



## THE “STEVEN SPIELBERG OF CORPORATE FILMMAKING”

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What is it this guy has? The world seems to agree that he understands how to make great films that you never forget. And therein lies the key to the motion picture business of corporate marketing with video.

I was fortunate enough to meet Steven in 1993 in Santa Monica, CA. He talked about finishing his new film *Jurassic Park*. It was sometime later that a good client of ours mentioned that the reason he outsources all of his video work to VideoNet is that, to him, “I was the Steven Spielberg of the corporate filmmaking world.” The rest is history.

The most important thing people seem to forget is that just because someone can record images in a camera, does not necessarily mean they can tell a *real story*. Someone has to have the expertise to arrange hundreds of images, along with visual and sound effects, voice-over narration, and musical perfection, in such a way that your audience has a compelling, predictable reaction.

This takes true talent and is remarkable when it happens. And it rarely happens! It is the distinction that separates the true professionals from the rest of pack. We take pride in understanding the most basic rules of the blockbuster films of the past and use these time-tested techniques to ultimately solve problems for our clients. Invest with us in your unique story, brilliantly told, to achieve remarkable results.



***Ron Strobel, Founder***

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