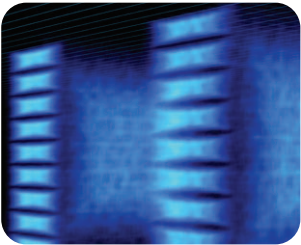


Rich Media Creative Services Benefits

- Heighten viewer experience
- Boost viewer information retention
- Create clear, concise messaging
- Increase registration completion rates



The key to any successful rich media web program is the creative integration of dynamic multimedia. Smart messaging, communicated with the artful combination of animation, graphics, photography, video, sound and music will heighten viewers' experience and increase their ability to absorb and retain information.

Accela Communications offers a unique range of creative services to help you develop and enhance your interactive programming. We go to great lengths to develop communications that speak clearly to your audience, in your distinctive voice. From spot production work to full creative direction, our Creative Services team draws on its singular experience in rich media web communications to partner with you and deliver programs that are memorable and engaging.

Script Writing

At the root of an engaging rich media program is a good story. A well-written script provides the foundation needed to produce a program smoothly. We can help you adapt your core messages into a clear and concise script that is tailored for the unique medium of online communication. Accela Communications has the talent and experience to create a highly coherent script that will make the taping and production of your program flow beautifully with emphasis in the right places.

Storyboard Creation & Review

Quality pre-production creative is an essential component of a successful rich media web program. It is in this planning and design phase that the program is laid out in a document called the storyboard. The storyboard is the "blue-print" that communicates the visual direction of the final production. Derived from the script, it specifically illustrates the flow of information, timing and key points to be articulated in both spoken and visual formats.

The level of storyboard development that we provide spans a broad range depending on your need for detail and pre-visual information prior to production. From a simple text document that describes the program as it unfolds, to a graphically-rich series of images with fully designed layouts of key program frames, our storyboard will give you a preliminary view of the final program, enabling you to confidently proceed into production.

Music and Sound Production

Music and sound are the backbone of a successful rich media production. At the very least, music provides the viewer with critical pacing and guidance through the program. At the most, it offers an extra dimension that invokes an emotional connection to your message. Music is a critical element of the overall package that shouldn't be overlooked.



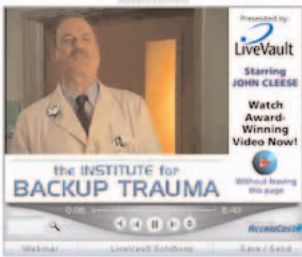
Before we record a note of music, our Creative Services team works with you to establish the overall tone of the program as it relates to your messaging. Then, we either draw upon a music library with thousands of compositions, or create a custom piece of work that fits your unique communication. Either way, the final production will be distinctively tailored to your program and inserted at strategic points or throughout the entire production in order to provide the highest impact.

Innovative Web Marketing Services

Accela Communications provides interactive marketing services that accelerate sales and business growth for customers and partners across a wide range of industries.

We generate actionable results through the AccelaCast on-demand rich media platform and suite of services, along with AccelaWorks -- a robust web response management system working in the background to capture data, measure and track results.

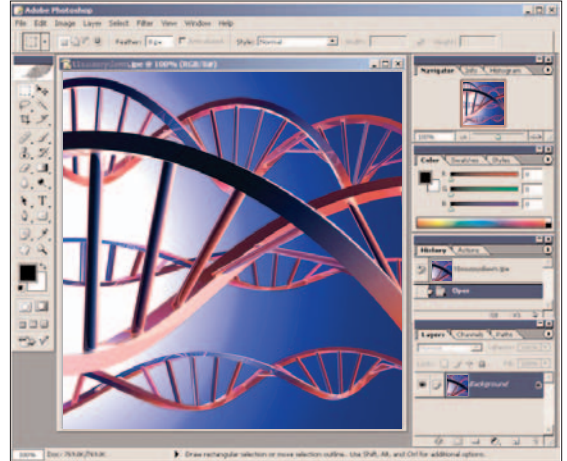
For more information, please visit:
accelacommunications.com



Graphic Design and Animation

Communicating abstract and complex concepts with web-based rich media requires carefully designed graphic imagery. Imagery that is clear, concise, and artfully rendered contributes immensely to the success of a rich media program.

Accela Communications Creative Services team works with you to develop the appropriate imagery to support the themes of the program. Using 2D & 3D animation, Flash, special effects and video compositing, our team designs sophisticated graphic imagery that supports your messaging. Ranging from animated product renderings to virtual video sets, our creative "paint box" is expansive enough to create the right images with highest impact for your program.



Segment Detailing

If you are not ready to invest in creative services for your entire production, you may select specific segments that you'd like enhanced. One candidate for this service is the introduction to your program – the pivotal point when people are making a decision about whether they want to invest their time to watch your program. By creating a really compelling and tightly paced introduction, you'll reap the benefits by getting your viewers to take the leap and, if required, complete your registration form to continue viewing.

Another option would be to have us create an introductory Flash banner to drive maximum viewership for your **AccelaCast inBanner** video program. With this service, we bring to bear our special knowledge and experience about building a linkage between these two video-based elements.

Accountability & Measurement

Each of the creative services we offer is designed to affect the performance of your program in a deliberate and measurable way. Whether you are most concerned about maximizing registrations or engagement time, there are a variety of ways to measure results and we will work with you to put the web response management tools in place to do just that.

Cost

Each creative services engagement is unique and will be priced on a customized basis, according to the scope of services.

Contact Us. Get creative!

For more details on how to bring your interactive program to new levels, contact:

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