

MEDIA RELEASE

LIVEWIRE PRODUCTIONS PRODUCES WEB VIDEO SNAPSHOT OF “BABES IN BUSINESS – FOSTER’S MISS BEHAVING”

Livewire Productions was recently commissioned by “[Babes in Business](#)” to produce a 60 second web video snapshot of the recent Babes event “Foster’s Miss Behaving” held at Ice Works Paddington in October.

The snapshot highlights the event and incorporates Babe’s branding and key event sponsors. It was sent out via mass email to all those who attended the event along with the entire Babes in Business mailing list. The snapshot is a great way to look back on the function and show off the “who’s who” of Babes in Business.

The use of the “Snapshot” style web video is becoming more and more popular amongst clients to showcase the highlights of an event while subtly getting the key messages across to those unable to attend. Each spot is produced with graphics/music tailored to enhance the clients brand and encoded for the web using the latest compression formats to provide high quality video while using the least bandwidth.

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Livewire Productions is an innovative media house servicing clients from around the world. With access to Australia’s best camera operators, sound recordists, editors, graphic designers, presenters and producers, Livewire specialises in corporate, promotional and OH&S DVD’s, television documentaries, video news releases and rich media. Our in-house facilities are second to none with high end digital production equipment and collective industry experience second to none.

ENDS

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