HiLo Media Creates A Unique High-Def Tutorial Video for Kinemac Software

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A recent creative international collaboration between HiLo Media and Kinemac developer yields a unique high-definition tutorial video to orient new users to the software. Web and viral video production company HiLo Media recently completed a high-definition 11-minute tutorial video for Mac OSX 3D Animation software Kinemac. Kinemac developer Lorenzo Puleo worked tightly with HiLo Media producer Joseph Nilo in the creation of the video.

Asheville, NC - Web and viral video production company HiLo Media recently completed a high-definition 11-minute tutorial video for Mac OSX 3D Animation software Kinemac. Kinemac developer Lorenzo Puleo worked tightly with HiLo Media producer Joseph Nilo in the creation of the video.

"It's great working with an independent developer on a video for their software. They take great pride in their product, and great interest in what we do, making our job much easier and very effective," said Nilo. "It was even Lorenzo's idea to put me in front of the camera for this video as a tutorial 'host' that helps move the video along." The style of the tutorial might be familiar to fans of Apple: "White background, black pullover," mused Nilo, "I hear some folks at Apple are now calling me iPhone Bob Junior."

Transcontinental collaboration from the United States with the Paris-based software company was no issue. "The time difference worked in our favor," said Nilo, "I would work while Paris was sleeping, email off a script or a video proof, go to bed, and awake to have input and changes in my email box. We kept in contact during the overlapping hours via iChat."

Nilo focused on a quick turnaround for the production of the video. Scriptwriting, high-definition videography, motion graphics, editing, proofing, and finalizing were all easily accomplished within two weeks. "Our team takes pride in producing high-quality content quickly and affordably. Many companies have video on their sites these days, oftentimes created by themselves. We want our clients to have professionally-produced content with motion graphics, music, and voice over that puts their product in its best light."

The finished video was posted at Kinemac's website. HiLo Media has also launched a viral video campaign, releasing the tutorial video as a podcast in iTunes and to 15 major viral video sites, such as YouTube, Revver, MetaCafe, Yahoo Video, and AOL Video.

The tutorial video also resides in HiLo Media's online portfolio with other successful web video campaigns for companies like Philips USA, elgato, and digital lifestyle outfitters.

HiLo Media creates high-quality, affordable web videos: Product Videos, Screencasts, Podcasts, Tutorials, Website Tours, Viral Video Campaigns. Then videos are delivered via the clients' websites and served to the masses via distribution to all the major viral video sites.

HiLo Media:
http://www.hilomedia.com

Kinemac:
http://www.kinemac.com

Kinemac Tutorial Video:

http://www.hilomedia.com/portfolio.html

HiLo Media was formed in 2008 as a collaboration between two successful video production companies owned by Joseph Nilo and Charles Heilig (Heilig / Nilo = HiLo). Nilo and Heilig are pioneers in the new media / podcasting space, having creating one of the first video podcasts in 2005, a mac audio / video production-related program called the Mac Pro Podcast. Joseph Nilo has gone on to produce or collaborate in various successful Mac-related podcasts and produces non-tech content for corporate clients.

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