

VIDEO & FILM PRODUCTION

Client: Sony Electronics

Project: Sony *Xplōd*



The Program:

Create a visual imagery for Sony's Xplōd car audio products that would capture the imagination of the visitors to Sony's trade show property.



The Challenge:

Differentiate this set of new Sony products from the din of the trade show floor, pull the viewer in quickly and hold them with stunning imagery while communicating quickly the Sony product marketing message. Also a challenge was to take products that had little inherent visual interest such as a car speaker and make it the "star of the show".

The Solution:

The Sony Xplōd video featured products that were shot in high definition on a green screen turntable, enabling the products to be beautifully showcased in a 2D and 3D animated environments.

The Result:

This eye catching video looks as fresh today as the day it was produced, and provided visual excitement around a set of inanimate products. This video was the recipient of a Telly® award.

