



TechnorazziLIVE

Imagine a professional video production, comparable to a live network TV broadcast in quality, with staging, choreography, lighting, multiple cameras, provocative angles, sound effects, intermixed background video clips... built around your message... and broadcast live to your best prospects. Fantasy? Not anymore. TechnorazziLIVE has a successful track record, ecstatic clients, and a growing reputation.



What's so special about LIVE?

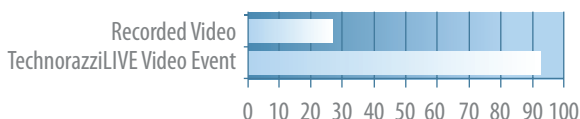
Because it's genuine, appealing, and immediate! It's not a recorded video broadcast—edited, snipped, sliced, and polished. Viewers know that recorded video can be seen any time, hence it is subject to the "I'll watch it later when I have time and if I remember" syndrome. Live video lures them to watch now.

Combine that with audience interaction—as e-mailed questions are answered live on air! We know how to encourage the audience to ask questions; it increases their interest and buy-in of the message you're sending, and makes them feel like a part of your broadcast.

LIVE Statistics

Throughout the Web, the average length of time viewers watch a pre-recorded video is measured in seconds to minutes. A recorded corporate branding video is typically watched for less than three minutes. However, our live broadcasts (based on a 55-minute program) create a very different attention span:

Percent of program watched



How is the broadcast promoted?

Viewers are reached through e-mail invitations, website announcements, and e-newsletter promotion. We manage the registrations, and gather as much registration data as you feel you need. Prior to the broadcast and on the day of the broadcast, reminders are sent with a link to the video page.

After the broadcast

We provide an analysis of the viewership, including name, e-mail, and phone contact for sales follow-ups. We can tell you who registered for the event, how many watched, and the average length of time that the audience viewed the presentation. You receive a recorded and edited version of the video for your own marketing uses. Demo videos of this type have tremendous long-term utility, as you can embed it on your website or third-party sites; e-mail the link to prospects or distributors; or simply burn it to a disk.

No Internet connection at the site?

As long as we have cellular access to 3G or 4G networks, we possess the technical capability to create a high-speed Internet connection, equal to a T1 line or better. This is another paradigm breaker—on-location broadcasting beyond a physical Internet connection. One of our clients is exploring the idea of demonstrating their services at a wind farm. What can we do for you?

TechnorazziLIVE Packages

	BRONZE	SILVER	GOLD
Pre-production marketing			
E-blasts	1	2	3
Premium Web Position	100 clicks	400 clicks	900 clicks
Highlighted Event	1	2	3
Production parameters			
Manned Camera	1	1	1
Stationary Camera	1	2	3
On Screen Share	1	1	2
Post-production marketing and benefits			
Post-Production Editing	2 hours	4 hours	6 hours
Featured Video	no	no	yes
Premium Web Position	no	100 clicks	100 clicks
Rate (travel expenses not included)	\$8,995	\$10,995	\$12,995