

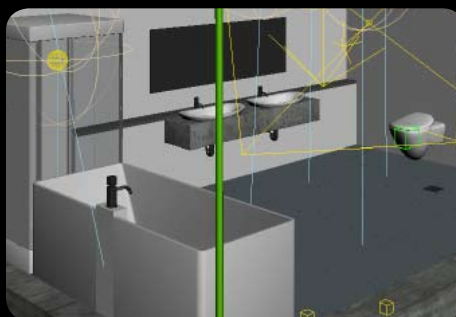
Case Study - Studor (Video & DVD production)

Studor – The Challenge



AVT were approached by Studor's Area Sales Manager for Europe and asked to create a 3D marketing videos, that illustrated how Studor's products saved money. The videos needed to show clearly how Studor's products worked and the results of implementing them.

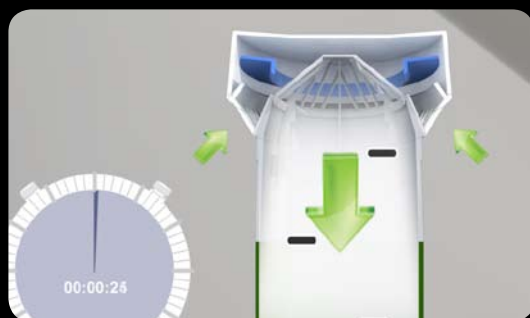
Studor are an international group of companies that specialise in technologies relating to drainage pressures. Their comprehensive range of products save money by both reducing the cost of materials and labour.



AVT – The Solution

After meetings were held with Studor to establish their vision for the videos, AVT decided to use both 3D and 2D software programmes such as 3D studio max, Adobe After Effects and Flash.

The videos needed to be universal in look as they were going to be distributed internationally. More importantly the animation in the videos needed to be internationally understandable, as no audio or explaining voice-over was used.



AVT's digital team used their creative abilities to portray issues such as cost savings, complexity and simplicity in the videos to an international audience.

The style was crucial as the videos had to be great training tools and overcome language barriers within international markets. AVT had to prove that videos can communicate more than 1,000 words, even within a very specialised industry as "plumbing ventilation".

The Results

Studor's Area Sales Manager for Europe paid tribute to AVT:

"Under very challenging timescales, AVT demonstrated

a good understanding of the requirements of each project, providing ongoing feedback of progress and clarification on key issues. The end result in each case was of a very high standard with good value. We would recommend AVT for similar work and will certainly use them for any future projects."

"Feedback from the field is excellent too from field visit and training seminars in Japan, UAE, Hong-Kong, Beijing, Taiwan, Korea, Australia, Philippines, Vietnam, Spain and Germany"

"Studor have used one of the DVDs also in specific shows at ISH Frankfurt and it has become widely used within our customer basis, with a good presence on web sites too."