



# BRIEFLY...

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## The Company

Originally named *Electric Image*, the company has been producing award-winning video programs for corporate, broadcast, and independent clients since 1985. Major clients include the Hewlett-Packard Company, Grey Advertising, Wells Fargo Bank, Oracle, Air-Touch Cellular, Sun Microsystems, Silicon Graphics, Raychem, PBS, etc.

## Our Services

eImage's projects range from trade show programs, marketing, training, educational, and incentive projects, to documentaries, video newsmagazines, television news, interactive, recruitment, and promotional programs.

Our services include **pre-production** (project management, design and scripting), **production** (directing, camerawork, sound, etc.), **post-production** (digital video editing, graphics creation), and **authoring** (interactive DVD or CD-ROM production and video compression for DVD, CD, or Web).



eImage Shooting in a Hollywood studio

## Key Personnel

eImage is owned and operated by partners Andrew Linda and Angela Gamburg.

### Angela Gamburg, Producer

Since 1992, Angela has been producing award-winners for eImage. A 1991 graduate of the San Francisco State University film school, she has handled eImage projects for the BBC, C-SPAN, the State of California, as well as a wide variety of major Bay Area corporations. She combines intimate understanding of every step of the production process with keen insight into each client's needs. The result is the highest level of customer satisfaction.

### Andrew Linda, Director

Andy is a talented director with a Master of Fine Arts Degree in Film and Television Production from UCLA. He has been in the corporate, documentary, and marketing video business since 1982. Twenty three years of real-world experience made Andy an accomplished cameraman and a seasoned editor. He combines thorough knowledge of production tools with creative direction to direct award-winning projects.



# PROJECTS AND CLIENTS

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Through the years we have worked in a multitude of different genres which encompass new product introductions, trade show programs, employee and customer training and motivational projects of all sorts.

Broadcast television work is also common for us and we have worked on news, documentary, and entertainment programs for American, Japanese, Italian, and British networks.

## Newsmagazines

Employee Newsmagazines are one of our great strengths. We have worked on Raychem Corporation's quarterly magazine for almost ten years, APL's magazine for two years and KQED's "Express" newsmagazine as well.

## Sales and Marketing

Programs for trade shows, direct mail marketing, and sales force support materials for companies such as Wells Fargo Bank and Panamax.

## Documentary

A PBS documentary shot in the crumbling Soviet Union was the highlight of our 1990–1991 season.

## Training

Training videos are another one of eImage's staples. We have produced a number of programs for companies such as Hewlett-Packard, Oracle, Ericsson/Raynet, and Cooley Godward.

## Public Service Announcements

We have produced PSAs for *The San Francisco Department on the Status of Women* and the State of California.

## Corporate Communication

This category includes new employee orientations, such as the one we produced for the California Judicial Council.



Shooting on Moscow's Red Square, June 1990



Shooting in Shanghai for Raychem Corporation, 1993

## TV News and Video News Releases

Television news was Andy Linda's first profession as a Cameraman/Editor at WSAU-TV and carried into his work for C-SPAN, RAI, and KTVU.

## Entertainment

Broadcast work includes field production of an episode of BBC's show "Byker Grove."



# EQUIPMENT AND FACILITIES

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Unlike some art forms, video is very dependent on technology. We take great care to select high quality equipment which will serve us for many years. Maintaining the highest quality productions in a cost-effective manner for the long haul is the underlying principle of our purchases. While we routinely rent specialized gear, we own the core package, allowing us to be flexible and accommodating to our clients' needs.

## **Video Camera: Sony DXC-D35**

Our camera is unquestionably professional. It can shoot widescreen and output digitally to DVCam tape or in analogue mode to the Betacam SP format. With our DVCam recorder the camera is a nice 1-piece camcorder, capable of shooting up to 3 hrs. non-stop. For Betacam recording we use our separate BVW-35 BetacamSP recorder, the workhorse of the broadcast industry.

## **Lighting, Sound, and Camera Support**

Our Arri fresnel lights are top-quality German engineering, while our Chimera and Photoflex dome lights represent American innovation (and we use these on virtually all interview shoots).

The sound package contains all the essentials: a mixer, fishpole, a matching pair of shotgun microphones, some handhelds, a few Lavalieres and of course a high-quality diversity UHF wireless setup. We even have an earprompter system for talent!

For moving the camera through 3-D space we have our own camera jib and dolly. It may seem trivial, but moving the camera smoothly is one of the most cost-effective ways to raise your production values. Technical details about this equipment are available for download on our website.

## **Editing System: Final Cut Pro HD**

We edit on a Final Cut Pro HD nonlinear system with specialized editing hardware and software to give you the very best image quality from your digital or analog tapes, DVDs or CDs. Unlike many DV-only operations, we can input any format directly: analog (such as Betacam, VHS or 3/4"), or digital (DVCam or Mini DV over FireWire). With digital sources we stay 100% digital, with Betacam and other analog sources we can digitize in uncompressed 10-bit video quality.



Editing Suite and Conference Room

Our suite of software and know-how allows us to do anything from touching up photos to morphing faces.

## **Editing Suite**

Creature comforts *are* important and we have designed our editing suite with that in mind. It is quiet, has plenty of workspace, good lighting, and a view into a garden. We even have a high quality voice-over booth in-house.