

CoffeehouseDigital makes an impact to help Volantis close the deal

Digital Video



Key Benefits

- CoffeehouseDigital's video production expertise delivers compelling messages direct to customers.
- Powerful collateral puts the Volantis brand in the spotlight.
- High quality messaging focused on communicating business value.

"CoffeehouseDigital created a video demonstration that was spectacularly good. It clearly showed the advantages of the Volantis product and helped us win the business."

**Chris Smith,
VP Telco Business Unit,
Volantis.**

Dramatic visuals

Volantis Systems helps the world's brand-leading media, entertainment, online business, financial, and IT organisations to develop their mobile presence and deliver digital content to thousands of unique devices. Volantis is the world leader in Intelligent Content Adaptation™ solutions.

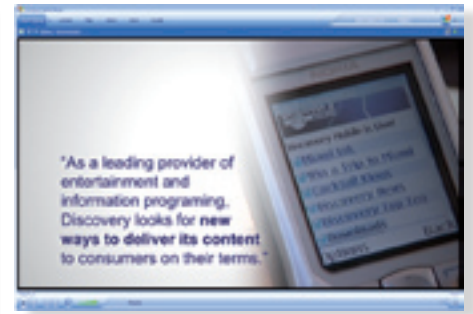
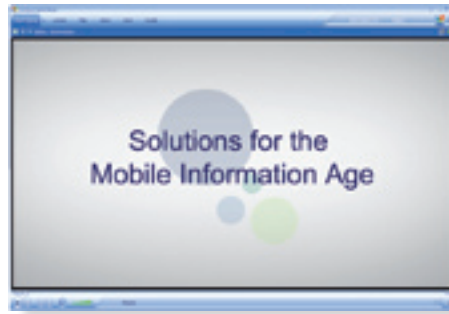
Volantis has employed CoffeehouseDigital on a number of projects. When Volantis needed to demonstrate to a prospect the advantages of its telco content delivery software, CoffeehouseDigital produced a compelling video message that helped win the business.

"CoffeehouseDigital created a video of what our software actually delivers to a phone," explains Volantis VP Telco Business Unit, Chris Smith. "It looked spectacularly good. It clearly showed the performance speed of the final user experience, which was very important, and also the look and feel and how precise and well-formed the display was on a range of devices.

"We used the material in demonstrations and it certainly helped us win the business. The video made a side by side comparison between a competitor's platform and ours which showed the same web page and exactly the same content loading. Ours came up in a couple of seconds while theirs took 40-50 seconds. CoffeehouseDigital incorporated a timer on screen to make a dramatic visual impact."

Quality experience

"CoffeehouseDigital are always very responsive and speedy. We set up the shoot up in a couple of days, spent half a day filming and after a couple of days of editing the video came back perfect. The whole service was a high quality experience."



Screenshots from the Volantis video.

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CoffeehouseDigital was also involved in a branding support initiative when Volantis organised an after-party for the annual CTIA conference, one of the largest events in the wireless industry. CoffeehouseDigital produced a video loop that was shown on plasma screens at the venue in Las Vegas.

Raising profile

The video loop demonstrated some of our services," says Kate Underdown, Volantis Marketing Executive. "CoffeehouseDigital worked out what would work well within the time frame. They used images of Volantis products being used and incorporated messaging with references from customers. It certainly increased our brand awareness and raised our profile.

"CoffeehouseDigital were very flexible in working to tight deadlines and went the extra mile to make sure things were exactly how we wanted them. They even dealt direct with the organisers to make sure the presentation was staged successfully. I didn't have to get involved at all. We have built up a very good relationship with CoffeehouseDigital and will certainly be using them again."