

About RLA

At Robert Lundahl & Associates, LLC, we are visual storytellers. We have over 100 years combined experience working in and around Silicon Valley, San Francisco, and globally, creating video, multimedia and web based communications for Fortune 500 and Fortune 100 companies.

Robert Lundahl, company founder, worked at Amdahl Corporation as a Senior Producer Director, then freelanced as a Producer, Writer, and Director for such companies as Tandem (later Compaq), Hewlett Packard, Ampex, Kodak, Sun Microsystems, AutoDesk, and Blue Cross/Blue Shield. He started Robert Lundahl and Associates, LLC in 1990.

RLA's strengths include design and technology journalism. The company has sought out many influential designers, engineers, and educators, including them as production partners. The list includes designer/Zen monk, Kenji Ekuan, former Curitiba, Brazil mayor and city planner, Jaime Lerner, Rocky Mountain Institute Founder Amory Lovins, Whole Earth Catalog Founder Stewart Brand, DEKA founder Dean Kamen, University of Virginia Dean, architect William McDonough, and others. Together they've informed educational programs created by our company. These programs included titles such as: "East Meets West: the Development of the Internet in China," "The Meaning of Small Things: Miniaturization in Japan," "Rethinking the Automobile," and others.

Several of these individuals then participated in a broadcast series called Digital Journey, which was a "spin-off." The series features ideas of note whether they originated with an individual, a think tank, or a corporation. During the series production our company had the privilege of working with Sharp, Mitsubishi, Sina.com, Robertson Feng Technology Group, and other revolutionary companies. Among the awards received are an Emmy, a Telly, 2 Cindys, a Silver Screen, and 2 Golden Vision Awards. Digital Journey has aired on public television stations nationwide and across Canada over 4000 times.

RLA has also participated in the making of three independent documentaries for broadcast, "Unconquering the Last Frontier," and "Song on the Water" are about a Native American community, the former dealing with the removal of hydroelectric dams. These programs have aired extensively on public television in 2004 and 2005. "Harvest Dreams" is a film on the topic (s) of sustainable agriculture and "slow food."

RLA streaming videos may be found on line at <http://www.studio-rla.com>. Go to "video streams." Robert's filmmaker bio is located here: http://www.robertlundahl.com/Robert_Lundahl_Bio.pdf.

Contact:

415.205.3481/360.457.6239

P.O. Box 190397
San Francisco, CA 94119

P.O. Box 2760
Port Angeles, WA 98362

robert@studio-rla.com
<http://www.studio-rla.com>

ROBERT LUNDAHL-RESUME

1989-Present

Owner/member, Robert Lundahl & Associates, LLC, producer of commercial, cultural and environmental programs. RLA creates business opportunities through the strategic development of visual media, developing video and web content for companies and stories for broadcast television.

Content specialties include sustainability, technology, and health care, cultural and international topics. RLA has produced content in Argentina, Australia, Brazil, Canada, Chile, China/PRC, England, Finland, France, Germany, India, Japan, Mexico, Sweden, Switzerland, and in Native American and rural communities alongside major commercial centers in the U.S.

-In development with "**The Green Built House**," "**H is for Hydrogen**," and "**Natural Capital**" combined documentary broadcast/multimedia projects.

-Co-produced, co-directed, and photographed **Harvest Dreams**, 1 x 60 broadcast documentary and interactive educational DVD on organic and sustainable agriculture, 2006.

-Produced, directed, photographed, and distributed **Song on the Water**, 1 x 60 documentary on Native American, Coast Salish canoe traditions. Program aired in over 40% of U.S. broadcast markets via public television stations 2003-2005, <http://www.songonthewater.org>.

-Produced, directed, photographed, and distributed **Unconquering the Last Frontier**, 1 x 101 min. feature film documentary, and 1 x 60 broadcast video on the restoration of a river ecosystem and the removal of industrial power dams in Washington State. Program airing on U.S. public television stations 2002-2006. Screened in association with the Sierra Club, Friends of the Earth, Northwest Indian Fisheries Assn., Trout Unlimited and American Rivers. <http://www.unconquering.org>.

-Created user interface designs for Sun Microsystems Executive Briefing Center information kiosks.

-Produced **Digital Journey: Stories from a Networked Planet**, 39 part* technology series aired in over 43% U.S. broadcast market (Nielsen 2001) via U.S. public television stations, and 52.64% Canada broadcast market via TVO (Television Ontario). Distributed globally via broadband providers such as CNN Europe, and cable outlets in Japan, Australia and China. 1997-2002

Series production involved collaboration with various companies and individuals including, the American Folklife Center, Library of Congress, Andover Academy, Stewart Brand, the City of Curitiba (Brazil), the City of Los Angeles, CA, DEKA/Dean Kamen, The Electronic Frontier Foundation, Embrapa (Brazil), Ericsson (Sweden), Ex'pression Center for New Media, Bo Feng (Robertson Feng Technology Group), Goss Challenges (England), Mickey Hart, Hong Kong Telecom (China/PRC), INPE (Brazil), IOBOX (Finland), Jaime Lerner (Governor of Parana State Brazil), The Long Now Foundation, Amory Lovins, Lucille Packard Hospital, William McDonough, McLaren Racing (England), MIT Media Lab, Nation One, NOAA, Nokia (Finland), Nylon Beat (Finland), Picofun (Finland), Thomas Dolby Robertson, the Rocky Mountain Institute, Rose Resnick Lighthouse, the San Jose Sharks, Orville Schell, Sina.com (China/PRC), The Smith Kettlewell Institute, Specialized Bicycles, Xinhua News Agency (China/PRC), and many others.

-Distributed **Digital Journey** series to U.S. public television stations, garnering 3929 airplays, 229 hours of broadcast time, 75,000,000 potential households,

175,000,000 potential viewers, (Nielsen 2001).

Created **Digital Journey** plasma display versions in 16:9 and 9:16 formats for airport displays in Paris, London, Stockholm, Beijing, and Sydney, 2001.

-Provided 2 compilation videos on sustainable design and green technologies for use by the World Economic Forum, Davos, Switzerland, 1999, 2000.

-Created packaging materials designs and logos, along with ancillary marketing materials in support of the **Digital Journey** series, including 3 website versions, 2 CD-ROM based electronic press kits, video marketing DVDs, executive calendars, and more. 1999-2001.

-Created 10, 30 minute studio and field produced programs under the **Digital Journey** brand with such titles as **East Meets West: The Development of the Internet in China, Rethinking the Automobile, Architecture and the Information Age, 21st Century Transportation, The Smart City**, and others. Created packaging materials and logos, designed sets and ancillary marketing materials for client Sun Microsystems. 1997-1999.

-Provided content development and production services for Sun Microsystems **Sunergy** program, satellite television broadcasts to worldwide corporate IT departments, governments, and university computer science communities. Wrote content briefs for host John Gage. Supported uplinks from Moscow, Tokyo, Santiago, Mumbai, Shanghai, and other cities worldwide. Produced location documentary "roll ins" on such topics as distance learning and healthcare management with partners such as the State of Utah and the North Carolina Health Care Association. Created motion graphics, program packaging materials and logos, and transportable set materials for global uplinks, 1996-1997.

-Produced over 100 corporate marketing and advertising videos for a variety of Fortune 500 and non-profit clients including Adobe Systems, Amdahl Corporation, AutoDesk, Blue Cross/Blue Shield, Compaq/Tandem, Credit Suisse, Dell, Kodak, Hewlett Packard, IBM, Lockheed Martin, Sun Microsystems, SAP, and many others. 1989-2006. Produced and wrote ongoing corporate video magazine, **Video Quarterly**, for Sun Microsystems. 1991-1996. Produced and directed corporate video magazine, **Amdahl Today**. Produced broadcast programming for Northwest Indian News.

1988-1989

Senior Producer-Director, Amdahl Corporation, Sunnyvale, California.

-Produced high-end film and video materials for Fortune 500 manufacturer of mainframe computers, in support of Investor Relations, Customer Service, Marketing, Corporate Communications and Human Resources departments. Pioneered international production, filming in Australia, Canada, England, France, and Hong Kong.

1983-1987

Director, Audio Visual Services, Southwest Gas Corporation, Las Vegas, Nevada.

-One of five Corporate Communications Directors (Managers). Originated and developed corporate film and video department at regional public utility. Produced consumer driven programs for marketing, corporate communications, and public relations. Projects included an ongoing corporate video magazine, corporate identity video, gas line repair training programs, and regional public service announcements broadcast in Reno, Las Vegas, Phoenix, and Tucson markets.

1980-1983

Cinematographer/Sound Recordist, John Fabian Productions, Eugene, Oregon (contract).

-Principal cinematography on 20 location segments for syndicated broadcast programs, **Sports Afield** and **Western Outdoorsman**, reaching 75 U.S. markets weekly. Wildlife, nature, and sports cinematography—16-mm. film, in association with Glen Lau Productions, Ocala Florida.

1979

Radio Engineer/Children's Radio Program Editor, KWAX-FM Eugene, Oregon.

Education

B.F.A. University of Oregon, Fine and Applied Arts, 2003. Attended 1977-1979 (5 year curriculum).

-B.F.A. thesis film, "The Burden of Proof," shown to U.S. Senate Subcommittee hearings on the environment 1979.

University of Southern California, Department of Cinema, 1975-76

Lewis and Clark College, 1973-75

Awards/Festivals

N.A.T.A.S. "Emmy," the International Television Association's "Golden Vision" Award, the U.S. International Film and Video Festival's "Silver Screen," I.A.A.V.C.'s "Cindy," the "Telly" Award, San Jose Film and Video Commission's "Joey," American Advertising Association "Addy," and many others. Festivals include the EarthVision International Environmental Video Festival (First Place), the Columbus International Film & Video Festival (Honorable Mention), the International Wildlife Film Festival (Finalist), the American Anthropological Association Film & Video Festival, Hazel Wolf Environmental Film Festival, REAL2REEL Documentary Film Festival, El Festival del Riu (Spain), Great Lakes Independent Film Festival, Moab Film Festival, Anchorage Film Festival, The Northwest Folklife Documentary Film Festival, and the International Film Festival of the Americas.

Professional Skills

Researcher, Writer, Producer, Director, Cinematographer, Videographer, Photographer, Video Editor, Photo Editor, Fine Art Digital Printer.

Software skills: Photoshop, Illustrator, Final Cut Pro, Cleaner, SilverFast AI, Microsoft Office, Media 100, basic After Effects.

Owned Equipment

Video/Film

-Sony DSR-500WS 16:9/4:3 DVCAM camera with Canon YJ18x9 18:1 IF zoom lens, lighting/sound/field monitor/support package,
-Canon XL-1 DV camera system with Fujinon 14:1 TV-Z manual zoom lens, and Optex MK-2 x-7 ultra wide angle adapters, Canon 3.4-10.2 mm. 3X zoom, Canon 5.5-88 mm. 16X zoom, lighting/sound/support package.
-Éclair ACL 16 mm. package with 9.5-57 and 10-150 Angenieux zoom lenses, 2 400', 3 200' magazines, 12-75 fps varispeed motor, 180 degree viewfinder, Norris intervalometer, extras.

Photo

- Leica M6 system, with 1:2.8/21 Elmarit, 1:2.8/28 Elmarit, 1:2/35 Summicron, 1:1.4/50 Summicron, 1:2/90 Summicron, 15 mm. f4.5 Asph. Super Wide-Heliar (Voightlander).
- Mamiya 7 (6 x 7/135 Panoramic 24 mm. x 65 mm) system, with 1:4.5/43 mm. Mamiya wide angle lens (Zeiss Biogon Design), 1:4/65 mm. Mamiya, 1:4/80 mm. Mamiya, 1:4.5/150 mm. Mamiya.
- Rollieflex 2.8F TLR with Zeiss Lens.
- Nikon FM2 Package, includes 180 mm., 300 mm., and 500 mm. telephotos, 1:2/24, 1:1.4/35 mm., 1:1.4/85 mm., and 1:2/105 mm.
- Epson Stylus Pro 4800 digital printer with Ultrachrome pigment inks.
- Microtec Artixscan multiformat scanner—35 mm., 35 mm. panoramic (24 x 65 mm.) 6 x 6 cm., 6 x 7 cm.
- Apple MacIntosh platform “digital darkroom,” workstation running on OS X v. 10.3.9 “Jaguar.”

Video Editorial

Media 100 XS, Final Cut 4. Sony UVW-1800, DSR-20 decks, After Effects, multiformat suite (call for details).

Organizations/Memberships

Executive Director, The Long House Association, Port Angeles, Washington, an educational, non-profit, 501(c)3 organization founded to promote and showcase Native heritage, culture and art.

-Providing management and program support in keeping with Native values and organizational goals. Created website for organization. <http://www.long-house.org>.

Film Arts Foundation member. <http://www.filmarts.org>.

Participant, SODA (Society for Design Alchemy), research group on electric vehicle/cycle design and manufacture.

*Topic/title list available upon request.