

NEWS

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PRESS RELEASE

ONLINE VIDEO PRODUCTION COMPANY DEBUTS SOCIAL MEDIA TECHNOLOGY

KANSAS CITY, Mo. - Prizm, a Kansas City-based online video production agency, debuts its Web 2.0 Media Site™, Human Host™ and Electronic Video Message Social Media Press Release™ technology (www.prizmproductions.com).

The company started developing products to bypass traditional advertising outlets and communicate directly with consumers six years before the national online video trend began. Lori Baerg, president of Prizm, explained that their online video technology reflects tighter measurement systems for clients and high retention rates by the consumers who use them, driving customer loyalty. Read online video trends, market research and news: <http://del.icio.us/prizm>.

The Media Sites™, supported by EVM™ Solutions, transform one-dimensional websites into multi-dimensional web experiences. The Human Host™ or virtual host conveys strategic communication, developed by Prizm, to visitors about the company and its services. “Prizm’s Media Sites™ overcome traditional marketing limitations by reaching large volumes of online consumers without printing, mailing and packaging expenses,” explained Baerg. “The interconnected social media technology allows companies to provide an engaging, personal forum to enhance consumer experiences.”

Prizm’s press announcement is also available as an EVM Social Media Press Release™ to demonstrate the features and capabilities of the company’s EVM Mail product. “This is delivered and displayed as an e-mail message and features a Human Host, online video, social media buttons such as del.icio.us, RSS Feeds, Reddit, etc. as well as relevant articles, industry trends, photos and quotes,” said Baerg. “Our hope is that the EVM Social Media Press Release

will facilitate in modernizing the traditional press release as PR professionals grapple with a more efficient, effective way to communicate with reporters in the Web 2.0 world.”

The EVM Social Media Release’s multi-dimensional format also provides reporters with online videos that can be repurposed for news sites and accompany online stories.

Read Prizm’s social media press release:

http://www.prizmproductions.com/Press_Releases/PrizmPR_040507/prizm_press_email.html

PR professionals aren’t the only ones interested in online video and social media. According to businessweek.com, a growing number of companies are turning to online video, and the word of mouth that accompanies it for everything from advertising to recruiting (“Business Goes Straight to Video,” January 2007).

Additionally, businesses are learning that they cannot afford to ignore the 73 percent of adults who use the Internet (Pew Internet & American Life Project, April 2006), the two-thirds of consumers who research products and services online prior to making a purchase (Shop.org/ Forrester Study, June 2006) and the \$200 billion in Internet purchases that are expected this year (Shop.org/ Forrester Study, June 2006).

“Prizm may not be the only national online video production agency, but we know we are among the few that understands the significance of strategic communication. Online video is ineffective without a sophisticated, personalized message that appeals to and connects with an audience,” said Baerg. “Prizm has combined its 20 years of video production experience with 17 years of strategic messaging to launch Media Sites for companies such as Guardian Group (www.guardianml.com), SimpleMan Products (www.simplemanproducts.com), Heartland Health (www.heartland-health.com/body.cfm?id=106), Heartland Cremation and Burial Society (www.heartlandcremation.com) and My Blue Star (www.mybluestar.org). “We are excited about the opportunities that this technology offers and look forward to feedback on these products,” said Baerg.

Prizm, an online video production agency, transforms one-dimensional websites into multi-dimensional Media Sites™, creating a rich entertainment experience for consumers. The agency overcomes traditional marketing limitations by reaching large volumes of consumers online without printing, mailing and packaging expenses. Electronic Video Message (EVM) Solutions utilize a tracking and measurement component that allows companies to monitor ROI for marketing, public relations and advertising campaigns. For more information, visit www.prizmproductions.com.

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