

MEDIA RELEASE

June 2009

Fitnation engages Livewire to produce educational DVD.

Livewire Productions was recently engaged by [Fitnation Pty Ltd](#), to produce an educational DVD used as a training tool in the company's fitness training courses. The DVD "Functional Training and Advanced Core Conditioning" was a logistical feat for Livewire that involved complex planning to ensure the smooth flow from pre-production to post-production.

Our challenge was to refresh the current style of DVD production that Fitnation employs to give it a new look and feel. In doing this we engaged more use of animated graphics and music to create a seamless flow between exercises featured and give a consistent sense of timing to the work.

The project was shot entirely on one of our two Sony @ XDCam PDW-700 cameras in Full High Definition and edited on Avid Media Composer with a completely tapeless workflow. It involved the creation of some 80 plus graphics using Adobe After Effects that were made up of around 45,000 individual files.

For Livewire this project has proven to be one of our most complex yet rewarding jobs to date. We are very proud of the final result as is our client.

"Livewire productions were extremely professional from start to finish. I trusted them with all elements of the production and the finished product went above and beyond our expectations. Our DVD looks fantastic and sets a benchmark for all our future instructional DVDs. We will certainly be using Livewire in the future".

**Nadia Brandon-Black – Queensland State Manager
Fitnation**

Livewire productions is an innovative media house, no job is too big or small. With over two decades of industry experience second to none, our creative team works to ensure that client needs are of the utmost importance. With the recent introduction of High-Definition Blu Ray Disc production, Livewire is ahead of the rest delivering the highest quality product to our clients.

ENDS

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