate meetings – customized video introductions.

Within a few short weeks she turned a 350-person sales training meeting into a powerful, customized video production that utilized dramatic music and inspirational quotes to send the sales force off with more than just a few typical sales goals and the proverbial logo shirt.

"We wanted to give people a good feeling about the company and their efforts so they would leave with improved knowledge and motivation," says Graber, who handles sales force training for Boulder, Colo.-based Micro Motion, a manufacturer of industrial flow measurement devices and a division of Emerson Process Management. "We used custom video as a way to wrap up our meeting with excitement, energy and emotion."

Graber worked with Opening Moments Media, a company based in Phoenix, Ariz. that specializes in motivational media for business meetings. Opening Moments uses licensed video images such as the U.S. Navy Blue Angels, extreme sports and even NASA video to produce dramatic footage that

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can stand alone or be combined with a company's own video or graphics to create a motivational experience for organizational groups.

"Every successful corporate or organizational meeting needs a great beginning and we know how to make that happen," says David Haneke, president and founder of Opening Moments Media. "Our programs are completely licensed with soundtrack and imagery -- they make sense because they're very affordable, immediately available and customizable with imagery relating to any audience."

Some of the pre-packaged programs Opening Moments makes available for its clients include the popular "A Matter of Honor" series featuring the U.S. Navy Blue Angels, the "Above and Beyond!" series with memorable NASA action and a steroid-induced soundtrack, and "Take it to the Top," a program told through Mount Everest video imagery, sound effects and a soundtrack that takes viewers to the top of the highest summit on earth.

"Inspiration for Success" is one of the company's newest videos. It uses inspirational phrases combined with blended backdrops to enhance a meeting's overall theme and is even "loopable" for continuous play during the "walk-in" or "walk-out" of a meeting.

"Trying to produce something like this on our own, with the music and effects would have been complicated and would have taken a lot of time," says Graber. "The Inspiration for Success video fit perfectly with the mood of our message and Opening Moments was extremely responsive, really listened to what we wanted and delivered a great video that incorporated some of our own images so that it seemed custom. All this on a tight deadline over the Christmas holidays."

Opening Moments Media is an event and video production company specializing in motivational media for business meetings. Opening Moments Media was founded in 1996 by Executive Producer David Haneke, who develops creative teams for unique client situations. Opening Moments creative teams produce custom media including video, graphics, talent, staging effects and motivational messages for meetings worldwide. More information about the company is available at www.openingmoments.com or by calling (602) 640-1444.

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