

Critical Debrief, LLC

VIDEO INTERVIEWS FOR A NEW PUBLIC POLICY MEDIA PORTAL



Ken Feinberg, the well-known attorney and expert in alternative dispute and complex compensation, founded CriticalDebrief.com in 2012 to provide a forum for analyzing and debating the most important public policy and legal issues of our time. Various formats are employed to explore these issues: interviews, panel discussions, lectures and informal conversations.

Interviewees and panelists include Supreme Court Justice Stephen Breyer, Former Senator Alan Simpson, well-known attorneys Alan Dershowitz and David Boise among many others.

Working with Design Director, Edwin Schlossberg, MediaCombo's Michael Owen developed the look and feel of the video interviews, panel discussions and lectures that were produced over 12 shoot-days at different locations in New York and Washington, DC. MediaCombo also provided editorial services for the video content used in the CriticalDebrief.com prototype.

In an age of polarizing sound bites and superficial discussion, Critical Debrief strives to bring clarity and thoughtful debate to complex public policy/legal issues in an unbiased and balanced manner, inviting experts to advocate their opinions.

TEAM

Michael Owen, Producer
Peter Shelton, Editor
Barbara Moss, Production
Coordinator

SCOPE

- Production Design
- Original Filming
- Post-production

International Fine Print Dealers Association IFPDA MOBILE WEBSITE



Websites devoted to art fairs have become more important to visitors and exhibitors alike, as mobile phone usage has increased over the past two or three years.

The IFPDA Print Fair, one of the largest in the world with over 90 print dealers in attendance, needed a mobile website to respond to visitor demand.

We had already redesigned the Print Fair site in 2008. In 2010 we extended the Drupal database and CMS we built for the IFPDA's main site, so it would support the Print Fair site too. As a result, content common to both sites can be uploaded once and published simultaneously, saving content editors a lot of time. Users can access a calendar of Print Week events and see the list of exhibitors and information about each of them, buy tickets, sign up for tours and programs.

In 2011 we expanded the database and CMS to support the mobile version of the Print Fair site. With a new feature allowing users to search for exhibitors by name or genre, in addition to the standard functionality, the mobile version was very useful.

In October, 2012 we added new features to both the desktop and mobile sites: users can now search for artists, and consult a virtual catalogue where dealers have uploaded images of prints for sale at the Fair. Visitors can share their favorite artworks on Facebook and Pinterest as well.

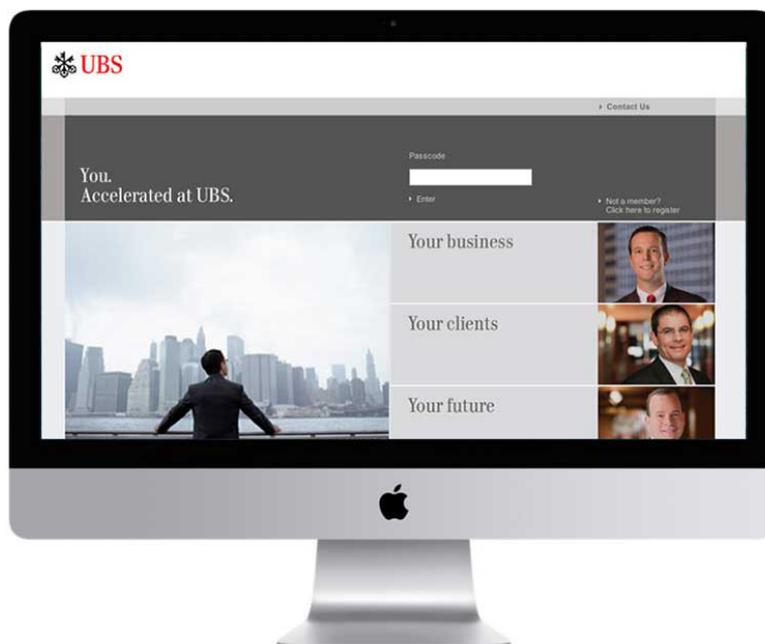
TEAM

Robin White Owen, Producer
Ellen Zhao, Graphic Designer
Anadaroop Roy, Drupal Developer

SCOPE

- Front end design
- Develop Drupal database and CMS
- Create updatable calendar
- Develop mobile version of website
- Add search by artist, dealer & genre
- Design virtual catalog

UBS Wealth Management Services FINANCIAL ADVISOR RECRUITING PORTAL WEBSITE



When internal resources weren't readily available, UBS's Private Wealth Management group turned to Grandview Island and MediaCombo to provide a unique new website to recruit Financial Advisors.

With the attitude of "whatever it takes we'll meet your requirements and your deadline!" MediaCombo, in partnership with GVI, designed, programmed and launched the Financial Advisor Recruiting Portal in seven weeks.

Since Phase One completion in late 2008, the website has garnered enormous external interest and internal support. During Phase Two the site was updated on a monthly basis. We built the site to be compatible with UBS's internal web platform so that they could host and manage the website internally when they were ready.

Access beyond the landing page is password protected. The slide show of selected pages here illustrates our successful adaptation of the UBS brand from print to web, for page design, navigation and site structure. All videos were conceived and produced specifically for this portal.

TEAM

Robin White Owen, Producer
Ellen Zhao, Graphic Designer
Eugene Grybenko, Developer
Grandview Island Video, Producer
Ilana Gamza, Project Manager, Pt 1
Kory Bilowus, Project Manager, Pt 2

ESI Design

ST. JOE COMPANY BRANDING AND SALES VIDEOS



ESI Design commissioned four videos from us for its client, the St. Joe Company, a real estate developer and Florida's largest private landowner.

For decades, St. Joe was a paper company growing pine trees on a million acres of land in northwest Florida. In the late '90s they sold their mills and began developing their land, creating places to live that are based on the principles of New Urbanism, and developing resort communities based on the concepts of New Ruralism.

Our mission was to tell this story. On location we shot interviews with the St. Joe President and CEO, with the Art of Living Director for Southwood, a new Joe hometown near Tallahassee, and with residents of several Joe communities. Back in the editing studio, we commissioned graphics and music, and took advantage of Joe's rich library of footage to create distinctive and compelling programs that showcase SouthWood, and tell the St. Joe story with clarity, warmth and beauty.

The sales videos were delivered on a hard drive, uncompressed, to play at full resolution on kiosks in the SouthWood design center. The brand video is distributed on DVD.

TEAM

Robin White Owen, Producer
Peggy Sarlin, Writer
John Hazard, DP

SCOPE

- Location scout
- Original Filming on location
- Image Research
- Rights acquisition
- Post-production

Lend Lease Real Estate Investments CORPORATE IDENTITY VIDEO



Lend Lease needed to establish its brand and differentiate itself from competing firms when it began doing business in the United States. They commissioned this video for institutional investors and real estate professionals. Its aim was to focus attention on Lend Lease's superior ability to identify opportunities, develop real estate products, and manage assets within the United States and globally. We shot original interviews with senior executives on location in North Carolina and Pennsylvania, acquired additional material, and wrote the script. The program became a very effective sales tool, as well as a clear and upbeat orientation video for new hires.

TEAM

Michael Owen, Producer
Peter Shelton, Editor
Scott Sinkler, DP

SCOPE

- Research
- Script writing
- Original filming on location
- Post-production
- Graphics
- Music