

Every now and then, the paradigm by which you do business may need to shift to stay competitive in today's market. Sales can be difficult, but it doesn't have to be. If there was a way to describe your product or service to customers with perfect clarity, a way to sell that actually entertains, would you be interested?

A new tool has been created that does just that, one with a sharper edge. That tool is called the "digimmercial". Captivating, dynamic and affordable, the digimmercial delivers your products and services with all the media technologies available today. As sophisticated as a Hollywood production, yet as simple as playing a DVD.

Never before has it been so affordable to create your own "digimmercial".™

Make a lasting first impression that will help close the deal and increase customer confidence.

Deliver more detail about products and services in a shorter amount of time.

We can make your product or service a star, call today.

LIGHTS...
CAMERA...
ACTION!



(704) 588-7069

"digimmercial" is a trademark of Z-axis Design



Z-axis Design has been doing business in Charlotte for over twelve years, providing satisfied customers solutions at very competitive rates. We deliver the biggest bang for the buck while never forgetting that quality doesn't happen by accident.



star@z-axisdesign.com

(704) 588-7069

a digital commercial in the palm of your hand

1 The "Five Star" Treatment

As communication experts, we understand listening intently to your message is key to insure the service we provide will meet your goals and expectations. The information collected in our first meeting is critical to realizing a return on your investment. During our visit we will explain the extensive capabilities we place at your disposal and how best to take advantage of them. Together, we'll map a path to success for your digimmercial production and release.

4 DVD Authoring

With content creation completed, the organization of your media rich message will be placed under the management of a "GUI" (graphical user interface) also known as the Main Menu. Created in step THREE the Main Menu allows for dynamic navigation through the digimmercial message. In the recent past, CDROM and DVD were of different standards. Today, it is not uncommon to play a DVD on both a computer or a Television. A digimmercial DVD can also behave more like a CDROM with in-play navigation. This feature allows the viewer to jump around at pre-determined points without the need of always returning to the Main Menu.



2 Storyboard Management

A storyboard is the mechanism that will be used to manage the production process. A review of the storyboard will identify where any adjustments should be made prior to work commencing. Once finalized, your sign off gives us the go ahead to produce your digimmercial.



fast forward your marketing with a "digimmercial"

3 Content Creation

With the preliminary planning completed, your digimmercial will start to take shape as every form of media comes into play.



Photographs are taken, video footage shot, and audio recorded. Voice over and professionally written text are created. Colors and textures are scrutinized to form your digimmercial look and feel. Uniformity with existing corporate identity and product branding are maintained. Every detail is given the attention it deserves to maintain the highest level of quality all along the way.

5 Labeling & Duplication

Hey, it just wouldn't seem right if all this hard work didn't get packaged properly. No less attention to detail and quality are given to the labeling of your digimmercial, thus enabling you to always make the very best first impression. In completion, a full color label is designed and printed at 1200 dpi on the face of your digimmercial DVD.

Whether it's small or large quantity runs, we stand ready to provide you with guaranteed media production whenever you need it.

Quotes are **FREE**, call today to discuss the possibilities.